Radio's rarin' in Baltimore!

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

143,000 radio sets sold last year; only 48,000 TV sets!
W-I-T-H's audience is bigger now than ever! And the rates are just the same.

Last year more than 143,000 radio sets were added in the Baltimore area.
Now—more than ever—you get a lot for a little from W-I-T-H.

Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielsen—at rates that make it possible to get the frequency of impact that produces sales.

Get your Forjoe man to give you the whole story about W-I-T-H and the Baltimore market.
Esso Standard Oil Company knows its business well. It does a complete job in the refining, distribution and sale of Esso products. The geologist, rigger, chemist, tank truck driver and your Esso Dealer are but a few of the skilled members of the Esso family. And their specialists in advertising effectively use the air to develop wide distribution and sale of Esso products.

Specialists in management and programming at the Havens & Martin Stations, Inc., also do a complete job. You'll find a combination of experience through pioneering and program imagination that has built up large and loyal audiences in the rich areas around Richmond. It's a complete job of turning ideas into sales results for advertisers on WMBG, WCOD and WTVR. Plan your campaign to work hand in hand with the "First Stations of Virginia."

**WMBG AM WCOD FM WTVR TV**

**FIRST STATIONS OF VIRGINIA**

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by the Bolling Co.
FOR SUCCESSFUL SALES CAMPAIGNS IN THE INTERMOUNTAIN WEST

Latch On to these Merchandisers

Cecil Halle KLO
Paul D. Mckadan KPRA
Robert H. Warner KMON
Tom Anderson KALL
William T. Kemp KYWD
Ali Moyer KPOM
L. H. "Curt" Curtis KOVO
Nero Fisher KGSE
Ed Connely KOPR

Dan Williams KGLO
Charlene Amos KJIM
Collin W. Bonner KIME
Ian A. Elles KATL
John Gannick KELK
Larry Golden KCSJ

Paul B. McAdam KPRK
Tom Anderson KMON
John Sandidge KPMQ
John Taylor KWIK
Frank McKinley KIER

Edward L. "Curl" Curtis KOVO
Al Meyer KPOM
John Gannick KELK
L. H. "Curt" Curtis KOVO
Nero Fisher KGSE

Lynn L. Meyer, President

The plus in every campaign hinges heavily on the effectiveness of the merchandising. Intermountain Network station managers are strong on promises—stronger on delivery. Latch on to these experienced merchandisers—rope extra sales.

Salt Lake City, Utah—146 So. Main
Denver, Colorado—Hotel Albany
New York—Chicago—Los Angeles
San Francisco—Dallas—Atlanta

Represented by Avery-Knodel, Inc.

*Plus eleven more waiting in Nebraska, Colorado, New Mexico and Texas.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D.C., under act of March 3, 1879.
AMERICAN AIRLINES buy 8580 hours on KRLD

12 MIDNIGHT UNTIL 5:30 A.M. 6 DAYS EACH WEEK FOR FIVE FULL YEARS

It's the BIGGEST order in KRLD's history, and we're mighty proud of it.

The confidence the great AMERICAN AIRLINES has shown in KRLD's ability to cover the entire southwest with its "Midnight 'til Dawn" program alone, demonstrates again KRLD's outstanding leadership among the nation's MAXIMUM POWER radio stations.

KRLD Radio's 50,000 watts full-time power penetrates into every nook and corner of the Great Southwest; and in Dallas and Fort Worth, more people listen to KRLD morning, afternoon and evening, 7 days a week, than to any other station or frequency. Pulse ... April-May, 1954.

EXCLUSIVE CBS OUTLET FOR THE DALLAS AND FORT WORTH AREA
OWNERS AND OPERATORS OF KRLD-TV. 100,000 WATTS VIDEO
THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE TIMES HERALD STATION ... THE BRANHAM CO., Exclusive Representative
John W. Runyon, Chairman of the Board .................................. Clyde W. Bambert, President

NOW OPERATING 24 HOURS A DAY ON 1080 KC
GEORGE C. McCONNANUOGEY took $2,500 salary cut in accepting FCC chair-
manship. As chairman of Renegotiation
Board he earned $17,500 annually. FCC
chairmanship (and commissionships)
pays $15,000. Government salary, how-
ever, is not of critical importance to Mr.
McConnanughey, who has had successful
law practice, now being carried on by one
of his two sons, George Jr., in Columbus,
Ohio.

CERTAIN to provoke widespread interest,
if not criticism, is radio campaign planned
for Kirvon "breast-developer" tablets.
World Wide Pharmacist Distributing Co.,
Chicago, which imports tablets from
France, and its agency, Thomas Wain-
wright & Assoc., say several stations in
Midwest have accepted test campaign.
Agency is now working on commercial
problem, which obviously will be
intricate.

DON'T CONSIGN to File X name of
Lewis E. Berry, who lost appointment to
Sterling vacancy on FCC to George
C. McConnanughey. Michigan Republican,
now deputy department counselor of the
Army [B&T, Sept. 20], reportedly is next
in line for any Republican vacancy
that may develop. He's championed by Sen.
Potter (R-Mich.) who asserted himself
rather briskly when his man failed to get
Sterling spot.

DECISIONS of FCC hearing examiners
in comparative tv fights are being knocked
over at rate of 2-to-1 with reversal by the
Commission last week of an examiner's
recommendation in Sacramento ch. 10
case (story page 58). Of nine major
comparative cases, Commission has re-
versed examiners in six.

SLATED TO be new general manager of
KFSD-AM-TV San Diego, acquired by
Fox, Wells Co. from Airfan Radio Corp.
Ltd. for $2.8 million (now awaiting FCC
approval), is William Goetz. San
Francisco agency man and partner in firm
of Elliott, Goetz & Boone. Although he has
had no direct station operating experience,
Mr. Goetz reportedly is front runner,
because of his knowledge of West Coast
people and places and civic as well as
business recognition.

WTOP-TV Washington, effective Nov. 1,
increases its Class A one-hour network rate
from $1300 to $1500. Spot rate was in-
creased to $1500 Oct. 1. (See story page
64 on sale by CBS of its 45% interest in
WTOP Inc. to Washington Post Co.)

THOUGH he chose career before his
father ever thought of joining FCC, David
C. McConnanughey, other son of new FCC
chairman, got unpremeditated break when
his father took new job. David, now Air
Force lieutenant in charge of Armed
Forces Radio station in Japan, studied
radio at Denison U., Ohio, has long
planned to enter that field upon release
from service.

CHALK up minor government relations
triumph for Frank (Scoop) Russell, NBC
vice president in Washington. Gallantly
calling new FCC chairman's wife, whom
he did not know, he offered RCA color
tv set for Mr. and Mrs. McConnanughey's
apartment. Set now reposes in living room.
Until getting it, neither had seen color pro-
gram. (All other Commissioners have
color sets loaned for testing purposes.)

REPORTS circulating that Robert H.
O'Brien, ABC executive vice president,
may not return to network's high com-
mand following completion of current
vacation. Before merger of ABC with
United Paramount Theatres, Mr. O'Brien
was secretary-treasurer of UPT and with
assignment to ABC executive vice presi-
dency he continued as AB-PT financial
vice president and secretary.

AMERICAN Safety Razor Co., (Pal
blades) New York, plans to launch spot
announcement radio campaign in about
100 markets, effective late in October.
Schedule will run from four to six weeks,
through BBDO, New York.

FORMAL farewell party for former
Comr. George E. Sterling, who retired
Sept. 30, will be held during Christmas
holiday season—largely at behest of ex-Com-
nissioner himself. Assn. of Federal
Communications Consulting Engineers
will be host at cocktail party with Washing-
ton's communications officials and legal prac-
titioners among guests.
reach the 2⅔ billion dollars spent each year in Channel 8-Land...

... that is if all these paper dollars were laid end to end. This is one way of saying that 2⅔ billion dollars is a tremendous amount of money. In vast, rich Channel 8-Land, 2⅔ billion dollars is spent each year in retail sales; effective buying income is 4½ billion dollars. Use this super-powered station to get your share of this rich profit potential.

WGAL-TV
NBC CBS DuMont
LANCASTER, PA.

316,000 watts
SUPER-POWER
STEINMAN STATION
Clair McCollough, Pres.

MEEKER TV, INC.
New York Los Angeles Chicago San Francisco
Strotz Back in Industry As Head of Film Firm

SYDNEY STROTZ, for 20 years with NBC as vice president in Chicago, New York and Hollywood and now head of Coca-Cola Bottling in Chicago, Calif., is returning to broadcast programming as president of Trans World Films Inc., new TV and motion picture producing company, with offices in Pittsburgh and Hollywood.

Harry Kodinsky, public relations consultant and director of International Television Productions, will serve Trans World as executive vice president, secretary and a director. Arch Lhorner, prominent in building, contracting and financing, is treasurer. Irwin D. Wolf, vice president of Kaufman's and May Co. (department stores), is a director.

"Trans World Films is presently acquiring important properties for television use," Mr. Strotz said, stating that within a few days TWF will shortly announce names of programs and writers.

Dist. 10 Urges Emphasis On Radio-Television Week

NARTB Board should place more emphasis on National Radio & Television Week, NARTB District 10 delegates resolved Friday at Omaha meeting (early story page 39). Decade-old National Radio & Television Week, co-sponsored by NARTB and Radio-Electronics-TV Mfrs. Assn., will be observed Nov. 7-13. Other resolutions followed pattern of previous district meetings.

Paul Adanti, WHEN-TV Syracuse, guest speaker at tv session with following panel: Thad Brown, NARTB tv vice president; Ernest C. Sanders, WOC-TV Davenport, on merchandising; Owen L. Sadler, KMTV (TV) Omaha, on networks; George J. Higgins, KMBC-TV Kansas City, on integration. Discussion included comments by Ralph Evans, WHO-TV Des Moines and WOC-TV; Frank P. Fogarty, WOW-TV Omaha; John Connwell, KOMU-TV Columbia, Mo.; A. James Ebel, KOLN-TV Lincoln; Robert R. Tincher, KFTV (TV) Sioux City; Arden E. Swisher, KMTV, and Fred Ebener, WOW-TV.

Vick Chemical to Sponsor Radio Musical Spot Series

VICK CHEMICAL Co., New York, (Sofskin), will sponsor spot announcement campaign using specially written song on 50 radio stations in 25 major markets, effective Oct. 18. Spots are 20 seconds, one minute and 2 minutes 45 seconds long. Vick assigned Nelson Ideas, Schenectady, to write "popular" type song, entitled "Ma Went to Town," which incorporates Sofskin name in lyrics. Music is combination, hillbilly, calypso, and samba.

Russell Freuch, product manager of Vick, personally visited most of markets involved and asked stations to submit best available for three different lengths of record. Although entire budget was not revealed, BFT learned that as much as $8,000 in one market was appropriated for six-week campaign. Frequency of spots varies from 30 to 65 or 70 announcements per week per market.

Morse International, New York, handled spot buys.

RESEARCH NEEDED

RESEARCH is contributing vastly to increase in mass production of goods, Edgar Kobak, president of Advertising Research Foundation, New York, told Louisville Adv. Club Friday, that industry should develop and use advertising research to help sell more goods more effectively.

He referred to "unwise practice" of spending to little money on advertising and research to help sell products more economically, as compared to "countless millions of dollars being spent for scientific research used in developing new products." He called attention to long-awaited ARF report, "Bold Venture" which he said is due for publication shortly, on "recommended standards for radio and television program audience size measurements."

ABC-TV CO-OP IDEA

NEW selling concept is emerging at ABC co-op department, with network's WABC-TV New York and WKBK(TV) Chicago as prime movers. Department is offering Kuiku, Fran & Ollie to affiliates (andripples are called "program service" fee for local sale. Stations pay flat per-program cost on basis of local rate cards and populations in area.

Method embodies principle of film package but is fed live. Thirty stations presently carrying KFO but understood nightly 15-minute strip will be offered to at least 100 stations on above basis. Idea reportedly conceived by John M. Mitchell, vice president and general manager of WABC-TV, and Sterling Quinlan, vice president in charge of WKBK (TV).

RESEARCH BRIEFLY

RHODES DRIVE • Rhodes Pharmaceutical Co., Cleveland, through Fringe-Gothelk Assoc., N. Y., sponsoring Mon.-Wed.-Fri. portions of News by Ben Grauer (Mon.-Fri., 3:30 p.m. EST) and Procter & Gamble Co., Cincinnati, through Compton Adv., New York, taking Woman in My House (Mon.-Fri., 4:45-5 p.m. EST). Miles Labs., Elkhart, Ind., through Geoffrey Wade Adv. Chicago, renewed Break the Bank (Mon.-Fri., 10:45-11 a.m. EST).

NBC RADIO ACCOUNTS • List of new business and one renewal announced Friday by NBC Radio. New business includes: Armour & Co., Chicago (Dial soap), through Foote, Cone & Belding, Chicago, for participations in Fibber McGee & Molly (Mon.-Thurs., 9-10:15 p.m. EST), starting Nov. 1 and It Pays to Be Ignorant (Mon.-Fri., 5:45-6 p.m. EST), starting Nov. 5; Miles Labs., Elkhart, Ind., through Geoffrey Wade Adv., Chicago, for Just Plain Bill (Mon.-Fri., 5-6 p.m.); General Foods Corp., N. Y., through Young & Rubicam, N. Y., for Thurs.-Fri. portions of Mary Margaret McBride in new time period (Mon.-Fri., 10-10:10 a.m. EST).

TV IN 40 MARKETS • Taylor Reed Corp., (Q-T frosting), Glenbrook, Conn., to start television spot campaign in middle of October in about 40 markets with four to six-week schedule, through Charles W. Hoyt, N. Y.

August Tv Set Output Sets New Record for Year

OUTPUT of tv sets zoomed in August to record for year, reaching 633,387 receivers and bringing eight-month total in 1954 to 3,785,519 units, according to Radio-Electronics-TV Mfrs. Assn. August output last year totaled 1,603,760 tv sets, with 1953 eight-month total 4,754,285 sets.

Radio production totaled 785,499 sets in August compared to 991,637 last year. Eight-month output in 1954 was 6,110,119 receivers compared to 8,932,638 in same period 1953.

Of tv production, 93,404 of August sets had uhf tuning, with 787,698 uhf types produced in eight months of 1954. Of radio sets, 1,916 August units had fm plus 718 tv sets with fm tuning.

Radio and tv set output for first eight months of 1954 follows:

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Portable</th>
<th>Home Sets</th>
<th>Televison</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2,140,409</td>
<td>1,585,004</td>
<td>565,405</td>
<td>162,787</td>
</tr>
<tr>
<td>February</td>
<td>2,093,220</td>
<td>1,498,873</td>
<td>594,347</td>
<td>198,675</td>
</tr>
<tr>
<td>March (wk s.)</td>
<td>2,754,313</td>
<td>2,071,507</td>
<td>682,806</td>
<td>260,730</td>
</tr>
<tr>
<td>April</td>
<td>3,409,317</td>
<td>2,471,280</td>
<td>938,037</td>
<td>330,048</td>
</tr>
<tr>
<td>May</td>
<td>3,483,017</td>
<td>2,590,720</td>
<td>892,297</td>
<td>308,020</td>
</tr>
<tr>
<td>June (wk s.)</td>
<td>3,494,167</td>
<td>2,616,467</td>
<td>877,700</td>
<td>312,007</td>
</tr>
<tr>
<td>July</td>
<td>3,916,152</td>
<td>2,850,152</td>
<td>1,066,000</td>
<td>39,447</td>
</tr>
<tr>
<td>August</td>
<td>4,320,397</td>
<td>3,189,607</td>
<td>1,130,790</td>
<td>72,173</td>
</tr>
<tr>
<td>TOTAL</td>
<td>37,855,519</td>
<td>27,142,880</td>
<td>10,712,639</td>
<td>959,199</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Portable</th>
<th>Home Sets</th>
<th>Televison</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>39,464,921</td>
<td>27,063,456</td>
<td>12,301,465</td>
<td>797,781</td>
</tr>
<tr>
<td>February</td>
<td>37,918,961</td>
<td>24,915,750</td>
<td>13,003,211</td>
<td>769,332</td>
</tr>
<tr>
<td>March (wk s.)</td>
<td>37,026,449</td>
<td>24,865,943</td>
<td>12,160,506</td>
<td>790,435</td>
</tr>
<tr>
<td>April</td>
<td>36,868,449</td>
<td>24,600,706</td>
<td>12,267,743</td>
<td>779,233</td>
</tr>
<tr>
<td>May</td>
<td>35,215,949</td>
<td>23,661,543</td>
<td>11,554,406</td>
<td>722,104</td>
</tr>
<tr>
<td>June (wk s.)</td>
<td>36,080,100</td>
<td>24,796,050</td>
<td>11,284,050</td>
<td>749,655</td>
</tr>
<tr>
<td>July</td>
<td>41,191,512</td>
<td>28,300,152</td>
<td>12,891,360</td>
<td>438,061</td>
</tr>
<tr>
<td>August</td>
<td>37,547,608</td>
<td>26,110,119</td>
<td>11,437,489</td>
<td>785,699</td>
</tr>
<tr>
<td>TOTAL</td>
<td>324,413,712</td>
<td>216,611,012</td>
<td>107,502,700</td>
<td>7,611,109</td>
</tr>
</tbody>
</table>
Precious Time

Every minute, night and day

WJBK DETROIT

Make every minute count toward greater sales in Michigan’s richest market.
It costs you less to reach more people, more often on WJBK, tops night and day in news, music and sports... tops in consistent high tune in every hour of the day in more than 973,000 radio homes, on 915,000 car radios.

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690
at deadline

Van Volkenburg Named Head Of Advertising Week Group

J. L. VAN VOLKENBURG, CBS-TV president, named general chairman of Advertising Federation of America's committee working with Advertising Assn. of the West in co-sponsorship of National Advertising Week, planned for second week in February, Member- ship Chairman, Robert H. Hinckley of Chicago, announced.

Tom Ragland Jr., president, Advertising Federation, views the week as an opportunity to draw attention to the many phases of radio-television that are being handled by the advertising people.

Three-Day New York Session Opened by Women's Group

AMERICAN Women in Radio & Television opened three-day New York State conference Saturday at New York's Park Sheraton Hotel.

Three women speakers will address the gathering on the problems of juvenile delinquency, status of radio and television in New York State, and workshops on many phases of radio-television were to get under way during the morning and evening sessions. Details and arrangements were under supervision of Chairman Jane Barton, program director of New York State Radio & Motion Picture Bureau, Albany, and Vice Chairman Barbara Jones of Donahue & Co., N. Y.

Network Vps to Testify

At Hearing on Delinquency

TWO network vice presidents and probably third will testify before the Senate Juvenile Delinquency Subcommittee which holds hearings Oct. 19-20 on "crime" and "horror" television programming for children (see story, page 42). They are Robert H. Hinckley, ABC, and Merle S. Jones, CBS. Charles R. Denny, NFC, former FCC chairman, probably will represent that network, subcommittee spokesman said.

Two 'Bribe' Testimonies

FCC witness who alleged Thursday she had been offered $50,000 to bribe "dress up" her testimony or not appear in license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa. (early story page 46), was characterized Friday as "congenital liar" by Lamb counsel during sharp cross-examination. Marie Natvig earlier said tall thin man by name of Milling Underwood made offer in late September, suggested she stand trial and coal owners charged Mr. Underwood is "figment" of her imagination and doesn't exist. Mrs. Natvig is to appear today (Monday) for further cross-examination by Lamb attorneys.

Klug Acquires Ohio Outlet

SALE of WTRF Bellaire, Ohio (Wheeling), by Tri-City Bxstg. Co. for $90,000 to broadcaster John Kluge reported by Blackburn-Hamilton Co., station broker. Tri-City keeps ch. 7 WTRF-TV Wheeling. Mr. Kluge is principal in WLOF Orlando, KXWW St. Louis, WKDA Nashville, WLY Pittsburgh and WQAY Silver Spring, Md. After FCC consent to sale, WTRF-AM will change to new call. WTRF Manager Frank Curtis and other radio staff are to be retained, it was announced.

Little Rock TV Withdrawal

WAY was paved Friday for grant of Little Rock, Ark., ch. 11 to Arkansas Television Co., with withdrawal of Arkansas Telecasters Inc. application for WEMP. changes in economic conditions and reimbursement of $60,000 for expenses. Arkansas Telecasters, composed of four Little Rock Businessmen, three of whom have interests in KXLR North Little Rock, submitted accounting of $4,159,595 expenses which included $17,408 for legal fees, $2,700 option payments for land, $2,000 engineering. Arkansas Television is composed of KTTH, 42%; Arkansas Democrat, 42%, and National Equitable Life Insurance Co., 16%.

People

Robert E. Williams, former director of media, Comstock & Co., Buffalo, to NBC-TV network sales department, N. Y., as sales development representative.

William H. Shaw appointed national service manager of Hallcrafters Co., Chicago.

Charles Ledham, formerly with ABC-TV research and promotion, to Paul H. Raymer Co., station representation firm, as promotion manager.

Edwin A. Freed, operational head and sales manager, General Instrument Corp., Elizabeth, N. J., appointed general sales manager of firm.

FCC Order Warns Employees To Watch Their Conduct

Warning that FCC employees must watch their steps in outside personal conduct became Washington cease celebre Friday. Order, warning that FCC employees must weigh actions in outside employment, writing for publication, accepting gratuities, financial interests, disclosing information, and must beware of "scandalous conduct," was distributed to Commission employees over signature of then Chairman Rosal H. Hyde Sept. 21.

Biggest "play" was given details of scanda- lous conduct: brawling, being drunk, using abusive language in public and disorderly parties, or engaging publicly in any conduct which, although not necessarily illegal, is not condoned by society. Directive was termed "far-fetched" by FCC Comm. Frieda B. Hennoek.

Henry T. Stanton

FUNERAL services for Henry T. Stanton, 67, vice president and western manager of J. Walter Thompson Co., who died at Palo Alto, Calif., Hospital Thursday, were to be held Saturday at St. Matthews Church, San Mateo, Calif.

Poller Denies WCAN Offers

WCAN Milwaukee has neither received nor accepted any firm offers, Lou Poller, president of the 5 kw (1250 kw) facility, announced Friday. WCAN has not been sold but offered for sale and is operating as usual, Mr. Poller said. Negotiations for sale of WCAN to WEMP Milwaukee (1340 kc with 250 w) for about $230,000 were reported underway last month (BT, Sept. 13).

Wgd Gadsden, Ala., Sold

PURCHASE of WGAD Gadsden, Ala., by Dick Biddle interests for $4,000 from Curtis DelLamond announced by Mr. Biddle, president of WMPR Florence, Ala. Sale is subject to FCC approval. Radio Muscle Shows Inc., WOWL licensee, will own 50% of WGAD while Mr. Biddle and James L. Garrett, prospective president-manager of WGAD, each will own 25%.

WNBF-TV Binghamton Boost

WNBF-TV Binghamton, N. Y., operating ch. 12, granted boost in ERP by FCC Friday to 166 kw visual, 83.2 kw aural; antenna height above average terrain 1,200 ft.

Payson Hall Wed in Phoenix

PAYSON HALL, treasurer of Meredith Publishing Co., and director of radio-television operations, and Roberta Wild Teller of Phoenix, were married Oct. 4 in bride's home city. They are residing in Des Moines, Meredith headquarters.
GOOD . . . advertising always pays in the . . . . . .

RICH, GROWING NORTH CAROLINA MARKET

BETTER . . . coverage than ever before is yours with RADIO in the . . . . . .

15-county WINSTON-SALEM NORTH CAROLINA MARKET

BEST . . . buy morning, afternoon and evening is

1954 Broadcasting * Telecasting
THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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

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Duane McKenna, Art and Layout.

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

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444 Madison Ave., Zone 22, Plaza 5-8355.
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BUSINESS: Winfield R. Levi, Sales Manager; Eleanor R. Manning, Sales Service Manager; Kenneth Cowan, Eastern Sales Manager; Dorothy Munster.

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

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

Toronto: 32 Collins Ave., Hudson 9-2694, James Montagnes.

SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (33d issue): $9.00, or TELECASTING Yearbook (36th issue): $9.00. Annual subscription to BROADCASTING + TELECASTING, including 34 issues: $17.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy, 33d and 34th issues: 30¢ per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $1.50 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING + TELECASTING, 1735 De Sales St., N. W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward inquiries.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc. using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932. Broadcast Reporter in 1933 and Telecast* in 1933.

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Broadcasting • Telecasting

Page 10 • October 11, 1954
Framed here, in the symbolic clover-leaf of prosperity, is a low-flying view of the Detroit Steel Corporation's plant at Portsmouth, Ohio, in the heart of the rich Ohio River Valley—also the heart of WSAZ-TV's rich 116-county area. Detroit Steel employs some 4,000 people here, and has spent over $63,000,000 on expansion in the past 11 years on this largest existing plant in the Portsmouth area.

America's Clover Patch...

It's less pastoral than the description would indicate—but infinitely more lush than the greenest meadow that ever made happy a herd of Guernseys. This industrial heart of America served by WSAZ-TV is a richer type of clover patch—an area of 116 counties bulging with industries, ever-growing payrolls, and the kind of sales opportunity that soon makes a sales manager run short of vertical room on his wall chart.

Elementary as it is, we must remind you how people with money are always anxious to spend it. What they need most is help in deciding what to spend it on...help in the form of persuasive messages, ably delivered by a medium in which they have neighborly faith.

Here, in the WSAZ-TV area, that's a set-up. For WSAZ-TV is the only medium—counting all media—fully and deeply covering these 116 counties where over 400,000 of the biggest-earning (and TV-owning) families live. This is a clover patch of remarkable stability...a region where big industries are commonplace, and small industries are everywhere...and better than two-and-a-half billion dollars were spent last year on consumer goods not much different from what you sell.

Opportunity here grows tall and profit-green. Whether, saleswise, you want to graze or guip greedily, WSAZ-TV can be counted on to mow over this whole, incredible pastureland of sales potential for you. But to appreciate the magnitude of WSAZ-TV's whole five-state range, you need the facts. They're awaiting your inquiry at the Katz agency.

TELEVISION Huntington-Charleston, West Virginia
Channel 3—100,000 watts ERP
NBC BASIC NETWORK-affiliated ABC and Du Mont
Also affiliated with Radio Stations WSAZ, Huntington; WGKV, Charleston
Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.
Represented nationally by The Katz Agency
what’s Charlie got that you haven’t?

Charlie Arndt is by choice, instinct and achievement one of the country’s shrewdest radio timebuyers.

If he reads that sentence after he steps on the 8:15 out of Westport, Conn., or as he wedges his way through the LaSalle St. station, he’ll probably murmur to himself, “Well, mebbe so. But I also married Mary Bowdoin who’s one whiz for facts. She always says, ‘Get it right, Charlie; get it right!’”

That as it may, Charlie’s a razor when it comes to radio.

Sure he’s one of the more than 17,000 radio people who swear by - rarely at - Broadcasting Yearbook.

Maybe he can’t twine a wisteria vine, but he can wrap up a spot or fifteen-minute campaign that makes millions of people come galloping down the streets hollering, “Gimme! Gimme!”

What’s Charlie got that you haven’t?

Charlie’s got (God, how blunt can we get!) Broadcasting Yearbook. Charlie’s got the most fact-packed, well-edited, crisply-written daily reference book in modern American radio.

If pressed - he’s rather shy - he’ll sing off the total radio billings of every known agency, plus the agency’s accounts. He’s got the most complete roster of national and regional advertisers down to the last name in the “We-want-radio” unit.

We could go on and on. The darn book is one of the most phenomenal things in modern radio broadcasting.

The Charlie Arndts of today’s radio buying read and refer to Broadcasting Yearbook every minute of the day. They use it until it’s as wrinkled as an old skiing cap - and that’s being wrinkled! But Charlie’s brow isn’t - thanks to Broadcasting Yearbook’s quick, accurate facts that are there on his desk every day at his fingertips.

Want to get real results for your station, network or advertisers? Want to make radio the choice slice of every budget? Want to make your station the only station Charlie Arndt would care to recommend in your area? Then, tell the Charlies of radio buying. Tell them how good and powerful you are. Tell them in a most-referred-to ad in the pages of the only book of its kind - Broadcasting Yearbook.

Write, wire or phone now for an immediate space reservation. Proof deadline November 20. Final deadline December 1. Broadcasting Yearbook’s crack creative staff will supply copy and layout free of charge, if you wish, based on your own data.
AT THE opening of NBC-TV's Today, back in the early-Weaver period of television, this publication commented that the show would last if its easy-going master-of-ceremonies, Dave Garwayne, were not crushed to death by the sheer weight of symbols and productions.

In the early-Weaver era, Today was a nightmare of remote pickups, tape recorders, trans-oceanic telephone calls, and incommunicable close-ups of clocks showing the time in Bombay. The program's survival represents a joint triumph of man (Mr. Garwayne) and monkey (J. Fred Muggs) over a mechanical world gone mad. The results show in the new NBC-TV Tonight, a product of the middle-Weaver or contemporary period. (What the late-Weaver period will bring is too awesome to consider.)

Tonight has Steve Allen and not much else. There are other regular performers in the cast, but none of particular consequence. If any attention is being paid to production tricks, it is not apparent. Each technical problem is attacked (an occasional remote here and there) and handled with an informality bordering on anarchic.

On the opening show Sept. 27 one scheduled remote was prevented because the driver of the camera car was pinched by a cop. On a later program a pickup from the roof of Radio City proved such a difficult assignment that it was 15 minutes after the original cue before it could be cut into the program. Mr. Allen filled the void with random comment which was far more enjoyable than the remote itself.

Not much beside Mr. Allen is needed to make Tonight a success. He has wit, intelligence and passable ability as a pianist and is able to carry much of the show by himself. With a moderate amount of relief from others, he ought to go on indefinitely. This relief, by the way, should not include the short newscast by Gene Rayburn which have been inserted in the show and which have been neither newsworthy nor entertaining.

It is and should be an informal program, but not to the extent that the production crew yields to the normal desire to sleep at the hours it is on.

SHOWER OF STARS

Network: CBS-TV
Time: Every fourth Thurs., 8:30-9:30 p.m. EDT

Executive Producer: Cecil B. DeMille
Producer: Nat Perrin
Director: Sherman Hemsley
Choreographer: Bob Sidney
Musical Conductor: Gordon Jenkins

Cast: (Sept. 30) Betty Grable, Marie Lanza, Harry James, Marvin Kaplan, Fred Clark
Sponsor: Chrysler Corp.
Agency: McCann-Erickson Inc.
Production Costs: $100,000

MAYBE it wasn't precisely a Shower of Stars that fell on the country from CBS-TV Holly-wod two weeks ago, but it was a good manikini variety show, held together by the showmanship of the supporting cast.

To be commended is the sterling and often-funny comedy delivery of Fred Clark and Marvin Kaplan and the easy informality of Bill Lundigan, who delivered the Chrysler commercials with relaxed competence.

As for the stars in the title, Betty Grable looked delicious and struck a few entertainingly romantic poses; Harry James blew an excellent trumpet; Mario Lanza—well, that's another story, covered elsewhere. Frankly, Mr. Lanza showed up best, videowise. It becomes obvious now that he didn't have much to distract him.

The color and costumes were appropriately gorgeous for the amount of money expended on the program. However, it should be noted that the three color sets at CBS TV City in Hollywood each registered a different-chromatic version. The only approximately true color picture didn't last long. A technician "adjusted" it and the tuxedos turned a lovely shade of green and the people a bilious yellow for the rest of the hour.

Whether sponsoring Chrysler Motors got its full dollar's worth out of Shower of Stars remains to be seen. Perhaps the Lanza fiasco, in which Chrysler was blameless, paid off in publicity. On the other hand, it's too soon to know whether some of the unfavorable press reaction following the incident rubbed off on the innocent advertiser.

LASSIE

Network: CBS-TV
Time: Sun., 7-7:30 p.m. EDT
Cast: Lassie, Tommy Rettig, Jan Clayton, George Cleveland
Producer: Robert Maxwell
Director: Leslie Goodwins (Sept. 12)
Writer: Claire Kennedy (Sept. 12)
Location: Filmed in Hollywood
Sponsor: Campbell Soup Co.
Agency: RBD
Distributor: Television Programs of America
Estimated Production Cost: Approximately $57,000 per program

With the launching of Lassie on CBS-TV Sept. 12 and the upcoming appearance of The Adventures of Rin Tin Tin on ABC-TV Oct. 15, children are in for a season of TV fare such as their parents knew through the media of books and motion pictures. This would indicate a trend away from cowboys, space ships and men from Mars, for which Campbell Soup is to be congratulated.

A better format could not be devised than that of a boy and his dog. Parents should heartily endorse the clever child psychology and children should be completely unaware of the fact that through Lassie they are being taught a few moral values.

The first film in the series, "The Inheritance," established the characters with a neighbor bequeathing the collie to Jeff Miller, portrayed by 12-year-old Tommy Rettig. The basic action revolved around Lassie's grief for her departed master and her reluctance to take the little boy in his place. After numerous trips back to her former home, $2,000 in cash is inadvertently discovered by Jeff. A fight with the hired man who wants the money ensues, but Lassie falls him and right triumphs.

By the end of the half-hour, Lassie, her duty to her former master discharged, is willing to accept the boy, his widowed mother and grandfather.

It is Lassie's show all the way through, which fact should be perfectly satisfactory to all dog fanciers. This is not to say the two-legged performers do not suffice. Tommy Rettig is an appealing and competent juvenile actor. Jan Clayton and George Cleveland as the lad's mother and grandfather, respectively, prove themselves properly understanding, always at hand with the unobtrusive bit of guidance.

Productionwise the series got off to a good start, leaving little to be desired. The musical
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 mid-town 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
supervision by Raoul Kraushaar and cinematography by Harold Stine were done with warmth and care.

The commercials follow the same pattern established by Campbell Soup in their fall program, 
*Dear Phoebe* on NBC-TV.

The opening is an animated spot, the middle is live action depicting the ease with which Campbell Soup fills the bill for Sunday dinner and the closing commercial features the main element of the program. No, Lassie did not sit up and bark for tomato soup.

### DECEMBER BRIDE

**Network:** CBS-TV

**Time:** Mon., Oct. 4, 9:30-10 p.m. EST

**Sponsor:** General Foods Corp. (Instant Maxwell House CBS -TV. Only time possible to boost the program, which filled 90.5 percent of the audience's viewing.

**Production Cost:** About $7,500.

**THE GAY, situation comedy that has won I Love Lucy** the love of its many fans and top ratings is being employed in *December Bride*, the Lucille Ball-Dezi Arnaz (Desilu Productions) program which premiered last Monday night, fittingly adjacent to and following Lucy's time-honored half-hour segment on CBS-TV. Only time and weekly ratings will tell how well Lucy's companion will have succeeded.

The typical American couple did everything possible to boost the *December show* which keeps comedy in the family (actually replacing General Foods' *Red Buttons Show* which filled this time last year). Before the program got its steam up, Mr. and Mrs. Arnaz lovingly told the audience about *December* and its characters and then switched their living room set to the program, a clever promotion and tie-in.

The format is as sure and as worked over as the vaudevillian's "Why did the chicken cross the road?" The *December* tale is built around the mother-in-law situation—an extension of momism and, we presume, the butt of gagsters as far back as the Neanderthal age.

Happily, the modern twist has the mother-in-law—played lightly in the pleasant, easy manner of Spring Byington, a veteran of the flighty characterization—loved as much by her son-in-law (Dean Miller) as her daughter (Frances Rafferty). That ought to make a lot of mothers-in-law in U.S. feel their talents have not been wasted, and keep them tuned in.

The program's plot is of no greater significance than any of Lucy's; its appeal may depend on a certain extent on the viewer's individual attachments in the home-hearth-husband-wife-mother-in-law sphere.

### THE FLORIAN ZABACH SHOW

**Syndicated:** 25 pre-sold markets

**Cast:** Florian Zabach and guest stars

**Producer:** Guild Films Inc.

**Director:** Duke Goldstone

**Musical Director:** Harry Zimmerman

**Location:** Filmed in Hollywood

**Distributor:** Guild Films Inc.

**Estimated Production Cost:** Approximately $20,000 per program

UNFORTUNATELY for Mr. Zabach, who has proved himself a most personable young man on his tour of night clubs and during his previous brief tv guest shots, Guild Films has seen fit to let him and his violin carry almost the entire half-hour single-handedly and backed him with inferior production to boot.

In the opening shot of the first program, the curtains parted to reveal the violinist already at work. After announcing and playing "Dance of the Comedians," he got off some facetious remarks as a prelude to "My Blue Heaven." The wild applause registered by the sound track would imply that there really were three Florian Zabachs and not just a gimmick possible through trick photography. More film magic permitted Ronnie Drouillard to sing a duet with himself and Mary Ellen Terry to perform some singularly unlovely dance accompaniments to the star's renditions of "Sorrento" and "Tico Tico."

For his closing number Mr. Zabach dragged in two children from the "audience" and played "Waltzing Cat" to them. Musically this came closer to what fans of his "Hot Canary" expected. He concluded the program with the wish, "may all your dreams come true."

One wish might be that Guild Films would snap to and sell its star—and his viewers—a program worthy of his talents and their time.

### AMOS 'N' ANDY MUSIC HALL

**Network:** CBS Radio

**Time:** Mon.-Fri., 9:30-10:15 p.m.

**Stars:** Freeman Gosden (Amos) and Charles Correll (Andy)

**Producer:** Sam Pierce

**Executive Producer:** Joe Connolly, Bob Nurse

**Announcer:** Harlow Wilson

**Talent Cost:** $1,000 per six-minute segment

MORE THAN 25 years ago, Freeman Gosden and Charles Correll, better known as Amos 'n' Andy, made history by introducing the quarter-hour across-the-board program to network radio. That was on NBC. This fall, on CBS, the team is heard 25 minutes a day, five days a week, in what is for them a new format, a disc jockey show.

Every deejay needs a gimmick, something to let the listeners know they're listening to his show and not just any old record program. Amos 'n' Andy's gimmick is to locate their platter-spinning in the lobby hall of that mythical fraternity, the Mystic Knights of the Sea, with the Kingfish in charge of the turntable, Amos 'n' Andy as assistants and an audience in the hall to provide thunderous applause after each record.

The blackface duo supplies the chatter between the records and also handles the commercials, in dialect, as well as the interview with the guest star. Last Monday, when this reviewer was listening, the guest was Jimmy Stewart, unhappily cast as a would-be hip cat in a tortured lead-in for a recording of "They Were Doing the Mambo."

The many Amos 'n' Andy fans will welcome the pair's return to a nightly series. But it seems unlikely that it can lure the younger listeners away from their local deejay programs, with more music and less chatter.

### BOOKS

*I LOOKED AND I LISTENED*, by Ben Gross.

**Random House, New York. $3.50.**

The subtitle of this volume, "informal recollections of radio and tv," is an accurate description of its contents. Iben Gross became radio editor of the New York News in 1925 and he's been at it ever since. His account of broadcasting's history, told with the accent on the humorous happenings of the early days, would make good reading for anyone, and for those who know broadcasting it's a must.

**BROADCASTING • TELECASTING**
To reach Greater Nashville and the Great Mid South...

DON'T GUESS . . .
GO CBS

Television comes alive on CHANNEL 5 . . .

for 62 Tennessee and Kentucky counties—the billion dollar market reached by Nashville's newest, maximum powered, highest towered station, WLAC-TV.

With programming based on highly rated CBS network shows, augmented with local personalities and the pick of filmed productions (including Foreign Intrigue, Ellery Queen, Amos & Andy, Front Page Detective, to name a few), WLAC-TV offers highly desirable adjacencies in an important market. The Katz man has complete information.

WLAC-TV

100,000 watts  Channel 5
CBS Basic Affiliate

National Representatives:
The Katz Agency
We ain't got no fifth amendment listeners in Central Ohio. They listen to WBNS and they'll tell any pollster who calls up and asks 'em. When PULSE interrogates this area's listeners they get answers which add up: WBNS has more listeners than all other local stations combined; WBNS has the TOP 20 PULSE-rated programs heard in Central Ohio.
I2 ways to present your "commercial"

Now—with RCA's new Special Effects Equipment—you can have these 12 attention-getting effects right at your fingertips. You push the button for the effect you want. You swing the "control stick" (rotatable 360°) and put the selected effect in the picture wherever you want it. It's simple, inexpensive—requires no complicated equipment or extra cameras.

RCA's Special Effects Equipment consists of just two separate units; (1) a TG-15A control panel (shown left) and generator, (2) a TA-15A amplifier. The Special Effects Panel can be inserted in any RCA Console housing. The other units can be mounted in your video racks. Installation couldn't be easier.

For quick delivery, order your RCA Special Effects Equipment direct from your RCA Broadcast Sales Representative.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N. J.
It's results you're after...

Ask your H-R Television man. He has the answer... and it concerns the success a top advertising agency had with a national product using WFBG-TV as a test station. Results were frankly surprising in this Pennsylvania test area between Pittsburgh and Harrisburg.

and get with WFBG-TV

Channel 10
316,000 Watts

OTHER PLUS FEATURES:

Television Homes .............. 447,128
Families ....................... 651,267
Population .................... 2,280,525
Effective Buying Income ....... $2.9 Billion
Retail Sales ................. $2.1 Billion

The Gable Broadcasting Co.
ALTOONA, PA.

ABC NBC CBS DuMONT
Basic Interconnected
National Representative, H-R Television, Inc.

OPEN Mike

excellent cooperation we receive from all stations in promptly relaying vital weather information to the public for the protection of life and property.

J. R. Tannehill, Asst. Chief of Bureau (Operations)
U. S. Weather Bureau
Washington, D. C.

Picture Story

EDITOR:

...I saw your new B*T Picture Story feature [B*T, Sept. 27] and this is to congratulate you on the inclusion of this lively and interesting type of story presentation.

The fact that our agency and one of our clients was the subject of this first picture story naturally added to our interest in it, but we will certainly look forward to seeing subsequent stories on other phases of broadcasting and telecasting with a great deal of interest.

H. W. Newell, President
Lennen & Newell, New York

Blurs Annoy

EDITOR:

Why doesn't your IN REVIEW editor mention that so-called color live tv-casts via "compatible" systems appear blurred, un-sharp and filmed—in comparison to live black-and-white shows on ordinary sets?

Are we viewers—and advertisers—being "forced" into color?

Bert Haling, Adv. Dir.
Great National Life Insurance Co.
Dallas, Texas

[EDITOR'S NOTE: FCC engineers explain the apparent blurring of colorcasts received in black-and-white is possibly due to faulty tuning of the receiver. In cases where local stations are string a network color show in monochrome, fuzzy pictures might result if the stations did not properly filter out the color subcarrier frequency. It was explained.]

Unique Responsibility

EDITOR:

...I have followed your very great success—who could stay in radio and tv without Broadcasting * Telecasting?—but I have gone even further; I have read your editorials.

I mention this because it's pleasing to see that, with your unique responsibility to the industry, you have played all facets of the industry with great fairness, even including the FCC and its individual members. . . .

Ivan Hill, Executive Vice President
Cunningham & Walsh, Chicago

Job Well Done

EDITOR:

Ever since receiving the first issue of Broadcasting * Telecasting following the CBS affiliates meeting in Chicago I have tried to get around to writing you and expressing my appreciation for the excellence of your report on what happened there.

The tone of optimism which pervaded your stories really pleased me. And, you did no more than report the facts. The talks made by the gentlemen representing CBS Radio were characterized by a positive, forward approach and they most certainly added strength to radio's standing in the media field. Your coverage put the finishing touches on a job well done.

