WEEI is a Boston landmark! In Boston, great landmarks are part of the natural setting. Any way you turn there's a symbol of the American heritage. And WEEI—now enjoying its Thirtieth Anniversary of Broadcasting—is a landmark, too. So much so that for the past five years it has remained Boston's most listened-to station...with the largest average share of audience day and night, month after month! In Boston, no other station is so attuned to Boston tastes. That's why advertisers who want to make their mark in the nation's sixth biggest market use the biggest attraction in Boston today...CBS Owned WEEI.
THE AMERICAN TOBACCO COMPANY

Traditionally in the Public Confidence

One of the rewards of acquiring and maintaining the public confidence is loyalty. As the American Tobacco Company fulfills its trust to America’s millions of smokers, so do the Havens & Martin, Inc., Stations perform a complete job in providing superior programming in line with the public interest to its loyal listeners. As a result, WMBG, WCOD and WTVR have built up a large and responsive audience throughout Virginia—one of the South’s richest areas. Like its audience, Havens & Martin advertisers have confidence in Richmond’s only complete broadcasting institution—WMBG-AM—WCOD-FM—WTVR-TV. Join with confidence the First Stations of Virginia for your advertising needs.

PIONEER NBC OUTLETS FOR VIRGINIA’S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.

WMBG Represented Nationally by THE ROLLING CO.
WBRE-TV's Overwhelming Influence makes it an NBC Network Basic Buy!

IN JANUARY . . .
1,000,000 WATTS
2,000,000 POPULATION
200,000 SETS

America's Finest network is composed of radio and television stations throughout the country whose audience acceptance in their respective service areas is particularly outstanding.

This overwhelming influence is like the protective arm of the law which guards time buyers and their clients against advertising accidents.

We are proud of our 30 years in radio and television, and we are happy to announce that on January 1, 1955, WBRE-TV (in only 24-months of operation) will be a member of the Basic NBC-TV Network.

Engineering know-how! The best quality picture!
Complete schedule of NBC shows!
Outstanding local productions!
A news service which covers the Northeastern quarter of the state!
RCA-NBC Color! Power! Coverage! Population!
Audience! Results! That's . . . . . . .

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

National Representative The Headley-Reed Co.
1009 cities and communities are under the KRLD umbrella

The KRLD-CBS RADIO AUDIENCE has increased 95% since 1940... and continues to GROW! That's the amazing story as shown by Broadcasting-Telecasting's breakdown on Radio Families within the KRLD radio primary coverage area, or the 0.5 My line.

1009 smaller cities and communities are under the "umbrella" of KRLD Radio coverage according to the United States Official Postal Guide. A total population of more than three and one-half million.

Today 1,038,587 radios are tuned regularly to KRLD Radio within its primary listening area. Never before has KRLD been able to offer so much for each advertising dollar invested.

KRLD Radio blankets an Area in which 68 Secondary Stations are located. KRLD is the 9th largest Coverage Station among CBS 213 Radio network affiliates in the nation.

RADIO FAMILIES

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Radios</th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>1,038,587</td>
</tr>
<tr>
<td>1940</td>
<td>536,686</td>
</tr>
<tr>
<td>Increase</td>
<td>491,901</td>
</tr>
<tr>
<td>1954 Population Primary Coverage Area</td>
<td>3,555,300</td>
</tr>
</tbody>
</table>

Exclusive Outlet for CBS Network Radio Programs
The world's greatest names and entertainment

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER
THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE.
THE DALLAS TIMES HERALD STATIONS

Exclusive Representative: THE BRANHAM COMPANY
John W. Runyon, Chairman of the Board
Clyde W. Rembert, President
ONE OF biggest headaches for advertising agencies placing TV national spot is rising rates of stations in metropolitan areas. Whenever major market station being used by agency hikes rates based on increased circulation, agency finds it necessary to look for some secondary market station until budget readjustments can be made.

** ***

WHILE costs have limited public demand for color TV receivers, there's another basic reason only 14,000 sets have been made in 1954. That reason centers around apathy and thrift on part of several major set and tube manufacturers who are sitting atop their pioneering budgets while RCA, Columbia and others proceed with costly experiments. Reluctant manufacturers feel critical problems in tube design and mass production are still unsolved, and they await engineering achievements—by other manufacturers.

** ***

TRADE TALK projecting Vitapix-Guild Films merger as new “film network” giving battle to existing networks and spot TV sales methods, is deprecated by Vitapix Chairman John E. Fetzer. He emphasizes that sole purpose is to increase spot business on member stations through organization equipped to deal through conventional sources, including advertising agencies and station representatives.

** ***

ROBERT K. RICHARDS, former administrative vice president of NARTB and since Oct. 1 Washington public relations counsel specializing in telecommunications, has been retained by reorganized Vitapix-Guild Programs as consultant.

** ***

“THIRD PARTY” who negotiated CBS purchase of WOKY-TV Milwaukee ch. 19 [B+T, Oct. 25] was Thad Holt, of Norton & Holt, broadcast consultants of Birmingham, and former president-general manager of WAPI-WAFM-TV. Option was procured at asking figure of approximately $335,000 and turned over to CBS, it's understood.

** ***

WHILE CBS hasn't yet disclosed where it intends seeking its second uhf, it's known that consideration is being given to Hartford-New Haven area. First experimental uhf operation was conducted by NBC in that area in 1950-1953.

** ***

WITH CONVENING of Senate today (Monday) to consider McCarthy censure measure, there will be activity in at least one other quarter—Interstate & Foreign Commerce Committee which has before it nomination of George C. McConehaugh as member and chairman of FCC. Comr. Robert E. Lee logically has been designated as Senate contact to marshal forces on approval of nomination. Comr. Lee, prior to his FCC appointment, was director of surveys and investigations of House Appropriations Committee and knows Capitol from sub-basement to dome.