F. C. Sowell, Mgr.
WLAC Nashville

Broadcasting * Telecasting
SPURRED for ACTION

With Carolina Gamecock precision, we are winning sales battles right in the heart of the richer-than-ever Carolina Piedmont (Spartanburg-Greenville) Area...
The Gold Cup Went to “5”*

**News Item (August 7, 1954):** “Slo-mo-shun V, twin sister of the world’s fastest hydroplane, roared over Seattle’s Lake Washington today at better than 100 MPH to win motorboat racing’s top prize, the coveted Gold Cup.”

**TV Item (three weeks later):** “The August Seattle Telepulse reveals KING-TV, Channel 5, scored a clean sweep over the rival network station in duplicate telecasting of the Pacific Northwest’s biggest sports event, the Gold Cup. Out of an estimated 500,000 viewers, the elaborate KING-TV coverage pulled almost three times as many families as the other network station.”

There’s a reason, of course. KING-TV is the *first* station in the market… *first* in all ratings (morning, noon, and night), *first* in local personalities, and always *first* in news, sports, and public events. People dial “5” in Seattle almost as naturally as you dial your home phone.

*Average Telepulse rating for duplicate coverage of Gold Cup race, Seattle, August 7, 1954*

**Channel 5 (KING-TV) 36.0**

**Second Seattle Station 12.5**

*FIRST IN SEATTLE*

**KING-TV**

Channel 5 - ABC 100,000 Watts

Ask your BLAIR TV Man

Otto Brandt, Vice President and General Manager
Although Mr. Thoreau lived long before the era of television, he expressed a theory that **WBNS-TV** upholds throughout its entire operation.

Seeing is believing . . . and we believe it is important to give our viewers things they can believe in . . . whether it's a fantasy that leads them into a temporary make-believe world for a short reprieve from every day dol-drums, or a down to earth honest product promotion.

That's why **WBNS-TV** makes use of top rated CBS TV programming, and meets the same high standards for each commercial production. Whether your spots are integrated into CBS network or local shows, or are 15 minute to hour strips across the board, all films, slides and live productions are accorded true showmanship, then backed up with an outstanding merchandising promotion.

We at **WBNS-TV** want the 423,000 homes that tune us in every day to enjoy the best of full time programming that enables them to believe what they see.

**WBNS-TV**

**COLUMBUS, OHIO • CHANNEL 10**

CBS-TV NETWORK — Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St., REPRESENTED BY BLAIR TV

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**on all accounts**

BEING a one-man radio-tv department brings many a headache, but it also has its exciting moments, Ed LaGrave Jr., says of his position at Lessing Adv. Co., Des Moines. He has been credited with selling Lessing on radio. Herefore, Lessing felt radio accounts "took too much time, tied up too many people and were not profitable." Today, radio and tv account for about 20% of all billings.

Charles Edward LaGrave Jr. attended high school in Mitchell, S. D. Later, as a freshman at the U. of South Dakota, he became an announcer at KUSD Vermillion. While still a junior at college, he was appointed station manager, remaining in that post until his graduation in 1942.

Mr. LaGrave moved to Sioux City, Iowa, joining KTRI as copywriter, disc jockey and staff announcer, then went into service with the U. S. Army Signal Corps, emerging as a second lieutenant. Upon his return he became a space salesman in the local display department of the Des Moines Register and Tribune and later account executive with Cary Adv. Agency there.

Since 1949, when he joined Lessing, Mr. LaGrave has filled many capacities—account executive, copywriter, announcer, producer, recording engineer, media director and timebuyer. This versatility helped him bring in more and more radio clients for Lessing. Under his direction, 20 clients have used radio and tv on 37 stations in 11 states the past year.

Mr. LaGrave also is responsible for the complete advertising campaigns of 13 active accounts, including that for KRTN Des Moines, the Cowles station, and an overall institutional campaign for the Meredith properties. He is particularly active in tv these days, assuming full responsibility for tv production from selling to direction.

Ordinarily an even-tempered, soft-spoken young man, Ed LaGrave grows vehement at the mere mention of rate-cutting and double-spotting practices. He says: "Rate-cutting . . . never accomplishes what the station hopes to achieve—more and lasting business . . . [and] You can't insult the listener and viewer forever by slugging him with excessive commercials."

Mr. LaGrave married the former Shirley Brookman on Dec. 25, 1945. They have two daughters—Linda, 8, and Kathy, 5. He belongs to Beta Theta Pi, the Des Moines Adv. Club, the Optimists Club and Des Moines Country Club. For hobbies he plays the saxophone, collects records and writes singing commercials.
The signs of Charlotte are signs of a market more important by far than city size indicates. For proof, consider construction.

In 1953, Charlotte—72nd in city size—was 55th in total construction.
Its total roofed the next two buildingest Carolina cities combined, and was third only to Baltimore and Washington in the Fifth Federal Reserve district.

On a per capita basis, Charlotte’s construction was more than twice that of Washington or Baltimore.

Charlotte’s out-size construction bill mirrors not only city but area needs.
For Charlotte uniquely serves, in myriad specialized fields, a rich and populous area which has no other metropolitan resource.

Important among the city's metropolitan services are Jefferson Standard Broadcasting Company's great area stations, 50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3. These great advertising media—planned and operated for area coverage—blueprint a massive market, ranking by many significant tests among the first 25 in the nation.

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

WBT-WBTV
CHARLOTTE, N. C.

The Radio-TV Services of the Jefferson Standard Life Insurance Company
still another way
WWSW comes close and
stays close to the
heart of Pittsburgh!

A big lift in the
wee hours — that’s
WWSW’s 970 Club.
For 15 years WWSW
has regaled the night with
music, news and sports;
filling a void for stay-up-
late Pittsburghers and odd-
shift mill workers by the thou-
sands. This 24-hour service, this
programming to fit the needs of
a great industrial community is still
another way WWSW comes close
and stays close to the heart of
Pittsburgh!

WWSW
970 Kc.  5,000 Watts
PITTSBURGH, PENNSYLVANIA
Represented by John Blair & Co.
THE LESSON OF 'VIDEOTOWN':
MORE TIME FOR RADIO AND TV

In its seventh report on the town it picked in 1948 as a laboratory for the study of television influence, Cunningham & Walsh discovers that "Videotown" is learning to live with tv, without sacrificing other leisure interests. Tv owners have readjusted their lives to give more time to radio, reading, movie-going—without decreasing their attention to the family television set.

FOR THE first time, television viewers this year have learned to juggle their work-and-play schedules to accommodate more leisure activities without diminishing the time they spend with their tv sets.

They're listening to radio more, reading more, spending more time at the movies, and yet they're watching television as much as they did before, according to the 1954 Videotown report to be released shortly by Cunningham & Walsh.

What sort of time-stretcher do they accomplish this feat?

"It isn't that they have more leisure," says John P. Cunningham, president of the agency. "The average person interviewed is working as many hours as ever, but visiting and entertaining in the home have dropped again to make room for other recreation."

"Women in particular have revised their housekeeping routine to free their evenings for television. They concentrate their duties in the morning or around dinner time. Whether this means that they're more efficient—or merely less thorough—is an unanswered question, but they've definitely reorganized their housework. Television seems to be a likely influence."

Six-Year Study

Since 1948, Cunningham & Walsh, New York advertising agency, has been studying trends in tv sales and set usage and the impact of television on family life in Videotown, revealed two years ago to be New Brunswick, N. J., a town of some 30,200 population located 30 miles from New York, and within the good service range of New York's seven tv stations. This year the agency expanded the scope of its tv questioning, asking for the first time for opinions of the people interviewed.

A separate set of interviews was arranged to determine what influence, if any, television had had on political opinion.

Gerald Tasker, vice president and director of research, said this phase of the survey showed that "more people who had seen political telescasts were able to express an opinion than those who had not. But people who had strong opinions to start with found them unchanged by seeing telecasts."

As an example, Mr. Tasker cited the Army-McCarthy hearings. They "caused little excitement among those we interviewed," he said, "but the pros became stronger pros and the cons stronger cons after seeing them on television."

"So far, the level of interest in politics is very low in Videotown. We expect to collect more evidence as other major political events are telecast."

This year's study also investigated the subject of color tv, which Mr. Tasker placed at the head of the list in his summary of findings.

"Telecasts in color," he said, "are still too far from the experience of the average person in Videotown to have much effect on set sales for at least another year. Only 8% of those interviewed have ever seen a color telecast. Slightly more than half of these were enthusiastic, saying it was 'vivid,' 'beautiful,' 'wonderful,' price too great and the screen too little, President Cunningham observed: "These two problems—price and screen size—will determine how soon the color television boom will start. But as soon as the first few sets appear in their neighborhoods, these people will change their minds in a hurry. If they see color telecasts in the homes of friends, they'll want the same thing in their own homes."

Getting back to black and white television, C & W researchers once again found that, contrary to the "novelty" theory, families who have set owners spend more time with them than do the new owners. Sets bought before 1953 were used for about 4 ½ hours on an average weekday evening, while sets bought early this year averaged about 2 ½ hours. The average for all Videotown sets was 4 ½ hours, up slightly from last year's 4 ¼ hours.

More of the viewers who have had sets for several years watched television during the average weekday evening in 1954 (77.4% average) than these same families did in 1951 (67.9%), 1952 (69.9%) or 1953 (71.9%). Among all tv families, including new as well as long-time owners, this year's average was 73.9% as compared to 69.7% in 1952 and 73.1% in 1953.

But while more people watch and although the average set is turned on slightly longer, the average person spends somewhat less weekday evening time at his set. This year the average

<table>
<thead>
<tr>
<th>VIEWING AND LISTENING KEEP GROWING</th>
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<tbody>
<tr>
<td>This table illustrates how people in Videotown are spending more time, year by year, both in watching television and listening to radio. These statistics pertain to television homes. Figures show percent of people watching or listening to their home sets at some time during the period indicated.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WATCH TV</th>
<th>LISTEN TO RADIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wives</td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td>2%</td>
</tr>
<tr>
<td>Afternoon</td>
<td>10</td>
</tr>
<tr>
<td>Evening</td>
<td>71</td>
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<tr>
<td>All Day</td>
<td>72</td>
</tr>
<tr>
<td>All People—Average</td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td>5</td>
</tr>
<tr>
<td>Afternoon</td>
<td>7</td>
</tr>
<tr>
<td>Evening</td>
<td>68</td>
</tr>
<tr>
<td>All Day</td>
<td>70</td>
</tr>
</tbody>
</table>

Broadcasting • Telecasting
10% listened during the evening this year whereas 8% did a year ago. Wives and the biggest fans of radio and tv, with 52% saying they listened to radio at some period of the day and 83% reporting tv-tune-in at some period. (For listenership-viewership breakdown see table.)

Biggest change in leisure activity this year, according to C&W's findings, was the upward surge in movie-going, a pastime that nose-dived by 77% when tv first came into the average home. After a continued decline for several years, movie-going on average weekday evenings showed a 17% increase in 1953, which Mr. Tasker described as the "turning point." "Mr. Tasker's most remarkable and almost unbelievable last year's," he reported on the basis of the 1954 study. "These increases for two years in succession seem to assure a reversal of the downward trend.

Movie-goers, of course, continue to get in their tv viewing before and after the theatre. C&W has a dramatic increase in magazine reading, which went up 70% this year (largely due to increased reading by women) after a 5% rise in 1953. Most newspaper reading, which showed a steady upward trend during the first four years, remained at its 1953 peak in the current findings.

Home entertainment and visiting friends are the only major leisure activities which have dropped sharply, the report showed, noting that this trend has been evident in Videotown surveys since tv's early days.

With increasingly heavy saturation—C&W estimates it will be at 82% by Dec. 31 as compared with 76% last January—Videotown's total set sales are dropping. As predicted in last year's Videotown report, sales in 1953 were down (5%) and they are expected to drop another 8% this year. Already, the report notes, the new-home market consists mostly of newly formed families. Replacement sales this year are expected to exceed, for the first time, sales to families who have never owned television before.

The number of two-set homes grows slowly. By April 1951, 1% of Videotown's tv owners had two sets. By April 1952 the number had reached 2%; a year later it was at 4 1/2%; by April 1954 it was at 5%, and by January 1955 it is expected to reach 7%. Second sets usually are found in a bedroom (44%) or in a basement recreation room (33%).

The 21-inch screen was found to be the most popular size, accounting for three-fourths of all new sets bought. The 24- and 27-inch sets, which began to appear in Videotown last year, account for 5% of the new receptors, leading C&W to observe that sales of these larger sizes have not increased enough to make them a threat to the 21-inch market.

UPWARDS OF TEN ADVERTISERS STAGE MOVING DAY IN AD ROW

On the heels of Bulova's exodus from Biow has come a rash of agency switches. On the list are eight of the dissolving Cecil & Presbrey's accounts. Estimated billings involved: $20.5 million.

IN the year's most spirited action of its kind, at least 10 major advertisers have appointed new agencies in the past fortnight and a half-dozen others are in the process of changing affiliations.

The eventual turnover of billings will amount to $20.5 million, attributable in the main to Biow's loss of the Bulova Watch Co. account and the imminent dissolution of Cecil & Presbrey [BT, Oct. 4].

Eight of the former Cecil & Presbrey accounts already have named new agencies. These include Block Drug Co., which goes to Grey Adv.; Topp-Chews, to Grey; See- man Bros. to Biow; Mennen Co. to McCann-Erickson; Benrus Watch Co. to Biow; Necchi Sewing Machine to Biow; Julius Kayser Co. to Peck Adv.; and Minneapolis Mining & Mfg. Co. to Roger Brown, Cecil & Presbrey executive who is forming his own public relations firm.

Other accounts announcing new agency associations are Petite Foods, which named Buchanan & Co., and Hill Bros., moving from Biow to Ted Bates and Lennen & Newell.

Accounts still screening agencies and expected to make decisions shortly are Bulova (formerly with Biow), and the following Cecil & Presbrey clients: Philip Morris Ltd. (Marlboro cigarettes), Nestle Co., International Business Machines, Cunard Steamship Lines, and Eastman Kodak.

Hill Bros., New York, had been associated with Biow Co. for 20 years before announcing last week that, effective Jan. 1, advertising of its various products will be handled by Ted Bates in the case of its Dromedary mixtures and by Lennen & Newell for Dromedary dates and specialties. The firm spends approximately $2 million in advertising.

Block Drug Co., Jersey City, serviced by Cecil & Presbrey, reportedly has decided upon and is expected very shortly to announce Grey Adv., New York, as its advertising agency. Sam Dalsimer, executive vice president of Cecil & Presbrey and junior executive on Block Drug, is expected to join Grey together with a few members of his staff. In addition, Mr. Dalsimer is expected to take the Topp-Chews Gum Co. account to Grey. Block's billing is said to be in the neighborhood of $1 million while the chewing gum firm's budget is approximately $250,000.

Mennen Co. (Foam Shave and Alfa Shave), Morris, New York, is expected to go to McCann-Erickson after the first of the year. The account now is handled by C & P and its billing runs about $500,000.

Petite Foods, Brooklyn, with a budget of approximately $100,000, has named the Blaine-Thompson Co., New York, to handle advertising, merchandising and sales promotion for its line of frozen-food specialties.

Julius Kayser Co. (lingerie, gloves, hosiery, infants wear and nylon tricot sheets), New York, moved from C&P to Pack Adv., effective at once. Norman A. Mack, executive vice president, is account supervisor and Julian Czukor is account executive. Kayser's advertising budget is about $250,000.

Berenst Watch Co., along with Necchi Sewing Machines and Seeman Bros., all have named Biow Co. to handle their advertising [BT, Sept. 27]. Benrus accounts for $2 million in billing, Seeman for $750,000, and Necchi for about $1 million.

Minnesota Mining & Mfg., which has been handled by Roger Brown, vice president of C&P, will continue to be serviced by Mr. Brown, when he opens his own public relations firm.

Bulova, which dropped the Biow Co. two weeks ago [BT, Sept. 27], is still entertaining agency bids. Philip Morris & Co. (Cecil & Presbrey), which is introducing a new style Marlboro cigarette in a filtered, king-size version with a cork tip and snap-open package, is considering offers from other agencies and is expected to make a decision within a few weeks. The new Marlboro, meanwhile, will use a radio and television spot announcement campaign starting with a market test in Rochester, N. Y., today (Monday).

THE $20.5 MILLION THAT'S PULLING STAKES

Advertisers' new agencies and approximate billings:

<table>
<thead>
<tr>
<th>Account</th>
<th>Former Agency</th>
<th>New Agency</th>
<th>Approximate Billing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block Drug</td>
<td>Cecil &amp; Presbrey</td>
<td>Grey Adv.</td>
<td>$ 1,000,000</td>
</tr>
<tr>
<td>Topp-Chews</td>
<td>Cecil &amp; Presbrey</td>
<td>Grey Adv.</td>
<td>250,000</td>
</tr>
<tr>
<td>Seeman Bros.</td>
<td>Cecil &amp; Presbrey</td>
<td>Biow Co.</td>
<td>750,000</td>
</tr>
<tr>
<td>Mennen Co.</td>
<td>Cecil &amp; Presbrey</td>
<td>McCann-Erickson</td>
<td>500,000</td>
</tr>
<tr>
<td>Benrus Watch Co.</td>
<td>Cecil &amp; Presbrey</td>
<td>Biow Co.</td>
<td>2,000,000</td>
</tr>
<tr>
<td>Necchi Sewing</td>
<td>Cecil &amp; Presbrey</td>
<td>Peck Adv.</td>
<td>250,000</td>
</tr>
<tr>
<td>Julius Kayser</td>
<td>Cecil &amp; Presbrey</td>
<td>Roger Brown</td>
<td>2,000,000</td>
</tr>
<tr>
<td>Minnesota Mining</td>
<td>Cecil &amp; Presbrey</td>
<td>Buchanan &amp; Co.</td>
<td>250,000</td>
</tr>
<tr>
<td>Petite Foods</td>
<td>Newly Formed</td>
<td>Ted Bates-Lennen &amp; Newell</td>
<td>2,000,000</td>
</tr>
<tr>
<td>Hill Bros.</td>
<td>Blow Co.</td>
<td></td>
<td>9,750,000</td>
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</tbody>
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Accounts still screening agencies:

<table>
<thead>
<tr>
<th>Agency</th>
<th>Approximate Billing</th>
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</thead>
<tbody>
<tr>
<td>Bulova</td>
<td>$ 5,500,000</td>
</tr>
<tr>
<td>Philip Morris (Marlboro)</td>
<td>Cecil &amp; Presbrey</td>
</tr>
<tr>
<td>IBM</td>
<td>Cecil &amp; Presbrey</td>
</tr>
<tr>
<td>Cunard</td>
<td>Cecil &amp; Presbrey</td>
</tr>
<tr>
<td>Eagle Pencil</td>
<td>Cecil &amp; Presbrey</td>
</tr>
<tr>
<td>Nestle Co.</td>
<td>Cecil &amp; Presbrey</td>
</tr>
</tbody>
</table>

TOTAL                  | $10,750,000         |
CHEVROLET STILL STRONG FOR RADIO

Advertising manager Bill Power tells Michigan meeting that not one cent has been taken from radio, despite tv expenditures. Also added is a word of scolding for radio men with ‘defeatist attitude.’

CHEVROLET Div. of General Motors, one of the first major users of radio on a national saturation scale, still believes in it just as firmly and has not taken its tv money out of the older medium. Bill Power, Chevrolet advertising manager, said Oct. 1 in an address to the Michigan Assn. of Radio & TV Broadcasters (see story page 42).

Famed as one of the nation’s leading inspirational speakers, Mr. Power gave MABTB delegates a lecture on the power of their own medium. He scolded them soundly on their “defeatist attitude”—so soundly that the delegates gave him a standing ovation and cheered him several minutes in appreciation of his pep talk.

“How could anything that has been so good so long get discouraged so fast?” he asked.

“Tell your client. You should be giving me the pep talk.”

Mr. Power assumed the role of a football coach in a locker room between halves, talking to them, he said, “Just as he talks to Chevrolet salesmen all over the nation.”

Chevrolet has “not taken one nickel out of radio or anything else for its television,” he said. “All television money is new money.” He recalled early Chevrolet radio including Fred Allen, Eddie Rickenbacker, Jan Pierce and the pioneering Musical Moments transcription series.

“Radio has an 89%+ million receiving-set start on tv,” he said. “If tv continues to sell at the rate of 217,000 sets a year more than radio, it will take 412 years for tv to overtake radio’s lead.”

“Use in radio. I believe it is a wonderful medium and our dealers like it. Radio is the best way to sell a lot of people.”

Phillips Tells Musts Of Copy for Television

A FAST-TALKING tv announcer delivering a commercial has much the same effect as the small print in a black-and-white advertisement, Kalman Phillips, J. Walter Thompson Co., Los Angeles, said in a talk to the Copy Club of Los Angeles.

Mr. Phillips outlined what makes good tv advertising copy.

1. Demonstrate visually whenever possible, making sure the audio describes only what the viewer sees.
2. Stay with a copy point only long enough to put it over.
3. Don’t cram too many ideas into one commercial.
4. Use experts to sell a product (i.e.: a movie star to sell soap, a mechanic to sell parts), making sure the authority expresses his own personality, rather than parroting copy.
5. Showmanship is important, but don’t allow it to distract from the main selling theme.

LISTENING to a tape recording made at the 25th anniversary celebration of Henry J. Kaufman & Assoc., Washington, D. C., are (l to r) Jeff Abel, Kaufman radio director; Henry J. Kaufman, agency managing director; Don Coveller, vice president of WQMS there, and M. Robert Rogers, president of the station.

Pontiac Sets Record Two Weeks of Spots

PONTIAC Cars, Detroit, through McManus, John & Adams, Detroit, will be using the largest radio and television spot announcement campaign in its history [B&T, Oct. 4] with approximately $59,900 earmarked for a two-week “teaser and followup” schedule to introduce new cars. Cadillac, too, through the same agency, will be using a radio schedule about the middle of November in major markets.

Pontiac will break as early as Oct. 15 on the West Coast and as late as Oct. 26 for five days of teaser and a week of followup spots on more than 1,000 radio stations throughout the country. A similar spot schedule will be placed on 200 television stations.

Porter to Be JTW Media Chief; Banks Named by Leo Burnett

ARTHUR A. PORTER, vice president in charge of media at Leo Burnett Co., Chicago, has resigned effective Dec. 1 to accept a similar post with J. Walter Thompson Co., New York, it was announced by Leo Burnett Co. last week. Simultaneously, the Burnett organization reported the appointment of Dr. Seymour Banks, formerly media supervisor, as manager of its media department.

Mr. Porter, an acknowledged Midwest authority on media and research, particularly with respect to broadcasting and newspapers, will become vice president and media director of the Thompson agency. He joined Burnett in 1945 as head of its research department after being associated with George Gallup’s American Institute of Public Opinion and the Canadian Institute of Public Opinion since 1936. He later became an account executive, media analyst and manager of Leo Burnett’s media department. Mr. Porter was elected a vice president in charge of media in 1951.

AAA Committee Posts

APPROVING a $1,000 per week saturation radio campaign by Sta-Nu Corp., for its Sta-Nu (finishing process for dry cleaning) over WKB Kansas City are (l to r): George W. Armstrong, WKB general manager; Clifford J. Berborke, John Blair & Co., Chicago; Roy Edwards, president of Sta-Nu Corp., and Bob Finch, Lester Jacobs Adv., Chicago. The schedule calls for a daily series of 5-, 10-, and 15-minute newscasts and sportscasts.

NL&B Appoints Williams

APPOINTMENT of Lee Williams, vice president, Needham, Louis & Brody, Chicago, as chairman of the agency's plan board was announced last week. He will coordinate activities of the ten-man group which reviews all advertising prepared by the agency, according to Maurice Needham, NL&B president. Mr. Williams has been serving as senior consultant to the agency and works actively on such accounts as Campbell Soup, Monsanto Chemical and Wilson & Co., among others. Included on the plan board is James Cominos, vice president and radio-TV director.

NEW BUSINESS

Frawley Corp. (Paper-Mate Pens), Culver City, Calif., to co-sponsor with Tony Co., Chicago. People Are Funny (NBC-TV, Sun., 7:30 p.m. EST) on Oct. 17, 24, 31; Nov. 14, 28; Dec. 12, 19. Agency: Foote, Cone & Belding, L. A.

General Foods Corp. (Calumet Baking Powder), White Plains, N. Y., to sponsor Thurs. and Fri. segments of Mary Margaret McBride program (NBC Radio, 10:10:05 a.m. EST), effective Oct. 14. Agency: Young & Rubicam, N. Y.

RENEWALS

Swift & Co., Chicago, renews 8:15-45 a.m. segment, Breakfast Club (ABC Radio, Mon.-Fri., 8-9 a.m. EST) for 52 weeks, effective Nov. 1; company also will sponsor Edward R. Murrow News on 23 Columbia Pacific Radio Network stations (Tues-Thurs., 5:15 p.m. PST) for 39 weeks, effective Nov. 2. Agency: J. Walter Thompson Co., Chicago.

De Soto Motor Corp. (Chrysler Corp. div.), Detroit, renews You Bet Your Life, on 207 NBC Radio stations (Wed., 9:9-30 p.m. EST). Agency: BBDO, N. Y.


AGENCY APPOINTMENTS

Screen Gems Inc., N. Y., appoints Joseph Katz Co., same city, with Sidney Loewenberg as account executive. TV will be used.

Enterprise Heat & Power Co., Chicago, appoints Elliot, Jaynes & Baruch, same city. Radio-TV will be used.

Raisten Purina Co.,St. Louis, appoints Guild, Bascom & Bonfigli Inc., S. F., for cereal advertising.


Pastorelli Food Products Co. (Italian Chef pizza), Chicago, appoints Olian & Bronner, same city. TV will be used.

Romer Laboratories (STS Nasal Inhalant), Phila., appoints Benjamin Katz Agency, same city. Radio will be used.


Albert Sheetz Mission Candy Co. (Albert Sheetz restaurants, candies, ice cream, bakery products, catering), L. A., appoints West-Marquis Inc., same city, with Charles B. Smith as account executive. Radio will be used.


Town Square Foods Inc., Pittsburgh, appoints Cavanaugh Morris Adv., same city. Radio will be used.

Elysse Cosmetic Co. (Queen of Beauty cosmetic cream), S. F., and The Pamperer Co. (health establishment), Oakland, appoint Ad Fried & Assoc., Oakland. Radio-TV will be used for both.

Cockshutt Farm Equipment Ltd. (Trinidad), Ont., appoints Griswold-Eshleman Co., Cleveland, to handle radio-LTV in Ontario, for Canadian advertising; James Thomas Chirurg Co., N. Y., appointed一事, Robert VanSant, Dugdale & Co., Baltimore.

Robert R. Sawyer, Metro-Goldwyn-Mayer Studios, Culver City, Calif., to radio-TV dept., Campbell-Ewald Co., Detroit, as creative TV writer and commercial film production supervisor.

Robert De Pue Brown, formerly with Ward Wheelock Co., Phila., to advertising promotion dept., Saturday Evening Post, same city.


Al Paul Leighton, president, Al Paul Leighton Co., Phila., elected member, board of directors, Greater Philadelphia Chamber of Commerce.

C. James Fleming Jr., vice president, Compton Adv., N. Y., appointed vice chairman, business and professional committee, United Hospital Fund 75th anniversary campaign.

Arnold Cohen, president, Arnold Cohen Corp., N. Y., appointed chairman, radio-TV advisory committee, United Hospital Fund 75th anniversary campaign.

Arthur E. Burdige, Coca-Cola Co., Atlanta, announced as governor, seventh district, Advertising Federation of America.
NATL. TELEFILM PREPARES EXPANSION

Financier Gustave Ring and Producer Harry Popkin associate with firm as prelude to enlarged production and distribution activities.

IN PREPARATION for a program of expansion in both production and distribution, National Telefilm Assn., New York, announced last week it has entered into an association with Col. Gustave Ring, industrialist and financier, and Harry M. Popkin, veteran motion picture producer.

Financial backing for enlarged operations is expected to be forthcoming from Col. Ring, who has been named chairman of the board of NTA but will not assume an active management role in the company. Col. Ring is president of the Ring Construction Co. and the Ring Engineering Co., and makes his headquarters in Washington.

Mr. Popkin’s association with NTA was said to be already in effect, with the producer currently supervising production on an NTA series on the West Coast. NTA has distribution rights to some of Popkin’s theatrical films and the firm will obtain rights to other properties as he makes them available for television.

NTA, which is headed by Ely Landau, president, was formed last January. It operates on a system of franchise agents throughout the country [B&T, Jan. 11] except in New York, Chicago and Hollywood, where NTA maintains owned-and-operated offices.

Mr. Landau reported that NTA currently consists of 15 regional offices with a total of 28 salesmen. He said the staff has been broken down into three regional commands, with Ed Gray as supervisor for the Far West; E. Johnny Graf, the Midwest, and Harold Goldman, the East. Mr. Goldman also is vice president in charge of sales for the entire organization.

The newest NTA office, Mr. Landau said, is one in Montreal, headed by Napoleon Vail-lancourt, owner of the Canadian Educational Film Co.

Cadillac, a mink coat and a $5,000 gift certificate redeemable at any local store.

In addition to the prizes, NTA will supply $400,000 worth of promotional material to participating stations. Viewers will be required to pick up a different contest card each week at distribution points set up by the station. The station will give viewers a new clue each day—seven days in all—and the clue may be repeated as often as the station wishes.

To help map out promotion campaigns for the contest at a local level, NTA has assigned a full-time merchandising man to visit stations where he will work with executives in setting up the drive. Stations participating in the contest also will be supplied with a complete kit of on-the-air promotion material, including slides and spot announcements, as well as point-of-sale material such as counter cards, window streamers and fly tags.

Screen Gems Announces Latest Staff Additions

LATEST additions to the staff of Screen Gems Inc., New York, were announced last week by Ralph Cohn, vice president and general manager, who noted the national staff of the organization has been increased by 100% since the first of the year.

Bud Donnelly, who has served on the sales staff of several tv film companies, has been appointed as assistant to John McCormick, midwestern sales manager in Chicago. George E. Burgess Jr., formerly head of Screen Gems’ sales service department, has been transferred to the sales force, and Arthur Topol, who had been Mr. Burgess’ assistant, has been named to succeed him.

Other new staff members include: Conrad Wallenstein, assistant to the business manager; Joe Morrison and Vincent Cafarelli, assistant animators; Fred Eng, painter; Stanley Ackerman, dialogue director, and Bernard Kahn and Robert L. Stevens, film inspectors.

Judge Asks Main Issues In Anti-Trust Film Suit

STATEMENTS of what attorneys for both the Justice Dept. anti-trust division’s Los Angeles office and defendant major motion picture production and distribution firms believe to be the main issues in the government’s suit to force release of 16 mm theatrical films to tv and other uses [B&T, Sept. 27] were requested by Oct. 18 by Federal District Judge Harry C. Westover last week, in an effort to simplify and speed up trial proceedings.

Meanwhile, James McGrath, acting chief of the Los Angeles anti-trust office, said so many answers have been filed in replies to government interrogatories by the 11 defendant firms, and so many new issues raised by defendant attorneys, that he will move by Nov. 15 that the interrogatory replies be stricken from the court record.

At last week’s pre-trial hearing, Judge Westover indicated he was sympathetic to Mr. McGrath’s request for an early trial and would seek to complete preliminaries as soon as possible.

Casey Studios in Florida Are Acquired by Trio

ACQUISITION of the Thomas Casey Film Studios in Winter Park, Orlando, Fla., by Martin Jones, Henry Olmsted, and Gordon Knox was announced last week. Producers will make the studios immediately available for filming tv shows and commercials. The investment was said to total $500,000. Studios contain two fully equipped sound stages, with floor areas measuring 55x60 feet for one, 45x10 feet for the other. It was said each studio can handle four to six sets simultaneously.

The studios will operate as a branch of the Princeton Film Center, Princeton, N. J., of which Messrs. Jones, Olmsted and Knox are directors. They will serve also as a branch of Olmsted Sound Studios, which in turn will serve as New York headquarters for Princeton Film Center.

NTA $1 Million Contest Ready for Tv Stations

GIVEAWAY prizes valued at $1 million will soon be offered by local tv stations to viewers through a new plan worked out by National Telefilm Assn., New York. The two-fold purpose behind NTA’s move, announced last week, is to give stations a new showmanship twist that will help them build audiences and increase sales and at the same time to sell NTA’s library of filmed programs in 100 markets before Jan. 1, 1955.

Beginning Oct. 18, NTA’s sales force will unfold to station owners the details of the largest give-away contest in broadcasting’s history, according to Ely Landau, NTA president. The contest, copyrighted under the title “Tv Tic Tac Toe,” will be available only to stations buying NTA programs such as China Smith, Orient Express, The Passerby, and The Bill Comon Show. Exclusive rights to the contest will be assured stations in their individual coverage areas.

Starting date of the contest is Jan. 1, 1955. It will run 17 weeks, during which time there will be a controlled number of weekly winners. The national winner selected at the end of the contest will get $100,000 in prizes, including a $35,000 home, $15,000 worth of decorations, a trip around the world or $10,000 in cash, a...
Pulse reports for last summer show out-of-home listening increased 23.8% to the at-home audience, a factor big enough to justify combined at-home and out-of-home ratings.

RECORD growth of out-of-home radio listening during the past summer was pointed out last week by Dr. Sidney Roslow, director of The Pulse Inc., in announcing the results of out-of-home surveys conducted by The Pulse in 23 major markets throughout the U.S.

The growing importance of this segment of broadcasting, Dr. Roslow has said, The Pulse to set plans in motion for the issuance of a combined at-home and out-of-home rating —in place of two separate measurements—in its future reports. He said the combined rating plan will put an end to effect in Miami, starting with the October-November (1954) report, and added:

"Radio audience measurements should cover all listening—regardless of where it occurs. The growth in importance of listening away-from-home makes it essential to include this audience when radio is examined as an advertising medium. This can only be assured by presenting one rating, which contains both at-home and out-of-home radio listening. Extension of this plan to other markets will depend on the reaction on the part of Pulse subscribers."

During the summer of 1954, Dr. Roslow said the surveys showed that away-from-home listening added between 5% to 15% to at-home audiences, which he described as "a new high." Three years ago, he continued, the "plus" represented by this group amounted to only 17.3%.

Away-From-Home Average

"During the average quarter-hour from 6 a.m. to midnight, 4.3% of all radio families in the areas surveyed were listening in automobiles, at work, or in other away-from-home places," Dr. Roslow revealed. "If these results are projected, the out-of-home audience at any given time of the day would average over 2 million radio families."

The studies showed that the "plus" represented by the away-from-home audience ranged from 17.9% in Seattle to 27.1% in New York. Los Angeles and New York were said to rank first on the basis of the level of out-of-home listening, with 4.8% of the families in these two markets reporting away-from-home listening during the average quarter-hour from 6 a.m. to midnight.

The current Pulse studies also make it clear," Dr. Roslow observed, "that a serious rating error occurs if a single figure, representing the average out-of-home 'plus' for all stations in a market, is arbitrarily applied to each station's at-home rating. The percent added by the away-from-home audience varies widely from station to station. In New York, for example, 'the plus' represented by out-of-home listening averaged 27.1% for all stations. Yet, for one broadcaster, it came to 10%, while for another 50%".

Dr. Roslow said these studies are conducted semi-annually (in the winter and summer), except in New York, where they are issued quarterly. He pointed out that if plans to present a combined at-home and out-of-home rating are accepted, away-from-home studies would comprise an integral part of all Pulse radio audience surveys. The 23 markets surveyed by Pulse last sum-

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**FACTS & FIGURES**

**OUT-OF-HOME LISTENING SETS RECORD**

Aug. Cathode Tube Sales Up

Sales of cathode ray television tubes in August totaled 853,191 units compared to 514,436 sold in January according to Radio-Electronics Ty Mfrs. Assn. August sales of 879,169 tubes, slightly above this year's figure. Eight-month cathode tube sales totaled 5,236,775 units compared to 6,710,440 last year.

Sales of receiving tubes totaled 3,167,272 in August compared to 2,408,512 in July. Eight-month total was 225,084,844 compared to 308,222,911 in the same 1953 period.

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**BROADCASTING • TELECASTING**

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Page 32 • October 11, 1954
As one of the most research-minded television stations in the world, WHO-TV has (and is rapidly enlarging) the same reliable television audience information that WHO offers on its radio audience.

Briefly, WHO-TV now reaches over 227,000 television sets in central Iowa — approximately one of every five families (1,111,400 people). Of these, 566,300 are urban — 545,100 are rural. These 1.1 million people have an effective buying income of over 1.7 billion dollars.

WHO-TV went on the air April 25, programming from 6 a.m. to 12 midnight. In addition to the best of NBC-TV attractions, WHO-TV features one of the nation's largest local-talent staffs, which means really heads-up local programming, too. Ask Free & Peters!
Census Bureau Begins Two New Surveys

Farm census questionnaires mailed out; business and industry report forms being readied. Answers should provide a reliable picture of nation's economy in mid-50s.

Two separate Census Bureau projects, the farm census and a survey of business and industry, will provide a reliable picture of the nation's economy in the mid-50s.

The farm census will provide the first enumeration of tv sets on farms since television attained national stature as a medium [BWT, July 19]. Work of taking an inventory of the nation's 5.4 million farms will last week as questionnaires were mailed out and a crew of 34,000 workers began visiting farmers to help them fill out the forms.

Report forms, to be used in the 1954 Census of Business, Manufactures and Mineral Industries, were sent to the printer last week. They will be distributed early in 1955 to 2.5 million firms. Radio and tv stations and networks are not included in this count because figures on their operations are collected by the FCC.

Electronic manufacturing firms and producers of motion picture-television films will be covered by the business survey, the first since 1948. In general, this census covers retail trade, wholesaling, and selected service trades such as personal, business and repair services, amusement places, all phases of the motion picture industry, hotels and motels.

Use Mail, Tax Returns

These firms will report on location, kind of business, form of organization, employment and payroll, inventories, annual sales or receipts, and costs. The canvass will last three weeks and is expected to yield bench-mark figures that will be widely used by government and business.

Additional appropriations will be sought next year to cover final collection of returns and their tabulation.

The last farm census was taken in 1950, based on 1949 conditions. The question on tv receivers will be asked on 20% of the questionnaires. This sample is deemed accurate by the bureau on a nationwide basis and should be accurate within 5% in the case of even the most isolated county. The tv set count will yield bench-mark figures that will be widely used by government and business.

Myers Joins ARB to Head New Service Dept. in N. Y.

LORIN S. MYERS, former tv promotion manager of Free & Peters, radio-tv station representatives, joins American Research Bureau Inc. Oct. 12 as head of the new advertiser service department. His emphasis will be on research problems of tv sponsors, according to James W. Seiler, ARB president.

Mr. Seiler said the new department was formed to meet an increasing demand by advertisers for tv audience data on a national and local basis. ARB issues two national reports each month and makes individual surveys in over 60 major markets. With Free & Peters two years, Mr. Myers had previously been with CBS-TV as sales research counsel and with the NBC tv and radio networks in a sales promotion role. He entered broadcasting in 1940 at WSB Atlanta and later served at WRC-WNBW (TV) Washington. The new ARB department will be headquartered at 551 Fifth Ave., New York. ARB's headquarters office is in the National Press Bldg., Washington.

BAB Brochure Relates Grocers' Use of Radio

A NEW two-color 12-page brochure titled "How Six Major Grocery Chains Use Radio" has been released by Broadcast Advertising Bureau, New York.

The report covers the number of stores in each chain, location, annual sales volume, type of radio used, and the length of time the broadcast medium has been employed in advertising campaigns. The brochure has been mailed to BAB's member stations and is available to advertisers and advertising agencies.

The grocery stores presentation is one in a series being prepared by BAB detailing the specific usage of radio in promotion plans of leading firms in particular categories.

Film Employes Wages Drop

DROP from an all-time high average weekly wage level for motion picture production workers, including tv film employees, from $132.20 during July, to $129.80 during August, was reported by the California State labor statistics bulletin last week. Despite lower August earnings, however, average weekly payroll still remains substantially over the August 1953 wage level of $116.16 weekly.

Current quiz in Hollywood is whether Capitol Records' new circular office building, pictured above, for which ground was broken last month, is set for 33 1/3, 45 or 78 rpm. Radio-tv executives and personalities, and civic and industrial leaders helped president Glenn E. Wallich start construction with ceremony. When completed, Capitol will occupy half of the building, with rest leased to outside business concerns.

Hal Tunis Assoc. Formed With N. Y. Headquarters

FORMATION of Hal Tunis Assoc., radio-tv program production and packaging firm, was announced last week by Hal Tunis, who heads the firm. The firm also will deal with retail store promotion. Associated with Mr. Tunis are Albert Etter, merchandising executive who created the "treasure chest campaign," and Murray Terrick, former professional basketball star and sports executive. Offices are at 150 E. 35th St., New York.

"Attorney" Sales Hit 296

RECORD renewal rate has been established by the radio version of Mr. District Attorney with the sale of the series in 296 markets, according to Alvin E. Unger, vice president in charge of sales of Frederic W. Ziv Co. Among the advertisers signing for sponsorship this season are packing firms, banks, bakeries, appliance dealers, breweries, insurance companies, retailers and food producers.

Star of the radio series is David Brian, who also plays the lead in the tv version, a Ziv Television Programs Inc. property.

Tv for Tupelo Planned

COMMUNITY TV system for Tupelo, Miss., will be built by Lancaster Corp., a Philadelphia holding company, and Jerrold Electronics Inc., community tv equipment manufacturer, it has been announced.

Birmingham, Ala., tv signals will be fed to Tupelo residents. Birmingham is 110 air miles away. Provisions have already been made to carry necessary coaxial cables on existing poles of local electric and telephone utilities.

Page 34 • October 11, 1954
and now...NBC takes you to

NEW YORK
LOS ANGELES
and WASHINGTON, D. C.

NBC radio and television a service of RCA
This is Ben Grauer reporting from New York . . .

as of October 18, the FCC has authorized

WNBC 660
WRCA 660

and

WNBT channel 4

WRCA-TV channel 4

Only the call-letters are changed. In New York, radio advertising still sells best on 660 . . . television advertising still sells best on Channel 4.

and now to Los Angeles . . . .
This is Jack Latham reporting from Los Angeles...

as of October 18, the FCC has authorized to change its call-letters to

KNBH channel 4

KRCA channel 4

Only the call-letters are changed. In Los Angeles, television advertising still sells best on Channel 4.

and now to Washington, D.C. . . . . . . .
This is Richard Harkness reporting from the Nation's Capital...

as of October 18, the FCC has authorized WNBW channel 4 to change its call-letters to WRC-TV channel 4.

Only the call-letters are changed. In Washington, D.C., television advertising still sells best on Channel 4... radio advertising still sells best on WRC-TV’s sister station, WRC 980.

WRC-TV CHANNEL 4 • WRC 980

WRCA, WRCA-TV, KRCA, WRC-TV a service of RCA

REPRESENTED BY NBC SPOT SALES
NARTB DISTRICT MEETING ATTENDANCE SHOWS INCREASE AFTER EARLIER LAG

District 9 opens its sessions today at Lake Delavan, Wis., with District 11 slated to convene Thursday-Friday at Minneapolis.

ATTENDANCE at the NARTB district meeting circuit, now entering its sixth week, rose to the 1953 level last week after having lagged behind recent years.