** ***

IT WILL BE either ten days or four to six weeks duration for bi-lateral NARBA discussions between Mexico and U. S. which began Nov. 4 in Mexico City. If conferences get nowhere during first week, it's likely that U. S. delegation, headed by Comr. Rosel H. Hyde, will propose to call it quits. If, on other hand, there are indications of area of agreement which will not do violence to existing U. S. standard broadcast allocations, then sessions will proceed, probably to run into December.

** ***

POLITICKING already has begun on replacement for FCC Comr. Frieda B. Hennock, whose seven-year term expires June 30. While she's an avowed candidate to succeed herself, there's plenty of opposition. Among names mentioned are Gov. Gordon Persons, of Alabama, whose term expires Jan. 17, former operator of WSFA Montgomery; Eva B. Adams, of Wyoming, attorney and former administrative assistant to the late Sen. Pat McCarran, and Mrs. Ann Rutherford of Nashville, Tenn., executive secretary of State Funding Board and formerly staff member of Tennessee Railroad and Public Utilities Commission.

** ***

EASTCO Inc. (Clearasil), White Plains, N. Y., may be signaling industry trend with its plans, currently under consideration, to test radio spot announcements in television markets. Through Ruthrauff & Ryan, New York, Clearasil may place 13-week radio spot announcement—saturation type—campaign in four or five major television markets. Results will determine if radio or television will get more of budget next year. Test, if approved, is scheduled to start about Nov. 22.

** ***

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Telestatus: TV stations, sets, target dates......... 123

BROADCASTING • TELECASTING

November 8, 1954 • Page 5
a wonderful combination!

A rich market with 967,300 families who have an annual effective buying income of over five billion dollars. A super-powered station—the one station that reaches this vast territory, and exerts tremendous influence on the spending habits of this buying audience.

STEINMAN STATION
Clair McCollough, Pres.

Representatives:
MEEKER TV, INC.  New York  Los Angeles  Chicago  San Francisco

CHANNEL 8-LAND

York       Harrisburg       Reading
Hanover    Lebanon          Carlisle
Gettysburg Westminster  Martinsburg
Chambersburg  Hagerstown  Pottsville
Frederick   Sunbury       Lewisburg
Waynesboro  Lewistown     Shamokin
Hazleton    Lock Haven    Bloomsburg
Speedy Confirmation of McConnaughey
Sought by Bricker, 'Lifelong Friend'

NOMINATION of George C. McConnaughey as member of FCC will be submitted to Senate today (Nov. 8), and Senate Interstate & Foreign Commerce Committee will hold open hearing on confirmation tomorrow, Sen. John W. Bricker (R-Ohio), committee chairman, announced Friday. (See earlier story, page 48.)

President Eisenhower already has appointed Mr. McConnaughey chairman of FCC, but only membership—not chairmanship—is subject to Senate approval.

Sen. Bricker said he set hearing tomorrow because he wanted to be present. Next day he will leave for Australia with Joint Congressional Atomic Energy Committee and will not return until late December.

In statement Sen. Bricker said he was lifelong friend of Mr. McConnaughey and, while governor of Ohio, appointed Mr. McConnaughey to state public utilities commission. Sen. Bricker also pointed out that Senate had already confirmed Mr. McConnaughey once for high federal post—membership on Renegotiation Board, of which he became chairman, leaving to take FCC appointment.

Confirmation hearing tomorrow will be held at 10 a.m. in room G-16 of Capitol.

One new face is expected on Senate Commerce Committee when McConnaughey nomination goes before that group tomorrow for hearing. Last week Nebraska's GOP Gov. Robert Crosby said he is designating Mrs. George P. Abel (R-Neb.) to fill unexpired Senate term of late Sen. Dwight Griswold, which ends Jan. 3.

Since Mrs. Abel was elected Tuesday to replace Sen. Eva Bowring (R-Neb.), who has been serving unexpired term under appointment, Republican action to place Mrs. Abel in Senate Commerce Committee seat left vacant by Sen. Bowring can be expected.

Although Nebraska voting results are not certified until Nov. 22, Gov. Crosby said he is designating Mrs. Abel to serve in special Senate session on strength of returns which elected her last Tuesday.

C. H. Topmiller Elected Head of WCKY Cincinnati

C. H. (Top) TOPMILLER, executive vice president and station manager of WCKY Cincinnati, last Friday was elected president and general manager, succeeding late L. B. Wilson, who died Oct. 28 of heart attack. Board meeting was held at Miami Beach, Fla.

Thomas A. Welstead, eastern sales manager, was elected vice president and will continue to headquarters in New York. Jeanette Heinze, executive secretary of Wilson Co., was elected corporate secretary, and Mrs. Constance F. Wilson, of Miami Beach, widow and principal heir, was elected treasurer. All officers, veteran employees of WCKY were bequeathed stock and were elected to board of directors.

Mr. Topmiller said WCKY will continue to operate under policies established by Mr. Wilson. He announced also that company "intends to prosecute its ch. 10 application with utmost vigor in keeping with Mr. Wilson's expressed wishes as a resident of Miami Beach."

Wilson estate was understood to be in excess of $1 million. Mrs. Wilson and Miami Beach First National Bank were named executors.

WCOL Names Spencer

WILLIAM H. SPENCER appointed station manager of WCOL Columbus, Ohio. Roy Marsh, acting manager, will stay with WCOL in his former capacity as account executive. Appointments announced by John Pattison Williams, executive vice president of Air Trails Networks which, in addition to WCOL, operates WING Dayton, WIZE Springfield and WCMI Ashland, Ky. Mr. Spencer formerly served at WDWS Champaign, WIRE Indianapolis, and WIZE Springfield.

PROTESTS HELP

CBS-TV affiliation renewal with KHOL-TV Holdrege, Neb., for two years effective Feb. 2, 1955, reported Friday by Duane Watts, station manager, as aftermath of some 80,000 communications in protest to announcements last Monday that 21 network programs would be dropped early next year.

Letters and phone calls poured in last week from chambers of commerce, civic groups, service organizations, local merchants and viewers, with drive spearheaded by South Platte United Chambers of Commerce and other chamber groups in central Nebraska. Demonstrations in Holdrege and Kearney also reported.

- BUSINESS BRIEFLY

INSURANCE NEWSCAST • Bankers Life & Casualty Co. (White Cross hospital plan), Chicago, signs to sponsor Paul Harvey-News on ABC Radio, Sun., 10-10:15 p.m., effective Jan. 2, but possibly with program re-named to avoid confusion with Beltone Hearing Aid Co.'s sponsorship of program on same network Sun., 6:15-6:30 p.m. Bankers Life agency: Grant, Schwerk & Baker, Chicago.

FLAKO TO DURSTINE • Flako Products Corp., New Brunswick, N. J., names Roy S. Durstine Inc., N. Y., as advertising agency for its products, including Flako pie crust mix, Flako cupcake mix, Flako corn muffin mix, Flako popover mix, Flako biscuit mix and Flako cookie mix.

MERCURY TO PROMOTE • Mercury cars, through Kenyon & Eckhardt, New York, to promote new 1955 model will use spot campaign in more than 400 radio markets and half-dozen television stations, with varied starting dates between Nov. 22 and Dec. 2. All contracts will run through Dec. 18.

NESCAFE EXPANDS • Nestle's Nescafe coffee, through Bryan Houston Inc., New York, which placed saturation spot campaign on West Coast on Oct. 25, is expanding list to include nine Midwest radio markets, starting early this month. Contracts run through Dec. 12.

CARTER'S USING 40 • Carter's Little Liver Pills, through Ted Bates Inc., New York, using television spot announcement campaign in about 40 markets, starting early in November. Schedule runs through March.

KRAFT PLANS • Kraft Foods, through J. Walter-Thompson Co., Chicago and New York, has decided to sponsor Space Cadets for its children's show, but has not yet picked television network or time period. NBC-TV Saturday morning time, which that network plans to open, is among spots considered.

Censorship Planning Group
Set Up for Civil Defense

ESTABLISHMENT of government war-time censorship planning committee was announced last week by National Defense Mobilizer Arthur S. Fleming. Committee is headed by retired Army Lt. Gen. Willard S. Paul, ODM assistant director. Committee was established, Gen. Paul said, to study problem of censorship during national emergency. ODM is White House agency for preparedness planning, he pointed out, and censorship is one of these activities.

Acknowledging effectiveness of World War II voluntary censorship, under leadership of Byron Price, Gen. Paul said he was sure government "would carry on the voluntary system." Gen. Paul is author of Army's present-day censorship classification system, served as Army General Staff G-1 following World War II service as Yankee Division commander.

Initial membership of censorship committee will include representatives of such government agencies as State, Treasury, Defense, Justice, Commerce, Post Office, Civil Defense, FCC, Central Intelligence, and others, Gen. Paul said.

November 8, 1954 • Page 7
It's a fact! WJBK-TV is as basic to your advertising budget as bread is to the nation's table! Get the biggest slice of the sales in the rich midwest industrial area with WJBK-TV's commanding Channel 2 dial position, top CBS and local programs, 1,057 foot tower and 100,000 watt power.

WJBK-TV
DETR OIT
AAA Eastern Conference Includes Radio-TV Panel

RADIO-TV panel slated for first day session of Nov. 22-24 agenda of American Assn. of Advertising Agencies' eastern annual conference at Roosevelt Hotel, N. Y.

Panel speakers on broadcast media are Edgar Kobak, station owner, business consultant and president of Advertising Research Foundation on "Radio: Very Live in '55"; Rodney Erickson, vice president, radio-TV account planning, Young & Rubicam, on "Around the World With Script and Stopwatch," and John F. Devine, J. Walter Thompson, on "1955 Talent Utilization Problems and Predictions." Color tv production workshop also will be held that afternoon.

Convention gets underway Nov. 22 morning with Hal Davis, vice president, Kenyon & Eckhardt, speaking on "Today's AAAA Public Relations-Publicity Department." John Sasso, vice president, G. M. Basford, also will talk on public relations. Case histories will be given on camera products, test marketing, community relations, radio-TV show promotion and other facets. Among panel members to discuss public relations: Howard Johnson, vice president, Cunningham & Walsh; Frank Brill, vice president, Cecil & Presbyre; Frank Leonard, public relations director, Campbell-Ewald; Richard Fehr, vice president, Doherty, Clifford, Steers & Shenfield.

Meeting one on a panel to be held Tuesday afternoon with Adrian Murphy, CBS Radio president, handling radio segment, and Ted Bergmann, DuMott's managing director, taking tv session. General meeting same afternoon will be chairpersoned by Donald K. Clifford, president, Doherty, Clifford, Steers & Shenfield, with speakers: William R. Baker Jr., board chairman, Benton & Bowles; David Ogilvy, president, Ogilvy, Benton & Mather, and Charles H. Brower, executive vice president, BBDO.