The first nine meetings attracted 905 delegates compared to 910 last year in the same districts. Three districts have recorded heavy increases over 1953. They are District 4 (N. C., S. D. C., Va.), compared to 88 last year; District 8 (Ind., Mich.), up compared to 69 and District 10 (Ia., Mo., Neb.), 132 as of noon Thursday compared to 98.

In some districts the total attendance has been less than that of meetings of individual state associations, though some of the state groups meet twice a year.

President Harold E. Fellows has told delegates at some of the recent meetings that NARTB must consider possible revision of the district formula in view of the large number of meetings in the industry and the heavy travel demands on management [B&T, Sept. 27].

Last week meetings were held by District 8 at Detroit and District 10 at Omaha. District 9 (Ill., Wis.) meets today (Monday) at Lake Delavan, Wis., and District 11 (Minn., N. D., S. D.) meets Thursday-Friday at Minneapolis.

Total attendance at the nine meetings held thus far, compared with 1953 comparative figures:

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DISTRICT 8

GOVERNMENT supervision of radio and tv should be confined to the "mechanics of regulation," Sen. Homer Ferguson (R-Mich.), told NARTB District 8 (Ind., Mich.) at its Tuesday luncheon, held at the Sheraton-Cadillac, Detroit.

In 25 years of public service, Sen. Ferguson said, he has learned that "all wisdom does not lie in a public official." He contended freedom of thought and expression through free radio-tv and press are vital to survival of the Republic. Sen. Ferguson called for elimination of long delays in FCC procedure, saying he was not satisfied "with the length of time it takes to get grant or denial of a permit. Delay in justice is a denial of justice."

He encouraged radio and tv to comment "in those areas in which they agree and on those in which they do not agree" but cautioned that editors should be plainly labeled. The United States can't survive without full knowledge of the facts, he continued, with radio and tv providing a means of access to those facts. He added that "how a man says a thing is often as important as what he says."

District Director Robert B. McConnell, WISH Indianapolis, presided as meetings opened Monday. He named the following to the Resolutions Committee: Robert D. Enoch, WXL, Indianapolis, chairman; Carl E. Lee, Fetzer Stations, and Milton L. Greenbaum, WSAM Saginaw.

Resolutions adopted by the delegates called for support of the NARTB radio and tv codes; opposed discriminatory legislation and censorship moves; called for amalgamation of industry meetings, and commended NARTB President Harold E. Fellows and his staff. Eighty delegates were registered, 10 above the 1953 figure.

Paul Adanti, WHEN-TV Syracuse, presided at the television panel. He urged management to use care in hiring and suggested NARTB form a committee to set up a set of standards of operating procedure. This committee would wrap up sound industry patterns into operating formulas covering personnel and work, how to hire, where to place, number of employees, and similar items.

The solution to all-industry management problems lies in all-industry action, he argued. On the tv panel were Joseph M. Higgins, WTHI-TV Terre Haute; William J. Edwards, WKNX-TV Saginaw; Edward G. Thoms, WJIC-TV Fort Wayne, and Edwin K. Wheeler, WJW-TV Detroit.

Hosts at a cocktail party were those Detroit stations—WWJ, WXYZ, WR, CKLW, WJBK, and WKMH.

R. Sanford Gayer, WMOA Marietta, Ohio, radio guest speaker, advocated small, well-paid staffs with experienced people. He suggested recruiting of young people from high, school and college classes in radio-tv.

Salesmen should sell program and spot ideas of a tangible type, not just type or spots, he said, adding, "Instead of a 50-word spot, sell a dramatized 30-second presentation."

He reminded that radio is spoken salesmanship and that most people spend three times as much time speaking as reading. He said announcers should "paint pictures in the listener's mind."

He urged management to cut unnecessary costs such as over-staffing and unnecessary paper work.

"Don't depend on networks for revenue but for helpful programming to supplement your local programming," he said. He predicted radio will continue its upward trend in the local advertising picture and that it will always dominate the small- or medium-sized market.

DISTRICT 10:

PRESENT-DAY radio listeners are choosy, demanding good signals as well as good programming, NARTB District 10 delegates were told Thursday at the opening of a two-day session in Omaha. Robert T. Mason, WMRN Marion, Ohio, guest radio speaker, listed factors to be considered in lessening effects of competition on local radio.

He added, however, that fringe-area listeners will tune a station even if the signal is weak, provided they are interested in the programs. Advocating high technical standards, he suggested the technical investment should equal depreciation.

Cheerness will not sell radio, he said, urging stations to study their rate cards with a view to increasing their rates. He said radio should have cleaned its house years ago, avoiding present vulnerability to attacks. He described the present FCC as "the best ever," suggesting stations can't aibl their shortcomings on unfair federal control. He advocated unity within the NARTB fold so the industry can present a solid front to attacks.

E. K. Hartenbower, KCMO Kansas City, presided at the meeting as district director, with 132 delegates registered at noon Thursday.

Paul Adanti, WHEN-TV Syracuse, was guest tv speaker (see District 8 story). FCC Comr. Robert T. Bartley was Friday luncheon speaker.

Named to the resolutions committee were John Alexander, KODY North Platte, chairman; Eugene T. Falberty, KSCJ, KTVI (TV) Sioux City, and Barton Pitts, KFEQ-AM-TV St. Joseph.

RCA continued its district meeting custom of serving as breakfast coffee host with Joe Mullen and Walter Varnum in charge. Knights of Akbarben and Omaha broadcasters were hosts at receptions for delegates.
Central Region AAAA Sets Oct. 14-15 Agenda

WORKSHOP panels on broadcast and printed media, radio-television creative and production aspects of commercials and research will highlight the annual meeting of the AAAA Central Region in Chicago Oct. 14-15.

More than 40 speakers have been lined up for the two-day sessions at the Drake Hotel. Opening meetings Thursday will be devoted to management discussions, open only to agency personnel.

Slated to participate in Friday morning's media workshop are John Karol, CBS Radio vice president in charge of network sales; George H. Frey, NBC-TV vice president for sales; Vernon C. Myers, publisher, Look, and Walter C. Kurtz, advertising manager, Chicago Tribune. Robert F. Hussey, vice president, Foote, Cone & Belding, will preside as chairman.

An afternoon panel on creative and production aspects of radio-television commercials will be headed up by Alun Wallace, Needham, Louis & Brophy, Chicago. Speakers will include Nelson Winkless, National Radio Symposium, on "The Story of One Commercial"; Peter Cavaletto, J Walter Thompson, on "How To Evaluate Package Commercial Producers"; John B. Simpson, Foote, Cone & Belding, on "Experiments in Color," and Dr. Richard B. Lewis, San Jose State College, Calif.

Research will be explored from the agency and advertiser viewpoint on another workshop Friday, with Dr. Steuart H. Brit, vice president, Needham, Louis & Brophy, as moderator. Need for research will be covered by Stuart D. Watson, advertising manager, S. C. Johnson & Son, while Lyndon O. Brown, vice president, Dancer-Fitzgerald-Sample, will discuss how it can be improved. Third speaker will be Hans Feins, U. of Chicago and formerly with McCann-Erickson.

Henry G. Little, president, Campbell-Ewald Co., Detroit, and vice chairman of the board of the AAAAs, will deliver the Friday luncheon address on the subject, "Do We Need a New Blueprint for Advertising?" Fred Gamble, AAAA president, will kick off the closed Thursday session with a review of the "State of The Industry." Others to speak are Walther Buchen, The Buchen Co.; Gordon Rock and Robert F. Carney, Foote, Cone & Belding; and Richard N. Heath, Leo Burnett Co.

"IT'S REALLY simple," says Frank M. Russell (right), NBC Washington, in discussing how the 1955 NARTB convention will be staged in two hotels. Attending the meeting of NARTB Convention Committee were (seated, 1 to r): C. E. Arney Jr., NARTB; Campbell Arnaux, WTVK Norfolk, Va.; Kenyon Brown, KWKH Wichita Falls, Texas; Claire R. McCollough, Steinman Stations; Henry B. Clay, KWKH Shreveport, La.; Kenneth L. Carter, WAAM (TV) Baltimore; James H. Moore, WSLS Roanoke, Va.; Mr. Russell. Standing: William K. Treynor and A. Prose Walker, NARTB.

NARTB CONVENTION PLANNING STARTS

Special committee holds initial discussions on next year's Washington sessions.

PLANS to stage the 1955 NARTB Convention the week of May 22 in two Washington, D.C., hotels were considered Wednesday at a meeting of the association's convention committee. Co-chairmen of the committee are Henry B. Clay, KWKH Shreveport, La, Radio Board chairman, and Claire R. McCollough, KGAL-TV Lancaster, Pa., TV Board chairman.

The committee inspected facilities of the Sheraton Park and Shoreham Hotels and drew up tentative allocation of display space in the Shoreham and dining space at the Sheraton Park. The hotels are located about a block apart in the Rock Creek Park-Connecticut Ave. section of Washington.

Another session will be held within a fortnight, when NARTB President Harold E. Fol lows will interrupt his district meeting schedule to meet with the planning group.

Finance Group Setup

A finance subcommittee was formed with Messrs. Clay, McCollough and Kenyon Brown, KWKH Wichita Falls, Texas, as members. Mr. Brown was chairman of the 1954 Convention Committee. Named to an exhibition facilities subcommittee were Kenneth L. Carter, WAAM (TV) Baltimore; Frank M. Russell, NBC, and Ben Stroise, WWDW Washington. The finance subcommittee will handle arrangements for the banquet entertainment.

Attending the Wednesday meeting, besides those mentioned, were James H. Moore, WSLS Roanoke, Va.; Campbell Arnaux, WTVK Norfolk, Va.; and these NARTB representatives—Robert K. Richards, public relations consultant to NARTB; C. E. Arney Jr., secretary-treasurer; Thad H. Brown Jr., TV vice president; A. Prose Walker, engineering manager, and William K. Treynor, station relations manager. Excluded from attendance were John H. DeWitt Jr., WSM Nashville, who is liaison for the Broadcast Engineering Conference, and E. K. Hartenbouwer, KCMO Kansas City.
In America's 25th Market, WGH is the only network station serving Tidewater Va....

- with offices, studios and daily programs originating from Virginia's 1st and 3rd retail markets*
- that hasn't changed networks in 14 years. (one network changed TWICE in '51—three times last 12 months—another network changed in '53)
- that has local and National program stability
- with over 25 years of public service under the same top local management

for dependability... for acceptance... for results

WGH STILL ABC BASIC 5000 WATTS

in ALL Tidewater

Your 2 market, 1 station BUY
MARTB Puts Controls On Beer-Wine Messages

Group pledges to eliminate such 'dramatized' commercials. Knorr elected president of the Michigan group.

DECISION of Michigan telecasters to ban dramatized beer and wine commercials, described as the first instance of statewide tv program control, carries the approval of key legislators in the area.

The pledge to stop showing the actual consuming of beer and wine was signed Oct. 1 at a three-day meeting of the Michigan Assn. of Radio & TV Broadcasters, held at St. Clair, Mich., with 127 registered-delegates taking part.


The beer-wine action climaxied a state meeting in which Sen. Potter set forth his views on uhf, radio-tv editorializing, network programming and other key topics. Bill Power, advertising manager of Chevrolet Div. of General Motors, chided radio broadcasters for a defeatist attitude (see story page 29).

As explained by John Wismer, general manager of WHLS Port Huron, Mich., outgoing MARTB president, the self-imposed regulation covers animated figures or individuals shown in the act of drinking beer or wine, whether in commercials or dramatic programs. Effective date is Oct. 15, though most stations already have adopted the recommendation in practice, according to Mr. Wismer. It would not apply, of course, to network presentations. Some Michigan outlets have shied away from airing any beer or wine commercials during hours when school age children are awake, Mr. Wismer said.

Fred Knorr, WKMH Dearborn, was elected MARTB president. Carl E. Lee, WKKO-AM-TV Kalamazoo, was elected vice president, and Hugh A. Giesl, WBCM Bay City, secretary-treasurer.

New directors elected were F. Sibley Moore, WJR Detroit; Russell J. Stafford, WMIO Iron Mountain; Howard H. Wolfe, WKNX Saginaw, and Mr. Lee. Stanley R. Pratt, WSOO Sault Ste. Marie, was elected president of the Michigan AP Broadcasters Assn.

In the beer-wine action, tv broadcasters re-called that legislation to ban beer-wine commercials had been introduced last spring. It had been referred to Sen. Higgins' study committee. Sen. Higgins and Rep. Bentley took part in MARTB's panel discussion on self-regulation as opposed to censorship.

Rep. Bentley called the beer-wine pledge "a step in the right direction that might obviate the need for federal action." Sen. Potter said he was "proud" that telecasters in his state had been the first to adopt voluntary regulation of beer-wine commercials.

Sen. Potter said he feared the trend toward radio and tv editorializing might be leading broadcasters into the hands of those who want to control the industry. He contended such editorializing is not the same as newspaper editorializing and labeled the radio-tv version "a dangerous trend."

Color telecasting will be the normal rendi-
tion of the tv medium in two years, he said.

"As to radio, Sen. Potter predicted it will "continue to be strong." He added, "Radio has nothing to fear from the television of today or tomorrow. Radio will always be the most uni-
versal and most accessible of media."

Sen. Potter said uhf is essential to television.

"It is here to stay," he said. "Within a short time uhf will be operating successfully despite the present difficulties of some uhf stations."

Discussing the Bricker Bill (S 3456) to regulate networks, he said the Senate committee will hold hearings next year. "There is some discussion that networks be made avail-
able to all as AP was made available to some newspapers some years ago," he said. "I can see many dangers in that point of view. It constitutes government intervention in business and violates a concept of government in which I believe."

Kevin B. Sweeney, BAB president, discussed advantages of radio as an advertising medium. Richard P. Doherty, consultant, listed these three significant factors in radio since 1948—local revenue up 55%; network revenue down 40%; national spot up 37%. He said total radio has risen 19.6% since 1948 and predicted local time and programming sales along with national spot will continue to increase while network income continues to decline.

The association also protested high "privi-
lege fees" for university athletic events, mainly football, and set up a committee to work with the U. of Michigan and Michigan State Col-
eges. In a talk, Fritz Crisler, U. of Michigan athletic director, scored NCAA's controlled football tv program as neither practical nor salable, quoting the report that ABC-TV had lost heavy sum trying to sell it. He felt the Big Ten should adopt its own regional plan.

Wisconsinites Elect Peck New President

HARRY D. PECK, vice president and general manager of WISN Milwaukee, was re-elected president of the Wisconsin Broadcasters Assn. at its annual business meeting in Mil-
aukee Tuesday.

The session was held at the Plankin-
ton Hotel where members heard a luncheon address by Roger W. LeGrand, tv direc-
tor of Cramer - Krassett Co., Milwaukee. He talked on "What an Advertising Agency Expects From a Radio Station," stress-
ing need for creative selling.

Other officers elected (or re-elected): Ben Howel, WKOW Madison, vice president; Jerry Sill, WMIL Milwaukee, secretary, and Mig Figi, WAXU Waukesha, treasurer (re-elected). New board members: Mrs. Jeanne Griesn, WTCH Shawano (one year term); Thomas R. Kelly, WRCO Richland Center (two years), and Don Wirth, WNAM Neenah-Menasha (three years).

In the only formal action taken, WBA adopt-
ed a resolution strongly opposing the liquor bill in Congress, urging members to contact their representatives on Capitol Hill.

Educational tv came up for spirited discussion, particularly the upcoming state referendum vote of whether or not a tv station should operate a tax supported tv network.

OSU Ad Conference Plans Columbus Meeting Oct. 15

ELEVENTH annual Ohio State University ad-
vertising conference is set for Oct. 15 at the Dasher-Hilton Hotel in Columbus. Cooperative efforts of advertising and public relations groups in Cleveland have contributed greatly to the success of the series, according to conference chairmen Dr. Kenneth Dwyer and Dr. Arthur S. Noffsinger.

Co-sponsors of the conference include: Clev-
land Advertising Club; Woman's Advertising Club of Cleveland; Cleveland Chapter of Amer-
ican Assn. of Advertising Agencies; Cleveland Chapter of Public Relations Society of Amer-
ica; Cleveland Chapter of American Marketing Assn. and Cleveland Chapter of National Industrial Advertisers. A committee which was established in March has made an effort to contact O. S. U. alumni engaged in advertising and selling, according to the university.

Fellows to Testify

NARTB President Harold E. Fellows will in-
terrupt his tour of the association's district meetings to testify on the national te-
lecasting industry at the Senate Juvenile Delinquency Subcommittee's hearings next week on television programming for children.

Mr. Fellows said he has accepted an invitation to speak at 2 p.m. Oct. 20, and that Ralph Hardy, NARTB government relations vice president, will take his place at the District 11 (Spokane) meeting Oct. 18-19. The NARTB president will resume the tour Oct. 21-22.

SEND FOR

"THE INSIDE STORY"

OF

SYRACUSE

For some time we have felt that a more precise investigation of the Syracuse market was needed. In "The Inside Story" we have tried to present an accurate basis for determining radio audience habits. These include starting and quitting times of industrial workers, population figures including labor force, automobiles, telephones and monthly sales percentages for gasoline, beer, etc.

We offer this as an objective study. Send for your free copy today.

Sherm Marshall
Radio Station WOLF
Kirkpatrick & Van Rensselaer
Syracuse, New York

NAME:

FIRM:

ADDRESS:

CITY: STATE:
Kentuckians to Hear Morris, Flanagan, Others

BROADCAST problems ranging from federal regulation to sales and remote operation of transmitters will be taken up Oct. 20-21 by Kentucky Broadcasters Assn., meeting at Cumberland Falls State Park, Mike Layman, WSWC Somerset, is KBA president.

Mary Jane Morris, FCC Secretary, will take part in a "bull session" the first afternoon. Banquet speaker will be T. F. Flanagan, managing director of Station Representatives Assn. A. Proctor Walker, manager, NARTB Engineering Dept., will speak at the opening luncheon, discussing Connelrad as well as remote operation of directional stations and high power. F. Ernest Lackey, NARTB District 7 director, will address the luncheon on the second day. Election of officers will conclude the meeting.

Edmond H. Smith Jr. Named Head of N. C. AP Group

IN ELECTIONS of new officers of the North Carolina Associated Press Broadcasters Assn., which held its annual meeting Sept. 28, Edmond H. Smith Jr., general manager, WIRC Hickory, was named president. Others officers are: Add Penfield, WBIG Greensboro, first vice president; Joseph A. Pace, WAIR Winston-Salem, second vice president; Paul Hooten, AP in Charlotte, secretary. Mr. Smith, formerly a first vice president, had been acting as president following the death of Ward A. Coleman of WENC Whiteville.

In the awards ceremonies, WEEB Southern Pines won the WBT Cup donated by the Charlotte stations to the outlet in the state doing the best job of news protection for AP. Other awards went to stations and individuals who were winners in the association's annual contest for excellence in news broadcasting.

The meeting was marred by the sudden collapse of novelist James Street after he had presented awards at the association's banquet. He died at a hospital shortly afterward.

King Joins NARTB

ALVIN KING, recently head of Al King Adv. AGENCY, Clayton, Mo., has joined the NARTB Station Relations Dept. under William K. Tremore, manager. A St. Louis native, he spent 13 years in radio, TV and films, and had been vice president - commercial manager of KSTM-TV St. Louis as well as sales manager of KFMB-TV San Diego, Calif.

He was with the Capitol Records broadcast division at one time.

Phila. AWRT To Be Host

PHILADELPHIA chapter of American Women in Radio & Television will be host to Pennsylvania members at the annual state meeting, to be held at the Warwick Hotel there, Oct. 15-17. Dolly Banks, WHAT Philadelphia, is president of the chapter and Margaret Mary Kearney, educational director for WCAU-AM-TV same city, is convention chairman. Alma Cramer of WARD Johnstown and AWRT state chairwoman, will officiate at the business meeting.

STATE OFFICERS for the newly organized Sooner (Oklahoma) Chapter of American Women in Radio & Television are (l to r): seated, Sadie Adwon, account executive at KTUL Tulsa, named regional vice president for the Tulsa area; Montez Tjaden, promotion manager for KTVW (TV)-KOMA Oklahoma City, elected state president; Prissy Thomas, public service director, WKY-AM-TV Oklahoma City, area vice president for Oklahoma City; standing, Betty Harrell and Lee Burgess, KTVW continuity writers, assistant secretary and treasurer, respectively, and Rusty Kirk, program director, KAKC Tulsa, state secretary.

Best Heads S. C. AP Group

FRANK BEST, WDIX Orangeburg, S. C., was elected president of South Carolina Associated Press Broadcasters Assn. at the annual meeting Sept. 30 in Columbia.

Other officers elected were T. Douglas Youngblood, WFIG Sumter, vice president; Randy Davidson, WAKN Aiken and Norvin Duncan, WFBC-TV Greenville, directors, and Paul Hansell, AP in Charlotte, N. C., secretary. At the same time, 13 radio newsmen were presented awards for excellence in news broadcasting, and WAQS Bishopville won a special award for providing AP with the best local news coverage there. Awards were presented by Lt. Gov. George Bell Timmernorman Jr.

RTNDA Schedules Mickelson

PRINCIPAL speaker at the banquet during the annual convention of the Radio-Television News Directors Assn. Nov. 18-20 in Chicago will be Sig Mickelson, CBS vice president for radio-television and former RTNDA president.

Rud Van Dyke of KRNT and vice president-convention chairman of RTNDA pointed out that with the exception of few major addresses by prominent government and industry spokesmen, among whom will be Gen. Benjamin Wiley Chidlaw of the U. S. Air Force, many of the sessions will be slanted to a "shirt sleeve" approach to basic problems of the nation's radio-television newsmen.

Gerbic Elected to ANA Post

ASSN. of National Advertisers' board of directors has elected Edward G. Gerbic vice chairman of the organization to fill out the unexpired term of Guy Berghoff, who has resigned. Mr. Gerbic, formerly treasurer of ANA, is vice president of Johnson & Johnson. He will serve as vice chairman until ANA's annual meeting in November, at which time new officers will be elected.

Stations Remiss in Seeking L. A. Industrial Sales—Teague

NO radio station representative has ever called on any member of the Los Angeles Industrial Advertisers Assn., Vince Teague, advertising manager of the Fluor Corp. there, and LAIAA president, told a Southern California Broadcasters Assn. meeting in Hollywood last month.

As a result, no LAIAA member firm currently uses radio in its advertising, Mr. Teague, a member of a three-man panel discussing broadcasting as an industrial advertising medium, told the broadcasters.

However, both Walon Brown, advertising manager of Northrop Aircraft Inc., and John O'Connor, Southern California manager of Associated Products Co. (Sackrete ready-mixed concrete), told of successful use of radio in the industrial field. Northrop recruits skilled labor through broadcasting, Mr. Brown said, while Mr. O'Connor found radio "most effective" in advertising Sackrete.

AFA Dist. 10 Elects Horner

B E R T H O R N E R, president of Bert Horner & Assoc., Oklahoma City, was elected governor of the 10th district of the Advertising Federation of America, at the district's convention at San Antonio, Tex. Other officers elected were Garydon Smart, first lieutenant governor; Frank McGowan, second lieutenant governor, and Tom McHale, executive secretary. Delegates also selected Oklahoma City as the site for their 1955 convention.

SCBA Sets 'Whingding'

ANNUAL 'Whingding' stag party of Southern California Broadcasters Assn. will be held at Inglewood Country Club Oct. 27, with broadcasting industry and agency personnel promised a day of golf, a steak dinner and a social evening by SCBA. Reservations can be made through the association's office in Hollywood.
This week Portland’s first-ranking television station and television’s first-ranking spot representatives join together to give advertisers new sales force in the Pacific Northwest.

Beginning October 15, CBS Television Spot Sales is national spot sales representative for KOIN-TV, Portland, Oregon.

KOIN-TV, with 100,000 watts on Channel 6 and the highest antenna in the Pacific Northwest, blankets 35,000 square miles in 30 Oregon and Southwest Washington counties. And with its powerful combination of top CBS Television network and regional programming, KOIN-TV delivers the market’s largest audiences, daytime and nighttime, month after month.

For the full story on KOIN-TV and how you can ring up big sales in the nation’s 20th market call

**CBS TELEVISION SPOT SALES**

which also represents WCBS-TV, New York, KNXT, Los Angeles, WTOP-TV, Washington, WMBB-TV, Jacksonville, KGUL-TV, Galveston, WBBM-TV, Chicago, WCAU-TV, Philadelphia, WBTW, Charlotte and WBTW, Florence, KSL-TV, Salt Lake City and CTPN, the CBS Television Pacific Network.
WITNESS SAYS LAMB FAVORED RED COMMUNICATIONS GRAB

Charges of attempted bribery, a hotel-room "liaison" and alleged pro-Communist statements by Edward Lamb feature testimony of a 50-year-old divorcee who claims to have been Red in 30s.

A MIDDLE-AGED divorcee and onetime Communist testified last week that in 1936--during trials in a Columbus, Ohio, bar and hotel room, Lamb said he believed in a Communist revolution which would require seizure of U. S. communications.

She added that she was testifying despite an offer of a $50,000 bribe to keep quiet.

The witness was once the "guest" of Mr. Lamb at the Chittenden Hotel in Columbus. Married and divorced three times, the witness recalled "it was my first act of infidelity and related indirectly in my [first] divorce."

But it was at one of several rendezvous at the Purple Cow, a Columbus cocktail lounge--that Mr. Lamb spoke of the revolution, she testified. He told her that "only through revolution could the intolerable living conditions of the oppressed masses be alleviated," she said.

To bring about a revolution in the U. S., the witness quoted him as saying, would require first the "seizure and control of the communications," followed by seizure of transportation and "insurrection in the armed forces."

The witness was Mrs. Marie Natvig, 50, who says she is now a Miami Beach public relations counsel, but in 1935-37 was a Communist Party member in Ohio. She was the seventh witness to be called by the FCC Broadcast Bureau in the hearing into the license renewal of Mr. Lamb's WICU (TV) Erie, Pa.

At issue in the case is whether Mr. Lamb falsely represented himself when he told the FCC he never had Communist associations--ties he continues to deny. In his newspaper, the Erie Dispatch, and in personal conversations Mr. Lamb has repeatedly termed the FCC case a political frame-up. The hearing began Sept. 15 before FCC Examiner Herbert Sharfman (BtT: Sept. 20 & seq).".

Bribe Attempt Alleged

It was under cross-examination by counsel for Mr. Lamb that Mrs. Natvig described the alleged bribe attempt. A tall, thin man by the name of Miling Underwood offered her a bribe of $50,000 a fortnight ago to "dress up" her testimony or not to testify at all, she said. The man did not say who sent him, she said, but she suggested he "might like to go to Mexico" instead of returning to Miami Beach.

Counsel for Mr. Lamb challenged the mental competency of the witness. Mrs. Natvig replied that she had never been under treatment for any mental disorder, and she volunteered to subject herself to psychiatric examination to prove her competency to testify.

Earlier in the week, Louis Francis Budenz, former managing editor of the Communist Daily Worker, and now professor at Fordham U., testified that Mr. Lamb "kindly defended me in the Auto-Lite strike" in May 1934. "I was arrested for leading the picket line," he recalled.

Mr. Budenz recalled that Mr. Lamb in 1942 at Cleveland or Toledo in connection with an Intersections Labor Defense meeting, the purpose of which was to work out a defense of the Communist Party in the U. S. during the period of the Hitler-Stalin pact. He said the party was under a "legal cloud" and was opposing President Roosevelt and instituting strikes against defense production. The witness described ILD as "the legal and defense arm of the Communist Party."

It was noted an earlier witness had testified Mr. Lamb was a member of the ILD legal advisory committee, to which Russell Morton Brown, attorney for Mr. Lamb, replied, "If lawyers had to answer for all of the sins of their clients, it would be a dangerous profession."

While Mr. Budenz was on the stand, FCC counsel attempted to introduce copies of articles from the Daily Worker to contain Mr. Lamb's name, but these were blocked by the examiner as "hearsay" after protest by Mr. Brown. Mr. Budenz is to return later for cross-examination.

On Wednesday morning under direct examination, Mrs. Natvig testified the first time she saw Mr. Lamb was at an Ohio state Communist cocktails at the Purple Cow. She said she gave him her phone number.

At a second meeting of the party at the Chittenden Hotel several weeks later, Mrs. Natvig recalled that Mr. Lamb read an "amended" paper "containing the Communist advocated version of the aims and purposes, the charter and the by-laws of the proposed National Lawyers Guild . . . and this time he stressed the fact that the lawyer Communists were to interest the non-Communist members of the legal profession in the organization of the National Lawyers Guild."

Again at the Purple Cow after this second meeting, Mr. Natvig and Mr. Lamb called attention to the fact that I had done some public questioning at the meeting and he pointed out to me that since I was still a dilletante in the Communist Party and didn't know as much about the till I was much better for me not to question in public as that might be implied criticism of the party line, which, of course, was always dangerous, and that if I had any questions that he would be very happy to answer them.

"I did have a question. I said that I realized that the social and economic reforms that were advocated by the Communist Party could not be brought about by revolution but through legal means and that although I went along with the idea, I was selfish enough to wonder what was going to happen to my own family in case of a revolution, and Comrade Lamb pointed out that since my family were capitalists, that they would be treated as such, but that since I was a member of the Communist Party, I might be in a position to help them."

Comes the 'Revolution'

Asked by Commission counsel if Mr. Lamb stated whether he "opposed or favored the Communist doctrine of revolution," the witness replied, "Oh, he was definitely in favor of it."

"Excuse me," Mr. Brown interjected. "I just want to be sure I transcribe these immortal phrases."

"Yes," the examiner said. "What did Mr. Lamb say?"

"He was in favor of it," Mrs. Natvig replied. "I told me how revolution could come about in the United States. He pointed out that there would first have to be seizure and control of the communications, and then have transportation along with insurrection in the armed forces, and that only through revolution could the intolerable living conditions of the oppressed masses be alleviated."

A few weeks passed and a third meeting was held in Columbus, the witness testified, at which Mr. Lamb reported on the "finished charter and by-laws that the Communist Party advocated, and which they were instructed to adopt at the coming organizational meeting of the National Lawyers Guild."

Asked by FCC counsel what happened after the meeting, Mrs. Natvig said, "We once again went to the Purple Cow for cocktails."

"Why?"

"Edward Lamb and I, and some of the others. That was the usual procedure."

"This was just you and Ed Lamb?"

"We sat alone at the table, yes."

"Did you have a discussion with Mr. Lamb?"

"Yes. He pulled a map out of his pocket. It was a large white map of the world, with the countries separated by a thin black line, and I remember that the U.S.S.R. and the Far East were colored in pink, and he narrated how the European countries, because they were so dependent on their colonies in Asia and Africa, where their loss would be economic depletion, and that it would not be difficult to enroll them under the hammer and sickle, and it was for

Page 46 • October 11, 1954

Broadcasting • Telecasting

MARIE NATVIG, confessed ex-Communist, accompanied by FCC attorney Thomas Fitzpatrick, enters hearing room to testify.

Party conference in Columbus in early 1936. Held at the Chittenden Hotel, the meeting included a statement by Mr. Lamb about the proposed charter and by-laws of the National Lawyers Guild, Mrs. Natvig said.

"He explained in detail how it was necessary for the Communist Party to have a legal arm to use in civil defense and international labor defense and stressed the importance of it," she related. The witness said there was "a good deal of discussion which was concerned primarily with the phraseology which the capitalist press had identified as being phraseology employed by the Communists."

"Comrade Lamb" was among those who led in the discussion, Mrs. Natvig said.

"Now walk," the examiner interposed at the use of the word "comrade."

"That is perfectly all right," Mr. Brown said. "I am delighted to have that kind of phraseology from this witness."

Mrs. Natvig said she got acquainted with Mr. Lamb after this meeting while having
Effective October 15, CBS Radio Spot Sales becomes the national sales representative for KOIN, Portland.

Now, Portland's foremost radio station and radio's foremost national spot representative join forces to provide better service and bigger sales for advertisers selling in the Portland area. It's an excellent alliance, because KOIN and CBS Radio Spot Sales are naturally linked by bonds of common interest. Like these...

KOIN is a "prestige" station, well-known in the industry as a big-league operation. (That's the only kind of station we represent!)

KOIN is a CBS Radio affiliate. (We represent only radio stations...only CBS Radio stations!)

KOIN commands the largest average audience in its market...month after month, year after year. (Every station we represent has the largest average audience in its area...month after month, year after year!)

This new representation for KOIN means a great deal for you. Call CBS Radio Spot Sales for the full story.
"Professional Witnesses"

EDWARD LAMB in the "Publisher's Notebook" column in the Oct. 3 issue of his Erie Dispatch, writes of the FCC hearing: "The professional witnesses who have been paraded across the headlines in an attempt to smear me, will some day have to explain to other government agencies. They'll even have to bring along the scripts prepared for them by the folks assigned to get me. The professional witnesses hired for the job include perjurers, bigamists, 'queers,' convicted gangsters and murderers. Is it from such characters that the FCC threatens or attacks decent citizens?"

The column was published before the appearance of Mrs. Marie Natvig.

that reason that the U.S.S.R. was starting, or was attempting to first Sovietize the colonial possessions of the European countries, but that although there would be little wars throughout the world, hot and cold wars, that would show the U.S.S.R. was trying to start war in the world. And with an attempt to make revolution in the United States, and with an attempt of the U.S.S.R. to be the leader of the world.

Under cross-examination Thursday, Mrs. Natvig admitted she was Mrs. Lamb's "guest" at the Chittenden Hotel in Columbus on one occasion in 1936 and she assumed he paid the bill because it was planned that way in "advance."

"Were you Mr. Lamb's sweetheart at this time?" Mr. Brown asked.

"I don't know. Let us say it was simply a liaison."

"Casual?"

"Yes."

"You had many such?"

"That is being impertinent." Instructed by the examiner to answer, Mrs. Natvig said, "Well, if Mr. Brown wants to raise his blood pressure, why doesn't he read Dr. Kinsey or True Stories? I am not going to help him."

Under questioning by the Lamb counsel, Mrs. Natvig said she had been arrested in New York about 1929 but didn't remember the charge. She said the case involved mistaken identity and was dismissed.

"Were you ever soliciting men for immoral purposes?" Mr. Brown asked.

"Of course not," she shot back, "you say anything like that again . . . I'll crack you one.

Asked later if she ever had been arrested for soliciting, the witness replied, "No, No, No, No!"

Questions Are Protested

When FCC counsel protested the improper questioning, the examiner instructed the witness she could claim privilege against answering any question that she felt might tend to degrade her.

"My answer isn't degrading. The question is," Mrs. Natvig said.

On Thursday afternoon, Mrs. Natvig told Mr. Brown a tall, thin man who identified himself as Milling Underwood offered her $2,000 on Sept. 24 at the Harrington Hotel in Washington if she would testify about what she ever had been arrested for.

The witness said Mr. Underwood "showed no money" but suggested she could get it "if I met certain requirements." Mrs. Natvig said the man did not say who sent him but apparently knew what she would testify about, although she had discussed her testimony only with the FCC and the FBI.

Liquor Adv. Referendum

Planned for Wash. State

VOTERS in the State of Washington this fall will decide on an initiative and referendum proposal to prohibit liquor advertising on television between 8 a.m. and 10 p.m.

The proposal was ordered to be put on the Nov. 2 general ballot by Secretary of State Earl Coe, Seattle, after its initiation by the Washington Temperance Assn., an affiliate of the National Temperance League, and represented by some 20 to 25 Protestant Church denominations.

Mr. Coe earlier had questioned the legality of the petition, but it was ruled valid by the Superior Court of Thurston County. Wording of the ballot proposal refers to protection of "the public generally and minors particularly."

STATION REPORTS ON BEER, WINE LAG

Less than a third of radio-telephone stations polled by NARTB have returned usable questionnaire — not enough for report to be given Congress.

DEADLINE of today (Monday) set by NARTB for return of the 2,800 station questionnaires on beer and wine advertising had resulted in only 870 usable replies by late last week, Robert K. Richards, NARTB public relations consultant, reported.

Mr. Richards said that although 1,300 forms had been returned to NARTB, only 870 were filled out according, served notice to its national representative, The Katz Agency, New York, that after Dec. 31 it no longer would accept alcoholic beverage commercials in which the product is shown being used.

Edward C. Obrist, WNHC-TV manager, said his station believes there are "reasonable grounds for criticism when teen-agers are exposed to scenes depicting the pleasures and satisfactions of consuming alcoholic beverages."

WNHC-TV added: " . . . We contend that these products can be sold via television effectively without such demonstrations . . . ."

The drys were taking advantage of the tenor of the June House Commerce Committee report with articles such as one which appeared in the September American Issue, monthly organ of the National Temperance League. The article quoted ABC President Robert Kinzer as calling the U. S. Brewers Foundation, at its convention last January that the radio-telephone network is "a willing servant of the beer industry" and that the electronic media have helped to make beer the "family drink" of Americans.
To a TV program director who's tearing his hair

You can save your hair and save money too, with Studio Telescriptions. For the Studio Telescription Library gives you a complete programming service.

You get scripts, program ideas, background material, and handy index files with which you can build any number of sparkling, production-type shows . . . five minute, fifteen minute or half-hour programs. But most important, you get the country's top musical talent on film which you can program in any number of different shows in only a matter of minutes.

Here is the answer to top quality television programming without high production costs. Find out today what Studio Telescriptions can do for you.
CHAIRMAN'S FIRST DAY

GEORGE C. McCONNAUGHEY, lawyer and public official of extensive experience, completed his first week as new FCC Chairman in surroundings familiar to his fellow Commissioners—hearings, charges and counter-charges, grants and denials.

Chairman McConnaughey reported to his post Monday noon after receiving his Commission and taking the oath of office at the White House. His first official act was to greet newsmen, a task he performed with ease while adroitly parrying pointed queries.

The oath was administered at 10:30 a.m. in the Cabinet Room by Supreme Court Justice Harold H. Burton, an Ohio friend of long standing. Standing with him at the ceremony as representative of President Eisenhower was Bernard M. Shanley, counsel to the President, who was in Denver.

The six other FCC members witnessed the ceremony. Afterward he was greeted by retiring Chairman Rosel H. Hyde, who commented that the maneuverings of newsreel and still photographers "were the worst part of these ceremonies." The Commissioners chatted in-
(Text continued on page 52)

Mr. McConnaughey is congratulated by Former Chairman Rosel H. Hyde and other FCC Commissioners (l to r) Frieda B. Hennock, Robert T. Bartley, Edward M. Webster, John C. Doerfer and Robert E. Lee.

New chairman holds first news conference in office.
Thirty-fourth winner of The Robert J. Collier Trophy and Chairman of the Board, Lear, Inc., says:

"Grand Rapids will always be the main production center for Lear. We located here in the first place because of the people — honest, down-to-earth Americans who make Grand Rapids one of the finest cities in the world. Our experience, since we came here in 1944, has been excellent."

Big territory, certainly — but what counts most is the people. Industrialist-inventor Bill Lear has demonstrated his faith in these people — and in the future of the area as a whole. A new $3,000,000 Lear factory is soon to be built in Grand Rapids. And Lear, Inc. — manufacturers of precision aeronautical accessories, electro-mechanical systems, radio communications products and the famous F-5 Automatic Pilot — last year increased production of almost every line.

You’ll find ample evidence of business expansion, throughout the entire WOODland area. WOOD-TV’s increased facilities are the natural result of this healthy growth. First station in the country to deliver 316,000 watts from a tower 1000' above average terrain . . . WOOD-TV provides top coverage of the entire Western Michigan market. For top results . . . in Grand Rapids, Muskegon, Battle Creek, Lansing and Kalamazoo . . . schedule WOOD-TV, Grand Rapids’ only television station.
formally with their new Chairman and all left for their offices.

Asked by B&T how he felt about the shift from public utility and government contract renegotiation work to radio- and communications regulation, Chairman McConnaughhey said, "I love it." As to the problems of regulating utilities and the broadcast media, he said, "There's a lot of difference in regulating radio and public utilities."

Among those witnessing the swearing-in ceremony were Mrs. McConnaughhey; Mr. and Mrs. George C. McConnaughhey Jr.; Mr. and Mrs. R. S. Rogers Jr. of Ohio; Mrs. Ralph Pence, of Ohio; Ralph Pence Jr., of Ohio; Charles M. Gowdy, of Ohio, named legal aide to the Chairman; Mrs. Pearl Mohnkem; Ralph Winter, member, Public Utilities Commission of Ohio; James Burch, Assistant Attorney General of Ohio; Austin Roberts, Asst. of Railroad & Utilities Commission; Nelson Lee Smith, member, Federal Power Commission; Sam R. Broadbent, Bureau of the Budget; Charles J. R. Logan, Republican National Committee; James S. Mulloy, vice president of Look magazine; Mr. and Mrs. Harold Mosier, Washington; George M. Humphrey, Secretary of the Treasury; H. Chapman Ridgeway, Assistant Secretary of the Treasury.

Following the White House ceremony, Chairman McConnaughhey met with newsmen at noon in his new offices at FCC. He explained he held no formal news conference, but wished to get acquainted with the reporters who cover the Commission.

One-Year Term

He announced that his designation as chairman of the Commission is for a one-year term, indicating the President will follow the policy of rotating the FCC chairmanship annually.

The policy was begun with the appointment of Commissioner post in April 1933. Mr. Hyde now has reverted to Commissionership status, his term expiring June 30, 1939.

Aside from Mr. Hyde, the other Republican members of the Commission in the order of their seniority are Commissioners John C. Doerr and Robert E. Lee. It is presumed that they will succeed to the chairmanship in following years under the President's rotation system.

Chairman McConnaughhey declined at this time to answer "policy" questions put to him by reporters. He did state, however, in answer to one question about his attitude toward government regulation of business: "I am pretty much on record as believing in as few controls of business as possible. Such controls are justified only when they are in the public interest."

To other questions, the new FCC Chairman said he has a black-and-white tv set but no color receiver. He expressed sharp disappointment at the outcome of the World Series.

Chairman Picks Aides

CHARLES M. GOWDY, Cincinnati attorney, has been appointed legal aide to FCC Chairman George C. McConnaughhey, the new Commission head announced Monday at his news conference.

Mr. McConnaughhey also announced that Pearl Mohnkem had been named his personal secretary at FCC. Mrs. (Wesley) Mohnkem had been secretary to Mr. McConnaughhey when he was chairman of the Renegotiation Board.

Mr. Gowdy, who said he previously has not dealt with communications law, is a native of Ohio where he was born July 8, 1908, at Camden. He attended high school at Piqua, Ohio, and received his B.A. in 1931 from Miami U., Oxford, Ohio. He received his law degree in 1933 from the U. of Cincinnati College of Law, later returning there for graduate study in corporation law and accounting.

Mr. Gowdy was admitted to the Ohio bar in 1933 and the Federal bar in 1934. He served as solicitor of Osborn, Ohio, from 1933-35 and was elected solicitor of Lockland, Ohio, from 1939-43. During World War II he served in Army counter-intelligence, part of the time in Europe.

Mr. Gowdy married Pauline M. Snyder in June 1942. They have two children, Charles L., 11, and Ann C., 8. He has not set a date for moving his family to Washington.

Aside from practicing law, Mr. Gowdy is an inventor, having developed a "pre-rotating aircraft tire," which he said is the subject of a contract with Firestone Tire & Rubber Co.

PRESIDENT IS GLAD THAT HYDE STAYS ON

COMMENDATION from President Eisenhower to FCC Commissioner Rosel H. Hyde for his service as Chairman of the Commission during the past year was made public Wednesday by the summer White House at Denver.

Mr. Hyde will revert to Commissionership status with the appointment of George S. McConnaughhey, chairman of the Renegotiation Board, to the top post at FCC (see separate story). President Eisenhower's letter to Comr. Hyde stated:

"As you leave the very responsible position of Chairman of the FCC, I wish to express my warm thanks for your contribution to the nation in that position—a contribution greatly enhanced in value by your extensive experience in the field of communications. It is satisfying and reassuring to know that, as you continue as a member of the FCC, your broad experience and knowledge will remain in the service of our people."

The letter was signed "Sincerely, Dwight D. Eisenhower."

BRICKER QUESTIONS FCC ON NETWORKS

It's comprehensive and will take time to answer. Meanwhile, Bricker's investigators are readying questionnaires to be sent to tv networks.

ON THE DESK of the FCC's new boss, Chairman George C. McConnaughhey, was dumped last week a "major" of several questionnaire sheets seeking data for Senate Commerce Committee Chairman John W. Bricker's widely-heralded investigation of the networks and the uhf-uhf situation.

Final contents of the questionnaire are presumed to have been approved and forwarded to the FCC by the GOP senator from his Ohio headquarters. The questions not only go into technical details, according to best information, but also deal with such matters as network affiliations, the FCC's allocations philosophy, coverage by tv outlets and the reasons for intersystem of uhf and vhf channels.

The investigation, headed by Robert F. Jones, former Ohio congressman and onetime member of the FCC (1947-52), was readying the second of its questionnaire series—to be sent out to the tv networks. These questions, it was understood, presumably would be approved and forwarded from Ohio by the same method as the FCC quiz and would be largely about the same subjects as those on which the Commission is being questioned.

Completion of the network questionnaires is believed to be far enough along for mailing by today (Monday). Still to be questioned are owners of tv outlets, set manufacturers and others.

As the investigative groundwork slid into second gear, Messrs. Jones and Harry M. Plotkin, minority counsel and former FCC assistant general counsel (1943-51), moved into separate offices in the reading rooms of the Library of Congress Annex Bldg., apparently to remove themselves from the anticipated bustle of the Senate Office and Capitol Buildings when the Senate convenes in special session Nov. 8, and to make quarters less cramped for Nicholas Zapp, coordinator for the probe, at his modest-sized office in the Senate Office Bldg.

According to statements by Sen. Bricker, the staff continues to gather information during the congressional recess to present to the full committee when the 84th Congress returns to Washington. Hearings by the Senate Commerce Committee would follow, possibly in February, and run three weeks to a month.

Avoid Intermixture, Conn. Uhfs Request

Four high-band stations in the Connecticut Valley ask FCC to remove ch. 3 in Hartford from commercial service.

REMOVAL of FCC's ch. 3 allocation to Hartford, Conn., from commercial service and assignment to non-commercial educational service is asked by four Connecticut Valley uhf stations in a petition filed with the Commission last week.

Travelers Broadcasting Service Corp. (WTIC) and Hartford Telecasting Co. are ch. 3 commercial applicants, awaiting an initial decision after hearing. Ch. 24 has been allocated for educational use but is "hopeful" to have a uhf "tv service," the petitioners contended. The four petitioning uhf stations, all operating a year or more in the area, are WGTH-TV Hartford (55% owned by General Tele Radio Inc.); WKNB-TV New Britain; WHYN-TV Springfield-Holyoke, Mass., and WWLP Springfield.

The valley is a successful uhf area, the petitioners claim, with only Hartford and New Haven having vhf operations. On the ground the valley "can't hope to have a uhf tv service," and it is argued that if uhf is successful the entire area would have at least five grade A uhf signals.

Uhf stations in the valley have fared better than uhf stations in markets where a substantial intermixture problem exists, it is claimed. "Though not presently profitable they can, as a group, look forward to an economically stable and successful future provided the area remains a basically non-intermixed area," it is contended. On the other hand, intermixture would weaken if not destroy the valley's uhf stations, it is claimed. Furthermore, it is stated, "a non-commercial uhf service would be CBS and NBC outlets, leaving the third and fourth networks only uhf outlets, assuming the uhf stations were able to survive."
though you can't understand a word he's saying—the Tobacco Auctioneer chants a tune that is of vital importance to your sales in prosperous Eastern Carolina—"Tobaccoland" to the world. The importance is quickly visualized when you realize that between August 16th and the end of the year—about a quarter-billion dollars will be paid out to Eastern Carolina farmers for their 1954 crops of flue-cured tobacco. And WNCT is the only TV covering the entire Eastern Carolina tobacco belt. So—whether your product is cars or corsets—now's the time to buy WNCT!

WNCT GREENVILLE, NORTH CAROLINA
Primary CBS Affiliate operating full time on 100,000 watts

A. HARTWELL-CAMPBELL, General Manager * JOH E. PEARSON CO., Nat'l Rep.
Install the PHILCO

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

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

CineScanner—superior for monochrome

... the only practical method for color!

PHILCO CORPORATION
CineScanner

and enjoy modern film telecasting!

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

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

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

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

B&T learns model statute, which would relieve broadcasters of liability for defamatory statements made in political talks, has blessing of FCC. Council of State Governments will circulate it to all states.

A UNIFORM libel relief law designed to protect broadcasters from liability for defamatory statements in political broadcasts has been drafted by the Council of State Governments and will be submitted to state legislatures.

The model statute carries the blessing of FCC, which drew it up at suggestion of the Dept. of Justice and the Council. A council draft (see text) embraces a number of changes proposed by federal and state agencies. It will be published by the Council within a fortnight.

NARTB has pressed for enactment of its own model libel statute, with 30 states having passed relief laws in various versions.

FCC prepared its draft bill, after receiving the draft version, along with an explanation of its provisions. Comr. Doerner disentangled from the action. The FCC version was considered Sept. 22 by the Council's draft-

Model Libel Relief Laws

HERE are the texts of the new model statute covering political broadcasts as drafted by the drafting committee of the Council of State Governments and the model statute NARTB has sponsored for many years:

The Council's model statute:

The owners, licensees or operator, of a visual or aural radio broadcasting station or network or stations, or the agents, or employees, of any such owner, licensee or operator of such station, or network of stations, shall not be liable for any damages for any defamatory statement uttered or communicated in connection with the facilities of such station or network by any person, or agent or employee, for public office, but this section shall not apply to the action of any person of such station, or network making such statement.

NARTB's model statute follows:

Section 1. The owner, licensee or operator of a visual or sound radio broadcasting station or network of stations, or the agents, or employees of any such owner, licensee or operator, shall not be liable for any damages for any defamatory statement published or uttered in or as a part of a visual or sound radio broadcast, by one other than such owner, licensee or operator, or agent or employee thereof, unless it shall be alleged and proved by the complaining party, that such owner, licensee or operator, or agent or employee, has failed to exercise due care to prevent the publication or utterance of such statement in such broadcast. Provided, however, the exercise of such care shall be considered to include a bona fide compliance with any federal law or the regulation of any federal regulatory agency.

Section 2. In no event, however, shall any owner, licensee or operator, or the agents or employees of any such owner, licensee or operator of such a station or network hold liable for any damages for any defamatory statement uttered over the facilities of such station or network by any person, or agent or employee, or agent or employee, for public office.

Section 3. In no event, however, shall any owner, licensee or operator, or the agents or employees of any such owner, licensee or operator of any such station or network be held liable for any damages for any defamatory statement uttered over the facilities of such station or network by any person, or agent or employee, for public office.

TIPS ON AVOIDING POLITICAL HAZARDS

TIPS on how to avoid many of the headaches arising out of political broadcasting, particularly in the midst of the constant stream of time charges charged stations were offered Friday by spokesmen for FCC and NARTB.

FCC Comr. Robert T. Bartley, addressing the NARTB District 10 meeting in Omaha (see story page 39), told broadcasters how to live within Sec. 315 of the Communications Act and explained FCC's interpretation of the section.

Vincent Wasilewski, NARTB chief attorney, speaking to the Alabama Broadcasters Assn. at University, Ala., offered specific advice on ways of handling political contracts under the act and FCC's rules.

Comr. Bartley conceded "few problems are as troublesome to the licensee" as the equal requirements section and urged broadcasters to make their plans well in advance of political campaigns on the theory that "an offense is the best defense." He added that interested parties and candidates of availabilities, he said, and the road will be paved "for a more serene campaign season" while a better program structure is set up and there will be more "satisfied advertisers."

The planned policy, he contended, should give "reasonable opportunity" to candidates while maintaining proper program balance. He suggested broadcasters "give weight to the im-
Leopards may want to—our customers don't

It may be frivolity that makes the leopard want to change his spots, but the wise advertiser today knows that if he wants to move goods now, the best way is to buy spot radio, on key stations—and stick by the spots. It doesn't take many good stations to reach just about everybody. WJR alone, for instance, reaches some 10 per cent of U. S. buying power — more than 15 million people. 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
FINAL TV GRANTS MADE IN THREE CITIES

Sacramento ch. 10 final decision involves reversal of the examiner’s proposed action. Other cases: ch. 7 at Evansville and ch. 10 in Waco.

For the third time in two weeks, the FCC last week reversed an examiner’s decision and issued a final grant to the applicant which had been proposed to be denied.

The FCC granted Sacramento ch. 10 to Sacramento Telecasters Inc., reversing the examiner’s proposal to award the channel to McClatchy Broadcasting Co. It made its decision on the ground of diversification of the media of communications.

Two weeks ago the Commission overturned two examiner’s rulings—in Fort Wayne, Ind., and Petersburg, Va. [BIT, Oct. 4].

Last week, initial decisions were issued in favor of granting Evansville ch. 7 to non-broadcaster Evansville Television Inc. and delaying WEOA and WGBF, both Evansville; and Waco, Tex., ch. 10 to KWTX Waco, Tex., and denying WACO.

“Determinative” in the Sacramento ch. 10 case is the question of diversification, the FCC said in reversing the hearing examiner’s initial decision recommending the grant to McClatchy Broadcasting Co [BIT, Nov. 16, 1953]. It issued a final decision in favor of Sacramento Telecasters Inc. (principally owned by John H. Schadt, 50% owner-general manager of KMDK, Modesto, Calif.).

Cites Appeals Court Decision

In discussing its criteria, the Commission referred to the 1951 Court of Appeals decision in Scripps-Howard Radio Inc. case and added: “Our decisions have shown that the Commission ordinarily will incline toward an applicant not associated with the local channels of communication of fact and opinion over an applicant having such association.”

McClatchy owns KFBK-AM-FM Sacramento, KERN-AM-FM Bakersfield, KGW Stockton, KOH Reno and KBEE (FM) Modesto. It also publishes the Sacramento Bee, the Fresno Bee and the Modesto Bee.

With other broadcast interests, FCC Hearing Examiner Herbert Sharfman recommended that Evansville ch. 7 be awarded to Evansville Tele-Vision Inc., mainly owned by former Arizona newspaperman (KPHO-AM-Phoenix, Ariz.) Rex Scheppe.

Mr. Sharfman proposed the denial of applications by WEOA and WGBF Evansville because of other broadcast interests. WEOA is owned by the Harry M. Biner interests (WFWM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, and WDFF Flint, Mich.). WGBF is owned by the same interests which own WTMV East St. Louis, Ill., and WBOB Terre Haute, Ind.

Exempt for the principle of diversification, Mr. Sharfman said, he would have preferred WGBF.

Better programming proposals, more local ownership, superior radio experience and diversification of the media of communications were the touchstones used by FCC Hearing Examiner John B. Poindeexter last week in recommending the grant of Waco, Tex., ch. 10 to KWTX Waco and the denial of WACO Waco.

Mr. Poindeexter said KWTX proposed better news and farm programs, showed better planning and preparation of programs and proposed better local live programming than did WACO.

On the subject of diversification, Mr. Poindeexter held against WACO the 40% interest of Texas State Network in WACO. TSN also owns KEIZ-AM-TV Fort Worth, KRJO Alles, KFDA-AM-TV Amarillo. Gene Cagle, 35% owner and president of TSN, owns 25% of KTKO Oklahoma City.

Grand Jury Indicts Witness

In San Antonio Ch. 12 Case

GRAND JURY in San Antonio returned an indictment Wednesday charging James R. Duncan, private detective, with falsely representing himself June 18 as an employee of FCC while engaged in credit investigation work in the ch. 12 tv case involving the competitive applications of KMAC and KONO, both San Antonio [BIT, July 5]. Mr. Duncan was seeking data about KMAC backers.

In testimony last month before an FCC examiner, Mr. Duncan said his orders for investigation of KMAC came from Hugh Cateron, his associate in the investigation firm of Texas Industrial Surveys.

Mr. Duncan said he received no instruction from KONO on manner or technique of investigation. Mr. Cateron testified KONO was not aware that the case had been turned over to Mr. Duncan until report was made.

Democrat’s Mitchell Praises

Impartiality of Radio and TV

DEMOCRATIC National Committee Chairman Stephen A. Mitchell last week praised the radio-television media for adhering to fair journalistic principles after criticizing what he called the “one-party press.”

Speaking Tuesday to the National Press Club, Washington, Mr. Mitchell cited as partisan journalism a series of “front-page” articles in the New York Herald-Tribune by Republican leaders on the accomplishments of the Eisenhower Administration and television, although much younger, have been more impartially politically than many segments of the press, he said.

In another reference he charged Republicans with political pressure through several federal agencies, among them the FCC.

The Herald-Tribune Wednesday offered to carry similar front-page articles by Democratic leaders.

Mundt Charges Disloyalty

SEN. Karl E. Mundt (R-S.D.) charged in a speech Sept. 28 in Oshkosh, Wis., that “disloyal individuals on radio, television and newspapers” are working for the communist cause. He called on lumber manufacturers of our country to discontinue employing these disloyal individuals.”

GDP Claims Record

THE talks of President Dwight Eisenhower and Vice President Richard Nixon Friday night were carried on the biggest television hookup in political history, the Republican National Committee said last week. The half-hour period was scheduled on an augmented CBS-TV network of about 158 stations, and on around 534 stations of the NBC and Mutual radio networks, the committee said.

The simulcast originated in Denver from 9:30-10 p.m. EST, was to be delayed on the Pacific Coast to 9:30-10 p.m. PST, the committee said. The talks were carried as a “tribute” to Republican National Precinct Day.

6 NEW AM OUTLETS

GRANTED BY FCC

FM station also authorized. Five new stations are granted power increases in series of actions by Commission.

Six new AM stations were authorized last week by the FCC, along with one FM grant and a number of power increases.

New AM Stations

DELA, Colo.—Monarch Best Co. (D. E. Towne, of KEVO Grand Junction, 28%); 1400 kc 250 w unal.

BAXLEY, Ga. — Farnell O’Quinn, department store manager; 1560 kc 1 kw w.

COLUMBUS, Mo.—Cecil W. Roberts (operator of KIPLE Farmington, Mo., etc.); 1500 kc 500 w unal.

ANDREWS, Texas.—Andrews Beets, (Joseph E. Young, of KERB Amarillo, Texas, 2/4, and Archie W. Holmes, owner, 9/4); 500 kw 600 w.

JACKSON, Tenn.—Jackson Best Co. (Dr. Alexander Leech, veterinarian); 1600 kc 1 kw d.

SALT LAKE City, Utah.—William W. Phillips (former radio parts distributor); 886 kc 1 kw d.

New FM Station

Bakersfield, Calif.—KJLEF Broadcasters (Eldr. John P. Johnson); Class B, 85.5 mc (ch. 220); ERP 15.5 kw.

Facilities Changes

WDKD, Kingsport, T. N.—CD change from 1300 kc 1 kw d to 1310 kc 5 kw d.

KERC, Kirksville, Mo.—CD change from 1000 kc operation from 500 w to 1 kw d.

KZIL, McCool, Wyo.—CD change from 1400 kc 250 w unal. to 1300 kc 1 kw d.

KXOL, Lexington, N. C.—CD change from 1470 kc 1 kw w to 1 kw d.

Eisenhower TV Appearances

URGED FOR CIVIL DEFENSE

CIVIL defense directors of the 48 states Wednesday recommended that President Eisenhower “spark” a public education program with occasional tv appearances designed to alert the nation to the need for more adequate protection in the event of enemy air attack.

The suggestion was offered following a series of meetings in Chicago by the National Asn. of State Civil Defense Directors at the Drake Hotel.

State directors felt that the chief executive should confer with his own advisors and governors of the various states, along with city mayors and industrial leaders, before embarking on any such a video program.

The association also recommended a new audible signal for the initial warning where an air attack is probable "but not imminent"—thus alerting modifying in, and to some technical extent, the present Conelrad radio alert system.

Page 58 • October 11, 1954
MAKE A DATE
WITH CHANNEL 8

EASTERN OKLAHOMA'S
MOST POWERFUL
Television Station

ABC  DUMONT

The KTVX
AREA MARKET

Counties Covered 31
Total Population 1,038,994
Total Families 313,491
TV Families 158,347
Spendable Income $1,298,141,000
Total Retail Sales $916,065,000

TULSA BROADCASTING CO.
Box 1739, Tulsa, Oklahoma

Operators of
KTUL — CBS Radio, Tulsa

L. A. BLUST, JR.
Vice President, Gen. Mgr.

BEN HOLMES
National Sales Mgr.

AFFILIATED
WITH

KATV, Channel 7
Little Rock — Pine Bluff, Ark.

KWTV, Channel 9
Oklahoma City

KOMA — CBS Radio
Oklahoma City

STUDIOS — 720 Eastside Blvd.
Muskogee, Oklahoma

AVERY-KNODEL, INC. NATIONAL REPRESENTATIVES

Broadcasting • Telecasting

October 11, 1954 • Page 59
Visalia Grant Among TV Actions of Commission

NEW uhf tv station on ch. 43 was granted by FCC last week to Sequoia Telecasting Co. at Visalia, Calif. Firm is owned by Irwin W. Will, president-director.

To operate with effective radiated power of 22.9 kw visual and antenna height above average terrain of 310 ft., the Visalia station will cost an estimated $122,500. FCC said first year operating cost is estimated at $180,000.

In other tv actions last week, FCC extended for six months the construction deadline for WTHS-Tv Miami, ch. 2 educational station, and designated for hearing Nov. 5 the extension of completion date request of ch. 7 KLYN-TV Amarillo.

FCC denied a request by ch. 8 KLAS-TV Las Vegas, Nev., for stay of an earlier grant to ch. 2 KKLJ-Tv Henderson, Nev., to locate its main studio outside of Henderson. KLAS-TV filed an economic protest with FCC, charging the Henderson station’s site is closer to Las Vegas, but KKLJ-TV has pointed out the cities are only eight miles apart and it always was known the ch. 2 station would serve both cities.

Comments on two uhf allocations proposals are invited by FCC on or before Nov. 12. One is the request of Elmira Television to add ch. 9 at Elmira, N. Y., and the other is the petition of WWPA Williamsport, Pa., to add ch. 9 at Bloomsburg, Pa.

FCC turned down a petition by ch. 74 WMGT (TV) North Adams, Mass., for special authority to operate on ch. 14 pending formal reallocation now proposed [B+W, Oct. 4]. FCC also denied request by ch. 32 KTVF (TV) Longview, Tex., to delete ch. 7 at Tyler, Texas, under permission to KTLV (TV) there.

Orange tv Petitions FCC On ch. 13 Grant in Tampa

SECOND attack on the FCC’s grant of Tampa-St. Petersburg ch. 13 to Tampa Television Co. [B+W, Sept. 6] was made last week when Orange Television Broadcasting Co. filed a petition with the Commission for rehearing, reconsideration and stay in the proceeding.

Tampa Times Co., the third applicant, filed a similar petition two weeks ago against the Commission action [B+W, Oct. 4]. It charged that the Commission’s reversal of the examiner’s recommendation that the grant be made to the Tampa Times (WDAE-AM-FM Tampa) on diversification of media property grounds was “irreconcilable” with other decisions respecting newspaper ownership.

Orange called the Commission’s action “illogical and unsound.” It said the FCC’s attitude “stacks the cards” against applicants without broadcasting properties because the Commission made the grant to an applicant whose principal stockholder is affiliated with an am station which does not meet the test of good operation. Walter Tison, licensee of WALT Tampa, is vice president and general manager of the proposed Tampa TV Co. station.

Orange said the Commission failed to apply the same standards to each of the applicants in the ch. 13 case. It held that it was superior to both Tampa TV and Tampa Times on the grounds of local residence, participation of owners in local affairs, integration of ownership with management, etc.

Jenner Committee Sets More Hearings for Nov.

THE SENATE Rules subcommittee which has been investigating congressional committee procedures will hold additional hearings sometime after Nov. 8, according to Sen. William E. Jenner (R-Ind.), chairman.

He said he had invited Sen. Arthur V. Watkins (R-Utah), Sen. Homer E. Capehart (R-Ind.) and Sen. Estes Kefauver (D-Tenn.) to testify at the session, which he said would be held when the Senate finishes action on that body’s motion to censure Sen. Joseph R. McCarthy (R-Wis.).

Sen. Watkins is chairman of a special Senate committee which heldhearings on the McCarthy issue, and at which microphones and cameras were excluded. Sen. Capehart has been asked for testimony based on his experience as chairman of the Permanent and Currency Committee which is investigating charges of scandal in FHA administration.

Sen. Ke- fauver has been asked to testify on his experience as chairman of a special Senate committee which investigated crime in 1951-52.

Among questions being studied by the Jenner group is that of radio-tv coverage of public hearings by congressional committees.

Dates of hearings will be set for convenience of witnesses and members of the subcommittee, and will be announced later, Sen. Jenner said.

Other members of the Rules group are Sen. Frank Carlson (R-Kans.), and Sen. Carl Hayden (D-Ariz.)

WGRD Asks Appeals Court To Order Hearing by FCC

DAYTIMER WGRD Grand Rapids, Mich., last week asked the U. S. Court of Appeals in Washington to order the FCC to give it a hearing on its attempt to win back the right to begin broadcasting before sunrise [B+W, Dec. 14, 1953].

The right of the Commission to summarily order WGRD to cease pre-sunrise operations was backed by FCC General Counsel Warren E. Baker and WING Dayton attorney Harrison T. Slaughter.

WGRD’s license permits it to operate before sunrise, Paul Dobin, the Michigan station’s attorney, told the court. His contention was that the FCC rules permit before-dawn broadcasting provided no “undue interference” is caused to other stations. Since 1947, Mr. Dobin said, WGRD has begun broadcasting at 6 a.m., and there were no complaints. Mr. Dobin also questioned whether the interference complained of came under the head of “undue” interference.

Both WGRD and WING operate on 1410 kc. The FCC ordered WGRD to stop pre-sunrise broadcasts after WING last year complained of interference during its own pre-dawn broadcasts.

Both Mr. Baker and Mr. Slaughter emphasized that WGRD’s license was for daytime operation only and that the regulation which permits pre-sunrise operation by a daytime-only station specifically provides that the station must cease such operation upon notice of undue interference to another station. No hearing is required, they said.

KMO Sale Approved

SALE of KMO Tacoma, Wash., by KMO Inc. to Tacoma Radio Corp. for $200,000 was approved by FCC last week. Tacoma Radio includes part owner Charles D. Hunter Jr., law partner of Edgar Eisenhofer, brother of the President. Tacoma Radio is headed by J. Archie Morton, executive assistant to the president of KIRO Seattle. Chief owners of KMO Inc. are Carl E. and Carl D. Haymond. Sale of KMO-TV for $300,000 to broadcaster J. Elroy McCaw was approved earlier [B+W, Sept. 20].

—— PROFESSIONAL SERVICES ——

Marshall, Jackson Join Blackburn-Hamilton Co.

APPOINTMENTS of Clifford Marshall, United Press business representative in Atlanta, to the Washington staff of Blackburn-Hamilton Co., and Phil Jackson, former owner of KWCO Chickasha, Okla., to the B-H Chicago office, were announced today (Monday) by the station and newspaper brokerage firm. Increased volume of business made the expansion necessary, the company said.

A veteran of almost every department of UP, Mr. Marshall has been with that wire service since 1934, the last nine years as a sales representative in the south, except for a brief period when he left UP to manage WRGV Greenville, Tenn., returning to UP in 1947. He will handle eight southern states for Blackburn-Hamilton, succeeding William T. Stubblefield, who has been placed in charge of the firm’s San Francisco office [B+W, Sept. 27].

Mr. Jackson has been active in southwestern broadcasting for 15 years. Before acquiring KWCO he had operated KIMC McAlester, Tex. During 1947 and 1948 he was associated with Blackburn-Hamilton in the southwest. He rejoins the brokerage firm in charge of the same territory, including Texas and Oklahoma.

PROFESSIONAL SERVICES PEOPLE

Martin Poll, formerly co-producer, Flash Gordon syndicated tv film series, to executive staff, Theatre Network Television Inc. (closed circuit tv), N. Y., in sales and production capacity.

Harold E. Mott, Welch, Mott & Morgan (radio-ty lawyers), Washington, elected vice president, National Exchange Club.

Page 60 • October 11, 1954

GOVERNMENT • TELECASTING
NEW!

VIDICON

FILM CAMERA CHANNEL

HIGHEST FILM PROGRAMMING QUALITY TO TOP COMPETITION...BUILD SPONSORED TIME

Your station audience will be vitally aware of the quality difference between G-E Vidicon film reproduced pictures and any other system. Only a keen eye can distinguish this from live program reproduction. And, it has many more benefits you'll recognize. First, since sharing controls and the need for them have been eliminated, your operators can devote full time to other video duties. Next, this highly flexible film technique accommodates a variety of projected-image systems. There's a choice of channel amplifier mounting—either in a standard rack or in the camera stand.

Examine each stand-out feature of the G-E Vidicon Film Camera Channel and you'll decide here is the only channel that lives up to modern day TV standards. General Electric Co., Section X2104-11, Electronics Park, Syracuse, N.Y. In Canada, write: CGE Electronics, 830 Lansdowne Ave., Toronto.

Plan view of new G-E "Optiplexer" setup.

Progress Is Our Most Important Product

GENERAL ELECTRIC
Nobody—that is—until
Weather News a "must" for
Housewives, Farmers, Railroaders, Shippers,
Travellers, School children, School officials,
Promoters, Automobilists, Merchants,
— all these depend on WCKY's Weather

Temperature and Weather Forecast
Every Hour on the Hour

3 Complete Forecasts and River News
Direct from the Weather Bureau
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24 hours daily in WCKY News Room

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Get Next To The Weather
on WCKY

some choice weather adjacencies
still available for advertisers.
about the weather
does anything about it”

Mark Twain

WCKY Made

Rivermen, Truckers, Vacationers, Sports Flyers.

Words

Chief Meteorologist A. W. Walstrom, at WCKY microphone in U. S. Weather Bureau Office.

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CINCINNATI

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK
CBS Sells Interest in WTOP; WCCO Bidding Reported

In accord with announced plans to unload all its minority station holdings, CBS sells its 45% of WTOP Inc. to Washington Post Co., which has been majority owner. Three groups are bidding for CBS' 47% minority holding in WCCO-AM-TV.

CBS LAST week sold its 45% interest in WTOP Inc., corporation which operates the Washington CBS radio and tv outlets, to the Washington Post Co., 55% stockholder, for a figure understood to be in excess of $3,250,000. Closing date is Dec. 15.

Simultaneously, it was learned that the network was actively negotiating for sale of its last remaining minority holding — 47% of WCCO-AM-TV, Minneapolis-St. Paul— with at least three groups. The talking figure for the 47% interest was believed to be around $4 million.

Having first refusal on the Twin-City properties is the present majority owner, Mid Continental Radio-Television Inc. But it was learned that conversations also have been held with the Minneapolis Star and Tribune (Cowles enterprise) and with a leading New York brokerage house. Mid Continental, which owns 53% of the WCCO stock, in turn is owned 50-50 by Northwest Publications Inc., a Rider controlled corporation, and the Minnesota Tribune Co., a holding company headed by William J. McNally. The latter company (McNally) owns 14.6% of the Star and Tribune Co.

With the disposition of its WTOP interest and the imminent sale of the WCCO interest, CBS would be clear of minority holdings in the broadcast field. Neither transaction requires formal FCC approval since control would not be involved.

CBS Inc. President Frank Stanton disclosed last month that the network intended to dispose of its minority holdings, possibly by the year-end. A fortnight ago it sold its 45% interest in KQV Inc., Pittsburgh for $236,250 [B'T, Oct. 4]. CBS thus would be left with three wholly owned television properties [WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Los Angeles]. It is an applicant, however, for vhf facilities in both Boston and St. Louis. Presumably it will seek vhf facilities in other major markets under the new multiple ownership rule permitting seven owned and operated stations to an entity (not more than five of them vhf) slated to become effective Oct. 22.

Agreement on the WTOP sale was reached last Wednesday by Philip L. Graham, president of the Washington Post Co. and publisher of the Washington Post and Times-Herald and John S. Hayes, president of WTOP Inc., and general manager of its stations, with Dr. Stanton and Howard S. Meighan, vice president of CBS Inc. The Post Company also owns WMBR-AM-TV Jacksonville, CBS affiliates. WTOP Inc. recently moved to new $2 million quarters.

Previously Dr. Leon Levy, of Philadelphia, CBS director and substantial stockholder in CBS Inc., had considered making a bid for the CBS minority interest in WTOP but the Post company exercised its rights of first refusal.

Whether Mid Continental will exercise its first refusal on the WCCO properties could not be ascertained last week. John Cowles, president and publisher of the Star and Tribune has been in active negotiation with CBS officials. It is reported. John Cowles is chairman of the board and vice president of the Cowles Broadcasting Co. His brother Gardner (Mike) is president of the broadcasting company.

The Cowles stations are: KRNT-AM-FM Des Moines (initial decision favoring grant of ch. 8 pending); WNAX Yankton, S. D., and KVTV (TV) Sioux City. In addition to the Minneapolis Star and Tribune, the Cowles publish the Des Moines Register and Tribune and Look.

STORER BUYING WJW CLEVELAND

ROUNDING out its proposed Cleveland broadcast ownership, Storer Broadcasting Co. last week bought the 5 kw, ABC-affiliated WWAM-FM Cleveland (on 850 kc) from William O'Neil, brother of Thomas O'Neil, president and chairman of General Teleradio Inc. Price was reported to be $330,000, less $25,000 in net quick assets. Sale is subject to FCC approval.

Pending before the FCC is Storer's purchase of Empire Coil Co. and its WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., for $8.5 million [B'T, Jan. 11].

In order to remain within the FCC's present limit of five tv stations to a single owner, Storer is selling its KGBS-AM-TV San Antonio to the San Antonio Express for $3.5 million [B'T, April 12]. The Express has sold its KTSA-AM-FM San Antonio to O. R. Mitchell, local auto dealer [B'T, May 31]. The new FCC regulation permits the additional ownership of two uhf stations.

Announcement of the sale agreement was made jointly Thursday by Mr. O'Neil and George B. Storer, president of Storer Broadcasting Co. The agreement conditions the purchase of WJW on FCC approval of Storer's sale of its San Antonio stations, which in turn are conditioned on FCC approval of the Empire sale purhase.

WJW was founded in 1943 and its fm adjunct in 1948. WJW is represented by H-R Reps. It is understood that Mr. O'Neil and William Lemmon, executive vice president and general manager, will continue to operate the Ohio Music Co., music franchise holder in Cleveland.

Other Storer-owned stations are WJHK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBCA-AM-FM-TV Birmingham, WWVA-AM-FM-Whitney (W. Va.) and WQBS-AM-FM Miami.

RADIO-TV GET EQUAL PLAY IN REVISED WCPO POLICY

In announcing changes, Watters says he was wrong in thinking radio was dead.

PROMOTIONS of Glenn C. Miller, national sales manager and assistant to the general manager of WCPQ-AM-FM-TV Cincinnati, to station director of radio and tv; Pat Grafton, sales executive, to national sales director; John Sweeney to the new post of business manager and Sid Barger to director of film programming, have been announced by Mort C. Watters, general manager, to implement a new policy which will give radio equal importance with tv. Ed Weston continues as assistant to the general manager and Earl Corbett as radio station director.

"Everyone makes mistakes. I made a dandy," Mr. Watters said in announcing the new policy. "For years, I operated on the hopeful theory that radio was dead. It seemed to me tv had saturated the market. I was wrong. Radio is very much alive, not competitive to newspapers and, in its new form, not competitive to tv.

"There is a place for radio, as there is one for newspapers and one for tv," Mr. Watters said. "Tv is theatre. News doesn't any longer have an important place in tv any more than it has in motion picture theatres."
Yes, Tulsa, the dynamic center of Oklahoma's No. 1 Market is big and getting bigger! And . . .

KVOO, Oklahoma's Greatest Station is big and getting bigger! Here is an unbeatable pair . . . a top market among America's major markets . . . (11th in population growth 1950-1954) . . . and a 50,000 watt radio station which has been serving an ever-expanding, faithful and responsive audience for more than 29 years!

In the face of claims of all kinds by competing stations and other media, KVOO continues to grow and prosper. The reason is clear: KVOO is a strong habit with listeners; they depend on KVOO's powerful, always dependable voice, and they enjoy KVOO's preferred programming! And . . .

Because KVOO is an established habit with listeners it is a profitable habit with advertisers! Advertisers know from experience that KVOO delivers more listeners at lowest cost per listener, all of the time, than any other station in Oklahoma's No. 1 market!

Your best buy is a radio buy on KVOO!
MAKING LIKE a surveying crew to mark the site of the new home of WSB-AM-FM-TV Atlanta in a $1.5 expansion program are (l to r): C. F. Daugherty, chief engineer; Marcus Bartlett, station manager, WSB-TV; J. Leonard Reinsch, executive director of the Cox stations; Frank Goith, station manager, WSB, and John Outler, general manager of the Cox radio and television stations.

WIBW-TV Dedicates Tower, Holds Open House for 30,000

DEDICATION of the new 1,010-ft. tower of WIBW Topeka and an open house celebration held by that station, attracted a crowd estimated at 30,000. Guides explained the various station operations, as well as providing information on color tv plans. The station expected to make its first color broadcast last Wednesday.

Among those taking part in the special dedication ceremonies were Henry S. Blake, president of WIBW-TV and Capper Publications Inc.; Ben Ludy, Capper radio manager; Franklin D. Murphy, chancellor of Kansas U.; Brig. Gen. David Wade, commander, 21st Air Div.; Topeka Mayor George Schnellbacher; Sens. Andrew Schoepel and Frank Carlson (both R-Kan.), and Al Hodge (Captain Video), who served as master of ceremonies.

With the new tower, WIBW-TV claims to have tripled its former coverage area.

WABC-TV's 'Sell-A-Vision' Offers Merchandising Plan

POTENTIAL advertisers as well as agencies and station representatives will be offered WABC-TV New York's new merchandising plan, "Sell-A-Vision," via a special brochure which soon will be in the hands of prospective advertisers. John H. Mitchell, station's vice president and general manager, has announced.

The plan combines selling at home via tv with mass merchandising at the point-of-purchase and is promoted in food chains through floor, end, dump and basket displays; shelf strips, refrigerator space and signs for refrigerated products; and on wire bins at checkout counters. WABC-TV already has 1,001 stores in the Greater New York area, including A&P Tea Co.'s 683, Safeway Stores Inc.'s 187 stores, and Gristede Bros.' 131, taking part.

Terry Requests NCAA Consent to Teleview Colo.-Okla. Game

FORMAL REQUEST to televise the Oct. 30 Oklahoma-Colorado football contest, has been sent to National Collegiate Athletic Assn. Executive Secretary Walter Byers by Hugh B. Terry, president and general manager of KLZ-TV Denver. Mr. Terry also urged the NCAA to relax current controlled rules pertaining to college football which limit telecasting to only one game a week.

Mr. Terry pointed out that the Oklahoma-Colorado game, which will be played at Boulder, Colo., is a complete sell-out. He cited last year's Oklahoma-Notre Dame game at Norman, Okla., as a precedent-NCAA gave approval to an Oklahoma City station to televise the contest inasmuch as it was a sell-out. The request was supported by Jack Carberry of the Denver Post who urged Colorado football fans to back up Mr. Terry's letter with messages to Mr. Byers.

Joseph Weed Hits TV's Use Of Other Media's Vernacular

JOSEPH J. WEED, president of Weed Television, station representatives, took issue last week with usage of "magazine concept," "newspaper of the air," and "feature section" in the television business. He said the descriptions "can be a promotional detriment to the industry" and that networks are reverting to them "in imitation of spot telecasting."

Mr. Weed's criticism was circulated by his firm to client stations. He said in part: "Use of the words 'magazine' and 'newspaper'..."
Right from KPOJ's Station Log...

94,613 HOURS ON-AIR*

...and still going strong!

..."This RCA-891R started its career in the class B modulator of our 10 kw transmitter over fourteen years ago, and it's still operating just as satisfactorily as the first time we turned on the filament power. In my book, that's service far beyond the call of duty. The companion RCA-891R has now clocked 42,457 hours.)"

The 891R is another of the many RCA power types that are "delivering" long life performance in broadcast transmitters throughout the country. Broadcasters everywhere like the extra dividends of lower operating cost—lower capital investment per hour of tube performance—minimum "down time"—more stable operation, that they get from RCA power tubes.

Your local RCA Tube Distributor is always ready to fill all your broadcast tube requirements promptly. Just pick up the phone and give him a call...you'll like his dependable service.

...says R.R. Pooley, KPOJ CHIEF ENGINEER

RCA-891R
10-kw power amplifier triode—the tube that revolutionized high-power transmitter design by operating AIR-COOLED!

RADIO CORPORATION OF AMERICA
ELECTRON TUBES
HARRISON, N.J.

*As reported August, 1954
Teens for Ike
GOLDEN TOUCH has been added to President Eisenhower's golf game with three packages of gold-plated golf tees sent to him by KGEM Boise, Idaho. Mr. Eisenhower acknowledged the gift in a letter to George R. Tarpin, KGEM general manager, signed by Ann C. Whitman, personal secretary to the President.

actually call attention to competitive media. Our industry should be concerned with "television concepts"—a term broad enough to embrace an indefinite variety of program types and merchandising ideas.

"Network usage of the 'magazine' and 'newspaper' terms is sugar-coating for attempted inroads into spot-type advertising. They can't say 'spot,' so they've reached out for other worlds."

Paschall Opens Hollywood Representative Offices
BENTON PASCHALL, who resigned Sept. 1 as vice president-general manager of WNOE New Orleans, has announced the opening of Hollywood, Calif., offices where he will specialize in sales for 10 West Coast radio stations. The offices are at 1680 North Vine St. Telephone is Hollywood 9-3946.

Mr. Paschall, who formerly was vice president and West Coast manager of defunct Liberty Broadcasting System, said he will act as "management's other sales sell" dealing with specialized, concentrated, management level selling in the Los Angeles market.

WABC New York Celebrates 34th Year on Airwaves
AN ELDER among radio station pioneers—WABC New York—is celebrating is 34th year of broadcasting. The station made its debut Oct. 1, 1921, with the WIZ call and originating from "studios" set up in space provided by one-half of the Ladies' Lounge in the Newark, N.J., Westinghouse Meter Works. Today WABC, housed in modern offices and studio facilities on 66th St., New York, is ABC Radio's key outlet—"America's oldest key radio network station," according to its claim.

WIZ originally was built and operated by Westinghouse Electric & Mfg. Co. which set up the transmitter on the roof of its Newark factory. The station then operated with 500 w but its strength since has been upped to the radio power limit—50 kw. Thomas J. Cowan, who threw the switch that placed the station on the air, was announcer, m.c., artists' contact, program supervisor and general utility man.

The station was non-commercial in its first few years. When it outgrew its original studios, it opened a branch studio on the sixth floor of the old Aeolian Hall on 42d St., in Manhattan. It became one of NBC's keys (Red and Blue networks) in 1926 when NBC was born, was identified with ABC (formerly NBC's Blue Network) in 1943 when ABC came into existence. Its transmitter is now located in Lodi, N.J.

KOSI Plans Nov. 8 Start
KOSI Aurora, Colo., new 1 kw daytimeer on 1430 kc, has announced plans to go on the air on Nov. 8. The station also announced the appointments of Tom Alfold and Lonnie Licate as station manager and chief engineer-program manager, respectively. Both are from KTFS Texarkana, Tex.

PURCHASE of a five-times-a-week classical record program with Howard Mitchell, National Symphony Orchestra conductor, as host, has been contracted for by American Security & Trust Co., Washington, D.C., on WGMS there. Participating in signing for the five hourly programs, called "the biggest single promotion in the bank's history," are (l to r) Mr. Mitchell; M. Robert Rogers, WGMS president; Daniel W. Bell, president of American Security & Trust, and John Ahearn, America Security promotion director.

WJR’s Leydorf Resigns, Will Continue on Board
GEORGE F. LEYDORF, vice president in charge of engineering for WJR Detroit resigned Sept. 30, but he will continue to serve as a member of the board of directors for Goodwill Station Inc., WJR licensees. Mr. Leydorf will devote full time to research and consulting activities. One of his clients will be WJR.

Mr. Leydorf joined WJR on March 1, 1946, as chief engineer. He was elected vice president in charge of engineering in 1948 and a director in 1949. Administration of the engineering dept. will be handled by Andrew Friedenthal (for WJR) and Clarence W. Jones (for WJRT Flint).

Blunder-Boss
EVEN the boss can "foul up" the operation of a television station. Aldo DeDominicis, general manager of WNHC-TV New Haven, has learned that lesson and views the experience with mixed emotions. When he neglected to read the "keep out" sign on one of the largest doors at his transmitter site atop Gaylord Mountain and stepped inside, he was greeted with popping lights, ringing bells and a dead station signal. Crestfallen, Mr. DeDominicis reported one compensating factor: he was "very glad" the safety device, rigged to cut the power when the door is opened, was in excellent working order.

BROADCASTING • TELECASTING
The Calling Card For all Connecticut*

*PLUS COVERAGE IN MASSACHUSETTS, LONG ISLAND, RHODE ISLAND AND EASTERN NEW YORK STATE

- Population — 3,187,684
- Food Sales — $1,076,130,000
- No. of Families — 940,989
- Family Spendable Income — $6,178
- Retail Sales — $4 billion
- Only VHF in Connecticut
- Drug Sales — $112,863,000
- Set Count — 702,032

ABOVE ARE LATEST FIGURES (SRDS 1954) BASED ON 100,000 WATTS COVERAGE REPRESENTED BY KATZ

WNHC-TV 316,000 WATTS SOON Channel 8
NEW ENGLAND'S FIRST COMPLETE BROADCASTING SERVICE

NEW HAVEN, CONNECTICUT

October 11, 1954 • Page 69
Emploees Trust Acquires  
Storer Broadcasting Common

STORER BROADCASTING Co. Profit Sharing  
Trust, in which 164 members of Storer Broad-  
casting Co. personnel now participate, has pur-  
chased 3,000 shares of common stock of the  
company, George B. Storer, president, has an-  
nounced.

The transaction enables participants in the  
trust indirectly to become stockholders in the  
fund and to share in its future prosperity which  
the employees themselves are helping to create,  
Mr. Storer said. He said both the committee  
administering the employee's Profit Sharing Trust  
Fund and the participating employees have long  
agreed that the company's own stock should be in-  
cluded in the fund as a sound investment.