Management sessions fill Wednesday morning agenda. Harold Reingold, president, Rein- gold Co., will chair session on agencies with billings up to $2 million; Robert Daiger, executive vice president, Van Sant, Dugdale, for agencies $2 million to $10 million; John P. Cunningham, executive vice president, Cun- ningham & Walsh, for agencies over $10 million. Among subjects to be discussed will be tv commercials. Management luncheon Wednesday will be addressed by Richard N. Heath, executive vice president, Leo Burnett Co.

Praise From Queen Mother

PROGRESS of communication, including radio-tv, was complimented Friday by Queen Mother in comments at radio-tv-press reception at Washington's Hotel Statler. Welcome included tribute by Ruth Crane, director of women's activities at WMAL-TV there and president of American Newspaper Woman's Club. Her Majesty said in part: "Certainly no country has developed the technical machinery of the press—including communications, radio, television and the newsreels—to a greater perfection than you have. It is not the least of the many common traditions of our two countries that we share this precious freedom of commu- nication and ideas."

EARLY BIRD

THOUGH projected radio-tv spot campaign for Cats Paw Rubber Co. is four months away, S. A. Levine Co., Baltimore agency, is asking availabilities already in letter to representatives.

Sidney A. Levine, agency president, told B&T he is lining up availabilities well in advance of campaign to obtain best possible time and to allow for prepa- ration of printed material to be used in merchandising campaign. Spot cam- paign expected to be based on 13-time schedule.

NBC Spot Sales Plans

New Advertising Campaign

NEW advertising campaign for NBC Spot Sales to be launched in near future in trade and general press, officials disclosed Friday at third annual meeting of publicity, merchandising, and promotion managers of stations represented by NBC Spot Sales.

Winding up two-day meeting, held in New York, 50-man group also developed total of 32 points dealing with improvement of promo- tion, publicity and merchandising operations during coming year. Thomas B. McCadden, vice president, new networks of NBC, was in charge of Wednesday sessions. Hamilton Shea, general manager of WRCA-AM-TV New York, was principal Friday speaker (see earlier story page 77).

NARTB District 12 Urges Industry Meeting Study

AT closing session of NARTB District 12 (Kan., Neb., Minn., Mo.) in Ponca City, Okla., meeting joined other districts in calling for study of industry meeting problem. Resolution pointed out that multi- plicity of meetings makes heavy demands on management time and called for inquiry into whole problem. Other resolutions followed usual pattern of 1954 NARTB meetings (early story page 37).


RCA Ships Transmitter

RCA reports shipment Nov. 3 of 25 kw transmitter to KTKV (TV) Phoenix (ch. 3) and power increase from 1 to 12.5 kw on Oct. 29 by WTVP (TV) Decatur, Ill. (ch. 17).

UPCOMING

Nav. 8: Texas Assn. of Broadcasters, Rice Hotel, Houston
Nav. 8: New Jersey Assn. of Broadcast- ers, Essex Civic, Newark
Nav. 8-10: Assn. of National Advertis- ers, Hotel Plaza, New York
Nav. 9: Maine Assn. of Radio-TV Broad- casters, Eastern Hotel, Portland
Nav. 10-13: Sigma Delta Chi, Columbus, Ohio

For other Upcomings see page 129

PEOPLE

EDWARD B. O'BERRST, research analyst, CBS Radio Spot Sales, New York, appointed assistant director of research, replacing VINCENT MEADE, who has been appointed account executive for organization.

ERNEST LUKAS, formerly producer-director at WGN-TV Chicago on They Stand Accused and other programs, to King Film Productions, same city, as director.

LEONARD E. HAMMER, Adam Young Ty Corp., to MCA Ty Ltd., N. Y., as salesman.

WILLIAM J. MURRAY, CBS Radio Spot Sales, to H-R Television Inc., N. Y., on sales staff.

EDMUND A. LAPORT, formerly chief engi- ncer, RCA International Div., named to re- search and engineering staff, RCA, as ad- ministrative engineer, communications.

Witness Denies Knowledge Of Any Lamb Contributions

EDWARD LAMB never contributed to Toledo Communist Party to knowledge of Paul Prosser, ex-party official who testified under further cross examination Friday in FCC license re- newal hearing on Mr. La's WICU (TV) Erie, Pa. (early story, page 62).

Mr. Prosser Thursday recalled Mr. Lamb's name on 1939 list of those to be "touched" for funds. Friday, witness said list was not limited to party members and he didn't know if Mr. Lamb ever was solicited.

Witness said he never heard of term "must list" of those to be contacted. Earlier, William GardnerCummings testified Mr. Lamb's name was on "must list." Mr. Prosser said Mr. Cummings had "bad" reputation in Toledo for telling truth. Testimony conflicting with another earlier Broadcast Bureau witness, Ernest Courey, also was given Friday by Mrs. Lourine King. She said she "joined" party for short time in 1940 to help Mr. Courey make reports on activities. Mr. Courey said he was private detective. Hearing resumes Tuesday before Examiner Herbert Sharman.

CBS Shifts Foreign Staff


KBAY-TV Transfer Asked

APPLICATION for transfer of ch. 20 KBAY- TV San Francisco from Lawrence Harvey to Dr. and Mrs. Leonard Averett was filed with FCC Friday. No consideration is involved, ap- plication said. Dr. Averett is San Francisco physician and surgeon. Station received grant March 1953, holds STA for commercial opera- tion granted Sept. 15. KBAY-TV transferred Nov. 4 to Mr. Harvey, at one time, also owned ch. 24 KPCI (TV) Salem, Ore., but returned grant early this year.

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

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

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

SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $16.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING + TELECASTING, including 54 issues: $19.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: $1.25 per copy; 33rd and 24th issues $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $4.60 per year.)

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title:
*Reg. U. S. Patent Office
Copyright 1954 by Broadcasting Publications Inc.
There's a new rig going up in the oil fields of Texas...

KTRK-TV, The Chronicle Station, CHANNEL 13
P.O. Box 12 * Houston 1, Texas

National Representatives: BLAIR-TV—150 E. 43rd St. New York 17, N.Y. Houston Consolidated Television Co. General Mgr., Willard E. Walbridge Commercial Mgr., Bill Bennett * Basic ABC
It started in the Spring

Selling too, depend upon
the seed and the soil.
Plant your product
on the Storer stations
and reap a rich harvest.
STORER BROADCASTING COMPANY

WSPD - WSPD-TV
Toledo, Ohio

WXEL - TV
Cleveland, Ohio

KPTV
Portland, Ore.

WBRC - WBRC-TV
Birmingham, Ala.

WAGA - WAGA-TV
Atlanta, Ga.

WWYA
Wheeling, W. Va.

WJBK - WJBK-TV
Detroit, Mich.

WGBS
Miami, Fla.

NATIONAL SALES HEADQUARTERS:

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

BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498
LIFE IS WORTH LIVING

IT IS OBVIOUS that few, if any, of the many others who appear before tv cameras, enjoy the experience more than Bishop Fulton J. Sheen, who returned to his 8-8:30 p.m. Tuesday period on DuMont last week.

It is doubtful, also, that any person in front of the camera is more cognizant of the power and influence of the medium. The bishop, in fact, devoted a few minutes of last week's program to emphasize the good which can be reaped from this greatest of visual media.

We are convinced that not only did Bishop Sheen derive pleasure from his return program but that his viewers thoroughly enjoyed the resumed appearance of the bishop in their living rooms.

His humor retains its original and genuine touch. He mentioned "identification with sponsor," a term so often used in the trade, explaining that one of his viewers had asked an appliance store salesman if he could see a "Bishop Sheen refrigerator."

The spontaneity of his remarks when he discovered, perhaps a third of the way through the program, a "Welcome Back" sign hung on the live camera, uncovered a side of the bishop that perhaps is not always discernible to the viewer.

The bishop selected a most serious topic of our times—the psychological effects of the hydrogen bomb—for his first program of the season. His theme was the effects of events of great challenge or catastrophe on the characters of people. These effects Bishop Sheen called a process of "polarization"—a term of basic importance in the mechanics of nuclear fission.

With the visual help of the blackboard—"I can't draw any better this year than I did last year," he quipped—Bishop Sheen divided mankind into the "good" and the "evil" (with reservations as to what we mean by the terms), separated by the greater number of "indifferent" people. He then proceeded to illustrate what has happened in the past when catastrophic events "polarize" the unfortunate; people then uncover their true characters, displaying good-ness or evil. For mankind, living under the cloud of the hydrogen bomb, any indication as to which it should follow or tolerate—the "good or the evil" obviously should evaporate. Bishop Sheen directed his remarks to the "indifferent" and, we are sure, to the majority of the makeup of his audience. His talk gave his audience good televising at the time and much food for thought later on.

The bishop, concluding his serious and philosophical tv conversation, noted that next week his viewers would be treated to a lighter subject—"How, To Be Unpopular." We are convinced the bishop never will be.

Sponsored by Admiral Corp. through Ervin, Wasey & Co.
Principal: Bishop Fulton J. Sheen.
Director: Frank Bunetta.
Designer: Rudy Lucek.

FATHER KNOWS BEST

SOME situation comedies attempt to entertain through exaggeration—entangling their characters in situations so far-fetched as to approach the absurd and then extricate them by means more appropriate to comic strips than to real life. When well done, as in I Love Lucy, to use the best possible example, the outrageously unfair behavior of the characters is enormously amusing; when this approach misses it misses completely.

The second type of situation comedy, employed with notable success by Father Knows Best, uses gentle satire in place of broad buffleque for its effect. Its characters are recognizable as reasonably normal human beings, as real and only a little more peculiar than the family next door. The situations with which they have to cope are reasonable fac-similes of experiences every American family has gone through. A good part of the pleasure of watching them comes from comparing them to "what happened when our Tommy was that age. Remember?"

"That age," in the Oct. 31 episode of Father Knows Best, was 14, and according to 14-year-old Bud, a very bad age to be, too old to be pampered like his younger sister, too young for the privileges given his older sister, an age when the only response he seems able to evoke from his parents is either "Stop doing that" or "No, you can't do that!"

So, when Bud hears that a room over the feed store is available for only $5 a month, plus sweeping the store out each morning, he determines to leave home for a place where he can lead his own life. Father, "knowing best," insists that no one interfere, certain that Bud

"FATHER" AND FAMILY

will not go through with it. But Bud does and, both father and son having gone too far for either to back down gracefully, there's a fine dilemma for you.

The solution, advanced by the feed store man, is an appeal to Bud to come home to fix a busted radio which no one else can put right, which brings him home running, restoring his feeling that he is needed, that he belongs at home, a full-fledged member of the family. A little contrived, of course, but a half-hour doesn't allow for long-drawn conclusions and even with the speed-up the little drama never lost touch with reality.

Credit for the program's success must go primarily to the writers, and it's easy to understand why six are needed to turn out shows as good as this one week after week. But scripts can't do the job alone and Robert Young, as the best-knowing father; Jane Wyatt, as his wife, and Billy Gray, Eleanor Donahue and Lauren Chapin as their children, contributed performances that made the characters they portrayed both real and likeable persons, which of course means that producer Eugene B. Rodney and director William Russell also performed their functions expertly.