WABI-TV Want Ads

CLASSIFIED AD department has been  
added at WABI-TV Bangor, Me., with a  
new daily show, Classified Ad Program. Leon P.  
Gorman, general manager, claims the Monday-Saturday telecast is  
the first of its type to be shown in the  
New England area. Since the classified  
section of any newspaper produces a  
sizeable revenue for the paper, Mr.  
Gorman sees no reason why this will not  
also be true in tv. The show has been  
on the air three weeks on an experimental  
basis and already is 70% sold out ac-  
cording to Mr. Gorman.

WBC Elects Harmon  
As Engineering V. P.

ELECTION of Ralph N. Harmon, engineering  
manager of Westinghouse Broadcasting Co., as  
vice president for engineering, has been an-  
nounced by Chris J.  
Witting, WBC pres-  
ident.

Mr. Harmon, in  
his new capacity,  
continues to direct  
and supervise tech-  
nical and engineer-  
ing operations at  
WBC radio and tv  
stations: WBJZ  
WBZA Boston;  
Syringfield and  
WBZ-TV Boston;  
KFWY and WPTZ  
(TV) Philadelphia;  
KDKA Pittsburgh;  
WOWO Ft. Wayne, Ind.;  
KEX Portland, Ore.;  
KPIX (TV) San Fran-  
cisco.

A board member of WBC since June 1952,  
Mr. Harmon started in radio as an engineer at  
KDKA and since has served in nearly every  
technical phase of the broadcasting field. Only  
recently he directed engineering operations  
which returned WBZ-TV to normal operating  
condition after its facilities had been crippled  
by Hurricane Carol [B.T, Oct. 4].

Mr. Harmon joined WBC in 1929; has deliv-  
ered numerous engineering papers before  
various sections of the Institute of Radio  
Engineers and NARTB; has been granted some  
12 patents; is a registered professional engineer  
in Washington, D. C.; an IRE fellow and mem-  
ber of AIEE, has served as vice chairman of  
FCC's Industry Committee and the Radio  
Propagation Advisory Committee, was industry  
advisor for the third NARBA, and served on  
the National Television Systems Committee.

WMGM Garden Series Starts

WMGM New York was set to launch last  
Saturday what it described as "the largest  
schedule of winter sports broadcasting in its  
history," during which time about 200 events  
promoted by the Madison Square Garden Corp.  
will be broadcast.

The opening broadcast Saturday featured  
the hockey game between the New York Rang-  
ers and the Detroit Red Wings. The schedule  
will extend through March, 1955.

Among the advertisers who are participating  
in the 1954-55 schedule on WMGM are Coca-  
Cola Bottling Co., Adler Shoe for Men, and  
Wildroot Co.

Ubiquitous Adams

CEDRIC ADAMS, WCCO-AM-TV  
Minneapolis personality and a new-  
paper columnist, may soon be wending  
his way into thousands of kitchen cabi-  
ets and family medicine chests—per-  
haps not personally, but at least through  
the power of advertising. Cedric Adams  
Inc. has been formed to license the name  
"Cedric Adams" as a brand name on  
food and household products. Agency  
representative Addison Lewis Co. reports  
the license arrangement will allow manu-  
facturers of selected products to capital-  
ize on the Adams personality and "in  
every instance they will be products or  
services actively used by Adams and his  
family and which lend themselves to  
the upper Midwest distribution pattern."
HUDDLING?

Call in the statistical platoon if you like, but the best way to find the station that reaches the biggest TV audience in Kentucky and Southern Indiana is to...

CALL YOUR REGIONAL DISTRIBUTORS!

Pick up the telephone now and call your wholesaler in Louisville, then Evansville, then Lexington.

Ask them, "What TV stations do your neighbors prefer?"

These little huddles will cost a few bucks, but you'll know the score at kickoff time.

WAVE-TV

CHANNEL 3 LOUISVILLE
FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT
NBC SPOT SALES, Exclusive National Representatives
Grand Jury Criticizes WHAS And Newspaper Affiliates

WHAS Louisville and the affiliated Times and Courier-Journal were criticized Oct. 1 by a Jefferson County (Ky.) grand jury for broadcast and published material which the jury said “borders on the obstruction of justice.”

The grand jury has been probing an alleged Communist plot in the dynamiting of a Negro’s home in a white neighborhood. Six persons were indicted on charges of advocating sedition. The newscasts of Richard Oberlin, WHAS news director, were mentioned by the jurors.

In its presentment, the grand jury referred to a statement in the October American magazine by J. Edgar Hoover, FBI director. This statement charged that “a former labor agitator in the North, a leader in red-front organizations and political campaigns...” is connected with a southern TV station and maintains secret ties with the Communist Party while being in a position “to shape attitudes in a large audience.”

Fellows Doubts Propaganda Use

NARTB President Harold E. Fellows, interviewed by a Courier-Journal reporter on the Hoover statement, was quoted as saying he had “a good idea of the identity” of the purported Communist but doubted if he could use the station “for propaganda purposes.” Mr. Fellows saw no danger of Communist propaganda on American stations, according to the article.

The grand jury called Mr. Oberlin to answer questions about newscasts. According to the Courier-Journal, Mr. Oberlin was questioned about his sources and said afterward that the jury and public would benefit if more information on the investigation were released.

A motion to cite Richard Harwood, Times reporter, for contempt of court when he declined to reveal a source of information, was dropped by the commonwealth attorney.

D. C. Fm Outlet to Stay on Air Following Promise of Capital

LAST minute promise of new capital has prompted WCFM (FM) Washington to change its plans to surrender its license last Monday night [BT, Oct. 4], with the station scheduled to stay on air pending result of the negotiations with “new capital,” according to John W. Corwin, manager.

Station, which was owned cooperatively by organizations and individuals, has been operating under a reorganization trustee since Aug. 10. The new ownership, if arrangements are consummated, will contain C. Edward Behre, present president, as one of the new owners.

WTVW’s ‘Big Top’ Keeps Construction Going

WTVW (TV) Milwaukee has a rendezvous to keep, and to insure itself against the contingency of inclement weather the station has “gone tenting” on the studio and transmitter foundation. WTVW had said it would be on the air on October 27, but recently work on the building has been held up for several days by heavy rain.

To prevent further delays, a mammoth tent was erected over the 3,500 sq. ft. foundation, underneath which the entire building will be constructed. When the work is completed WTVW plans to “fold its tent like the Arabs” and begin telecasting. Work on a temporary 200 ft. tower was to begin last Thursday with completion scheduled for this week.

Plans then call for construction of a permanent 1,105 ft. transmitter tower, which will allow the ch. 12 station to broadcast on full 316 kw power early next year, according to the station.

IN KEEPING with the tradition that “the show must go on”—this particular one on Oct. 27—workers erect a tent which will allow WTVW’s studio and transmitter foundation to be constructed despite interference from the elements.

LBS Suit Against NFL Asks $2.1 Million

DEFUNCT Liberty Broadcasting System has sued the National Football League in U. S. District Court, Philadelphia, for $2.1 million damages under the anti-trust laws. Suit was filed Oct. 1 after two delays while attorneys for the LBS trustee sought a settlement with Bert Bell, NFL commissioner [BT, Oct. 4].

The suit charged that NFL “unlawfully” restrained the broadcasting of pro football games. It also named nine of NFL’s present 12 member teams (Chicago Bears, Chicago Cardinals, Cleveland Browns, Detroit Lions, Green Bay Packers, New York Giants, Philadelphia Eagles, Pittsburgh Steelers and Washington Redskins).

Damages Sought

LBS asked the following damages: $100,000 in losses in 1949, $300,000 for losses in operation in 1950 and 1951, $300,000 for losses in profits in 1950, 1951 and 1952. This totals $700,000, but under the law the plaintiff may ask for triple damages—$2.1 million.

LBS suspended operation in 1952 when proposed arrangements to broadcast major league baseball and football failed to materialize. It owed creditors $900,000, it was reported.

Anti-trust suit is based on last year’s decision in Philadelphia Federal court that NFL could not restrict radio broadcasts of league games. Court held, however, that the league could “black out” telecasts of league games which compete with home contests.

Complaint, brought by William J. Rochelle Jr., trustee of the bankrupt network, alleged that LBS reached a peak of 400 affiliates but was forced to go out of business when it was
“Treasury Men in Action” reports tomorrow to ABC with Chevrolet as sponsor

Tomorrow night ABC captures another famous program! “Treasury Men in Action,” with proven appeal, adds new excitement to Thursday’s schedule, and a welcome new star . . . Walter Greaza . . . and an important new sponsor . . . Chevrolet. So far this season 18 new advertisers have lined up on ABC.

You’re in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY
STATIONS

Vic Ruth, formerly manager, KORC Mineral Wells, Texas, to KHUB Watsonville, Calif., in same capacity.

Kenneth H. Cook, formerly chief engineer, KMBK-TV Kansas City, Mo., to KCKT-TV Great Bend, Kan. (target date: November), in same capacity.

Bill Lansing, merchandising and sales representative, General Mills Inc., Minneapolis, to WCCO there as special services supervisor.

Stanley Rames, formerly with scenic design dept., NBC-TV Chicago, to WDSU-TV New Orleans as art director.

Steve Rowan, news editor, KACY (TV) Festus, Mo. (suspended operations, CP still retained), to WMIX-Mt. Vernon, Ill., in same capacity; Mike Shield, formerly with WCHA-AM-TV Chambersburg, Pa., to WMIX-FM as producer-disc jockey.


Irv Smith, producer, WCCO Minneapolis-St. Paul, to WDGY there as morning disc jockey, succeeding Dean Sherman, who moves to sales staff.

Arch Presby, announcer, NBC, returns to Uncle Archie program, KNBH (TV) Hollywood.

Bob Schulz, disc jockey, WKBR Manchester, N. H., to WELI New Haven, Conn., as disc jockey.

Paul Shinkman returns to WASH (FM) Washington and WDON Wheaton, Md. (Commercial Radio Equipment Co. licensee for both) as disc jockey.

Bob Connelly, WENS (TV) Pittsburgh, to sales staff, WLWD (TV) Dayton, Ohio; Charles Mittag, WMV (TV) Madison, Wis., to production staff, WLWD.

Bob Jackson to announcing staff, KLYN Amarillo, Tex.

Dick Nichols, formerly publications editor, Kansas State Board of Agriculture, to farm dept., WIBW-AM-FM Topeka, Kan.

Jean Mauro to advertising and sales promotion dept., KEX Portland, Ore., as assistant.

Jack Strickland, WACL Waycross, Ga., returns to Florida U. to resume radio-tv announcing-production studies.

Fred Fiske, disc jockey, WWDC-AM-FM Washington, featured in profile article, Oct. 7 Hit Parader magazine.

Sam Serota, special events director, WFP Philadelphia, will conduct Philadelphia Junto Radio Workshop for 11th year in station studies.

Jane Todd, women's commentator, KCBS San Francisco, addressed Motion Pictures Distributors in San Francisco Oct. 6 on United Crusade charity drive.


Allan Schroeder, account executive, WBBM-TV Chicago, father of boy Oct. 2; C. W. Doebler, sales promotion manager, WBBM-AM-TV, father of girl, Deborah.

George Green, program director, WATV (TV) Newark, N. J., father of boy, Daniel, Sept. 21.

Come and Get it!

Michigan's Golden Triangle

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

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

**WKMH DEARBORN**
5000 Watts
(1000 WATTS — NIGHTS)

**WKHM JACKSON**
1000 Watts

**WKMF FLINT**
1000 Watts

REPRESENTED BY
HEADLEY REED
CBS Inc. Reorganizes West Coast Operations

CBS INC. last week further realigned its West Coast radio and television operations as part of a continuing reorganization begun in the summer of 1951 when the network split its radio and tv operations into separate divisional entities.

Affected, according to a joint announcement by CBS Radio President Adrian Murphy and CBS-TV President J. L. Van Volkenburg, are the auditing, labor relations, legal, personnel, photographic, program clearance, purchasing and storekeeping departments which are being transferred to CBS-TV because "the larger part of the work is now attributable to television."

Overall supervisor of these departments will be Charles L. Glett, CBS-TV vice president in charge of network services, Hollywood, who also continues his responsibilities for iv departments, general business and operational functions.

Under the reorganization, Lester Bowman has been appointed director of physical operations for CBS-TV in Hollywood and Theodore Denton becomes manager of technical operations for CBS Radio. John Minkowsky will supervise CBS-TV accounting activities in Hollywood. A supervisor of the CBS Radio accounting department, it was said, "will be selected within the near future." In other changes, Ed Nathan will head CBS-TV's editing department in Hollywood and Samuel Froelick, formerly senior editor, will manage the CBS Radio editing department there.

12 Am Outlets Form Calif. Rural Network

FORMATION of the California Rural Network, with 12 independent radio station-members throughout the state, was announced last week in Los Angeles and San Francisco.

Members are KIWA Banning, KBMX Coalinga, KDAC FL Bragg, KCOI Ontario, KSBM Oroville, KAHP Petaluma, KLRF Red Bluff, KINO San Bernardino, KROG Sonora, KTRK Taft, KYUR Turlock and KWWO Westley.

The network will offer combined facilities of any three or more stations to national spot advertisers, network executives said. Single billings and single contracts are in effect with discounts ranging up to 33 1/3% of regular rates, they added.

"A package sales unit of this type permits advertisers to use smaller home-town stations with a minimum of effort and on a competitive price level with a maximum of merchandising impact," a network statement said.

CRN executive offices are located at 111 N. LaGrenega Blvd., Beverly Hills, with Art Chipman in charge, and a sales office at 233 San Jose, San Francisco, with William Ayres in charge.

DuMont Tightens Belt, Drops Two Sustainers

DuMONT TV Network has tightened its programming belt a couple of notches, the economical "new look" resulting in the dropping of two unsold programs Author Meets The Critics (Sun., 7-7:30 p.m. EST) and The Goldberg's (Tues., 8-8:30 p.m. EST).

Author is a sustainer. DTN cut this off the air after yesterday's (Sunday) telecast. Goldberg's currently is sponsored by Vitamin Corp. of America but its contract ends Oct. 19 and DuMont says it has no plans to continue the show beyond that date.

While further DuMont plans are not known, the network's statement said Bergmann, said the current moves were made to consolidate DuMont's "sustaining money now to make a push in January." According to Mr. Bergmann, Author has not sold and few stations carry it—"so there's no point in our carrying it as a sustainer."

DuMont spokesmen denied any decision has been made to drop Time Will Tell (Fri., 10:30-11 p.m. EST), a sustainer, and also pointed out that the network will resume hour-long concerts by the Chicago Symphony Orchestra on Wednesday (9-10 p.m. EST) for 26 weeks.

DTN's present plan is to replace Author with another show, as yet unselected. Admiral Corp.'s Life Is Worth Living returns Nov. 2 to the Tuesday, 8-8:30 p.m. EST period occupied by Goldberg's during the summer.

DuMont officials say that the reappraisal of programming was in the normal process in line with the belief expressed by Mr. Bergmann that it was better to conserve money on sustainers in order to build new shows which

RELAXATION is the keynote of this sales promotion meeting held in Brownsville, Tex., by the Texas Spanish Language Network. L to r: Joe Harry, TSLN Texas representative; Robert N. Pinkerton, general manager of XEO-XEOR Brownsville; Juana Maria Pinkerton, XEO-XEOR commercial manager and star of Juana Maria Show; J. H. Mayberry, general manager of KUNO Corpus Christi; Severo Garza, director of operations in Mexico for XEO-XEOR, and L. E. Richards, general manager of KIWW San Antonio. Pedro Meneses of XE7 El Paso, the other member of the group, was unable to attend the meeting which planned national and regional promotions.
Masquerade Party brings new faces to ABC... unmask new celebrities, new gags, new sponsors.

Television's star-studded panel show, Masquerade Party, moved last Wednesday night to ABC. From start to finish, the show with the unique guess-who format, showcases more celebrities per minute than any other half-hour on television. Sponsored on alternate weeks by Remington Rand and Esquire Boot Polish, MASQUERADE PARTY is an "added starter" on ABC's all-new, exciting Wednesday night schedule.

You're in smart company on ABC-TV
AMERICAN BROADCASTING COMPANY
may be more salable. No personnel cutback is anticipated in connection with the program cut, it was said.

Mr. Bergmann also noted that "this time of the year is when the stations are filled up the most and interested the least in sustaining programs."

KPIX (TV), DuMont Split After Grid Incident

KPIX (TV) San Francisco, CBS-TV affiliate in that city, has cancelled its contract with the DuMont Television Network, according to General Manager Philip Lasky, due to an alleged violation of contract by that network.

Mr. Lasky's decision came after DuMont announced that professional football games would be carried by KOVR (TV) Stockton, Calif., ch. 13, as well as KPIX.

KOVR, located on Mount Diablo, covers the Bay Area and parts of central California.

Mr. Lasky reported that just a few weeks ago DuMont had assured his station it would have exclusive rights to the games.

Elmore B. Lyford, director of station relations for the DuMont network, said that as a result of an honest difference of opinion and by mutual consent of both parties, "the affiliation agreement between DuMont network and KPIX is terminated effective immediately and KOVR will be DuMont's sole affiliate in Northern California and the San Francisco Bay Area.

A. E. Joscelyn, manager of KOVR, confirmed that his station is televising the DuMont games, and is now officially affiliated with the DuMont network.

BARRY QUITS NBC VICE PRESIDENCY

RESIGNATION of Charles C. (Bud) Barry, NBC vice president in charge of television program sales, was announced last week by Robert W. Sarnoff, NBC executive vice president [CLOSED CIRCUIT, Oct. 4]. NBC is not expected to appoint a successor.

In his letter of resignation, addressed to Mr. Sarnoff, Mr. Barry said: "Reviewing the fabulous progress of the company and its activities in television, I am proud of my many years of association and my modest contribution to it. It is my earnest wish that we will be meeting together from time to time on many industry projects." Mr. Sarnoff wrote in reply: "I share your sentiments on the future of television, and I, too, hope that we will continue to see each other on various industry projects.

Mr. Barry has not disclosed his future plans. His resignation came after he and NBC came to terms on settlement of his unexpired contract. He was named vice president in charge of television program sales late last year.

CBS-TV Adds Beaumont, Tex., And Three Canadian Affiliates

KFDM-TV Beaumont, Tex., and three Canadian tv stations have signed with CBS-TV; the Beaumont station as a primary affiliate and the Canadian stations as secondaries, Herbert V. Akerberg, vice president in charge of station relations, announced last week.

KFDM-TV (ch. 6), owned by Beaumont Broadcasting Corp. with C. B. Locke as vice president and general manager, will become a CBS-TV affiliate effective Dec. 25, while the affiliations of the Canadian outlets—CFPA-TV Port Arthur, Ont. (ch. 2), CFRN-TV Edmonton, Alta. (ch. 3), and CFQC-TV Saskatoon, Sask. (ch. 8)—were effective Sept. 5, Sept. 15 and Oct. 1, respectively.

Gould of 'Times' Pessimistic About Radio Network Future

NETWORK radio appears to face curtailment, with local radio becoming fiercely competitive, Jack Gould, New York Times radio tv editor wrote in the Oct. 3 issue. Mr. Gould recently returned to the timber after 2½ months as information advisor of CBS Inc. [B&T, Oct. 4].

"The unpleasant truth at the moment is that the economies of tv have caught up with radio," Mr. Gould wrote. He said some stations will be hurt though no one believes "radio is going to die." He said radio "can and does perform far too great a service and in a military emer-
"How this guided missile gets there on time!"

"...3, 4, 3, 2, 1, fire..." and a Clarostat product helps head the missile for an 'enemy' bomber!

"But before its deadly rendezvous, that tiny part of the missile's 'brain,' a Clarostat resistor, had to keep another vital appointment—with the Guided Missile production schedule."

"That date was kept by Air Express!

"We ship up to 15,000 pounds of Clarostat Resistors per month by Air Express. Their sizes range from the one mentioned above—finer than a human hair—to shipments weighing one hundred pounds and more.

"With Air Express help, we can meet extremely exacting delivery specifications. Yet most shipments cost less than by any other air service. A 23 lb. shipment from Boston to Toledo, for instance, costs $6.45. That's 5¢ less than the next lowest air carrier—and the service can't be compared!"

It pays to express yourself clearly. Say Air Express!
networks

In and Out of Voice

MARIO LANZA got a reported $40,000 on the CBS-TV Chrysler Shower of Stars program Sept. 20 for mouthing the words to recordings made two years ago, network executives in New York and Hollywood admitted last week.

Last Monday, Mr. Lanza held a select recital in his home for an audience of 20 newsies, network executives and photographers, at which B&T was in attendance. He robustly sang selections from "Il Pagliacci," hitting a natural C at one point, and finished with a rendition of "Be My Love" for the feminine members of the group.

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Mr. Lanza firmly announced: "Anything from now on, I will actually sing." He said he hoped to do further TV work, but did not go into detail.

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network people


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Peter Thomas of CBS Radio Aunt Jenny as announcer, succeeding Dan Seymour, who will devote full time to vice president duties, Young & Rubicam Inc., N. Y.


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Woodworth Named Director Of ABC Western Division

HARRY WOODWORTH has been appointed director of the ABC Radio Network's Western Division [Closed Circuit, Sept. 27], Charles T. Ayres, vice president in charge of the ABC Radio Network, announced last week. He succeeds Francis Conrad, who has resigned.

Mr. Woodworth has been with ABC since 1948 as an account executive. Before that he was radio director of BBDO in Minneapolis, and later director of radio research, radio account executive and producer for the same agency in its New York office.

gency would be a necessity. But after eight years of television the day when the form and size of radio must change is unquestionably near."

Should radio exist without networks, he said, speculation would arise that TV might do the same. Advertisers are "bewitched by TV," he continued, and "network radio simply has become unprofitable for the network."

Mr. Gould wrote that radio must settle for a minority audience, programming music, news and discussion "which are TV's weak points." He said radio networks believe that anything they can do in these areas "the individual station can do for itself more profitably."

H. BARTHELMES NAMED ABC DIRECTORS OF SALES SERVICE

PROMOTIONS of Henry Hede to director of sales service of ABC-TV and Steward Barthelmess to director of sales service for ABC Radio were announced last week by Harold L. Morgan Jr., ABC vice president and comptroller.

The promotions are to new positions created by consolidation of the network's sales service, order processing and station clearance functions into sales service divisions for both the radio and TV networks, Mr. Morgan explained.

Mr. Hede, joined ABC in 1942 as purchasing agent, has had periodic promotions, assuming in October 1953 the post of administrative manager of ABC-TV's network sales department. Mr. Barthelmess, who came to ABC's sales service department in 1950, has been sales service manager for the radio network since last July.

DuMont Has 7 Announcers For Football Coverage

DuMONT'S coverage of the 16 National Football League professional games, which started Oct. 4 and continues each Saturday evening through Dec. 11, may prove to be as tricky, shifty and complicated as any play on the field.

The network pointed out that as many as three announcers at one time will be airing the same game to different sections of the country on a national and regional basis. Seven announcers have been signed to do the play-by-play of all Saturday night games:

Chuck Thompson, nationally; Chris Schenk on the New York-New England hookup; Byron Saam, for the Philadelphia lineup; Bob Neale on the Baltimore regional; Joe Tucker, in the Pittsburgh area; Van Patrick, in the Michigan region, and Bob Kelley, on coast-to-coast.

Saturday games begin at 8 p.m. EST except for the West Coast games of Dec. 4 and 11, which go on the air at 5 p.m. EST.

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Is This "COVERAGE"?

Lincoln-Land is Nebraska's other big market. It has about half the state's population and half the wealth, and most of its 186,000 families are available via KOLN-TV only. The map tells the story.

KOLN-TV COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC • CBS • DUMONT

Avery-Knodel, Inc., Exclusive National Representatives
The best way to sell the KANSAS FARM MARKET

**NO CRYSTAL BALL**

**LIBEL - SLANDER**

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BUT our specialized INSURANCE covers these daily hazards ADEQUATELY • INEXPENSIVELY DON'T RISK possible embarrassing loss while protection is readily available—but DO RISK 5 minutes and 3c to write for details and a rate built for you.

**Employers Reinsurance Corporation**

INSURANCE EXCHANGE KANSAS CITY, MISSOURI

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**EDUCATION**

**JCET REPORTS ON EDUC. TV PROGRESS**

A minimum of $25 million has been put behind educational tv. Twelve million people claimed within areas reached by operating stations.

EDUCATIONAL tv stations now on the air cover metropolitan areas having 12 million people, with another 10 million in primary service areas of nine stations now under construction, according to a report submitted last week to the FCC by the Joint Committee on Educational Television. Thirteen stations will soon start construction, it is stated, bringing the potential audience within the near future to 35-40 million.

A minimum of $25 million has been put behind educational tv, according to the report filed by Ralph Steetle, JCET executive director. Details of the report were released by Dr. David D. Henry, executive vice chancellor of New York U. and JCET chairman.

Existing Service

Communities listed as having educational tv stations in operation are Houston; Los Angeles; East Lansing, Mich.; Pittsburgh; Madison, Wis.; San Francisco; Cincinnati; St. Louis; Ames, Iowa; Columbia, Mo. The Ames and Columbia stations operate on commercial licenses. KTHE (TV) Los Angeles is silent pending a fund-raising campaign. Soon to have educational tv, it is stated, are Chapel Hill, N. C.; Boston; Columbus; Champaign-Urbana, Ill.; Detroit; Seattle; Oklahoma City; Tulsa; Munford, Ala.

Construction will start in the near future, it was indicated, in Memphis; Chicago; New Orleans; Athens, Ga.; Atlanta; Denver; Philadelphia; Cleveland; Miami; Toledo; Nashville; Birmingham. Projected stations are sought in 32 communities.

Mr. Steetle cited "the extensive degree of progress made in so short a time" in the light of the pressure of other educational needs and the challenge of arousing community support. He said nearly two-thirds of the 252 educational channels are in communities under 200,000.

The $25 million financial support was listed as follows: Legislatures and other governmental agencies, $5 million; school budgets, $2 million; commercial broadcasters, $354 million; foundations, $10 million; business (non-broadcast) interests, $4 million; numerous religious, charitable and public welfare as well as individual donations.

**Educ. Tv-Radio Center Awards Eight Grants**

SEVEN universities and colleges, and one non-profit educational organization have been awarded grants-in-aid totaling nearly $40,000 by the Educational Television & Radio Center at Ann Arbor, Mich. The grants, which were formed by a committee of the National Assn. of Educational Broadcasters, through whom they will be administered, are part of a joint effort to "improve the quality of educational radio broadcasting by stimulating local programming."

Distribution of grants was as follows:

- Ohio State U.—$3,200 for a series of 13 half-hour programs.
- San Bernardino Valley College (Calif.)—$6,500 for 10 half-hour programs.
- Millikin U. (Ill.)—$775 for twenty-six 15-minute programs.
- U. of Michigan—$6,850 for 13 half-hour programs.
- U. of Alabama—$5,350 for 18 half-hour programs.
- U. of Texas—$5,400 for 13 half-hour programs.
- U. of North Carolina—$6,750 for 13 half-hour programs.

The grants are for production of educational radio programs during the 1954-55 school year and all programs produced under these grants will be distributed nationally by NAEB.

**WPIX (TV)-Hofstra Show**

EDUCATIONAL activities will be expanded Oct. 18 on WPIX(TV) New York with a regular half-hour program produced in cooperation with Hofstra College, which marks the first experiment in tv education for the 20-year-old school. The series, titled People, will be produced by Worthington Gregory of the Hofstra staff.

The programs will center on the psychology of human adjustment, with members of the college faculty leading the discussion. The format will utilize charts, photographs and film clips in addition to commentary. Director of the series will be Jack Felice of WPIX.

**50th Commencement Held**

FIFTIETH Commencement of the National Academy of Broadcasting, Washington, D. C., was held Sept. 17. The academy, located at 3338 16th St., N. W., was opened in 1934 and, according to the school, one of the services has been the training of foreign diplomats and embassy attaches.
Here's the best advertising buy in San Antonio today—morning and afternoon announcements on WOAI-TV. Since last September, 55,000 additional TV screens have lit up in the WOAI-TV viewing area, bringing the total to 210,000. That's like adding a market the size of Baton Rouge! NBC's outstanding morning programming, including "Today" and "Home", has been added. And WOAI-TV's average afternoon audience rating has doubled (Hooper, October '53, July '54).

Add new, low package plan rates, with announcements for as little as $12 apiece, and you've got the biggest TV selling bargain in the Southwest. Ask your Petry man to prove it.
DEVELOPMENT OF NEW 21" RECTANGULAR COLOR TUBE ANNOUNCED BY DUMONT

Tube, when in production early next year, will sell for around $175 to set manufacturers, the same price as its 19-inch tube.

FIRST 21-inch rectangular color shadow mask picture tube with a picture area of about 225 square inches and of metal cone construction was claimed as a color landmark last week by Allen B. DuMont Labs.

First notice of the tube's development, given early in the week, was scant in detail. Later, however, DuMont revealed more of the tube's detail, noting that the development "has served to establish validity of our techniques for the manufacture of rectangular color tv tubes of the shadow mask type."

Questioned by B&W, F. P. Rice, DuMont's tube division manager, who with Kenneth Hoagland, chief engineer, presented a sample tube to Dr. Allen B. DuMont, the company's president, said that:

- The tube when in production—anticipated to be early in 1955—will sell for about $175 to make the one to DuMont 19-inch round color tube now in that position.
- Samples for the trade can be expected by the end of this year. There are no plans in the works for publicly demonstrating the tube.
- The tube is comparable in performance to the 21-inch round color picture tube developed by RCA and demonstrated only a few weeks ago (B&W, Sept. 20). DuMont's tube does not lose any picture area because of its rectangular shape.

Color To Be Speeded

Mr. Rice said he believed the arrival of the rectangular color tube "will lend impetus to the color picture the public's acceptance of color.

From the consumer viewpoint, the tube's development will speed up the entire color program."

He also said that credit for the tube's development primarily lay with Mr. Hoagland and his engineering staff. DuMont spokesmen also said the rectangular tube could be fitted "along with minor modifications" in the same chassis which accommodates the 19-inch round color picture tube.

And the field equalizer, it was emphasized, that the tube which will go into production actually may be a 22-inch rectangular color shadow mask tube not of metal cone but of glass construction. Announcement of the current 21-inch tube, it was asserted, points up that the technical problem of producing a rectangular color tube "has been solved."

DuMont asserted that with its color tube technique perfected, it now expects to be able to make deliveries "in quantity in 1955.

Spokesmen, meanwhile, emphasized that the 22-inch glass tube, if and when developed, would give more than 250 sq. inches of picture area.

RCA claims that its 21-inch color tube, although round, with 250 square inches of viewing area, has 22% more viewing area than any other color tube produced at the time of its tube's showing in Princeton. RCA's expected Nov. 1 industry sampling of the 21-inch tube would be at the same estimated equipment price as DuMont's—$175.

At the time RCA showed its new 21-inch color tube, the company also demonstrated a magnetic field equalizer, known as the Color Equalizer, which eliminates the need for magnetic shield and rim coil to guard against magnetic disturbances.

Set-maker executives, including Dr. DuMont and RCA's Dr. E. W. Engstrom, executive vice president of research and engineering, have claimed that one of the important factors in speeding commercial color's growth will be the supply of large-screen receivers of reliable performance suitable for mass production.

Last spring, Dr. DuMont told company stockholders that the lack of economical large-screen color tubes had blocked production of popular-priced, large-screen sets. He then predicted that "before very long" DuMont Labs "ought to be making a 21-inch rectangular color tube" and that it "should sell for less than $100 when mass production is accomplished."

With color receivers at about the $500 price, Dr. DuMont had asserted, "that will be the time for large volume sale" (B&W, May 10).

It is known that other set makers are working on rectangular glass color tubes (Closed Circuits, Sept. 13) but DuMont also claims that some of these tubes would not be of the comparable color mask type.

Phileco about two months ago announced that it had developed a 21-inch color tube with a viewing area of 250 inches and that its work on the tube had not been complete (B&W, Aug. 9).

CBS-Hytronic, tube manufacturing division of CBS Inc., has demonstrated mass production of its 19-inch color picture tube, known as the CBS-Colortron "205" as well as showing tests of the tube itself (B&W, July 12). That tube is claimed to be the closest in viewing size to the 21-inch black-and-white tube, offering 250 square inches of viewing area.

While DuMont has no plans at the present to demonstrate its rectangular color tube, company spokesmen emphasized that the tube has been amply and successfully tested.

In announcing the 21-inch color rectangular, DuMont Labs said of the tube's presentation: "After congratulating the division's management and engineers on their significant contribution to the advancement of color television, Dr. DuMont announced that the tube would take its place in the DuMont museum alongside other 'firsts' in television for which DuMont is widely known.

Color Course Stress

CBS-Columbia is putting particular stress on the proper training of servicemen in the handling of color sets.

CBS' set manufacturing division emphasized that it has set up a complete color service training school in its new 20,000-sq. ft., one-story brick-and-steel headquarters building, opened Tuesday at 4850 34th St., Long Island City, N. Y., and warned that the company will not ship color tv sets to a distributor until one of his service personnel has "successfully completed course."

The new building, which has parts storage space, workshops and executive offices, provides for specialized classroom instruction as well as workbench units for practical work by those attending the course. Harold J. Schulman, product service director, said CBS-Columbia currently is conducting a series of trips for selected distributor service personnel at the new building. New seminars begin each Monday and continue for five days with some 50 hours of instruction and demonstration of practical work for the "student."

Training includes discussion and demonstration of basic color principles, the CBS-Colortron "205" tube, signal transmission, basic circuitry, components, installation maintenance and trouble-shooting procedures.

Color TV Discussed At NEC Chicago Meet

DISCUSSIONS on the latest advances in electronics, including color television, drew thousands of engineers and other technical experts to Chicago last week for the 10th annual convention of the National Electronics Conference. The Oct. 4-6 sessions were held in the Sherman Hotel and were jointly sponsored by the Institute of Radio Engineers, Illinois Institute of Technology and American Institute of Electrical Engineers, along with two schools, in cooperation with Radio-Electronics-Television Mfrs. Assn., Society of Motion Picture and Television Engineers, and principles of Technology. The convention and accompanying exhibits were designed "as a national forum on electronic research, development and application."

Highlight of the day's events, Wednesday, was a technical session on television, featuring speakers from CBS Labs in New York and Westinghouse Electric Corp. Wilfrid F. Niklas of CBS discussed design considerations for television systems of picture tube guns. C. H. Jones, J. W. Taylor Jr. and T. M. Moore, Westinghouse executives, aired views on color television receivers and deflection systems using transistors.

Mr. Niklas reported that new cathode developments "may be important for future application even if they are now still in a developmental stage," referring to diffusion type and interred and hollow cathodes.

Mr. Jones predicted that one "advancement" in color tubes that can be anticipated for that of the linear color signal, as contrasted to that adopted for the industry by the National Television Systems Committee. He said the latter is non-linear "in that changes in saturation generally cause changes in phase as well as magnitude of the color signal," a point frequently noticed by trade observers.

Messrs. Taylor and Moore discussed the
nature of the limitations on transistor elements that can be reduced by a novel circuit design utilizing a single vacuum tube. Transistors in deflection systems have limitations in power-handling ability, limited voltage rating, change in characteristics with temperature, and relatively low input impedance compared to vacuum tubes.

In a paper delivered by three Motorola Inc. technical specialists—Dr. William Firestone, Angus MacDonald and Henry Magnuski—the conclusion was drawn:

(1) Contrary to general belief, am and single sideband am transmitters are no better in practice than fm transmitters because of distortions and modulator non-linearities.

(2) Channel spacings closer than 15 or 20 kc will be very difficult to achieve in am and fm.

Dr. Alfred N. Goldsmith spoke Tuesday on "Blasting Away Scientific Roadblocks." Editor emeritus of Institute of Radio Engineers, Dr. Goldsmith lauded NEC's "symposium technique" methods, citing the groundwork for television laid by several panels of the NTSC as far back as 1940.

(Also see story on NEC awards, page 94)

**PRICES ON TV SETS INCREASE SLIGHTLY**

PREPARING for the usual fall selling season (65 shopping days to Christmas), tv set manufacturers have instituted a round of price increases that adds $10 to $20 to the list price of video receivers.

Interestingly, most manufacturers have not touched the price of their leaders—the low-priced table models that serve as promotional items for attracting customers.

During the past ten days, seven manufacturers upsized prices on some sets in their 1955 lines. Biggest hike was by Philco Corp., which raised prices on 15 models by $10 to $20. Example: 21-in. table model, from $259.95 to $269.95.

DuMont, instead of increasing prices, introduced a new "wide horizon" line which is priced from $10 to $20 above comparable receivers already in the line.

Emerson told dealers that it was going to boost its prices, and said details would be forthcoming.

Sylvania jumped list prices on five models from $10 to $20.

Majestic (a division of Wilcox-Gay Corp.) pushed prices up from $5 to $25 on seven models.

Stewart-Warner announced that prices of some models in its fall line will be marked up.

And CBS-Columbia raised the price of a single model by $10.

**Costs Higher**

Price boosts were required, most of these manufacturers said, because of increases in component costs, picture tube prices, higher labor costs and other production costs hikes.

It was also acknowledged that manufacturers had trimmed profit margins in recent months in order to keep sales volume up. Last summer, most manufacturers cut prices when they introduced their new models. Among these were Admiral, DuMont, Emerson, GE, Magnavox and Motorola.

Philco said its price increases were due to the rising cost of manufacture, "including substantial wage increases." In mid-June, Philco ended a 45-day strike with a 3.5% wage boost for its employees.

**RCA Tube Div. Appoints Color Staff at Lancaster**

APPOINTMENT of a separate operations staff for the administration of all activities connected with the engineering and manufacturing of color television picture tubes at RCA's Lancaster (Pa.) plant was announced last week by the RCA Tube Division.

Supervising the staff will be Harry R. Seelen, who recently was appointed manager of a newly-created RCA color kinescope operations department, with headquarters at the Lancaster plant. The new department divides Lancaster activities into two separate plant operations, one devoted exclusively to RCA color kinescopes and the other to RCA black-and-white kinescopes and other types of cathode-ray and power tubes.

Those appointed to the staff of the color kinescope operations department are: Donald O. Corvey, manager, purchasing; S. M. Hartman, manager, equipment development; Homer L. May, manager, planning and controls; C. Price Smith, manager, engineering; and Rex E. McNickle, administrator, quality control.

Kenneth M. McLaughlin, former manager of transistor manufacturing at RCA's Harrison (N. J.) plant, has been named manager of the RCA Lancaster color kinescope plant. Earl M. Wood continues as manager of the RCA Lancaster cathode-ray and power tube plant, one of the two manufacturing centers for the RCA cathode-ray and power tube operations department. That department, under the management of Charles E. Burns, has responsibility for the engineering and manufacturing of RCA black-and-white television picture tubes, oscillograph tubes, phototubes and numerous types of power tubes for industrial and broadcast use.

**FROM CAT WHISKERS TO RABBIT EARS IN WMBV GREEN BAY PACKERLAND**

In 1924 Packerland radio enthusiasts marvelled when their "cat whiskers" brought in distant sounds, just as tv viewers in 1954 bragged when their wind-whipped antennas and super boosters brought them snow-covered, flopping pictures.

But now 175,000 sets are bringing in the best of NBC shows and regional Packerland programs bright and clear on WMBV's Channel 11. And thousands of new viewers boast of perfect pictures with their inexpensive "rabbit-ear" antennas.

They're all watching for you to "Come Eleven" on Packerland's most powerful station.
RETMA Plans Symposium To Cover Printed Circuits


Purpose of the symposium is to promote a "more thorough understanding of the practical techniques, problems and applications of printed circuits and to provide an opportunity for discussion of recent developments in the field." The six sessions, to be under general direction of Donald W. Cottle, General Electric Co., Syracuse, N. Y., will feature:

Product Design Applications. Papers on conversion of specific products from conventional to printed circuit construction; problems of conversion and superiority or shortcomings of printed products as compared to conventional apparatus; techniques of the design of printed circuit products.

Reliability and Serviceability. Papers describing techniques for meeting Underwriters' Labo-

ratories' requirements; specific reliability data, and special tests for reliability; papers concerning equipment's acceptance of printed circuit products and their problems and repair techniques.

Management Considerations. Papers on converting a manufacturing operation from conventional electronic products to printed circuit products; papers on the economics of such changes.

Panel Session on Techniques of Producing Printed Wiring Boards. Panel of a chairman and one member to speak as an advocate of each system of producing printed wiring panels (etched, stamped, fired-on paint, etc.).

Printed Components and Components for Use With Printed Wiring. Papers on materials used, components and other components for use with printed wiring.

Production Techniques and Manufacturing Methods. Papers describing quality control and inspection, assembly equipment, soldering techniques, etc.

Raytheon Sets Color Goals

RAYTHEON Mfg. Co. has set a production goal of 2,000 color tv receivers for the rest of this year and 25,000 during 1955, it was announced Thursday by Henry F. Argento, vice president and general manager of Raytheon's tv-radio operations.

Sets tabbed for output the next few months will incorporate a 19-inch three-gun color tube and will sell for $1,095, it was explained. Next year's schedule calls for use of a 21-inch color tube, with retail price of under $1,000.

Muntz Hearing Set

DATE of Nov. 2 has been set for hearing objections to a new plan for reorganization of Muntz Tv Inc. and its subsidiary companies. Plan has been filed with U. S. district judge Win G. Knoch by trustees of forms. A petition for reorganization originally was filed last March when the company balance sheet showed liabilities of $13 million against $3 million in assets.

ORDEN for equipment from Gates Radio Co., Quincy, Ill., which will raise WMTM Moultrie, Ga., to 5 kw power, is signed by (l to r) Dick Spruill, Gates' southeast sales engineer; Douglas Turner, partner in licensee Colquitt Broadcasting Co., and N. B. Mills, Colquitt partner and president. WMTM is on 1300 kc.

Hi-Fi Gear to Be Featured At Audio Fair in New York

SIXTH annual Audio Fair, an exhibit devoted solely to audio equipment, will open Oct. 14 at the Hotel New Yorker, New York. The four-day show is expected to attract an estimated 30,000 professional sound engineers and high-fidelity hobbyists, according to Harry N. Reizes, manager of the fair.

This year for the first time the fair will include a Sunday showing to serve those unable to attend during the week. Exhibit hours will be 1-10 p.m. Thursday through Saturday and noon to 6 p.m. Sunday.

The annual convention of the Audio Engineering Society, under whose sponsorship the fair is presented, will be held in conjunction. The society's annual banquet will be held Oct. 13 at the New Yorker.

The entire fair will be conducted around the theme "Audiorama" to dramatize the extent that hi-fi has taken its place in American living.
In these days of high prices it seems as if everything we buy costs at least twice as much as it used to. That's why it's encouraging to tell you about a commodity which, outside of increased taxes, actually costs little more than it did in 1925. I'm talking about today's gasoline.

It is very important to note that the consumer owes this favorable price situation to one basic factor—the healthy struggle for competitive advantage among all U.S. oil companies and gasoline dealers.

I can demonstrate how this competition works by a study made of a typical midwestern oil company. This company was considered a price leader because of its dominant market position. Yet in Ohio alone its products were in active competition with the brands of 7 large national companies, 5 smaller but well established regional companies and the private brands of jobbers and large retailers.