Production costs: $30,000 a week.
Sponsor: P. Lorillard Co. through Young & Rubicam.
Produced on film and distributed by Screen Gems; broadcast on CBS-TV, Sun., 10-10:30 p.m.
Cast: Robert Young, Jane Wyatt, Eleanor Donahue, Lauren Chapin, Bill Gray.
Writers: Paul West, Phil Davis, Dorothy Coop er, Rozwell Rogers and the team of Harry Clark and Summer Long.

IN REVIEW

nothing's too good for that wonderful, wonderful greater WHEELING audience!

Yes Sir, the best is none too good for the WTRF-TV audience. That's why 26 new programs made their PREMIERES and 40 old favorites have returned to WTRF-TV. Advertisers realize a whale of a selling job is being done on Wheeling's BIG station—backed up by hard hitting promotion and merchandising. Although we are practically SRO at night some choice day times are still available. Call Hollingbery or Wheeling 1177 for full details.

LATEST WHEELING-STUEBENVILLE PULSE RESULTS

Now Available Call Hollingbery for details

WTRF-TV WHEELING, W. VA.
Channel 7 / 316,000 Watts
NBC Primary ABC Supplementary
Represented by Hollingbery
Robt. Ferguson • VP & Gen. Mgr.
Phone Wheeling 1177
Now equipped for network color TV

Page 14 • November 8, 1954
To a TV station owner
who’s frantic for profits

You can make more money faster by building shows with Studio Telescriptions because of their low cost and high sponsor appeal.

Telescription programs cost less, because for a small monthly fee you have an entire library of hundreds of musical films ready for building top entertainment shows at a moment's notice. And your Telescription programs sell easily, for in no other way is an advertiser able to enjoy the sales impact of so many famous TV personalities without paying high talent costs.

Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can boost profits for your station!
THESE ARE THE STATIONS NATIONAL SPOT

FREE & PETERS INC.
Pioneer Station Representatives Since 1932

NEW YORK
444 Madison Ave.
Plaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Main 5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blva.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798
FOR YOUR
TELEVISION CAMPAIGN...

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<th>EASTERN</th>
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<td>KRON-TV San Francisco</td>
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Amazed
EDITOR:
The response to the very fine story in B&T
[On ALL ACCOUNTS, Oct. 11] continues to
amaze me. If I ever had any doubts before
about B&T's influence in the trade, I certainly
have none now. I have heard from old friends
from New York to Wyoming and from St.
Louis to Minnesota. Every day more letters
continue to come in. . . .

Ed LeGrave Jr.
Account Executive
Lessing Advertising Co.
Des Moines, Iowa

DeeJay Mail Maps
EDITOR:
The feature story on Dick Doty's transition
from newsmen to late night disc jockey in your
Oct. 18 issue was enjoyed by several members
of the WJR staff.

We were particularly interested in what Doty
listed as his first gimmick—the pinpointing of
listener mail on a large map board.

This has been done at WJR for some time.
Clark Reid, who handles WJR's all-night pro-
tape, and I wonder if you would mind spend-
ing a quarter-hour listening to it and letting
me know what you think about the impact of
the story when presented in this manner? . . .
Don't you think it is pretty effective on tape?

R. B. Westergaard
Vice President
WNOX Knoxville, Tenn.

P. S.: Do you suppose you could send me 200 reprints of The Aug. W. Smith story and bill
us accordingly? Thanks very much.

[EDITOR'S NOTE—Using the text of the B-T
story, plus cueing phrases and questions, WNOX
produced a dramatic sales presentation in which
many of the store executives' comments were
voiced by station personnel. The sales drama
opens with musical introduction, with the B-T
headline read by a narrator. After another short
musical interlude, the story proceeds in the
radio manner.]

EDITOR:
Frankly, I feel it's packed with ammu-
nition for sales personnel trying to get depart-
ment store business. We have several stores
in this area who have been using some radio,
but on an intermittent basis. I would like each
of them to see and read this article . . . Please
send me six copies . . .

Thomas A. Tito
Sales Manager
WAZL Altoona, Pa.

EDITOR:
Send us 600 copies . . .

Aurele Pelletier, Ass't. Mgr.
CHRC Quebec, Que.

EDITOR:
We would like to know if you can furnish us
with reprints of the article . . . "In the New
South, a New Sales Story," If [not], could you
grant us permission to have them reprinted
locally . . . Advise us the price for 500 and
1,000 reprints.

Omar G. Hilton, Partner
WBUX Lexington, N. C.

[EDITOR'S NOTE: Reprints of "In the New
South, a New Sales Story" are available at $2
for 50 copies; $1.75 for 100 and additional hun-
dreds at $1.50 each; 500 for $37.50 and 1,000 for $33. Prices include shipment by parcel post.]

How New the Look?
EDITOR:
Re "Schuebel's New Look for ID's" [B&T,
Oct 18], our stack of accumulated station work-
sheets will indicate we discovered the obvious
advantages of presenting IDs for accounts in
the 7½ sec. - 2½ sec. manner as early as
eight months ago.

Al Fiegel, Prom. Mgr.
KTVO (TV) Oklahoma City

EDITOR:
. . . I think Reggie Schuebel has a wonderful
idea, but I certainly disagree with the "original-
ity" point.

We have handled IDs in this manner for
the last five years. We have produced for many
of our television clients over 200 film commer-
cials which time out at exactly 7½ seconds,
and asked tv stations to put their own call let-
ters in on a full screen basis within our 10-
second purchase.

It has been proved to be a tremendously
successful method of using IDs, and in my
travels to tv stations all over the country I
have found only two who have refused to use
the system . . .