The company's retail prices were the result of keen local competition. Except for differences in customer services or unusual locations, prices out of line with competition caused loss of trade. From the social point of view, retail prices in Ohio were sound. Consumers had ample opportunity to choose between varying elements of price, service and quality. Their choice determined the volume of business for the dealer and the supplying company. New or old firms were free to try any combination of appeals to attract new business. Even the biggest marketer had to meet competitive prices. And price leadership—in the sense of ability to set prices at will—was impossible. If, as rarely happened, a price was established that was not justified by economic forces, some competitor always brought it down.

Consider the effect of this competition since gasoline taxes were first introduced. The first state gasoline tax was enacted in 1919. Last year, in 50 representative American cities, federal, state, and local gasoline taxes amounted to 7½ cents that had to be included in the price paid by consumers. Nevertheless, management ingenuity contrived to keep the actual advance in price to consumers down to 3½ cents. This is an outstanding record in view of the general increases in wages and higher costs of crude oil.

This same competitive force among oil companies has resulted in the 50% gasoline improvement since 1925. The research and engineering efforts of the oil companies supported by the improved designs of automobile engines, have produced gasoline so powerful that today 2 gallons do the work that 3 used to do in 1925.

Edmund P. Learned, professor of Business Administration at the Harvard Graduate School of Business Administration is the author of a study on the pricing of gasoline by a midwestern oil company. This study, considered to be a classic on the gasoline price question, was published in the Harvard Business Review and is the basis for this article.

*This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U.S. oil industry.*

*This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.*
MANUFACTURING PEOPLE

O. O. Schreiber, assistant to president, Philco Corp., Phila., appointed vice president.

Edward L. Dodelin, assistant to manager, RCA Distributing Corp., Chicago, elected vice president in charge of sales; Dr. James Hillier, research director, Melpar Inc., N. Y., to research and engineering staff, RCA, as administrative engineer, headquartered at David Sarnoff Research Center, Princeton, N. J.

Karl Gauck, marketing and research director, Geare-Marston Inc., Phila., elected vice president and director.

Nathaniel B. Nichols, manager, research div., Raytheon Mfg. Co., Waltham, Mass., appointed assistant vice president of company; Dr. K. C. Black, formerly business manager, Polytechnic Research & Development Co., Brooklyn, N. Y., to communications engineering dept., Raytheon, as head.

James F. White, formerly vice president, CBS-Columbia Inc., Long Island City, N. Y., appointed general sales manager, Crescent Industries Inc. (high fidelity tape recorders, phonographs, record changers), Chicago.

Leon A. Wortman, magnetic tape recorders and high fidelity components national advertising and sales promotion manager, RCA, Camden, N. J., appointed sales manager, J. C. Warren Corp. (magnetic tape recorders), Freeport, L. I., N. Y.

Jack Moore to Skyline Mfg. Co. (antennas), Cleveland, as sales manager.


M. Barry Carlton, executive director and reliability coordinator, office of Secretary of Defense, Washington, to defense products div., Magnavox Co., Fort Wayne, Ind., as general manager.


Dr. Allen B. DuMont, president, Allen B. DuMont Labs., Clifton, N. J., will address Pulse Inc. 13th Annual Luncheon in New York Oct. 27 on "Progress in Television."


MANUFACTURING SHORTS

Berkeley div., Beckman Instruments Inc., Richmond, Calif., announces deklamic scaler, model 2020, featuring non-overloading input amplifiers—choice of 0.2 volts or 1 millivolt input sensitivity; 10-turn discriminator control +5 to +50 volts; preset time and count; electrical reset of register, timer and scaling circuits with single switch; precision H. V. supply with coarse and fine adjustments; stand-by H. V. switch position which prevents overshoot at warm-up; and line frequency test facility, according to company.

Atlas Film Corp., Oak Park, Ill., has completed all-color motion picture demonstrating use and operation of electronically-controlled robot machine assembly line of Admiral Corp., Chicago. It is to be distributed to dealers and distributors.

Audak Co., N. Y., announce Hi-Q7, "a high output chromatic reproducer that successfully overrides magnetic interference (from certain types of motors, etc.)."

Gyro Control Co. (Gyro Skid-Control), Beverly Hills, Calif., announces consolidation of sales div., Beverly Hills, and mfg. div., Chester, Ill., to MEMCO Co., Warren, Pa.

Shure Bros. Inc., Chicago, announce model "333" high fidelity studio unidirectional microphone which has extended frequency response of 30-15,000 c.p.s., plus or minus 2% db and patented "Uniphase" system, according to company. It is designed for tv, motion picture, and professional recording studios and radio stations. Firm also announces Shure General Catalog 55 covering microphones, microphone accessories, magnetic tape, wire recording heads, crystal and ceramic pickup cartridges, crystal phonograph pickups and phonograph needles.

Chester Cable Corp., Chester, N. Y., has published brochure describing several wire and cable products for radio, electronic and tv industries.

Gray Research & Development Co., Manchester, Conn., announces Telop III, exhibited at NARTB convention earlier in year, in production with deliveries being made; new model projects both 4" x 5" opaque slides and 2" x 2" transparencies, according to company.

Krylon Inc., Phila., announces Dulling Spray, preparation designed to remove glare from shiny objects before tv cameras.

Collins Radio Co., Cedar Rapids, Iowa, has published brochure on its 17L-4 vhf transmitter and associated equipment.

ABC 1370 KX
1000 watts full time

Wood

UPSHUR

MAGNOLIA

Marion

MANFORD

HARRISON

HARRISON

William

SMITH

PANOLA

SMITH

SHELB

NACODUSKES

Sunflower

Wood

UPSHUR

MAGNOLIA

MANFORD

HARRISON

HARRISON

William

SMITH

PANOLA

SMITH

SHELB

NACODUSKES

SHELB

MISSOURI

HARRIS

ROSS

DODGE

COCO

WHITE

l

In center of Texas' most populated area.

James R. Curtis, President

Broadcasting * Telecasting
“Take 5” to do the Best TV Sales Job In Western New York

now
100,000 watts
WHAM-TV

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

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

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

WHAM-TV
CHANNEL 5
MOST POWERFUL Station
AFTRA, NABET Strike Hits KEAR Operations

KEAR San Francisco-San Mateo, "Good Music" station, went off the air last Tuesday when members of the American Federation of Television and Radio Artists and the National Assn. of Broadcast Engineers and Technicians went on strike.

Engineers and announcers left their posts to picket studios in San Mateo and San Francisco and transmitters of KEAR at Belmont, in suburban San Francisco, as well as KXXX, fm affiliate, in Twin Peak Area of San Francisco.

Ken Hildebrandt, general manager of the station, denied that KEAR was unwilling to negotiate, as the two unions charged, but said it was not negotiating with both unions jointly. Steve Cisler, president of Bay Radio, operator of the station, said he, too, would be happy to reopen negotiations but with each union individually.

The unions are asking overtime pay for more than eight hours a week, a wage scale closer to that of comparable Bay Area independent stations and improved working conditions.

AFTRA claims that its engineers are being paid only $75 per week, while the prevailing wage in similar stations is $135. AFTRA claims its announcers are paid as little as $1.50 an hour.

Mr. Cisler, in a statement to B&T, said that he cannot afford the unions' demands and charged that they were asking the scale of the "larger and more prosperous" stations.

Supervisory personnel have undertaken to get the station back on the air.

WGN-AM-TV, AFTRA Tiff On Time for Renegotiating

LABOR-management relations were slightly strained in Chicago radio-tv circles last week after a dispute involving WGN Inc. (WGN-AM-TV) and the American Federation of Television and Radio Artists.

Last Tuesday, the Chicago Tribune outlined a petition with Region 13 of the National Labor Relations Board charging that AFTRA was "unwilling to negotiate [new contracts] in good faith with a sufficient period of time for honest negotiations." Later in the week, both WGN Inc. and AFTRA agreed to meet for discussions on Oct. 12, which the union had originally requested, notwithstanding WGN Inc.'s contention that the meetings should have been held Sept. 21 or Sept. 24—at least 60 days before expiration of AFTRA contracts.

AFTRA counts with WGN and WGN-TV as well as a number of other stations—including local network o&o outlets—expire Nov. 15 after being in effect two years. The others are CBS o&o WBBM-AM-TV, WBBK (TV), WMAQ, WNBFQ (TV) and WLS. Discussions with these stations on new and/or revised pacts have been set by the union for Oct. 12-13.

Pension Plan Covers 18,000 Film Workers

A PENSION plan covering 18,000 tv and the atrical motion picture employees, reached after a year's negotiation between 200 employers and 40 guilds and unions, was announced in Hollywood last week.

The plan provides for both employer and employee contributions of two cents each for all "straight time" hours worked. Benefits will start in 1960, to allow time for an adequate fund to develop, with present plans for $20 monthly payments to participants.

Employer contributions are retroactive to the start of negotiations in October 1953, while employee contributions will start Oct. 24, 1954.

Minimum age required is 65, and the employee must have worked a minimum of 20,000 hours and 20 "qualified" years in film.

The plan is open to all employers in motion picture and "allied" industries, with Alliance of Motion Picture Film Producers specifically included among negotiators.

The plan will be administered by a board of 16 directors, equally divided between labor and management. The first board chairman, elected Oct. 1, is George J. Flaherty, Hollywood international representative, International Alliance of Theatrical and Stage Employees, with Basil Grillo, Bing Crosby Enterprises, and Louis Grillo, Flying A Productions, as director and alternate director, respectively, both representing AFTRA.

AFTRA and Networks to Open Negotiations for New Pact

OPENING negotiations for a new contract between AFTRA and all radio and television networks will be held today (Monday) at the Park Sheraton Hotel, New York. The present pact expires Nov. 15.

AFTRA is expected to press for the demands outlined at its convention in Detroit last August (B&T, Aug. 9). These include a non-employee contributing welfare and pension plan, an estimated 20% increase in basic fees and an improvement in working conditions.

WGAW Election Nov. 17 To Select 73 Officers

SLATE of 146 candidates will compete for 73 offices and positions in newly-formed Writers Guild of America West Inc. (WGAW) at Nov. 17 election. WGAW's constitution provides for three overall WGAW officers and four trustee members to its council, to be elected by the entire membership; and to be elected by each individual branch of the Guild.

Candidates executive include Gomez Co., Paul Franklin as vice president; Curtis Kenyon and Enos Lazarus, from tv, for secretary-treasurer, and Richard Breen and Frank Nugent, from screen, for president.

Nominees for four overall trustee posts on WGAW council, which must by group's constitution go to "well-established veteran" screen writers with, wherever possible, experience in other media, are Mr. Breen, Julian J. Epstein, and David Freeman, all from television, the late- street, Ronald MacDougal, Mr. Nugent and Barry Shipman.

Campaigning for the three radio seats on council are Mr. Flaherty; Curtis Kenyon; Don Quinn, and Maurice Davis, apparatus steward. Among the three tv seats are David Dortort, Howard J. Green, Mr. Kenyon, Lawrence Stillman, and James Landis. For the three screen seats, James Warner Bellah, Ivan Goff, Edmund Hart, and Walter Reisch, Allen Reeves, and James Webb.

Candidates for radio branch posts are, for president, David Friedman and Francis Van Houten; for vice president, Anthony Ellis and Morton Fine; for secretary-treasurer, David Gregory and Robert Libbott; and for 16 radio board seats, Tom Adams, John Boud, John Dubin, Blake Edwards, Mr. Friedman, Adrian Gendrot, Nathaniel Hiler, Joe Geri, Richard Johnson, John Medich, E. Jack Neuman, Richard Pedecini, Roscoe Shear, James Shipman, David Vallee, Gene Wang, Martin Wark, Gene Webster, and Paul West.

Candidates for tv branch posts are, for president, David Freedkin and Francis Van Houten; for vice president, Anthony Ellis and Morton Fine; for secretary-treasurer, David Gregory and Robert Libbott; and for 16 tv board seats, Tom Adams, John Donohoe, John Dubin, Blake Edwards, Mr. Friedman, Adrian Gendrot, Nathaniel Hiler, Joe Geri, Richard Johnson, John Medich, E. Jack Neuman, Richard Pedecini, Roscoe Shear, James Shipman, David Vallee, Gene Wang, Martin Wark, Gene Webster, and Paul West.

Candidates for radio branch posts are, for president, Dwight Babcock and William Sackheim; for secretary-treasurer, Morgan Cox and Eugene Vale; and for board seats, Lee Berg, True Boardman, George C. Brown, Frank Burt, Richard Collins, Dorothy Wright; for vice president, Anthony Ellis and Morton Fine; for secretary-treasurer, David Gregory and Robert Libbott; and for 16 radio board seats, Tom Adams, John Donohoe, John Dubin, Blake Edwards, Mr. Friedman, Adrian Gendrot, Nathaniel Hiler, Joe Geri, Richard Johnson, John Medich, E. Jack Neuman, Richard Pedecini, Roscoe Shear, James Shipman, David Vallee, Gene Wang, Martin Wark, Gene Webster, and Paul West.

Candidates for tv branch posts are, for president, David Freedkin and Francis Van Houten; for vice president, Anthony Ellis and Morton Fine; for secretary-treasurer, David Gregory and Robert Libbott; and for 16 tv board seats, Tom Adams, John Donohoe, John Dubin, Blake Edwards, Mr. Friedman, Adrian Gendrot, Nathaniel Hiler, Joe Geri, Richard Johnson, John Medich, E. Jack Neuman, Richard Pedecini, Roscoe Shear, James Shipman, David Vallee, Gene Wang, Martin Wark, Gene Webster, and Paul West.

WGAW announces approximately 800 screen writers, 400 tv writers and 300 radio writers will be eligible to vote in the November election. World Series classics provided the games were played in cities with NBC o&o stations.

Baseball Pact Ends Plans By NABET to Sue NBC, Others

THE CIO's National Assn. of Broadcast Employes & Technicians has canceled its contemplated $6 million suit against NBC and other vari- ous other parties as a result of an agreement reached before the recent World Series involving use of union technicians.

NABET has announced that it will not sue last summer, naming NBC, Gillette Safety Razor Co., Mason Inc., and baseball personalities, claiming the network had employed non-union technicians from WXEL (TV) Cleveland in the annual All-Star baseball contest, proceeding to the arbitration stage, charging that WNBN (TV) personnel should have been used.

According to NABET, NBC recently agreed to employ NABET crews at both the All-Star and World Series classics provided the games were played in cities with NBC o&o stations.

Page 90 • October 11, 1954 • BROADCASTING • TELECASTING
National Board of Fire Underwriters invites you to enter the
Gold Medal Awards for community fire prevention and safety

If you are a newspaper editor or the manager of a radio or television station, chances are you’ve plunked hard for fire prevention and safety. The extra stint you did was directed at saving lives and property, perhaps even your own. Most likely you gave little thought to reward for your time and effort... And it’s possible they could have gone unnoticed, too.

But the fire insurance business wants to bring your activities to public attention, to honor you... to show others by example that what you have done, others, too, can do... that the terrible loss of 11,000 lives every year and nearly a billion dollars in property damage can be checked—at least reduced.

In the 13 years since the National Board of Fire Underwriters instituted its Gold Medal Awards for this purpose, 12 dailies, 8 weeklies, and 14 radio or television stations have been so honored and some 100 others, in their respective classifications, have received Honor Award Citations.

Your newspaper, radio or television station is eligible for these honors provided it makes outstanding contribution to fire prevention during 1954.

There are four classifications for entries—daily newspaper, weekly newspaper, radio station, television station. A Gold Medal or its equivalent of $500 in cash is awarded in each classification. In addition a number of Honor Award Citations are presented.

You may nominate yourself as an entry or be nominated by your local fire department, civic organization or town official. To support your nomination, a scrapbook of clippings, letters, photographs, recordings, or other material relating to your 1954 fire prevention activities should be submitted to the National Board of Fire Underwriters. The National Board will place it before a panel of judges.

The judges are outstanding representatives in your medium’s classification—daily newspaper, weekly newspaper, radio or television. The National Board, of course, takes no part in the judging.

Deadline for 1954 Gold Medal Awards entries is February 14, 1955

Presentation of Gold Medals and Honor Award Citations usually is made at local civic functions. Generally these take the form of a luncheon or dinner attended by community leaders, municipal and fire department officials, joining together to honor the local newspaper, radio or television station.

The National Board of Fire Underwriters will welcome your entry and takes this means to invite your participation in its 1954 Gold Medal Awards.

Address all inquiries to Gold Medal Awards
NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street, New York 38, N. Y.
EAST GERMANY TV GETS MORE FUNDS

Plans are for a network of stations to saturate the Soviet Zone of Germany.

The government of the East Zone of Germany has tagged another 50,000,000 marks or $2,500,000 for construction of TV stations and studios. According to official reports, the planned TV network in the Soviet Zone of Germany would be the first place "be an instrument of propaganda." Entertainment is being put in the second place. Another part of the government's television plan provides for a large number of receivers to be put in public places as in "culture buildings," clubs and large factories.

Presently there are 1,500 television sets being operated in the East Zone. Sets are sold at about 3,500 marks or $175. This price is far from being low after Soviet Zone standards. The price is the equivalent of what a worker earns in 9 to 12 months in the Zone.

Sets can be used only to tune in to three channels, all of them belonging to television stations in the East. There are no provisions for a reception of Western Zone TV stations.

Program schedules mainly are made up of political discussions with a few Russian and East German motion pictures.

All sets are manufactured in one plant at Radeberg, E. Germany. According to reports there are serious bottlenecks in picture tube manufacturing (15 in. tubes only, up to now). Color TV is still far away.

The station construction program of the Soviet Zone government provides for a complete TV network in the area by the end of this year. Presently there are two stations, in Berlin and Leipzig, the two largest cities of the Zone. Three more stations—at Schwerin, Brocken Mountain and Inselberg—are under construction. Berlin officials claim that after the networks have been completed, the Zone will be blanketed by television.

IAAB Forms New Unit In Central America

A new unit in Inter-American Assn. of Broadcasters has been formed in Central America following a series of meetings held by the IAAB board in Mexico and several Central American countries. A score of broadcasters from the six Central American nations (Costa Rica, Guatemala, Honduras, Nicaragua, Panama and Salvador) were guests of the board.

Fernando Eleta A., of Panama, an IAAB board member, was elected president of Central American Broadcasters Assn., which will hold its first general meeting in Panama within a few weeks.

President Carlos Castillo Armas, new Guatemalan president, and his cabinet conferred with the IAAB board. IAAB has been working with Guatemalan broadcasters for several years in an effort to bring free broadcasting to the country, at that time under the pro-Communist regime of ex-President Arbenz.

IAAB's program for free broadcasting received encouragement from President Armas, who invited IAAB to return after elections to cooperate in rewriting legislation and drawing up new laws as a bulwark against governmental censorship, suppression, oppression and competition by governmental commercial broadcast operations.

Attending the board meeting were Emilio Accaragga, of Mexico, IAAB president; Goar Mestre, Cuba; Boris Eversky, San Salvador; Jose Ramon Quinones, Puerto Rico; Donald Nell, Canada, and Gilmore N. Nunn, WLAP Lexington, Ky., United States member.

A hemispheric "Broadcasting Day" was celebrated Oct. 4 throughout Latin America under IAAB auspices. Tribute was paid to IAAB by President Eisenhower, who sent the following letter to IAAB President Accaragga:

"I have learned that Oct. 4 has been designated "Broadcasting Day" on the American continent, and I am happy to congratulate the members of the IAAB on their efforts to strengthen the bonds of unity among the nations and peoples of this Hemisphere.

"Radio is an extraordinary powerful instrument by which to advance understanding among the peoples of the free world, and it has proved its great value in our fraternity of nations. Through this medium, the best of human knowledge and experience in each of our nations has been widely disseminated among us, and it has broadened our common appreciation of the rights, privileges and obligations of men and women who desire to remain free. I know that all of us will continue to support this work, but to expand in scale and effectiveness.

"I am, therefore, very happy to extend my warm greetings to you and your Association of Broadcasters and to wish you success in the advancement of harmony and understanding throughout the Americas."

Commercial Radio 2 to 1

Commercial radio was preferred by more than 2-1 over national or government-subsidized broadcasting, according to the results of a nation-wide Gallup poll conducted in Australia and recently reported by the Sun-Herald, Australian newspaper. A similar poll in 1952 showed the same general results.

Nfld. Gag on Civil Workers Evokes News Group's Protest

NEWFOUNDLAND has ordered its civil servants not to give information to radio station and newspaper reporters. Under the new regulations all news from government departments must come from cabinet ministers. The new order was issued late in September because incorrect information might be released or views expressed which did not follow government policy. The Newfoundland provincial government is headed by Premier Joseph Smallwood, a former newspaperman and radio reporter.

The St. John's (Nfld.) Press Club has protested the regulation and has pointed out to the government that cabinet ministers are usually difficult to locate. Reporters have up until now obtained their news from deputy ministers and department heads.

Signing for a Latin American adaptation of Ziv International's yesterday's 'Newsreel over WKAG-TV San Juan, R. R., in what is said to be the first TV show sponsored by a Latin American bank, are (l to r) Edward Stern, head of Ziv International, David Brown, president of Brown Adv., and Horace Davilo, executive vice president of First Federal Savings & Loan of Puerto Rico. The series features great news events of the last 50 years. Narration and dialogue are lip-synchronized by Latin American actors.

All-Canada Radio Resume

To inform advertisers and agencies what has happened to radio in the past few years since the advent of television in Canada, an illustrated statistical booklet has been distributed by All-Canada Radio Facilities Ltd., Toronto, station representatives. The booklet points out that in 1953 Canadians spent $52 million to purchase over 600,000 radio receivers; that more than a million Canadian homes now have two or more radio sets; that 96.4% of all Canadian homes now have radio receivers, and that Canadian stations have become integral parts of their communities. The booklet tells how Canadian radio stations have increased their services to advertisers and listeners and provides a detailed breakdown of the cost of radio advertising and that of other media.
Quebeckers Look to U. S.

CANADIANS in the southern and eastern parts of Quebec can now receive TV programs from at least two northern U. S. stations (on weekends) due to mountain locations as high as one and a fifth miles above sea level, it has been reported by Canadian Admiral Corp. Tallest transmitter belongs to WMVT (TV) Mt. Washington, N. H., 6347 feet above sea level. TV set owners in Sherbrooke, Verdun and Thetford Mines can get a "good, consistent picture" from its ch. 8 with an outside antenna. The second highest is WMVT (TV) Montpelier, Vt. (ch. 3), 4,176 feet atop Mt. Mansfield. In some communities close to the U. S.-Canada border, viewers may even get a good picture, if they're favorably situated, without a roof antenna, it was said. Canadian Admiral is promoting TV antennae, electronically-operated antenna rotors and other accessories.

CBC to Carry Bishop Sheen

Without Admiral Commercials

AFTER numerous discussions and public pressure, the Canadian Broadcasting Corp. has decided to carry Bishop Fulton Sheen's Life Is Worth Living series on its TV stations, but without advertising. A. D. Dunton, CBC board chairman, said that the CBC would carry the program "free, without commercial messages and with a credit line to the American commercial sponsor. In doing so, the CBC is carrying out the recommendations of the National Religious Advisory Council, representing the main religious denominations in Canada."

No date has been set yet as to when CBC TV stations will begin carrying the program. Independent Canadian TV stations are carrying the series.

Luxembourg Studies U. S. TV

IN CONNECTION with the launching of commercial programming by Television-Luxembourg, scheduled for January 1955, Jacques Du Close, director-general, and Jean D'Agostino, program director of Radio-Luxembourg, were in the U. S. last week studying television techniques. They visited ABC-TV studios in Hollywood, where they were given a tour of the network's motion picture center, and Transfilm Inc.'s facilities in New York where they discussed TV commercial film production with Joe Forest, Transfilm creative director.

Canada Supreme Court Favors CAPAC in Copyright Fight

CANADIAN broadcasters lost their appeal to the Canadian Supreme Court on the authority of the Copyright Appeal Board to fix a tariff for music based on percentage of revenue. Decision was handed down at Ottawa last Tuesday and it means that Canadian broadcasters must pay the Composers, Authors and Publishers Assn. of Canada back fees for the 1952 to 1954 period.

Decision Tuesday was split with three judges backing the Copyright Appeal Board tariff and two judges agreeing with broadcasters that such tariff was not within the statutory powers of the board. Canadian broadcasters must now decide individually whether they will continue using CAPAC music for 1955 at a tariff based on 14% of their revenue or whether to use only BMI music.

Meanwhile the Canadian Assn. of Radio and Television Broadcasters plans to press for amendments to the present Canadian Copyright Act through the recently-appointed Royal Commission on Copyright.

CBO Increases to 5 Kw

CBO Ottawa, Ont. is increasing power from 1 kw to 5 kw on 910 kc. A new unattended transmitter has been ordered from the Canadian Marconi Co., Montreal, by the Canadian Broadcasting Corp., owners of CBO. The present 1 kw installation has been in use in Canada's Capital since 1933 when it was installed by the old Canadian Radio Broadcasting Commission. The new transmitter will be located at Ramsayville, near Ottawa, where a 45 acre farm has been purchased for the station. Canadian Marconi Co. is constructing the transmitter building, transmitter and a three-tower directional antenna.

French Broadcasters to Meet

PROBLEMS of French-language radio will be discussed at this week's meeting of the French Assn. of Radio & Television Broadcasters at the Seigneurie Club, Montebello, Que. (Oct. 11-13). Canadian Broadcasting Corp. regulations on share of commercial time in a given period, the switching of practically all beer advertising from radio to television and the development of new local talent programs for national commercial sponsorship are on the agenda. Also, some French-speaking Canadian advertising agency men will discuss problems of French-language radio-tv from the agency standpoint. David A. Gouraud, CHAD Amos, Que., is president of the association.

INTERNATIONAL SHORTS

Associated Broadcasting Co. Ltd. (adv.), Toronto, enfranchised by CARTB, bringing total of Canadian and U. S. agencies enfranchised for 1954-55 to 61.

CHEX-TV Peterborough, Ont., is slated to start operations Feb. 1 with RCA Victor wavestack antenna and transmitter.

CHJC Sault Ste Marie, Ont., will start telecasting Dec. 1 with rates based on $150 per hour class A time.

CHCT-TV Calgary, Alta., began operations Oct. 1.

CHJC-TV Sault Ste Marie, Ont. (target date: early December), appoints All-Canada Television, Toronto, as Canadian representative.
**AWARDS**

**FRISI GETS IRE MEDAL OF HONOR**

Other engineering awards announced last week go to Hazeltine's Loughren, Salzburg of Naval Research Lab. and Law of RCA Labs Div.

HARALD T. FRISI, director of radio research, Bell Telephone Labs, Red Bank, N. J., was named recipient of the Institute of Radio Engineers' Medal of Honor last week. Winners of other top awards also were announced.

The IRE said the Medal of Honor, described as the highest technical award in the radio engineering profession, will be presented during the organization's national convention next March in New York.

The award to Mr. Friis was for "outstanding technical contributions in the expansion of the useful spectrum of radio frequencies, and for the inspiration and leadership he has given to young engineers."

The Morris Liebmann Memorial Prize, awarded annually to an IRE member who has made a recent important contribution to the radio engineering art, went to Arthur V. Loughren, director of research, Hazeltine Corp.,

**GE Executives Win Awards**

At Chicago Electronics Meet

TWO General Electric executives were honored last week with the first award ever presented by the National Electronics Conference, during its 10th annual convention in Chicago's Sherman Hotel.

E. D. McArthur, manager of GE Electric Research Labs Electron Tube Section, and E. F. Peterson, marketing manager of the company's Radio-Television Dept., were presented with a $250 cash award and certificate, recognizing papers "which introduce developments of a new and revolutionary character to the electronics industry."

They were cited for a paper on "the Lighthouse tube, a pioneer high frequency development," presented at the first NEC meet in 1944.

These tubes, NEC explained, played an important part in the development of hf radio and radar in World War II and are in widespread use today. Presentation was made at a luncheon session last Tuesday.

**AB-PT Wins Industry 'Oscar'**

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres Inc., parent company of ABC, will be presented the bronze "Oscar of Industry" at the "Financial World's" annual awards banquet Oct. 25 at New York's Hotel Statler. The award was made to AB-PT for having the best annual report of the motion picture industry for the second consecutive year. A total of 5,000 and annual reports were considered in the international competition and were judged in 10 industrial classifications for the best-of-industry awards.

**Peabody Awards Data Listed**

U. OF GEORGIA has prepared a pamphlet giving information on the 1954 George Foster Peabody Radio and Television Awards and containing an entry blank which may be submitted no later than January 10, 1955, for consideration in the current competition. Copies may be obtained by writing to the dean of the Henry W. Grady School of Journalism, Athens, Ga.

**AWARDS SHORTS**

**WATV (TV)** Newark, N. J., presented New Jersey State Fair blue ribbon for Junior Frolics program from fair's radio-television awards committee for being most popular program of its type during past year.

**NBC-TV Armstrong Circle Theatre** program presented New Jersey State Fair blue ribbon from fair's radio-television awards committee for outstanding program of its type and division on tv.

**CBS-TV** presented 1953-54 American Legion Television Award carrying citation for "Back to God" program, Feb. 7, 1954, telecast of flag raising ceremony June 14, and "continued co-operation with American Legion in other endeavors."

**KWRT** Boonville, Mo., presented community service award from Veterans of Foreign Wars Post 4072 for public service rendered during past year.

**WOW-AM-TV** Omaha, Neb., presented Distinguished Service Award from Omaha Chapter, United Cerebral Palsy, for marathon simulcasting of last April which raised $137,519 to fight cerebral palsy.

**WNBW (TV)** Washington, awarded citation from Benevolent and Protective Order of Elks for "Our Beautiful Potomac series.

**KPIX (TV)** San Francisco presented award by California State Fair for Western Farm and Family program, citing it as outstanding example of public service programming.

**WCB-AM-TV** New York, presented special citation from Div. of Civil Defense, Air Warden Service, New York City, commending station for civil defense public service programming.

**Burton Minshall**, president, Minshall Organization Inc., Brattleboro, Vt., given public service award from Academy of Broadcast Arts, N. Y., for "creating an electronic organ designed especially for the radio and television industry."

**WJAR-TV** Providence, R. I., cited by Veterans of Foreign Wars of Rhode Island for donation of time in bringing VFW programs to people of state.

**Hazel Markel**, women's commentator, WWDC-AM-FM Washington, will receive Citation Scroll from English-Speaking Union for "outstanding contributions for the betterment of British-American relations."

**Paul Jonas**, sports director, MBS, presented with special plaque from Armed Forces Radio Service and was named honorary AFRS sports director during 1954 World Series opening.

IF FOR no other reason, Sheldon Reynolds will be remembered in video history as the first man to make filming an American TV series abroad pay off. As he was born a scant 31 years ago, there is every likelihood this fact will eventually be only one of many.

Creator-producer-director-writer of Foreign Intrigue, he first went to Stockholm in 1950 to make a pilot film. On the strength of it he sold the series to P. Ballantine & Sons (beer and ale) for an original 11 markets. The series now is seen in a total of 62 markets, 23 of which continue under Ballantine's sponsorship. Syndication of the remaining markets is handled by William Morris Agency. All told, Mr. Reynolds has produced over 130 Foreign Intrigue half-hour films and 26 Sherlock Holmes half-hours now in distribution by Motion Pictures for Television.

A native of Philadelphia, Mr. Reynolds graduated from New York U. with a science major. After deciding against medical school in favor of writing for radio, he soon began turning out scripts for NBC Radio's My Silent Partner and We, The People and CBS Radio's Robert Q Lewis Show. The last two were broadcast opposite each other. Before going abroad, he was writing Danger and other CBS-TV programs.

Many fallacies surround this business of filming abroad, he declares. Foreign production is far from cheap. A minimum of at least $5,000 over what the same production would cost in the U. S. must be added to the budget. Apart from the lack of equipment and technique, he adds, "many previously good situations have been hopelessly ruined by major film companies that have come in and thrown their money to the winds. You wouldn't believe what happens to the uninitiated American business man."

Foreign governments, with the exception of Communist-controlled ones, are most cooperative, Mr. Reynolds says. Such organizations as the Marshall plan, tourist bureaus, airline companies and general charity groups also offer complete cooperation.

No series, according to Mr. Reynolds, can stop at its initial notices. With that in mind, he has effected a major change in Foreign Intrigue. As the new fall schedule goes on the air, Gerald Mohr succeeds James Daly as the protagonist. Keeping two and a half months ahead of the telecasting date of each Foreign Intrigue showing in the U. S., the youthful entrepreneur has found time to get a backlog of Sherlock Holmes films in the can. This series, shooting in France and England, is an attempt to come close to the original Arthur Conan Doyle intent, he says. Starting when Holmes and Dr. Watson first meet at 35 and 38 years of age, respectively, Mr. Reynolds is trying to give the series a lighter touch than was given the feature films on the same subject.

A bachelor, considered by many to be most eligible, Mr. Reynolds will probably not light in any one place in the near future. On his agenda is an adventure series, whose working premise is based on Foreign Intrigue, which will make use of cities and locations in the U. S. This series is reportedly under option to NBC-TV. Still in his mind is an idea for an anthology series to be made in Europe by a select group of actor-directors.
WELCOME BACK TO:

I LOVE LUCY
Starring Lucille Ball and Desi Arnaz
A DESILU PRODUCTION
CBS-TV—Monday 9:00 PM
PHILIP MORRIS CIGARETTES

MAKE ROOM FOR DADDY
Starring Danny Thomas
Filmed by D.P.I.—ABC-TV—Tuesday 9:00 PM
Pall Mall cigarettes and Dodge Automobiles

THE RAY BOLGER SHOW
Starring Ray Bolger
Filmed by D.P.I.—ABC-TV—Friday 9:00 PM
LEHN & FINK PRODUCTS CORP.

OUR MISS BROOKS
Starring Eve Arden
Filmed by DESILU PRODUCTIONS INC.
CBS-TV—Friday 9:30 PM
GENERAL FOODS

GREETINGS TO:

WILLY
Starring June Havoc
A DESILU PRODUCTION
CBS-TV—Saturday 10:30 PM
GENERAL MILLS

DECEMBER BRIDE
Starring Spring Byington
A DESILU PRODUCTION
CBS-TV—Monday 9:30 PM
GENERAL FOODS

LINEUP
Filmed by DESILU PRODUCTIONS INC.
CBS-TV—Friday 10:00 PM
VICEROY CIGARETTES

MONDAY: “Lucy” . . . ½ hr.
“Bride” . . . ½ hr.
TUESDAY: “Thomas” . . ½ hr.
“Brooks” . . . ½ hr.
FRIDAY: “Bolger” . . . ½ hr.
“Lineup” . . . ½ hr.
SATURDAY: “Willy” . . . ½ hr.
TOTAL 3½ HOURS PER WEEK
WALT DISNEY'S PLANS FOR TV

HERE'S WHAT FAMOUS FILM MAKER WILL DO ON ABC-TV SHOWS

by Marjorie Thomas

A TOUR of the Disney studios and a preview of the entire Disneyland series will be given viewers of the program's opening telecast on ABC-TV Oct. 27, according to an exclusive run-down of program schedules of the hour-long filmed shows (Wed., 7:30-8:30 p.m. EST) obtained last week by B*T.

Walt Disney himself will serve as host of the new filmed series, which is widely believed to be ABC-TV's answer to the highly-touted $200,000-$300,000 colorcasts believed to be ABC-TV's octagon to the trade in regional meetings, which feature a kinescope showing Mr. Disney and Robert Kintner, ABC president, conferring.

Mr. Disney and his staff have reportedly worked with the advertising departments and agencies of all three sponsors in the preparation of the commercials to be used.

Each Disneyland program will be complete in itself. Subject matter will be taken from four realms of the entertainment world as mapped by Disney cartographers: "Fantasyland," "Frontierland," "Tomorrowland" and "True-Life Adventueland."

On the program's premiere, the guided tour of the Disney studios will pause at a sound-stage of "20,000 Leagues Under the Sea," upcoming feature film, to show clips of the giant squid fight sequence. Further along, the tv audience can watch artists at work on "Sleeping Beauty," full-length Cinescope cartoon feature. Viewers also will be shown an animated map of the $10 million Disneyland amusement center, to be constructed on a 160-acre tract 25 miles south of Los Angeles, as Mr. Disney believes the parallel between the park and the tv series can best demonstrate the video programs to come later in the series.

The celebrated animals of Disneyland will be seen for first time on television.

October 11, 1954 • Page 97
A NEW series of half-hour color films, now being produced in Latin America under the generic title, Adventure Is My Business, will shortly be offered to U. S. tv stations and advertisers, according to a letter sent to B*T by Kenneth Herts, writer-director of the series which is being produced by a new company, American Productions. The company was formed, Mr. Herts reports, in cooperation with Impro Inc. at Hal Roach Studios.

Films so far completed of this semi-documentary series cover such subjects as catching condors by hand, trapping a puma, head-hunting, the capture of a 20-foot boa, a wild boar hunt, whale fishing, a trip down the Amazon by raft and a visit to a lost city of the Incas, according to Mr. Herts.

The condor-catching film, he writes, "required us to spend three weeks in the Andes at an altitude of 17,000 feet. Four of us lived in two six-foot traps for five consecutive days before condors finally came to feast on a dead burro that was strategically placed atop a trap."

The headhunters' film, he relates, was "filmed during an actual raid" and includes pictures of the head-shrinking process for which "the Jibaros are world famous." He laconically adds that some changes will be necessary before this film is shown on tv.

The story line, Mr. Herts explains, is based around assignments received by Robert Wells, a writer-adventurer-naturalist, who may be called on to write a story on head hunters, rid a ranch of a destructive puma or catch two condors for a New York zoo. When he gets an assignment, the American Productions crew goes along.

Mr. Herts says he formed American Productions when he decided to stay in South America, where he had been sent by RKO to produce and direct a cinecolor motion picture about Inca treasure. He had formerly been in charge of production for United Television Artists, producing, directing and writing Club Celebrity, and had written a number of tv series, he reports.

His producer, Herb Strock, produced an early tv series, Cases of Eddie Drake, and also "originated and produced the first seven Dragnet films and is now directing programs for Ziv," Mr. Herts writes. The associate producer, Richard Taylor, "used to write for Dragnet and now writes for Ziv."

Although to date the Adventure Is My Business series has been confined to South American countries—Peru, Chile, Bolivia, Colombia, Ecuador and Brazil—the group has plans to go to the Belgian Congo, Mr. Herts says. "The entire series is financed by ourselves and costs about $6,500 for each," he states.

GIANT CONDOR, "40 pounds of fighting fury," does his utmost to belie the fair catch signal given by Robert Wells, star of the tv series, seen demonstrating that adventure really is his business.
They love me in L.A.*
and in over 120 other markets
in the U.S.A. and Canada!

ROBERT CUMMINGS in
"my hero"
can be your hero!

Here's the rib-tickling family show that has entertained
big, BIG network audiences (National rating of 29.9!)...
with a sales-success record on everything from
Automobiles to Beer to Cigarettes. Best of all, "My Hero"
keeps drawing the crowds even when it
comes back for bow after bow

4th RUN in Los Angeles
a 7 station market—"My Hero" gets a 18.3 ARB rating
to put it in the Top Ten of syndicated TV film shows!

YOU CAN STILL BUY "MY HERO" IN MANY MARKETS
...some even first run!
39 weeks of half hour top-rated situation comedies with full family appeal.
WRITE! WIRE! PHONE! for full details and merchandising plan for sponsors!

OFFICIAL FILMS, INC.
25 WEST 45th ST., NEW YORK 36, N.Y. • PL 7-0100
Atlanta • Baltimore • Beverly Hills • Boston • Chicago • Dallas • Detroit • St. Louis

AMERICA'S LEADING DISTRIBUTOR OF QUALITY TV FILMS
COLONEL MARCH OF SCOTLAND YARD • MY HERO • TERRY AND THE PIRATES
TOWN AND COUNTRY TIME • SECRET FILE U.S.A. • THE STAR AND THE STORY
Now! Especially Programmed for TV!

READY FOR YOUR LOCAL MARKET... the star-studded audience participation show that takes cities by storm...jests product sales!

TIME FOR

TUNE

TUNE-O has Great Entertainment!
A continuous procession of big-name stars of stage, screen and records!
Outstanding personalities...all starring in special TV arrangements of popular songs.

TUNE-O has A terrific Merchandising Package!
FREE TUNE-O Cards for contestants are distributed through dealers of sponsors! Every person who plays "TUNE-O" sees the advertiser's message on the "TUNE-O" card. The cards come with the complete merchandising package...everything you need to create brand awareness and store traffic! Arrangements have even been made for your purchase of prizes at a small fraction of their nationally advertised price. "TUNE-O" is the merchandising buy of any TV buyer's life!

TUNE-O has Audience Participation!
and prizes galore! Every viewer—at home or in the studio—can participate in the show and qualify for a prize. Imagine all the excitement created by viewers regularly winning nationally advertised washers, refrigerators and other big prizes! It's the show that can take over a town!
"TIME FOR TUNE-O"

is a Sales-Tested Winner!

One of radio's most successful shows on over 500 stations—now especially programmed for TV and ready to be custom fitted to your own local requirements... ½ hour or full hour—
from once to 5 times a week!

Everybody loves Tune-O, the Musical Bingo game!

Created by Richard H. Ullman, Inc. Executive Producer: Elliot Alexander

For full information WRITE! WIRE! PHONE!

OFFICIAL FILMS, INC.
25 WEST 45th ST., NEW YORK 36, N.Y. • PL 7-0100

Atlanta • Baltimore • Beverly Hills • Boston • Chicago • Dallas • Detroit • St. Louis

AMERICA'S LEADING DISTRIBUTOR OF QUALITY TV FILMS

COLONEL MARCH OF SCOTLAND YARD • MY HERO • TERRY AND THE PIRATES
TOWN AND COUNTRY TIME • SECRET FILE U.S.A. • THE STAR AND THE STORY
FILM NEWSREEL

SYNDICATED Badge 714 of NBC Film Div. is bought on WSYR-TV Syracuse, N. Y., by the First Trust and Deposit Co. At contract signing are (l to r): Art Knorr, WSYR-TV account executive; Warren Pease, First Trust vice president; Ed Knorr, Flack Adv. account executive; Grover Hubbell, Flack Adv. vice president; E. R. Vadeboncoeur, station president, and William V. Rothrum, station vice president.

CONCLUDING arrangements for Ziv TV's Meet Carliss Archer series on WBAL-TV Baltimore are (l to r): Willis K. Freiert, sales manager for WBAL-TV; James McIvaine III, merchandising manager Renuzit Home Products Co.; Stanley Goldstein, radio-1v director, Feigenbaum & Werman.

OKLAHOMA Television Network [KTVQ (TV) Oklahoma City, KTEN-TV Ada, and Kgeo-TV Enid, all Oklahoma] gets its first contract with the sponsorship of Television Programs of America's The Adventures of Ellery Queen, on a 39-week basis, by Oklahoma Gas and Electric Co. (l to r): KTVQ Sales Mgr. Raymond Ruff, representing the network; Paul Hoheisel, advertising and publicity manager, OG & E, and John Estab, KTVQ president.

CONTRACT for WTVI (TV) St. Louis station break ID slides to carry a Vess Bottling Co. message is discussed by A. F. Oberbeck, Vess Co. president (seated), and Jim Anderson, WTVI account executive. Campaign calls for a minimum of 150 station breaks per week.