Milton J. Stephan
Partner in Chg. of Radio & T.V
Allen & Reynolds
Omaha, Neb.
They live on the Pacific Coast...

they listen to DON LEE RADIO*

*Don Lee IS Pacific Coast Radio

It's just good strategy to plot your advertising campaign to cover the most ground at the lowest cost... on the 45-station network that covers the Coast from within each of 45 important markets... on the nation's greatest regional network...
BLINDED BY TEAR GAS but still shooting, a killer, twice-escaped from prison, staggers out of a Los Angeles bungalow into the arms of Sergeant Friday and his partner. Jack Webb, as Sgt. Friday, stars in this true-to-life series based on actual police cases. With “Badge 714” began a race against time in which millions of dollars are involved. Air Express helps NBC win it.
“DRAGNET!”
How the top detective drama of all TV networks
is also seen locally in 152 markets as “Badge 714”

Continuing its highly successful run as the leading program on the NBC-TV Network, “Dragnet” has proved so popular that, in addition, it is being re-run throughout the country as “Badge 714.” This local syndication schedule is made possible only by Air Express.

KHQ-TV, SPOKANE
—$8.55 less*

WHO-TV, DES MOINES
—$3.47 less*

KFEL-TV, DENVER
—$5.51 less*

POLICE FILES provide the material that keeps about 65 million Jack Webb fans glued to their TV sets each week. A large percentage of them see him under syndicated (locally sponsored) title “Badge 714.” Schedules to the 152 syndicated markets are rigid. Air Express gets the film there on time.

JACK WEBB INSISTS that sets be built to duplicate Los Angeles Police Headquarters, to the very door knobs! It is this passion for realism which attracts audiences for “Badge 714” worth millions of dollars to sponsors. NBC can’t afford to have film arrive late, and so it is shipped regularly by Air Express.

FROM BIG CITIES and small towns, people write in to ask whether Sgt. Friday isn’t an actual member of the Los Angeles Police. Many television stations are in cities with no airline connections, but Air Express connects through Railway Express. “Badge 714” films get there on schedule, just the same!

KXLF-TV, BUTTE
—$4.87 less*

WLWA-TV, ATLANTA
—29¢ less*

KSD-TV, ST. LOUIS
—63¢ less*

A MADMAN tried to blow up the Los Angeles City Hall. Jack Webb made it into his first NBC “Dragnet” show. Now it’s making history again as “Badge 714,” the hottest syndication property in the industry. “Air Express makes our syndicated operations possible,” says NBC’s Frank Lepore, head of Film and Kinescope Operations.

THEY CALL IT “BICYCLING.” Every week, NBC Film Exchanges in New York and Hollywood have 4,000 film or kinescope programs in circulation to and from stations. This method, called bicycling, saves thousands of dollars in film and shipping costs. It is only possible by Air Express, with its ability to pinpoint shipments.

HUMAN ERROR does occur. One film arrived in Springfield, Missouri, addressed to Station WICS. The Air Express Agent wired NBC, “No WICS in city. Please advise.” The film was trans-shipped to Springfield, Illinois (where there is a WICS) and arrived in time! Alert agents protect against error or changing circumstance.

Air Express
gets there first via
U. S. Scheduled Airlines... call Air Express... division of Railway Express Agency.

*Less than any other air service (from N. Y.) that includes door-to-door pickup and delivery. “These are examples of what we save on 87% of our air shipments by using Air Express. With 97,000 NBC shipments a year, the figure is impressive. The one thing that impresses us more is Air Express service.”—Frank C. Lepore, Mgr., Film and Kinescope Operations and Services.
AS MAY BE said of sight-and-sound electronics, Bud Rogers, a practical expert in the field, has not yet reached full potential. Even so, at 33 he is vice president and general manager of WSAZ Inc. (WSAZ-AM-TV Huntington, W. Va.) and president of Kanawha Valley Broadcasting Co. (WGKV-AM-FM Charleston, W. Va.).

Mr. Rogers feels there are many horizons to cross in the broadcast arts. But he warns of pitfalls ahead, "The public conscience and necessity should not be taken lightly," he says, or broadcasters may find the government telling them what they should do.

Mr. Rogers, steady and well groomed, epitomizes Princetonia and the young broadcast executive in action. He is, in fact, a graduate of Princeton—class of '43—who received his AB in history (with honors) a year ahead of time by taking advantage of a stepped-up, wartime program. From there, Mr. Rogers went overseas, serving in France and Germany as aide-de-camp to the commanding general of the Second Armored Division.

The war over, Mr. Rogers parlayed a growing interest in news into a 1946 radio debut as promotion manager with WSAZ Huntington. A year later he was sales promotion manager.

In 1948, Mr. Rogers and WSAZ engineers worked up preliminary plans for West Virginia's first tv station. A construction permit was granted the day before the freeze. A mountain crest was leveled, timber removed in rugged terrain, and in two months WSAZ-TV was on the air. Mr. Rogers became manager.

For a year the station had rough-going with a diet of kinescopes and local programming. Early in July 1950, the station spent $100,000 on its own tv relay utilizing off-the-air pickups from Cincinnati and by Labor Day that year it planned to inaugurate network programming with a baseball doubleheader between the Cardinals and the Redlegs.

With game-time approaching, engineers were at wits' end because of a gremlined feed. In the nick of time, WSAZ-TV's first "sacrifice"—a downtown fire—broke out just across the way from the station's studios. WSAZ-TV covered it, intent viewers forgot baseball, and Mr. Rogers sighed softly. By November 1950 the station operated in the black.

In 1951, the station invested in a microwave relay, eliminating its former off-the-air pickups. On Aug. 1 that year, Mr. Rogers was appointed general manager of both WSAZ-AM-TV; a year later, he was elected to his present post.

In 1953, Mr. Rogers, a "professional" amateur architect, and WSAZ Inc. were at it again, erecting a $400,000 radio-tv studio and office production center.