JOHN S. McKee, president of Electrical & Mechanical Supply Co., El Paso, Tex., authorizes 52 weeks of NBC Film Div's The Falcon series over KTSN-TV there under new sponsorship merchandising plan worked out by John Conboy, station account executive. Standing (l to r) are Frank M. Coons, Electrical & Mechanical sales manager, Mr. Conboy, Karl O. Wyler, KTSN-TV president, and Al Hatch, E&M general manager.
Bring local scenes to your TV screens

CINE-KODAK SPECIAL II CAMERA, 16mm.
Ideal for news...advertising...special events

Here's how you can bring new sparkle, new force to news programs—with on-the-scene films of local events that you can te lecast any time at your convenience. Here, too, is how you can increase advertising income—by producing commercials or film.

One 16mm motion-picture camera—the Cine-Kodak Special II—has everything you need! Fades, dissolves, mask shots, slow motion, multiple exposures are just a few of the effects you can get without special apparatus! Famous Ektar Lenses—Kodak's highest quality—assure clear, faithful pictures that will telecast sharply.

For greater impact, lower operating costs, and increased income, equip your station with the Cine-Kodak Special II. See your Kodak Audio-Visual Dealer for complete information and prices...or just mail the coupon below.

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.
Please send name of nearest Kodak Audio-Visual Dealer and information on:
☐ Cine-Kodak Special II Camera  ☐ Kodascope Pageant Sound Projectors
☐ Eastman 16mm. Projector, Model 25  ☐ Kodascope Analyst Projector

NAME ____________________________________________ TITLE ____________________________
COMPANY __________________________________________________________________________
STREET __________________________________________________________________________
CITY ___________________________________________ STATE ___________ (Zone) __________

For all your TV movie-equipment needs

ANALYSIS AND EDITING. Especially designed for critical 16mm film study, the Kodascope Analys Proj ector has a special heavy-duty reversing mechanism which permits instantaneous and repeated reversing, without damage either to projector or film. A Daylight Viewer built into the case permits desk-top viewing as well as standard screen projection. $195.

FOR PERMANENT INSTALLATION. The Eastman 16mm. Projector, Model 25, gives sound and visual reproduction comparable to the finest 35mm. projectors. Sealed-in-oil-bath movement, separate motors for blower, reel, and main projector drive, plus exceptionally stable drive mechanism, assure ultra-smooth performance. Light source may be either tungsten or high-intensity arc.

FOR OUTSIDE SHOWINGS. The Kodascope Pageant Sound Projector is lightweight, built into a single handy-to-carry case. Easy to set up, thread, and operate, it is a favorite among TV salesmen for showings at advertising agency, client's office, and other outside-studio locations. True-rated amplifier, well-baffled speaker, and Kodak's exclusive sound-focusing feature give film optimum sound fidelity. Shown above, the Pageant Model AV-151-S—single-case, 15-watt projector with 8-inch speaker—$440. Five other models from $425.

Prices subject to change without notice.
Top prestige television sponsors like Richfield Oil, Schmidt’s Beer, Kennecott Copper, Meister Brau Beer and Sealtest Dairy Products have purchased MAYOR OF THE TOWN starring Thomas Mitchell, in 51 markets.

**CONSISTENTLY TOP RATED AS RADIO SHOW**

MAYOR OF THE TOWN, as a nationally sponsored radio program, placed consistently in the upper 10% of all national Hooper Ratings for eight consecutive years.

Here is THOMAS MITCHELL, star of Hollywood and Broadway, in his greatest role as the warm and friendly mayor of an average American town. He guides this town with the wisdom, tolerance and good humor that symbolize our American way of life.

Both MAYOR OF THE TOWN and THOMAS MITCHELL are perennial favorites of millions who have eagerly anticipated seeing this pair in their homes on television.

Favorites MARILLY and BUTCH will be back with the mayor on this stimulating half-hour series... a sure sales-getter.

MAYOR OF THE TOWN is a completely promoted and merchandised series sold on a 39 for 52-week basis.

It may still be available in your market. CHECK TODAY!
LE: THOMAS MITCHELL
SELL FOR YOU!

THOMAS MITCHELL, one of America's best known and beloved actors who has won every major acting award, will HELP YOU SELL WITH PERSONALIZED COMMERCIALS.

Nowhere else can you have this great SELLING combination of THOMAS MITCHELL as the MAYOR OF THE TOWN.

CONTACT YOUR NEAREST UTP OFFICE TODAY!

* OSCAR – Academy of Motion Picture Arts & Sciences – "Stagecoach."
  EMMY – Academy of Television Arts & Sciences – "Best TV Actor."
  TONY – Antoinette Perry – Best Performance, Musical Comedy – "Hazel Flagg."
  DONALDSON AWARD Best Performance of Broadway Actor – "Hazel Flagg."
  ROY COOPER McGRUE AWARD – Dramatists Guild – "Little Accident."

CALL, WIRE, WRITE—NOW!
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444 Madison
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CHICAGO
360 N. Michigan
CEntral 6-0041

United Television Programs Inc
Director Norman Foster (back to camera) guides the shooting of a sequence from "Davy Crockett" with (center) Fess Parker, portraying the title role, and trio, Gene O'Quin, Harold Hensley and George Bruns, which will be a three-part feature in "Frontierland" segment of ABC-TV Disneyland.

DISNEY ON TV

(Continued from page 97)

Ben Sharpsteen, in charge of "True-Life Adventure" features, will locate the 32 teams of nature photographers currently in the field working on feature and tv material. Five clips will be shown of reptiles from the Galapagos Islands; reindeer from Lapland; native musicians from Morocco; penguins from Falkland Islands, and a bullfight from Portugal.

Mr. Disney will discuss the upcoming "Frontierland" segments, which will treat real men who became legendary and legendary men who became real in American folklore. To illustrate, viewers will see a test stage with Norman Foster, director, guiding the star, Jess Parker, in a musical sequence from "Davy Crockett," three-part full-length film being shot specifically for tv in Tennessee.

To highlight "Tomorrowland," Ward Kimball will give a pictorial representation of upcoming programs by means of models and animation. He is director of the three-part "Man In Flight" film created for tv which the stress is on science facts instead of science fiction. This film is divided into a trip from the earth to a space station, a trip around the moon and an expedition to Mars. These will be presented on future programs of the series.

Mr. Disney will then introduce "Fantasyland" in which his familiar cartoon characters will be featured, in addition to new ones as yet unknown to the public. A sequence from the "Song of the South" feature will illustrate the direction this segment will take. Last part of the initial program will be a salute to Mickey Mouse, tracing him from the character who in the '20s tried to emulate Charles Lindbergh up to the climax of his career 20 years later, when he hit the big time with Leopold Stokowski in the feature-length "Fantasia."

The producer at the end of each program will have a four-minute segment of high-
lights from the following week's program in typical movie trailer fashion.

The ABC-TV Disneyland program schedule, though subject to change, runs as follows:

November 1—Fantasyland. Special tv version of "Alice in Wonderland."

November 10—Adventureland. To answer, "How did those guys get those pictures?" behind-the-scenes clips from "Vanishing Prairie" and "Water Birds" will serve as explanation, followed by "Seal Island" in its entirety.

November 17—Fantasyland. "Story of D. Duck."

November 24—Fantasyland. Special tv version of "So Dear to My Heart."

December 1—Fantasyland. Program devoted to dogs with emphasis on the story's progress on dog subjects. Featured is the "Story of Pluto," with clips from the upcoming "Lady and the Tramp." feature.

December 8—Adventureland. "Operation Under the Sea" will use specially shot marine footage to show that the last frontier, as far as man's knowledge is concerned, lies on the ocean floor.

December 15—Frontierland. "Davy Crockett, Indian Hunter," first film in this specific series.

December 22—Fantasyland. Special tv version of "Three Caballeros," combination of live action and animation.

December 29—Adventureland. Clips from "Beaver Valley" and undetermined footage from "African Lion," new feature currently in the works.

January 5—Fantasyland. Special tv version of "Treasure Island," first part.


January 19—Fantasyland. "Story of Monsters," with Willie Ley collaborating, deals with fabulous legendary and existing monsters, such as the unicorn, the Old Man of the Snow from the Himalayas, etc.

January 26—Frontierland. "Davy Crockett Goes to Congress," second film of this group.

February 2—Tomorrowland. "Man in Flight," first film in the series on which aeronautical experts, including Dr. Heinz Haber, space medicine expert; Dr. Werner von Braun, rocket engineer, and Mr. Ley, science writer, have collaborated.

February 9—Adventureland. Various clips as background, followed by showing of "Nature's Half Acre" in its entirety.


February 23—Fantasyland. An Academy Award review, or a symposium of all the great Disney products which have won the producer a total of 21 "Oscars."

March 2—Frontierland. "Davy Crockett at the Alamo," third and last film in this series.

March 9—Fantasyland. While listed as "Story of Fables," not too much is known about its progress yet.


Remaining programs of the Disneyland series are still in the planning stage. Expected to be included are: the third part of "Man in Flight," another Frontierland feature, more about Disneyland Park as it progresses and "How Do You Doodle," a combination of animation and live action.
A group of sponsors unafraid of the word "re-run" bought BADGE 714 (formerly Dragnet) and ran it, in many cases, against some of the top-rated network shows. In virtually every case, BADGE 714 pulled a bigger share of the audience, and for an extraordinarily low cost per thousand. The new series of 39 additional BADGE 714 programs will keep up this record. And other NBC FILM DIVISION re-run programs are duplicating it market by market, month by month. When a successful film program enjoys a return engagement, it usually reaches a larger audience than it did the previous time.

<table>
<thead>
<tr>
<th>City</th>
<th>Time</th>
<th>Badge 714 Rating</th>
<th>Competition and Ratings</th>
<th>City</th>
<th>Time</th>
<th>Badge 714 Rating</th>
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<tr>
<td>Cincinnati</td>
<td>Mon. 9:30</td>
<td>22.7</td>
<td>Studio One</td>
<td>Dayton</td>
<td>Mon. 9:30</td>
<td>25.8</td>
<td>Studio One</td>
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<td>Dayton</td>
<td>Sun. 7:00</td>
<td>21.2</td>
<td>Victory At Sea, Loretta Young, Break The Bank</td>
<td>Denver</td>
<td>Mon. 7:00</td>
<td>34.1</td>
<td>What's My Line</td>
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<td>Sun. 9:30</td>
<td>24.0</td>
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<td>Milwaukee, Wis.</td>
<td>Mon. 9:30</td>
<td>36.6</td>
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<td>Sun. 7:00</td>
<td>26.1</td>
<td>Paul Winchell</td>
<td>Rochester, N. Y.</td>
<td>Mon. 7:00</td>
<td>26.7</td>
<td>NBC Kraft Theatre</td>
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<td>Mon. 7:00</td>
<td>29.5</td>
<td>Our Miss Brooks, TV Soundstage</td>
<td>San Francisco</td>
<td>Mon. 9:00</td>
<td>21.4</td>
<td>My Favorite Husband</td>
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<td>Fri. 9:30</td>
<td>34.1</td>
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<td>Wichita</td>
<td>Sun. 6:00</td>
<td>36.8</td>
<td>Life With Father</td>
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<td>Wichita</td>
<td>Sun. 6:00</td>
<td>26.1</td>
<td>Studio One</td>
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Here Is A Choice Selection Of Other NBC FILM DIVISION Successful Re-Runs:

**DANGEROUS ASSIGNMENT**
Outrates such time period competition as "Blue Ribbon Bouts" in Dallas-Ft. Worth, "Voice of Firestone" in San Francisco. (Formerly re-run 5 times on NBC network.)

**VICTORY AT SEA**
Won larger audiences in syndication than it did originally on network run in such markets as New York, Chicago, Philadelphia. (Formerly re-run 11 times on NBC network.)

**CAPTURED**
Lifted time slot ratings for such stations as WAAM, WWJ-TV, WDAF-TV, KTIV, WOR-TV, WFIL-TV, KING-TV. (Formerly re-run 11 times on NBC network.)

**THE VISITOR**
Collects well over-the-average share of audience in such highly competitive markets as Chicago, Portland, Phoenix, Salt Lake City.
'ERRORITIS' CURE

Transfilm finds specially designed animation stand solves particularly plaguing problem

ONE of the biggest problems that has plagued producers of animated television commercials has been the correction of errors that crop up in normal production.

Transfilm Inc., New York, one of the leading producers of TV commercials and motion pictures, believes it has come up with a solution to "erroritis" with its specially designed animation camera stand, added recently to the firm's production equipment at a cost of $30,000.

Abe Liss, art director of Transfilm, contends it is the most efficient animation stand extant because it provides for "a much smoother, accurate and precise animation service than ever before."

"Every moving part of the stand has an automatic counter so that all moves may be recorded," Mr. Liss explained. "As there is no variation whatsoever, revisions may be made without costly retakes of the complete sequence. This used to be very difficult."

The stand is manufactured by the Caesar-Saltzman Co., New York, and was custom-built to Transfilm's order. It weighs approximately 3,000 pounds and is equipped with 16 mm and 35 mm cameras. The stand is operated electrically through a complex control panel and, according to Mr. Liss, enables the cameraman to "shoot" many animated sequences in a fraction of the time required by conventional stands.

The table of the stand can move in any direction—east, west, north, south, up, down, diagonally and revolving—and photography and movement may be done at different speeds at the press of a button.

Although Mr. Liss believes the stand's main selling features are its accuracy and quick service, he pointed out it can achieve some reduction in costs. As an example, he noted that with a conventional stand, long zooms may require one or two days of art preparation and many different size drawings or reproductions of the same picture. A zoom on the new stand, he said, requires only one piece of art work which may take only three or four hours of art preparation.

"In this way, the cost of art work is reduced," Mr. Liss observed. "Another saving can result from the accuracy of the machine. Very often, an agency will indicate a revision. With this machine it is possible to go back to the exact spot where a revision is wanted, perform it, without lengthy and therefore costly retakes."

The stand was used recently for a series of filmed commercials made at the request of BBDO for Betty Crocker cake mixes. The commercials are described as "offbeat," with the angel food cake mix employing sampler needlepoint as a vehicle for animation and the others employing abstract art. Mr. Liss reported that both sponsor and agency were "enthused" with the results.

"We think this stand will enable Transfilm to do practically anything in the animation field," Mr. Liss concluded. "Creative artists plus advanced technology in the animation stage assures the screen quality of the final product. At this level, we appreciate the importance of our new animation camera stand."

memo from Ed Hoehnhaus Jr.

CHANCES ARE...

You don't drive to work in a Stanley Steamer...

You don't wear a celluloid collar...

You don't listen to your station on a crystal set...

Yet, the transcription library you have (or your conception of a transcription library) may be as outmoded as the Stanley Steamer, the celluloid collar and the crystal set.

It's easy to take things for granted—it's easy to get preconceived ideas.

Maybe it's time for a change.

Maybe you should get the facts about APS by writing, phoning or wiring. Did you know APS exclusively distributes all the world famous Encyclopaedia Britannica Films for TV? Write for your APS EB TV Catalog. It's free.

"the library that pays for itself"

Associated Program Service

(A division of Muzak Corporation)

221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

FREE from human errors, this Betty Crocker commercial grows from close-up to full scene in 80 smooth, sharp frames.

Broadcasting • Telecasting
Only STEEL can do so many jobs so well

Steel Travels In The Best Circles. Maybe you'll never find yourself in desperate need of a big circle gear like this, but if you do, United States Steel can fabricate one for you, neatly, skillfully and using the best steel for the job. For United States Steel custom-fabricates to your requirements almost anything made of steel... from church steeples to bridges, from dam gates to grain bins. And erects them, too.

Here's A Lucky Lady. She not only owns a fine collection of pots, pans, cutlery and kitchen tools made out of beautiful, corrosion-defying stainless steel, but she also has the good fortune to be able to do kitchen chores at an easy-to-keep-shining, sanitary sink of USS Stainless Steel!

Hurricane Damage? No, this demolition job is being done on purpose... to make way for some new, modern buildings in a large eastern city. But whether buildings are going up, or being torn down, most of the “burden” is carried by the wire rope with which the big cranes, hoists and diggers are strung. It has to be strong, tough, reliable... and it is, when it's USS Tiger Brand Wire Rope.

Drums That Are Hard To Beat. Strong, leak-proof steel drums, made by United States Steel, are unsurpassed as containers for shipping almost anything anywhere. You'll find them traveling all over the world, bearing gasoline, paint, chemicals, foods, scores of other commodities. Only steel can do so many jobs so well.

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

UNITED STATES STEEL

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

AMERICAN BRIDGE... AMERICAN STEEL & WIRE... CYCLONE FENCE... COLUMBIA-GENEVA STEEL... CONSOLIDATED WESTERN STEEL... GERRARD STEEL STRAPPING... NATIONAL TUBE

OIL WELL SUPPLY... TENNESSEE COAL & IRON... UNITED STATES STEEL PRODUCTS... UNITED STATES STEEL SUPPLY... Divisions of UNITED STATES STEEL CORPORATION, PITTSBURGH

UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

MANUFACTURED FROM

UNITED STATES STEEL

This trade-mark is your guide to quality steel.
<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Title</th>
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<td>Aluminum Co. of Canada</td>
<td>6:15 PM</td>
<td>CBS</td>
<td>Reverb at Sunday's Pas Am, Meet the Press</td>
<td>6:30 PM</td>
<td>DuMont</td>
<td>Gen. Foods &amp; Roys R P</td>
<td>6:45 PM</td>
<td>NBC</td>
<td>Vanishing World</td>
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<td>7:00 PM</td>
<td>ABC</td>
<td>Campbell Soup Lassie</td>
<td>7:15 PM</td>
<td>CBS</td>
<td>Tont Finley Corp. (alt. w/ People Are Funny)</td>
<td>7:30 PM</td>
<td>DuMont</td>
<td>The Lassie Show</td>
<td>7:45 PM</td>
<td>NBC</td>
<td>General News &amp; Current Events</td>
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<td>8:00 PM</td>
<td>ABC</td>
<td>Flight No. 1</td>
<td>8:15 PM</td>
<td>CBS</td>
<td>General Electric Theatre</td>
<td>8:30 PM</td>
<td>DuMont</td>
<td>The Big Picture</td>
<td>8:45 PM</td>
<td>NBC</td>
<td>The Musical Show</td>
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<td>9:00 PM</td>
<td>ABC</td>
<td>General Electric Theatre</td>
<td>9:15 PM</td>
<td>CBS</td>
<td>Goodyear Tire &amp; Rubber Co.</td>
<td>9:30 PM</td>
<td>DuMont</td>
<td>Cleveland Browns</td>
<td>9:45 PM</td>
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<td>The Major</td>
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**JING**

**For October 9-10, 1954**

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<th>DAY</th>
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**SUNDAY**

- Coca-Cola (st. 10/17)
- General Mills
- American Tobacco
- General Electric
- Consolidated Gas & Electric
- Ford
- American Oil
- Kraft Foods
- Carter Procter
- Bob Crosby
- P&G
- The Golden "G"
- The Happy Days
- Am. Home
- Men's Fashion
- On Your Account
- Holy Week
- Joe Louis
- Western World
- The Moonlighters
- Full Stop
- Football
- The World
- Olympic
- Pinky Lee
- Howdy Doody
- Philosophy of Faith
- P&G Welcome Travlers
- Art Linkletter's House Party
- Colgate Playhouse
- The Theatre Guild
- The Gift
- The Great Gildersleeve Concl.
- Concerning Hosts
- Tomorrow's Children
- The Roundtable
- National Football
- Football
- World of Sport
- March of Romance
- Mistress
- New Host
- The New Host
- Greatest Indoor Plays of the Week

**MONDAY - FRIDAY**

- Coca-Cola
- General Mills
- American Tobacco
- General Electric
- Consolidated Gas & Electric
- Ford
- American Oil
- Kraft Foods
- Carter Procter
- Bob Crosby
- P&G
- The Golden "G"
- The Happy Days
- Am. Home
- Men's Fashion
- On Your Account
- Holy Week
- Joe Louis
- Western World
- The Moonlighters
- Full Stop
- Football
- The World
- Olympic
- Pinky Lee
- Howdy Doody
- Philosophy of Faith
- P&G Welcome Travlers
- Art Linkletter's House Party
- Colgate Playhouse
- The Theatre Guild
- The Gift
- The Great Gildersleeve Concl.
- Concerning Hosts
- Tomorrow's Children
- The Roundtable
- National Football
- Football
- World of Sport
- Olympic
- Pinky Lee
- Howdy Doody
- Philosophy of Faith

**SATURDAY**

- Coca-Cola
- General Mills
- American Tobacco
- General Electric
- Consolidated Gas & Electric
- Ford
- American Oil
- Kraft Foods
- Carter Procter
- Bob Crosby
- P&G
- The Golden "G"
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- Am. Home
- Men's Fashion
- On Your Account
- Holy Week
- Joe Louis
- Western World
- The Moonlighters
- Full Stop
- Football
- The World
- Olympic
- Pinky Lee
- Howdy Doody
- Philosophy of Faith

**EXCLUSIONS:** Programmes in italics, masthead: E, F, G. Announce re corded. B, audiences network: M. Read."
PIIOUDLY CREATING TO Outperform!

Mitchell CAMERAS

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

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

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

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

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

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell.
WWST-AM-FM Wooster, Ohio, last month staged its 1954 Miss Ohio Pageant. At the ceremonies (l to r): Evelyn Ay, Miss America of 1953; Frank J. Lausche, governor of Ohio; Barbara M. Quinlan, Miss Ohio of 1954; Martha Zimmerman, Miss Ohio of 1953, and (in background) Phyllis Pawlicki, Miss Toledo. Bebe Shopp, Miss America of 1948, and singing star Fran Warren also attended the Miss Ohio pageant.

CULMINATING efforts of WPRC Lincoln, Ill., which conducted balloting among listeners in cooperation with local merchants, Joyce Bobb is crowned Logan County Fair Queen by Marjorie Mariarty, last year winner.

MISS ARIZONA for 1954 is Marji Nylund, who stars in the KPHO-TV Phoenix Good Morning Show presenting women's news.

EACH YEAR broadcasters promote with gusto the regional and local beauty contests that precede Atlantic City’s final judgments. Herewith is a cross-section of those stations reporting contest activities to B&T.

SEVEN contests in the Tidewater area were sponsored by WGH Norfolk, Va. At the Miss Norfolk pageant, prior to the state finals (top row, l to r): Lize Schuster, Miss Warwick; Anne Lovern Dove, Miss South Norfolk; Beverly Anne Forster, Miss Hampton; (middle row) Agnes Juanita Aldridge, Miss Virginia Beach; Delores Mitchell, Miss Newport; Frances Asble, Miss Portsmouth; (bottom row) Barbara Pharo, Miss Norfolk.

LINDA WEISBROD, Miss Washington of 1954 in the contest sponsored by WWDC Washington, discusses the honor with Arthur Pardell (l), Foote, Cone & Belding, and Martin Kane, Hewitt, Ogilvie, Benson & Mather.
WHAS-AM-TV POLITICAL DEBATE
INVITATION for a political debate over WHAS-AM-TV Louisville, Ky., has been accepted for Oct. 14 from the stations by Sen. John Sherman Cooper (R) and former Vice President Alben W. Barkley (D), opposing candidates for U. S. Senate in the upcoming Kentucky elections. The hour-long program is being made available by the station to any Kentucky radio outlet outside of Louisville that will carry it on a public service basis as WHAS-AM-TV is doing.

‘HEADLINES IN PERSPECTIVE’
NEW YORK U. is presenting a new weekly series, Headlines in Perspective, on NBC Radio in cooperation with the network. The series features Charles A. Dwyer, assistant dean of N.Y.U.'s School of Commerce, Accounts, and Finance, as moderator, with panel members chosen from the school’s faculty according to respective specialties. The first program dealt with the “bingo” issue as discussed from the legal, historical and sociological viewpoints. Headlines in Perspective’s time slot is Sunday, 10:30-11 a.m. EST.

WTAG SERIES FOR EDUCATION
TWENTY-SEVEN tape and phonograph recordings have been made of the WTAG Worcester, Mass., Main Street, Europe program and presented to the Worcester Free Public Library and the Committee on Business Information for distribution to schools, churches and other groups seeking information about everyday European life. The series has been re-edited into recordings by Clark U., Worcester, and will be used by schools and colleges as supplements to textbooks. The original programs were produced by Louis Fontaine, a former newspaper reporter, while visiting 14 European countries on a 30,000 mile trip. WTAG reports that Main Street, which is broadcast overseas by the Armed Forces Radio Network, was the only non-network radio program to win the 1953 Christopher Award.

JET PROMOTION in Korea is provided by Lt. S. G. Flowers who has named his Sabrejet after a WPTF Raleigh record show. Lt. Flowers wrote to Jimmy Capps, disc m.c. of WPTF’s late evening Our Best to You program, saying that he has had some explaining to do because most pilots name their planes after their wives or girl friends. Lt. Flowers also said he has been contacted by some boys who spotted the name and knew of the WPTF show.

WHAS-AM-TV FILM BROCHURE
NEW sales promotion folder listing 129 feature films which will make their New York tv debuts during the 1954 season on its The Early Show and The Late Show is being mailed by WCBS-TV New York to advertisers and agencies. The folder, titled “How to Keep Film Ratings Up,” can be fitted inside a coat pocket and when pulled open (as an accordion) it stretches more than three feet. Films are in four groups, the first with Hollywood stars (some of them produced in 1953 and 1954); second, 26 new features produced especially for tv; third, a mystery package; and fourth, a new British collection, all of which were released for theatrical use after 1950.

WPTR HOSTS H. S. REPORTERS
RADIO WORKSHOP and theatre party for high school newspaper reporters will be staged Oct. 30 by WPTR Albany, N. Y. The station has sent letters to all high schools within a 75 mile radius of it inviting them to send two delegates each to the event. The group will first receive a tour of WPTR and a briefing on the history, advertising advantages and service to community and employment potentials of radio. A buffet luncheon with station personalities and a radio-tv star will follow and then the entire group will attend a modern picture party at the Palace Theatre in Albany. From this and interviews with persons present, the two student reporters from each school will write a radio-operations feature and a personalities-interviewed feature respectively. WPTR will award radios and record albums to the students who evolve the best stories for their papers.

WBOC-AM-TV BROCHURE
BROCHURE describing the operations, programming and personnel of WBOC-AM-TV Salisbury, Md., is being sent to advertisers and agencies by the stations. Complete with illustrations of facilities and an album of the operations personnel, the six page booklet also contains a brief history of the outlets. Stating that annual retail sales of the markets is $363,533,000, the brochure says that WBOC-AM-TV’s "radio and television programs are planned for particular appeal to the 302,000 residents within the stations’ coverage areas."

VERSATILITY OF RADIO
VERSATILITY OF RADIO was the theme exploited by WROL Knoxville, Tenn., at its booth in the Tennessee Valley Agricultural and Industrial Fair held in that city Sept. 13-18. “So Many Places to Listen . . . “ in large letters headed the backboard display, together with illustrations of the bedroom, kitchen, car and living room typifying locales where radio can be heard. As an added promotion, several radios were given to fairgoers by WROL on the closing night of the event.

BUSY STATION
KWOS-AM-FM Jefferson City, Mo., alerted schools of that city Sept. 20 to an approaching 80 m.p.h. tornado, after receiving a warning ten minutes before. When telephone power failed a few minutes later, a KWOS staffer made trips to the remaining uncalled schools while the station broadcast police and damage bulletins. On Sept. 22, following coverage of a robbery in the morning, KWOS sent newsmen inside the walls of Missouri State Penitentiary in Jefferson City to report on one of history’s worst prison riots. Upon request of the warden, the station broadcast orders for all

Page 116 * October 11, 1954
TRUSCON
MAKES THE TOWERS
YOU CAN TRUST

Let winds and weather come! Truscon Steel Towers stand strong, straight and steadfast in all climates—exposed to all extremes of wind and weather.

Every Truscon Tower is a classic example of superb engineering and skilled craftsmanship. Truscon makes the towers you can trust.

Truscon builds them for you tall or small . . . guyed or self-supporting . . . tapered or uniform . . . for AM, FM, TV, and Microwave.

Want to talk towers? Your first step is a phone call or letter to any Truscon district office, or to "tower headquarters" in Youngstown. We'll listen.

TRUSCON STEEL DIVISION
REPUBLIC STEEL
1074 ALBERT STREET * YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.
ALTEC LANSING MANUFACTURES A WIDE RANGE OF MICROPHONES TO COVER EVERY SOUND NEED. EACH MICROPHONE IS THE PRODUCT OF FINEST DESIGN, ENGINEERING SKILL AND SUPERIOR WORKSHIP. WHETHER YOUR MICROPHONE REQUIREMENTS, THERE IS AN ALTEC LANSING MICROPHONE TO SERVE YOU BEST.

639
The finest directional cardioid microphone using both ribbon and dynamic elements. Used for highest quality when extraneous noises must be eliminated. Frequency response: 30-12,000 cycles.

633
The famous "salt shaker" dynamic microphone which has long been a popular choice for general studio and field use. Frequency response: 30-15,000 cycles.

670A

660
An economical version of the famous Western Electric "salt shaker," using the same efficient dynamic unit in a smaller case. Frequency response: 35-15,000 cycles.

671A
A compact velocity microphone of outstanding quality and ruggedness. Frequency response: 30-15,000 cycles.

632C
A close-talking dynamic microphone with a rising frequency characteristic for voice use only. Provides maximum intelligibility for difficult PA and paging installations.

M-20
The Altec Lipstik microphone system which provides a lipstick size housing for the famous model 21 condenser microphone. Smoothest frequency response and greatest range on the market. 10-15,000 cycles.

M-11
The popular M-11 microphone system using the model 21 condenser microphone is still available to those who prefer the graceful shape of the Lipstik. Frequency response: 10-15,000 cycles.

ALTEC LANSING CORPORATION
9356 Santa Monica Blvd., Beverly Hills, Calif.
161, Sixth Avenue, New York 13, N. Y.

PROGRAMS & PROMOTION

GUARDS, CITY POLICE AND HIGHWAY PATROLMEN IN THE AREA TO REPORT TO THE PRISON. KWOS Aired bulletins approximately every two minutes for six hours, staying on after sign-off time until it was assured the riot had been quelled. KWOS, equipped with city police and highway patrol radios, also fed reports to several other stations in the state.

KENM OFFERS MUSIC COURSE

EAST NEW MEXICANS AND WEST TEXANS CAN TAKE A COLLEGE CREDIT COURSE IN MUSIC APPRECIATION OVER KENM PORTALES, N. M., BEING OFFERED THROUGH THE COOPERATION OF THE SCHOOL OF MUSIC, EASTERN NEW MEXICO U. IN THAT CITY. THE COURSE, "MILESTONES IN MUSIC," IS AIRED ON TUESDAYS AND THURSDAYS, 1-1:45 P.M., AND IS CONDUCTED BY C. M. STOOKEY, CHAIRMAN OF THE SCHOOL OF MUSIC. CREDIT WILL BE GIVEN TO PERSONS PASSING EXAMINATIONS AT MID-TERM AND COURSE COMPLETION.

GOOD SAMARITAN STATION

EMPLOYEES OF WNAM NEENAH, WIS., ARE PUTTING MONEY INTO EXPIRED PARKING METER IN THAT CITY, MENASHA, APPLETON AND OSHKOSH, AND LEAVING A CARD FOR THE CAR-OWNER STATING, "ONE OF OUR STAFF FOUND YOUR METER HAD RUN OUT. TO SAVE YOU FROM GETTING A TICKET HE PUT IN CHANGE. WNAM . . . MUSIC NEWS SPORTS . . . 1280 ON YOUR RADIO Dial!"

(Credit: KENM Portales, N. M., 11-17-54)

CBC MOUNTIE SERIES

SERIES OF WEEKLY PROGRAMS FOR CHILDREN DEALING WITH THE ROYAL CANADIAN MOUNTED POLICE IS BEING AIRED THIS FALL AND WINTER OVER THE CBC TRANS-CANADA NETWORK. THE SERIES, TITLED "THE QUIET FORCE," IS SEMI-DOCUMENTARY AND FEATURES ALL OPERATION PHASES OF THE FORCE, INCLUDING HISTORICAL EVENTS IN EARLY DAYS AND ITS PRESENT WORK WITH DOGS IN TRACKING DOWN CRIMINALS AND MISSING PERSONS.

THE LADY IN THE BATHROOM IS ANN CONNOR, PERSONALITY OF WSAZ HUNTINGTON, W. VA., ENJOYING THE SPOTLIGHT OF ATTENTION AT THAT STATION'S BOOTH IN THE RECENT "DO-IT-YOURSELF" SHOW HELD IN HUNTINGTON. THE WSAZ DISPLAY PROMOTED THE THEME "LISTEN TO YOUR RADIO WHILE YOU DO IT YOURSELF"—EVEN IF YOU'RE TAKING A BALLOON BATH. PERSONS VISITING THE BOOTH WERE GIVEN "I SAW ANNIE IN THE BATHROOMS" CARDS AS WELL AS RADIO AND TAPE RECORDER DEMONSTRATIONS.
MONEY FOR HOME LISTENERS

HOME LISTENERS of Break the Bank now have an opportunity to win some extra money due to a change in format of the NBC radio show heard weekday evenings, 10:45-11 p.m. Until two weeks ago, only persons in the studio audience could compete for the cash prizes of the program, which has awarded $2,225,000 in its ten-year history. A postcard, bearing the name and address of the sender and his druggist, serves as the listener's entry blank. Following a daily drawing, emcee Bud Collier will telephone the contestant, ask one question, and upon answering correctly the person will win the money in the bank.

TOYS AND STORIES

STORIES and toy prizes is the format of The Toymaker, a new five-weekly quarter-hour program aired over KTLA (TV) Hollywood. Storyteller Frederick Germain spins the tales and demonstrates the products of approximately 12 toy manufacturers who participate on a cooperative basis. The toys demonstrated are aimed at developing the imagination of the moppet audience.

WMTW (TV) ANSWER MAN

LATEST publicity man to go to work for WMTW (TV) Poland, Me., is “Veda, the Magic Answer Man,” a mystic who can give you the correct answer to pertinent questions concerning the station. The gimmick is an ingenious magnetic box game employing a question and answer method. Veda, a magnetized plastic man, is placed into the center of a circle and turned to any question on the circumference. In the same manner he is then placed into a second circle and the magnets spin him to the correct answer. If you were to ask Veda, “What TV station covers the largest area in the world?” or “What is the retail sales volume in the primary coverage area?”, he would immediately tell you “Mt. Washington TV (WMTW)” and “Over 1½ billion dollars.” The game is packaged by Pressman Toy Corp., 1107 Broadway, New York 10, N.Y.

CFPL AIRPLANE TRIPS

TO PREVENT a summer slump in mail response to its Big Top quiz program, CFPL London, Ont., added to the prizes of the show a bonus airplane trip for two. The tickets, for flights to Cleveland, Windsor-Detroit, and Toronto, were given away to winning contestants every two weeks for three fortnights. The bonus prize feature was promoted by CFPL through a direct mail campaign to all London grocers selling products advertised on Big Top, including streamers and “radio advertised” shelf markets.

WMUR INTERVIEWS MISS N. H.

WMUR Manchester, N.H., in conjunction with the opening of a new retail outlet there, arranged to have Mae Allen, Miss New Hampshire of 1934, interviewed on the air to help mark the event. Miss Allen also accompanied Bill Perry, WMUR personality, to the store for a personal appearance and interviews with customers.

KENNEDY EMPLOYS RADIO

KENNEDY EMPLOYMENT AGENCY, Rockville Center, Long Island, has signed to sponsor three news programs a week over WHLI Hempstead, L.I., N.Y. The agency, which is a heavy newspaper advertiser, intends to find job applicants through its new radio campaign. Although Kennedy is the first client of its kind at WHLI, the station has been used successfully in the past to recruit personnel for industrial firms, it reports.
New TV Stations . . .

**ACTIONS by FCC**

Sacramento, Calif.—Sacramento Telecasters Inc. granted FM ch. 97.3 (168-169 Mc); ERP 316 kw visual, 158 kw audio, antenna height above average terrain 301 ft., above ground 319.4 ft. Estimated construction cost $125,-

000, first year operating cost $160,000, revenue $180,000. Post office address 60 East Tulear St., Sacramento, Calif. Studio and transmitter location Walnut Ave. off Mooney Blvd., Visalia, Calif. Legal counsel Bird, Oroville, Calif. Mr. Willis is retired motion picture director, producer and writer. Granted Sept. 30.

Fort Wayne, Ind.—Radio Fort Wayne Inc. (WANE) granted FM ch. 69 (600-606 Mc); ERP 91 kw visual, 605 kw audio; antenna height above average terrain 464 ft.; above ground 1,261 ft. Estimated construction cost $179,800, first year operating cost $196,900, revenue $229,800. Post office address 110 Church St., Fort Wayne, Ind. Studio and transmitter location 197 W. Berry St., Fort Wayne. Legal coordin- 

ates 41° 44' N. Lat., 86° 33' W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Kenezness, Washington. Consulting engineer George C. Davis, Washington. Principals include President C. Bruce McConnell (50.4%), Vice President Robert B. McConnell (6.91%). Second Vice President Charles Kennedy, Treasurer Frank E. McKinney (10%), Secretary Earl H. Schmidt (7%) and P. E. Mallory Co. (87.5%). Stockholders are limited to residents of ownership of WISH-AM-TV Indianapolis and WDVV-AM Indianapolis. Stockholders are residents of

Binghamham, N. Y.—Southern Tier Radio Serv- 

ice Inc. (WIRK) granted FM ch. 48 (428-432 Mc); ERP 190 kw visual, 99 kw audio; antenna height above average terrain 2,206 ft.; antenna height 316 ft. Estimated construction cost $452,114, first year operating cost $292,025, revenue $215,000. Post office address 58 Exchange St., Binghamham. Transmitter location Hiner Rd., Kewegow, N. Y. Geographic coordinates 42° 50' 53" N. Lat., 75° 51' 18" W. Long. Transmitter RCA, antenna MCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineers: Craven, Lohnes & Culver, Washington. Principals include President Donald W. Kramer (10%), Vice President E. R. Wadebe- 

er (12.9%), Secretary Donald J. DiValv (8.2%), Treasurer Nielson D. Gedney, Los Angeles, Calif., and Michael D. Nolan, Orange, Calif. Re- 

ceived Sept. 30.


cipals include President Thomas G. Tinsley Jr., president and 15% stockholder. NYTV-AM-FM-

TV Baltimore, president and 66.6% stockholder.
Introducing

THE MYCALEX

PARTS KIT

* For design projects
* For experimental use
* For emergency repairs

To acquaint engineers with the superior qualities of Mycalex glass-bonded mica—the world's most nearly perfect insulation—a conveniently packaged kit containing more than 30 Mycalex products has been assembled.

This assortment includes 46 miniature and sub-miniature tube sockets, terminal boards, rods and strips of fabric or Mycalex glass-bonded mica, 24 injection-molded products such as connector sockets, coil forms, stand-off terminals, relays and resistors, motor shaft wedges and switch washers. A handy reference table compares the superior physical and electrical properties of Mycalex glass-bonded mica with those of other insulating materials.

MYCALEX

* withstands extreme operating temperatures
* offers high arc resistances
* possesses low loss and power factors
* for permanent dimensional stability

The Introductory Mycalex Kit is being offered to qualified engineers and others who are interested.

Mycalex Corporation of America, Dept. 546
Clifton Boulevard, Clifton, New Jersey

Please send me the new Mycalex Parts Kit at the introductory price of $10.00.

Enclosed Find Check       Cash       Money Order

Name

Company

Street

City

Zone

State

October 11, 1954

MYCALEX CORPORATION OF AMERICA

World's largest manufacturer of glass-bonded mica products

MYCALEX CORPORATION OF AMERICA

30 Rockefeller Plaza
New York 20, New York
Existing Am Stations . . .

ACTION BY FCC

WPXM Phoenix City, Ala.—Community Bcst. Co. granted mod. of license to change location to Phoenix City, Ala.—Columbus, Ga., and establish additional main studio at Columbus. Granted Sept 29.

Commercials fall into place—accurately—with the Fairchild 330.

Exact timing of transcribed program material is assured with this superior transcription turntable.

Unsurpassed in broadcasting—telecasting applications—synchronous at all three speeds—it reaches stable speed in minimum time without overshoot. Noise and rumble are virtually non-existent.

In the entire field, no similar unit matches the performance of the Fairchild 330—first when seconds count!

Write for illustrated literature and prices

FAIRCHILD RECORDING EQUIPMENT

TENTH AVENUE, WHITESTONE, N. Y.

Page 122 • October 11, 1954
for extension of completion date for new tv station on tv ch. 7. Order 6.

WARK Hagerstown, Md. United Best Co. of Western Maryland Inc.—FCC designated for hearing application to increase antenna height (operates on 1460 kc 250 w) made WCMU Cumberland, Md. to proceed to hearing. Action Sept. 29.

WNLA Indianapolis, Ind. Central Delta Best Co.—FCC designated for hearing application to increase power on 1250 kc (daytime only) from 350 w to 1 kw; made WCDU Tupelo, party to proceeding. Action Sept. 29.

KATZ St. Louis, Mo.—St. Louis Best Co.—On petition of KSD St. Louis, ordered CP granted July 21, to KATE for a new am station on 1600 kc, 1 kw, modified to include engineering condition to prevent re-radiation of KSD signals. Action Sept. 29.

WNYC New York, N. Y.—Municipal Best Co.—FCC by memorandum opinion and order, denied petition for reconsideration of or hearing on the Commission's action of April 21, in denying request for waiver of maximum power rules and dismissing application to install a 5 kw transmitter. Action Sept. 29.

WSTD New York, N. Y.—By order the Commission granted petition filed Sept. 13 by WLSA Co., licensee of WSDC New York City, and added a program issue to the proceeding involving applications of Key System Inc., Bay Shore, N. Y., WAVZ New Haven, Conn., and Edward J. Fitzgerald, Riverhead, N. Y., each requesting operation on 1350 kc, placed the burden of introducing such evidence on WTMJ Trenton, N. J., WILK Ashbury Park, N. J., and WSTD New York, N. Y., Radio Service of Wettsville, Elmira, N. Y. Elmsira Television—FCC designated for consolidated hearing mutually exclusive applications for new am stations—Wettsville to operate on 1350 kc, 350 w and Elmira on 1350 kc, 500 w, WILK made WIPIC Sharon, Pa., party to proceeding. Action Sept. 29.

TV Allocation—The Commission invited comments on or before Oct. 11 to a petition filed Sept. 23 by Graylock Best Co., permittee of station WMTG (TV) operating on ch. 7 at North Adams, Mass., requesting that ch. 7 be substituted for ch. 7 at North Adams; also ordered WMTG to show cause why its authorization should not be modified accordingly. Would involve substitution of ch. 7 for ch. 13 (now being surrendered) at Utica-Rome, N. Y.; substitution of ch. 9 for ch. 13 plus at Portsmouth, N. H.; and ch. 14 plus for ch. 13 at Bennington, Vt. Commentary disagreed. Action Sept. 29.

TV Allocation—By order and order, finalized its rule-making of Aug. 11, and deleted the outlet designation for offset carrier operation on ch. 11 assigned to Anchorage, Alaska, on which KTKA (TV) is the permittee, effective Nov. 5. Action Sept. 29.

TV Allocation—By memorandum opinion and order, denied the petition of Voice of Dixie, Inc., Birmingham, Ala., filed July 28, requesting rule-making proceedings to amend the Commission's table of tv channel assignments by deleting the educational reservation on ch. 10 in Birmingham, Ala., and assign it for commercial use. Action Sept. 29.

Port Arthur, Tex.—Ch. 4 proceeding. By decision new Commissioner removed the application of Jefferson Amusement Co., Port Arthur, Texas, as infeasible for consideration in the consolidated proceeding with the application of Smith Radio Co. and Port Arthur College for a new tv station on ch. 4. Port Arthur, Texas, denied Thompson's petition to proceed to consider its application. Action Sept. 29.

Yankton, S. D.—Yankton Best Co. FCC designated for consolidated hearing application for a new am station, on 1450 kc. 250 w, U. made KTRI Sioux Falls, S. D., as party to proceeding. Action Sept. 29.

Mobile, Ala.—By order, the Commission granted the petition of the Chief Broadcast Bureau, filed Aug. 7, requesting modification of the issues in the proceeding in re applications of Tri-State Service Co., Key Best Co., Inc. for am broadcast facilities and added parties to the proceeding WTVI Nuntium, Tenn., WTVI Athens, Ala. and limited their participation, together with participation of KRTV-Dubrow, La. and KVBE Warren resident, Mo., to those issues relating to interference caused to or by them. Granted Sept. 29.


Routine Roundup . . . September 30 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doecker

KOA Denver, Colo.—Metropolitan TV Co.—Denied petition for leave to intervene in the proceeding in re application of KTRY Phoenix, Ariz., for mod. of CP (Docket 1061: BMP-106) (Action of Sept. 28).

Chief Broadcast Bureau—Granted petition for extension of time to and including Oct. 4, within which to file exceptions to initial decision in re applications of Radio Wisconsin Inc., and Badger

Broadcasting • Telecasting

October 11, 1954 • Page 123
October 4 Applications

ACCEPTED FOR FILING

Remote Control

KXXX Colby, Kan., Western Plains Bestco. Co.—(BR-1596)

WMNY New Orleans, La., Southland Bestco. Co.—(BR-545)

KAZL Hazleton, Pa., Hazelton Bestco. Co.—(BR-546)

WDFK Wellington, Tex., Tom S. Whitehead—(BR-544)

KTEM Temple, Tex., Bell Bestco. Co.—(BR-543)

WATA Boone, N. C., Wilkes Bestco. Co.—(BR-2515)

WCHL Chapel Hill, N. C., Village Bestco. Co.—(BR-2795)

WGTV Charlotte, N. C., Charlotte Radio and Television Corp.—(BR-1923)


WGAJ Elizabeth City, N. C., WGAJ Radio Co.—(BR-1586)

WJRI Lenoir, N. C., John P. Rabh—(BR-1588)

WHIT New Bern, N. C., Harmon L. Duncan—(BR-541)

WKNC North Wilkesboro, N. C., Wilkes Bestco. Co.—(BR-1587)

WGBT Boanoke Rapids, N. C., WCTB Inc.—(BR-2015)

WEBU High Point, N. C., Chatham Bestco. Co.—(BR-3733)


WGTU Wilmington, N. C., New Hanover Bestco. Co.—(BR-1371)

WGWJ Wilson, N. C., Watson Industries Inc.—(BR-556)

WAIR Winston-Salem, N. C., Radio Winston-Salem Inc.—(BR-2016)


WBAP Abilene, Texas, Midland Bestco.—(BR-1057)

WDYX Charlotte, N. C., Palmetto Radio Corp.—(BR-1322)

WHSC Hartsville, S. C., Hartville Bestco. Co.—(BR-2268)

WJOT Lake City, S. C., Lake Bestco.—(BR-2529)

WGJY Mullins, S. C., The Mullins & Marion Bestco.—(BR-2289)

WFPG Sumter, S. C., Radio Station WFIG Inc.—(BR-1051)

Renewal of License

WCNC Elizabeth City, N. C., Albemarle Bestco. Co.—(BR-1053)

WNVF Fugua Springs, N. C., J. M. Johnsen—(BR-2041)

WAKC Wadsworth, N. C., Robert Phillip Lyons 4/2 at F. Lyons and Son—(BR-1585)

Modification of CP

KARK Little Rock, Ark., Arkansas Radio and Equipment Co.—Mod. of CP (BPCT-810) as mod. which authorized new tv station for extended period of time to have been completed by Oct. 31, 1958 (BPCT-2524)

WOK TV Washington, D. C., United Bestco. Co.—Mod. of CP (BPCT-1819) as mod. which authorized new tv station for extended period of time to have been completed by Oct. 31, 1958 (BPCT-2525)

KULA-TV Honolulu, T. H., Pacific Frontier Bestco. Co.—Mod. of CP (BPCT-1061) as mod. which authorized new tv station for extended period of time to have been completed by Oct. 31, 1958 (BPCT-2521)

KURL-TV Albuquerque, N. M., Alvarado Television Co.—Mod. of CP (BPCT-721) as mod. which authorized new tv station for extended period of time to have been completed by Oct. 31, 1958 (BPCT-2522)

KXLA-TElevision—Mod. of CP (BPCT-1736) as mod. which authorized new tv station for extended period of time to have been completed by Oct. 31, 1958 (BPCT-2523)

Appraisals • Negotiations • Financing

BLACKBURN • HAMILTON COMPANY

RADIO-TV • NEWSPAPER BROKERS

WASHINGTON, D. C.

WASHINGTON Bldg.

Baltimore 3-6514

CHICAGO

Ray V. Hamilton

Tribune Tower

235 Montgomery St.

Ex北路 2-567-3

SAN FRANCISCO

William T. Stubbledie

Ex北路 23-5671-2

WLRD (FM) Miami Beach, Fla., Alan Heyer Rosenson & Rosenson Co.—Operation by remote control from 420 Lincoln Road, Miami Beach, Fla. (BPCT-1190)

Renewal of License

WACA Camden, S. C., Camden Bestco. Corp.—(BR-3796)

WGNC-FM Gastonia, N. C., Catherine T. McSwain—(BR-1227)

KSPG (TV) Tulia, Okla., Arthur R. Green—Mod. of CP (BPCT-1628) which authorized new tv station for extended period of time to have been completed by Oct. 31, 1958 (BPCT-2520)

KLTV (TV) Wills Point, Tex., Lucille Ross Lansing—Mod. of CP (BPCT-1295) as mod. which authorized new tv station for extended period of time to have been completed by Oct. 31, 1958 (BPCT-2519)

KTEM Temple, Tex., Bell Bestco. Co.—(BR-543)

WATA Boone, N. C., Wilkes Bestco. Co.—(BR-2515)

WCHL Chapel Hill, N. C., Village Bestco. Co.—(BR-2795)

WGTV Charlotte, N. C., Charlotte Radio and Television Corp.—(BR-1923)


WGAJ Elizabeth City, N. C., WGAJ Radio Co.—(BR-1586)

WJRI Lenoir, N. C., John P. Rabh—(BR-1588)

WHIT New Bern, N. C., Harmon L. Duncan—(BR-541)

WKNC North Wilkesboro, N. C., Wilkes Bestco. Co.—(BR-1587)

WGBT Boanoke Rapids, N. C., WCTB Inc.—(BR-2015)

WEBU High Point, N. C., Chatham Bestco. Co.—(BR-3733)


WGTU Wilmington, N. C., New Hanover Bestco. Co.—(BR-1371)

WGWJ Wilson, N. C., Watson Industries Inc.—(BR-556)

WAIR Winston-Salem, N. C., Radio Winston-Salem Inc.—(BR-2016)


WBAP Abilene, Texas, Midland Bestco.—(BR-1057)

WDYX Charlotte, N. C., Palmetto Radio Corp.—(BR-1322)

WHSC Hartsville, S. C., Hartville Bestco. Co.—(BR-2268)

WJOT Lake City, S. C., Lake Bestco.—(BR-2529)

WGJY Mullins, S. C., The Mullins & Marion Bestco.—(BR-2289)

WFPG Sumter, S. C., Radio Station WFIG Inc.—(BR-1051)

Renewal of License

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WNVF Fugua Springs, N. C., J. M. Johnsen—(BR-2041)

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KXLA-TElevision—Mod. of CP (BPCT-1736) as mod. which authorized new tv station for extended period of time to have been completed by Oct. 31, 1958 (BPCT-2523)

October 5 Applications

ACCEPTED FOR FILING

Remote Control

KOA-TV Denver, Colo., Metropolitan Television Co.—Mod. of CP (BPCT-941) as mod. which authorized new tv station for extended period of time to have been completed by Oct. 31, 1958 (BPCT-2529)

WOK TV Richmond, Va., WOK TV Inc.—Mod. of CP (BPCT-1048) as mod. which authorized new tv station for extended period of time to have been completed by Oct. 31, 1958 (BPCT-2530)

WEGW-TV Elviria, Ohio, Elviria-Lorain Bestco. (Continued on page 129)
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—
$25.00 minimum • Display $1.00 per inch
All other classifications 20¢ per word—$4.00 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.

Closing: Midsouth. (Box must be submitted 11am, Monday, with announcements separately, please.) All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcast-
ing • Telecasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Salesman


Lifeftime opportunity—growing midwest MZAK franchise needs top salesman. No investment but persistence required. Box 978E, B-T.

Wanted for southwestern net affiliate, salesman-newscaster, 25-30. Experienced. Send tape and photo to Box 946E, B-T.

Virginia: salesman for local station. Prefer young energetic worker. Good opportunity for right applicant. Box 666E, B-T.

Salesmen wanted for a group of stations in the deep south that is expanding its sales organization. Must be energetic, have some sales experience and a record of successful selling. Good guaranteed base pay and liberal commission. Possibility of moving to any one of four large Southern towns to work in. Write giving complete record, present earn-

Announcers

1st combo, salesmen and announcers. Indiana. Box 495E, B-T.

Florida: Staff announcer-DJ who can specialize as hillbilly DJ. Chance to see your town. Send tape and resume. Box 655E, B-T.

Combination announcer-engineer, first class li-
cense. Southern network station. Must be available. Starting pay $50. Box 987E, B-T.

Virginia: network station has opening for staff announcer. Want recent radio school graduate or beginner. Must have ability to develop. Starting salary $40.00 per week. Box 987E, B-T.

Radio station with tv application on file in attractive midsouth community looking for a capa-
bles announcer. Will guarantee opportunity for ex-

Announcer-operator, first phone, emphasis on DJ and news. Independent music and news station in main city. Must have high school and news audition tape and picture to Ken Hearidick, KFTG, Fre-

Good experienced announcer, excellent wages, conditions. Castleton, Lowell Jack-

Announcer with control board experience for general staff work. No specialists. Call Mana-
ger, WCOJ, Coatesville, Pa. 2100. Our staff knows of this ad.

Opening livewire morning man. $70.00 start. Hales. Must keep it fresh. Opening now. WMFC, Monroeville, Alabama.

WOOD AND WOOD-TV, Grand Rapids, Mich., has openings for disc jockey, head news re-
ture, disc and complete info attention Program Director. $75 base $4 a week for first year plus four taxes.

Announcer wanted by music-news station. Max-
ure voice and attitude essential. Two years ex-

Technical

Chief engineer, capable of doing a limited sched-
el as a combination man. Must be experienced as a small station engineer. Prefer man willing to settle permanently in Florida. Box 72E, B-T.

Production-Programming, Others

Operating for experienced female continuity writer and radio announcer. Background of radio radio shrines and above the average position. Give full details including experience and photograph. Box 928E, B-T.

Situations Wanted

Manager available. New or established small station. Excellent record. References. Box 629E, B-T.

Manager, fully experienced in programming, pro-
motion, sales, announcing and engineering. Small station and independent station. Young, good education, family. Box 985E, B-T.

Experienced general manager, fifteen years, all phases radio, seeks permanency. Box 951E, B-T.

Top sales executive, currently employed, want-
change for management am or tv. Experienced all phases of retail, sales and advertising operations. Top billings, excellent references. Prefer eastern market. Box 919E, B-T.

Top sales producer, nine years radio and tv. Degree, salesmanship, stability, mature, aggressive. Finest references. Seek above average compensation with hard selling, aggressive outlets. Box 919E, B-T.

Publicity-promotion manager: widespread ex-
pertise: exceptional background and references. Box 929E.

35 year old general manager. Installed and am-
now operating, one of country's success-story-
ations in small market. Complete experience in all phases of radio, plus background in management and ability to handle people. Desires position with income potential. No hurry to leave present position. Will acknowledge all replies. Box 944E, B-T.

Station owners, able young manager with suc-
cessful record, now broadcast Consultant, desires permanent managerial position in progressive market. 15 years experience radio. Excellent references. Contact W. Wallace Robinson, 315 East Monroe Avenue, Alexandria, Va. 3-6488.

Announcers

Negro announcer—DJ. Tape, references. Trained voice. Mr. Rhythm and Blues. Box 996E, B-T.

Chief announcer United States Air Force Radio and Television Station. Box 986E, B-T.

Box 940E, B-T.

Announcer-newscaster. Eight years radio-news experience. College graduate. Best references. Box 996E, B-T.


Alert, conscientious, light experience, combo southern station, third class ticket, flight or farm announcing. Travel. Box 910E, B-T.

Experienced announcer, excellent delivery, news and commercials. Prefer New England and eas-
ern states. Box 912E, B-T.

Having farmed out for 2½ years, anxious to re-
locate, with established station in the New York area. Hold first class ticket, thoroughly experi-
ced in all phases of tv. Conscientious, family man, ambitious. Presently employed, will have to give two weeks notice. Box 917E, B-T.

Experienced, want Maryland or neighboring states. Married, sober, reliable, car. Box 915E, B-T.

Female announcer radio and/or tv. Strong com-
mercial voice. Dating, confidant, easy going. Announce in a friendly, voice, friendly style. Copy writing ability, Knowl-
edge music. Prefer local color, Eastern stations preferred. Light ex-
perience, good potential. Resume, tape upon re-
quest. Box 927E, B-T.

RADIO

Situations Wanted—(Cont'd)


Announcer, experienced, college graduate, single, 25, write copy. Will travel. Box 921E, B-T.

Announcer-staff-news reporter, strong com-
mmercial talent. Voice personality, some experi-
ence. Available promptly, travel, tape. Box 934E, B-T.

Staff announcer—experienced news, D.J. and sports. Smooth effective style. Prefer affiliation with sports station. References and tape. Will travel. Box 929E, B-T.

Staff announcer—specialty D.J. Would like oppor-
tunity to do sports. Married, veteran, will travel. Box 927E, B-T.

Versatile announcer, recent graduate A-1 broad-
casting school. Willing to learn commercial radio. Excellent references, desirable permanency. Reliable family man. Box 939E, B-T.

Announcer. Veteran, single, strong, musical back-
ground, married. Dependable. Prefer full time in tv-radio. Excellent references. Contact 947E, B-T.

Announcer, D.J., newscaster, 2 years experience, married, third ticket, veteran. Box 943E, B-T.

Baseball, play-by-play, top-flight sportscaster available, class A up. Box 945E, B-T.


Versatile, radio-tv artist. Capitol records artist, strong C & W—pop D.J. and news. 10 years experience. Prefer west coast station. Family man on west coast. Box 953E, B-T.

Announcer-director, six years experience, now P.D. Will consider change for stimulating responsibilities with pro-

Gal D.J.—copy writer, good ideaman, prefer Florida location, permanent. Box 988E, B-T.

Staff announcer, one year three months experi-
ence with independent kilowatt, would like opportu-

General staff—limited experience, versatile, am-
bitious, hard working. Available now, salary sec-
ondary, tape and resume, Don Barton, 25 Linden Street, Brooklyn 21, New York.

Sportscaster—deejay-staff. Strong play-by-play. Three years experience. College graduate, vet-

Want personality? Original, appealing negro disc jockey, ready to go, rhythm and blues, market or program. Good news, commercial talent, no relatives. Veteran, 25, references. Tape, Ralph, Featherstone, 1897 Bergen St., Apt. 5, Brooklyn, N. Y.

Announcer, experienced, strong news and com-

Employed personality hillbilly deejay country humans. Write me. Prefer north easterners. Writer of "Even Tho" Webb Fierce and others. See Country Song Roundup each year. Prefer pulpit. Other types. Prefer ability to advance to 5 or 10 kilowatt. Must be per-
mance experienced, family man preferred, consider others. Write or wire Willie Jones, Route 3, Box 113, Cuero, Texas.
RADIO

Situations Wanted—(Cont'd)

Experienced staffman. All phases broadcasting. Creative, sales, news, promotion, publicity. Native, 9 1/2 Kieran, 8460 Franklin Avenue, Hollywood.

Versatile, disc jockey specialist, experienced. Personality, sales, platter-chatter, pop, rhythm, blues. Expand 117, Zion, 1920 South. Box 962, B-T.

Experienced announcer-engineer, young, excellent references, progressive station, fairly well. Don Litteral, WAFB-TV, Baton Rouge. La.

Production-Programming, Others

Saleman

We need two top-flight men to sell television. Prefer radio or television background. Earning will be unlimited with good salary and extra liberal commissions. Successful four network station with strong local programming area. If interested, contact immediately. Box 7958, B-T.

Situations Wanted—(Cont'd)

Help Wanted

Salesmen

Commercial artist position available with vhf television station. Must be interested in the field. Send art work samples and state experience, marital status, salary expected. Box 7568, B-T.

TELEVISION

Help Wanted

TELEVISION

Situations Wanted—(Cont'd)

Production-program man, extensive, successful television and radio. Strong creator of selling original and imaginative commercial presentations. Selected to write for Nieman-Mercer "Production Problems"! terrific recommendations. Box 9185, B-T.

University graduate, 4 years radio, 1/2 tv production-engineering at unusual indie. Seeking full-time production in northeast. Box 9226, B-T.

Tv film manager—film editor, photographer & supervisor of personnel. Fully experienced, presently employed in this capacity. Desires to locate in large metropolitan area. Box 9492, B-T.

For Sale

Stations

500 watt station, fulltime operation in California, to responsible buyer. Priced realistically in line with earnings record. Terms. Box 8076, B-T.

Free list of good radio and tv stations buys now ready. Jack Hol, 2511 Carfield, N.E., Minneapolis, Minnesota. Box 929, B-T.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 9643, B-T.

105' tower. 2511 Carfield, N.E., Minneapolis. Box 892, B-T.


Gen. 12'—125' Blaw-Knox self supported tower. 1—80' Ideco self supported tower. 1—85' G.E. fm antenna pole mast, 1—45' RCA tv antenna pole mast, 1—4 bay Andrew V type fm antenna, 1—2 bay Andrew V type fm antenna, 1/2 2% and 3/4 coaxial lines and fittings. Alliance Engineering and Construction Company, 62 West Washington St., Chicago 2, Illinois, or phone Central 36-1690. QRM rugged, dependable three speed turntable chassis; instant one-hand speed shift, rim drive, only $196.50. Dept. B, 446 North Circle Drive, Sanibel, Calif.

75 ft. Wincharger tower ready. Good paint. $4,700 new. $3,750. WDEA, Memphis, Tenn.

FOR SALE IMMEDIATELY

TV STUDIO EQUIPMENT

New, perfect-condition RCA equipment adaptable for uhf or vhf use:

- Field Switcher System
- RF Load and Wattmeter
- TGI0A Field Sync Generator

and other equipment. For details, contact:

GREAT PLAINS TV

4 West 58th Street
New York 19, N. Y.
Plaza 9-2929
Wanted to Buy

Stations
Former station owner wants all or part of small operation, Illinois, Indiana, Kentucky, Tennessee. Confidential. Box 905E, B-T.

RADIO

Help Wanted

SALESMAN
Immediate opening aggressive, strong, successful salesman for well accepted 1000 watt, Michigan Independent, $10,000 monthly from day start. Capable, sincere, honest worker will establish fine income. Promote to commercial manager. Permanent. No floats. Send photo. Box 976E, B-T.

BROADCAST EQUIPMENT SALES
Prominent manufacturer of broadcast and communications equipment has opening in Los Angeles for store manager with knowledge of broadcast equipment and access to new, particularly in Los Angeles area. No travel. Salary, Rush details to Box 815E, B-T.

ACCOUNT EXECUTIVE
Immediate opening as music-dealer station in Cleveland. We welcome replies from the city area as well as top salesmen in smaller markets. If you select your first year’s earnings, depending on your personal efforts, you should amount to $30,000 or on even greater potential. Send complete personal data, two photo, resume. Willard A. Doughtery, Executive Vice President, WDKO, 1615 Euclid Avenue, Cleveland, Ohio.

DO YOU NEED COMPETENT HELP?

Is there a TV station that does not need additional competent help? Not according to what station managers tell us. So we have established a personnel department to help out. We offer you qualified graduates who will make competent workers in any of the following fields:
- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Copy Writers
- 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

TELEVISION

SALES

Help Wanted

TELEVISION EXECUTIVE
Here is an excellent opportunity for an experienced and aggressive television salesman. Top salary and advancement possibility. This is a solid u.h.f. market with a primary CBS affiliation owned and operated by the newspaper. Write or phone Robert Jover, Sales Manager, WTVH-TV, Peoria, Illinois.

TV STATION

SALES MANAGER
Desires to make change. Outstanding record of 30 years experience in all phases local, national sales. Especially interested N.Y.C. TV sales, or in proposition with Eastern VHF station. Can arrange for personal interview. Box 954E, B-T.

For Sale

TV STATION

SITUATIONS WANTED

I’LL BUY!
5 year veteran broadcast executive will buy TV or am-te Western Coast. Want all or control. Also will consider joining individual or group. Capable of adequate financing. All replies in confidence. Reply to Box 921E, B-T.

SUBSTANTIAL CASH ON THE BARREL-HEAD for a radio station in a medium-sized market. Atlantic seaboard, New England or you name it. Indie preferred, but will look at any property with potential. Confidential, of course. Box 915E, B-T.

WANTED a TV or RADIO JOB?
Trained announcers, producers, writers now in demand.

NATIONAL ACADEMY
OF BROADCASTING
(Est. 1924)
3338 16th Street N.W.
Washington, D. C.
New Term starts soon
Enroll Now. DE 2-5680
Placement Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
76 Bons Bldg., Washington 3, D. C.

FOR SALE

VHF TELEVISION EQUIPMENT

CHANNEL 4 RCA TT500A TRANSMITTER AND ASSOCIATED EQUIPMENT:
2 RCA PROJECTORS & FILM CHAIN. 1 RCA STUDIO CAMERA & CONTROL
AND
MISCELLANEOUS TV EQUIPMENT

CONTACT: JOHN SORR, KOPR-TV
BUTTE, MONTANA — PHONE 8546
October 6 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions as shown:

Actions of Oct. 1

The following actions were granted authority to operate broadcast transmitters in remote control: KWHI Brantham, Tex.; KKKX Colby, Kan.; KTEM Temple, Tex.; WNDY Youngstown, La.; KRCV-TV Rochester, Minn., Southern Minne- sota Broadcast Co. Granted license for television station to operate on ch. 10 (BLC-211).

WJBF-TV Augusta, Ga., Georgia-Carolina Broadcasting Co., Granted license for television station to operate on ch. 6 (BLC-213).


The following were granted mod. CPs for extension of completion dates as shown: WQXR New York, N. Y. To 1-31-56. Conditions: WQXR Hampton, Va., to 12-4-54. WQBS-TV Jackson- ville, Fla., To 4-30-55. WQPM-TV Columbus, S. 5-5-55; KOAT-TV Albuquerque, N. Mex., to 4-30-56. KATU Austin, Tex., to 11-9-55.

Actions of Sept. 30


The following were granted authority for extension of completion dates as shown: WQAT-AM St. Louis, Mo., to 1-30-56. WVEE-TV Brockton, Mass., to 9-30-55.

Actions of Sept. 29

WCHN Newburgh, N. Y., Radio Narwinch, Inc. Granted authority to operate broadcast transmitter by remote control.

WMAW Mena, Ark., Green Bay Broadcast Co. Granted license covering change of facilities: 1540 kc, 230 kw, U (BL-5463).

WJSB Crestview, Fla., Crestview Broadcast Co. Granted license covering change of facilities: 1800 kc, 250 kw, U (BL-5465).


WWCN-AM Menasha, Wis., New Lee Radio Station Inc. Granted license for am station: 990 kc, 250 kw, U (BL-5461).

WWBH-BFM Lake Charles, La., Texas Telecasting Inc. Granted license to change of facilities: 275 kc, 14 kw, U (BL-5462).

WWHN Rochester, N. H., Strafford Broadcasting Corp. Granted license covering increase in daytime power and installation of a new transmitter: 1050 kw, 1 kw, D (BL-5467).

WIND Juneau, Alaska, Alaska Broadcast Co. Granted license covering change in frequency: 400 kc, 5 kw, U (BL-5419).


WFMU-TV Hudson, N. Y., Radio Cleveland for extension of completion dates as shown: WFMU-TV Hudson, N. Y., to 11-23-55. WWRU-TV Westbury, N. Y., to 1-30-56.

WCMJ Chicago, Ill., Chicago-M-Chicago Broadcasting Corp. Granted license covering increase in daytime power and installation of a new transmitter: 1050 kw, 1 kw, D (BL-5467).

WGKC-AM Des Moines, Iowa, Grant Broadcasting Inc. Granted license for new television station at Des Moines, Iowa (BLC-218).

KWJQ-AM Jackson, Miss., Dixieland Broadcasting Co. Granted license covering change of facilities: 1560 kc, 1 kw, D (BL-5460).

KELM-TV Sales, Ore., Oregon Radio Inc. Granted CP to replace expired CP (BLC-116) which authorized new commercial television station on ch. 3 (BLC-1086).

The following were granted mod. CPs for extensions of completion dates as shown: WMER-TV Jacksonville, Fla., to 12-4-52. KKT (TV) Kokomo, Ind., to 4-26-55. KKTV (TV) El Dorado, Ark., to 4-24-55. KTVH (TV) Hutchinson, Kan., to 4-27-55.

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

On Motion of Radio Cleveland, the Commission on Oct. 4 extended until Oct. 8 the time within which they may file opposition to protest filed by Robert W. Rounsville dated Sept. 17, against the Commission's action of Aug. 18 granting application of Radio Cleveland for a new tv station at Cleveland, Tenn. (PB-B17).

By Examiner Elizabeth C. Smith

Allergen Broadcasting Corp. Granted petition for leave to amend its application for new television station at Corpus Christi, Texas (Docket 12462).

By Examiner H. R. Hutchinson

Jessie Mae Cain, Grand Prairie, Tex. Granted petition for leave to amend her application for new television station at Docket 1026 in order to conform television exhibits associated with new construction of comparison; and application as amended, is retained in hearing docket. Action Oct. 5.

By Examiner Annie Neff

Issued statement concerning pre-hearing conference decision of Sept. 30, and order, setting forth requirements which shall govern course of proceeding in re-applications of Meredith Broadcasting Co., Otesaga, N. J., et al. (Docket 10613 et al). Action Oct. 5.

By Examiner H. Gifford Iron

By memorandum opinion and order, granted petition of Great Lakes Television Inc., Buffalo, N. Y. to leave its tv station for extension of license period to ch. 7 (Docket 10958), to change answer to questions 48 through 49 of Engineering Section V-C. Action Oct. 6.

By COMMISSION EN BANC

WTHS-TV Miami, Fla., Lindsey Hopkins Vocational School of the Dodge County Board of Public Instruction. Granted application for six month's extension of time from this date, in which to complete construction of noncommercial educational tv station (Docket 10561).


By Commissioner Mae Cain


October 6 Applications

ACCEPTED FOR FILING

Modification of License

WEEK Peoria, Ill., W了解 Broadcast Co. Granted license to change name of licensee to Central Illinois Educational TV Authority (BLCT-218).

Remote Control

Application for remote control operation of television transmitter filed: WCLS Columbus, Ga.; KIVN Pocic, Tex.; KXNT Las Vegas, Nev.; KTRK Houston, Tex.; WTVT Tampa, Fla.; KTVN Fort Worth, Tex.

License Renewal


By Commissioner Charles J. Kuhl

Modification of CP

WSLA (TV) Selma, Ala., Deep South Bcasting Co. Granted, of CP (BLC-1014, which authorized new television station) for extension of completion date to 4-24-55 (BLC-2156).

Remote Control

WRAN-FM Allentown, Pa., Lehigh Valley Bcasting Co. Granted, of CP (BLC-215) to control from WSAN Transmitter, Old Catasauqua Rd., Route 1, Allentown, Pa.

KALW (FM) San Francisco, Calif., Board of Education of the San Francisco Unified School District. Granted license for extension of completion date to 1-31-56 (BLC-251) which authorized changing ERP, antenna system, and connection of transmitter and studio licensed station (BLC-157).

WWYA (FM) Philadelphia, Pa., Delaware Valley Educational Television Corp. Granted license for extension of completion date to 1-31-55 (BLC-554) which authorized non-commercial educational fm station (BLC-158).

Machlett tubes are distributed by Grayber, Westerly, Connecticut. For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.

Springdale, Connecticut

October 11, 1954 • Page 129
What's Cooking in Sioux City Sue-Land?

During a six-week period (six shows) the Crescent Electric Co. of Iowa, sponsors of "The Life of Riley" on KVTV, sold 13 carloads of one model of the GE electric ranges they distribute. They tell us they have received more active dealer support through our medium than any other ever used. KVTV's impact in the alleged fringe area was so great that, after the series started, dealers more than 100 miles distant from Sioux City came into the program.

There's no doubt about what's cooking in Sioux City Sue-Land. The answer: GE electric ranges—and KVTV.
TELESTATUS

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (△) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. 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—
△WBAY (13) NBC, ABC, DuM; Blair: 263,320
△WBRC-TV (6) CBS; Katz: 298,830
△WLM-TV (48) 12/05/52-Unknown
△WKRC-TV (2) Walker: 15,942
△Dothan—
△WTVX (9) 1/24/54-2/15/54
△Mobile—
△WALA-TV (10) ABC, CBS, NBC; Headley-Redd: 65,000
△WKAB-TV (46) See footnote (d)
△WMMI-TV Corp. (5) Initial Decision 2/15/54
△Montgomery—
△WGCW-TV (20) ARC, CBS, NBC, DuM; Ramsey: 34,600
△WTVM (12) NBC; Headley-Redd: 2/25/54-11/15/54
△Muscogee—
△WZDM (“7”) 6/2/54-Unknown
△WSLA (8) 2/24/54-Unknown
△Arizona

Mesa (Phoenix)—
△KVAN (18) NBC; Raymer: 98,108
△Phoenix—
△KCOO-TV (10) ABC, Hollering; 68,108
△KHKG-TV (6) CBS, DuM; Kats: 50,108
△KTVK (3) 6/10/54-Unknown
△Tucson—
△KUPO-TV (13) CBS, DuM; Hollering: 39,224
△KUSI-TV (6) ABC, NBC; Raymer: 36,228
△Yuma—
△K.YR (11) NBC, DuM; Grant: 22,764
△El Dorado—
△KIRB (10) 9/24/54-Unknown
△Fort Smith—
△

October 11, 1954

KBC-TV (22) 2/10/54-Unknown
△KCPX (13) Katz: 1,901,124
△KMUC (19) DuM; Katz: 1,901,124
△KSBH (4) NBC, NBC Spot Sales: 1,901,124
△KSTM (2) CBS; CBS Spot Sales: 1,901,124
△KTVK (15) CBS; CBS Spot Sales: 1,901,124
△KTOO (9) Katz: 1,901,124
△KTVV (11) Blair: 1,901,124
△Modesto—
△WTVR (14) 2/17/54-Unknown
△Monterey—
△KMBY-TV (8) ABC, CBS, NBC, DuM; Hollering: 692,371
△Sacramento—
△KBBY-TV (46) 6/25/53-Unknown
△KCCC-TV (40) ABC, CBS, NBC, DuM; Weed: 106,500
△KCOA Inc. (3) Initial Decision 6/30/54
Sacramento Telecasters Inc. (16) 6/29/54-Unknown
△Salinas—
△KSBW-TV (7) ABC, CBS, NBC, DuM; Hollering: 492,371
△San Diego—
△KPFM-TV (7) ABC, CBS; Petry: 245,167
△KFSY-TV (10) NBC, Katz: 245,167
△KUSB (21) 12/2/53-Unknown
△San Francisco—
△KSFV-TV (29) 3/11/53-Unknown (granted STA Sept. 15)
△KGO-TV (7) ABC; Petry: 1,005,960
△KTVK (3) CBS, DuM; Katz: 1,005,960
△KRON-TV (4) NBC; Free & Peters: 1,005,960
△KRON-TV (33) McGillivra: 97,000
△San Jose—
△KQXI (11) 4/15/54-Unknown
△Santa Maria—
△KSBY-TV (6) DuM; Grant: 73,528
△Santa Barbara—
△KKEY (3) ABC, CBS, NBC, DuM; Hollering: 465,892
△Stockton—
△KOVE (13) Blair
△KTVU (36) NBC; Hollering: 112,000
△Tulare (Fresno)—
△KXV (27) DuM; Forjoe: 150,000
△COLORADO

Colorado Springs—
△KVEC (6) DuM; Grant: 39,550
△KKO (12) NBC; McGillivra: 20,000

Directory information is in following order: call letters, channel, network affiliation, national representative, market set count for operating station; date of grant and commencement target date for grantees.

FOR THE RECORD

Strong Pull ...keeps viewers tuned to KJM-TV... the FIRST TV station in California's San Joaquin Valley

KJM-TV pioneered television in this important inland California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-TV station. "KJM-TV is your best buy in the Valley."

Paul H. Raymer, National Representative

★KJM-TV carries 24 out of the 25 top-rated nighttime programs, 6 out of the 10 top-rated daytime shows in the Fresno area. (March 1954 ARB report)
Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.

Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.

Set Count as of September 1

100,000 WATTS ERP

100,000 WATTS ERP

Represented by Weed Television

LIVE STATIONS
National Sales Offices

WCU BUILDING  •  QUINCY, ILLINOIS

Affiliated with KGLO-AM-FM

KHQA-TV, WTAG-AM-FM — Quincy, Ill.
TOWER & POWER UP

WIBW's new tower is UP—all 1010 feet of it! WIBW’s power is UP—now a full 87.1 kw! WIBW’s audience is UP—more than doubled! We’re laying a sharp, clear picture into 36 counties—from southern Nebraska . . . clear over into Iowa . . . across Kansas . . . and well into northwest Missouri.

COVERAGE UP 112%

You can reach these 125,000 TV homes at an unbelievably low cost per thousand, more than half of them will be able to receive WIBW-TV programs for the first time. Better call your Capper MAN NOW.

CBS-DuMONT-ABC Interconnected

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

COST PER THOUSAND HOMES

October 11, 1954 • Page 133
great day in the morn
and, afternoon, too!

You bet housewives in the Greater Wheeling market watch WTRF in the daytime, or by indication, their Spring TELEPULSE ratings:

Breakfast Club 11.9
Ding Dong School 9.1
Betty White Show 9.9
Armchair Theatre 10.1
Calling All Carts 13.5
Pinkie Lee 18.0
Howdy-Doody 18.7

That’s quite a lineup of daytime TV, supplemented by local originators, all pleasing WTRF-TVs listeners. If you’re interested in reaching a receptive daytime audience (we’re practically S.R.O. at night) call Hollingbery or Wheeling 1177 for availabilities on WTRF-TV—the big station in the Wheeling market.

wtrf-tv
Channel 7 316,000 Watts
NBC Primary • ABC Supplementary

REPRESENTED BY
HOLLINGBERY
Robert Ferguson • VP & Gen. Mgr.
Greater Huntington Radio Affiliates WTRF & WTRF-FM

Now equipped for network color TV.

Choice Availability
Kloss Inn

A fast-moving, afternoon program with an excellent record of getting results. Headlined by popular Bob Kloss, the show is crammed with interesting features: interviews, pontifications, music and news. Time: Monday-Friday 1:30-3:00 PM.

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UPCOMING

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.
Oct. 11-15: American Institute of Electrical Engineers, Morrison Hotel, Chicago.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV
Oct. 18-22 (3:30-4:00 p.m.): Bob Crosby Show, starring guests.
Oct. 18 (10-11 p.m.): Studio One, Westinghouse Electric Co. through McCann-Erickson.
Oct. 23 (9-9:30 p.m.): Two For The Money, P. Lorillard through Lennen & Newell.
Oct. 28 (8:30-9:30 p.m.): Show of Stars, Chrysler Corp. through McCann-Erickson.
Oct. 29 (8-8:30): Mama, General Foods through BBDO.

NBC-TV
Oct. 18 (8-9:30 p.m.): Tonight at 8:30, co-sponsored by Ford Motor Co. and RCA through Kenyon & Eckhardt.
Oct. 21 (9:30-10 p.m.): Ford Theatre, "Segment," Ford Motor Co. through J. Walter Thompson.
Oct. 23 (9-10:30 p.m.): Max Liebman Presents, "Follies of Zizi," starring Jan Moire and Steve Allen, Oldsmobile through D. P. Brother Co.
Oct. 28 (9-10:30 p.m.): Ford Theatre, "Trip Around the Block," Ford Motor Co. through J. Walter Thompson.
Oct. 31 (3-4:30 p.m.): Te Opera, "Abduction for the Seraglio," sustaining.
Nov. 4 (9:30-10 p.m.): Ford Theatre, "Remember to Live," Ford Motor Co. through J. Walter Thompson.
Nov. 7 (7:30-9 p.m.): Max Liebman Presents, (name to be announced), Hazel Bishop through Raymond Specter and Sunbeam through Perrin-Paus.

[Note: This schedule will be corrected to reflect the actual time of each event.]

NOVEMBER
Nov. 7-13: Lutheran Radio & TV Week.
Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

CHANNEL 8
AFLiliated with 5000 watt WKBT, La Crosse's 32 year old NBC outlet

October 11, 1954 • Page 137
Thunder & Light

Next Week the Senate subcommittee on juvenile delinquency will begin open hearings in an effort to determine the effects of television on youth.

It will be an investigation that will command wide attention. Juvenile delinquency and television happen to be much on the public mind. Although, to our way of thinking, there is little or no connection between them, the two subjects—taken under scrutiny together—will make plenty of news copy, particularly in newspapers, which won't miss a chance to let fly at tv.

The Senate subcommittee has announced its intention to conduct a serious exploration into a question about which it has no predetermined answers. But however intelligently the subcommittee goes about the job of trying to find out whether tv has been an influential factor in the increase of delinquency, there is apt to be an appearance of cause and effect in the news reports of the hearings. The mere fact that the subcommittee is dealing with tv and delinquency may create the impression of proof of connection between the two.

To broadcasters themselves will fall the primary job of keeping that impression from getting out of hand. It will depend to a large extent upon the nature of the case which they present whether the reception and public acceptance of television are improved or worsened.

In such circumstances, broadcasters must present sincere and candid testimony. Sophistry and dissembling will not do. The purpose will not be to resort to a last-ditch defense of every program on the schedule, but to assist in throwing light on the question at hand.

But broadcasters are quite aware of the enormous ability of television to create public attitudes and opinions. Most believe in their positive obligations to elevate rather than degrade.

With proper presentation, their awareness and beliefs will be the dominant impression left at the conclusion of the hearings. The proper presentation will require thought and preparation but will be worth the expense.

A Grim Fairy Tale

Having in mind the Orson Wells "Invasion from Mars" hysteria of the '30's, we warn that the words that follow are fiction (mainly).

Once upon a time there was what was known as "The American System of Broadcasting." More than 160 million people had the best radio and television programs available anywhere in the world.

History tells us that ingenuity and free enterprise brought the flowering of this "American System."

The public then had only to buy the receiving sets—they paid no license fees to the government. Advertisers willingly footed the bill for time and talent. The American economy was at its peak. Manufacturers had discovered that they could sell better products faster, increase production, work on smaller profit margins, because of broadcast advertising. That was the American way.

But back in the early 1950's, what was then known as the "dry lobby" was feverishly busy on Capitol Hill. At each session of Congress, bills by the dozen were dumped into the hopper to ban advertising of beer and wine on the air, in the newspapers and magazines, everywhere. Unfortunately, too few people paid attention. This was pure crack-pot stuff. It couldn't happen here.

Came 1952. By the slim margin of one vote, a Senate Committee defeated a bill to prohibit this kind of advertising on the air. At the very next session of Congress (1954) a bill called the Bryson Bill, got embroiled in politics in a House Committee. The Dry Lobby had been working in between sessions. That Bryson Bill didn't become law—then. The House Committee called upon broadcasters to curb beer advertising, or face the consequences of a ban (even though it was evident that this would be illegal).

There was a trade association called the National Assn. of Radio and Television Broadcasters. It had the task of proving to the House Committee that there was no need for concern; that beer advertising wasn't undermining our youth. So it dispatched a questionnaire to the 3,000 stations then on the air. (There are only about 300 now because there isn't enough "legal" advertising to support more.)

But broadcasters were too busy working at their job of "American Plan" broadcasting to pay attention to the questionnaire from the then NARTB. So the deadline for filing the report with the House Committee (Dec. 31, 1954) came and went. (As of Oct. 11, 1954, only about one-third of the stations had submitted usable replies.)

So, the grim tale goes. A ban on alcoholic beverage advertising ensued, not only on the air, but in newspapers, magazines, billboards and all.

Then, as the history books record, prohibition returned. The age of the reformer was opened. Cigarettes and coffee, as you know, now are being bootlegged. The blue-nose drive is now against cola drinks.

The golden days of advertising are now in the limbo of the past. The tax on receivers is becoming unconscionable. The few newspapers and national magazines that are left live by subscription revenue. The advertising return is negligible.

All this because men were too busy back in those feverish '50's to pay attention to blue-noses, questionnaires and politicians who couldn't see beyond the next election.

Note to station owners: There's still time to get that questionnaire back to NARTB.

When You Go, Go First Class

Over the years, spiraling radio and television time sales have shown that advertisers facing a tough competitive fight rely more and more on broadcast salesmanship.

This basic business truth was demonstrated again last week in B*T's exclusive report on the hard-running contenders in the automaking field, as competitive a group as they come [B*T, Oct. 4]. From top to bottom—from the "Big Three" to the "little six percent"—U. S. automobile manufacturers are putting up a whopping record total of $64.5 million to sell cars by radio and television.

The "Big Three" of General Motors, Ford and Chrysler, which together accounted for 94% of all auto sales during the first half of 1954, are budgeting $56,750,000 for radio-tv in the 1954-55 season, while the companies which split up the remaining 6% of the January-June sales are spending at least $7,800,000 to get a stronger hold on the market through radio and television campaigns.

These are big figures that make big sense. They are reaffirmations of an old, oft-proven theme: Radio takes your sales message everywhere, at low cost; television adds impact by demonstrating your product, while color—and car manufacturers are in color tv too—brings sales effectiveness to a new peak.

The lesson in the car makers' record use of radio and tv is a lesson for all advertisers. It is a lesson which may be expressed neatly in the words of another transportation medium: "When you go, go first class."
We've got Texas where you want it!

WFAA-TV, with a new power of 274,000 watts, now reaches across a 29-county North Texas area to make the rich DALLAS - Fort Worth Market even richer! Here lives more than 23 per cent of Texas' population, with over one-fourth of the state's wealth in their pockets, accounting for 26 per cent of Texas' retail sales.

This greater power means more than the title "Texas' most powerful VHF station." It gives WFAA-TV a 69 per cent greater Grade A coverage area (an increase of half a million people) and a firm grip on all North Texas. And, important to you, it intensifies WFAA-TV's OLD power - the power to SELL!

To put this power behind your sales message, get in touch with any Petry man.

NOW TEXAS' MOST POWERFUL TELEVISION STATION... Channel 8

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

RALPH W. NIMMONS, Station Manager • EDWARD PETRY & COMPANY, National Representative