WSAZ Inc. and Mr. Rogers are still at it, having converted its microwave relay for color last February and ordering equipment for color origination, to begin possibly as early as this winter. Last summer, an intercity studio tv transmitter relay system for Charleston was added to WSAZ's group, with studios in the two principal cities being begun, thus enhancing the station's market area. A 1,100-foot tower will be erected at the main transmitter to be located a third of the way from Huntington to Charleston. The $560,000 project boasts a divided fed, six-bay antenna which provides for a standby three-bay antenna operation should a failure occur. Operation is expected near the end of the year. A regular microwave relay, owned by the telephone company, just last week replaced the station's own system.

Mr. Rogers also is active nationally. He was a member of the original organizing committee of the Television Advertising Bureau (TvAB). Subsequently, when the merger with NARTB's tv sales bureau project was effected, Mr. Rogers became board member, treasurer and also chairman of the membership committee of the new Television Bureau of Advertising (TvB).

"Tv is not only an advertising medium, it is a sales medium, and should look forward to a greater share of total advertising than any other medium because it is a greater selling force," Mr. Rogers says. To do this job, he feels, the industry needs an agency like TvB.

Lawrence H. Rogers II was born in Trenton, N. J., in 1921 and on Labor Day, which this comment was written, "explains why I have not been able to get out of my tracks since." His father, Norman T. Rogers, a retired superior court justice, and his mother live at Bay Head, N. J., which also provides the young Mr. Rogers and family with a summer place. Before Princeton, he graduated from Lawrenceville, N. J., preparatory school.

He met his wife, the former Susan Long of Huntington, in Philadelphia. She is the granddaughter of Col. J. H. Long, president of WSAZ Inc. They were wed in 1946 and live in Huntington where Bud Rogers—the "Bud" he picked up when two years old—has rebuilt a small Cape Cod cottage into a "rambling ranch-type," adding rooms, he says, to keep "a step ahead" of his growing family. The Rogers have four children: girls, Halley, 8, Susan, 6, and Campbell, 1; and a boy, Trippy (Lawrence H. Rogers III).

Mr. Rogers loves sailing, dabbles in golf but spends most of his spare time in interior decoration and design. His memberships, in addition to TvB, include NARTB's Sports Committee and the presidencies of West Virginia Broadcasters Assn., United Fund of Huntington and Huntington (art) Galleries.
NOW MORE power in the South Bend-Elkhart Market

(OVER 250,000 WATTS)

WSJV-TV is UHF at its best in America's best all UHF market

Now serving 204,103 TV families

For AUTHENTIC Market and coverage FACTS call your H-R TELEVISION MAN

WSJV-TV SOUTH BEND-ELKHART
John F. Dille, Jr., President
John J. Keenan, Commercial Mgr.
People depend on KOIN KLOCK in the Portland, Oregon Market

24 continuous years of selling merchandise

When genial Bob Henderson and his musical gang entertain every weekday morning from 6:15 until 7:15 they are reaching the biggest and most loyal listening audience available. Northwesterners like their easy-going style, frequent time-checking, news, jokes, and choice of live studio music. Yet for 24 years KOIN KLOCK has been selling merchandise for participating sponsors—a LOT OF MERCHANDISE.

KOIN RADIO PORTLAND, OREGON

CB RADIO NETWORK

DEWITT JONES

on all accounts

FROM Disney to Pillsbury—that was the switch made by Dewitt Jones when he returned from California to his native Chicago and entered the advertising agency field in 1950.

After being associated with Walt Disney's production and merchandising activities for five years, Mr. Jones joined the Leo Burnett agency as an account executive. Today he works on the Pillsbury Mills cake mix account, necessitating weekly travel to Minneapolis for conferences on radio, television and other media recommendations.

Pillsbury is considerably active in broadcast media, with sponsorship of segments of Arthur Godfrey and His Friends on CBS-TV, Arthur Godfrey Time on CBS-TV and Radio (simulcast), Art Linkletter's House Party on CBS Radio- TV, and the Mickey Rooney Show on NBC-TV.

Mr. Jones, like many other agency executives, is concerned over the high cost of television, but believes that "as the audience expands, tv advertising will pay for itself in terms of effectiveness." He feels the same about colorcasting.

Born in Chicago on Dec. 25, 1917, Dewitt Jones attended New Trier High School and in 1936 took up economics at Dartmouth U., from which he was graduated in 1940. He entered military service on Nov. 11, 1941, serving as a major with the Air Force. He was a pilot with the 55th Bombardment Wing in Italy. During the war his family moved out to California and Mr. Jones joined them there after leaving service in December 1945.

Mr. Jones joined Walt Disney Productions and later became associated with the late Kay Kamen, who headed an organization devoted to the placement of Disney work for comic books and allied fields. Later he joined Walt Disney Merchandising Enterprises, which capitalized on Mr. Disney's cartoon characters for various products. In 1949 he returned to Chicago to head an office that licensed Disney characters for food products.

Mr. Jones' most prominent hobby is amateur radio. He has been a licensed "ham" since 1932. He communicates frequently with amateurs in various countries. He says he shoots a "poor" game of golf.

Mr. Jones married the former Barbara White on June 6, 1942. They have two children, Dewitt III, 11, and Terry, 6. The family lives in Winnetka, suburb of Chicago.

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Broadcasting • Telecasting
a rich new smoke in tobaccoland

Tobacco has long been King in the Prosperous Piedmont section of North Carolina and Virginia. But today, the rich new smoke from foundries, steel fabricators, machine tool builders and chemical industries crowd tobacco for industrial leadership.

Strong new industries are expanding payrolls and profits in the Prosperous Piedmont ... and WFMY-TV, Channel 2, is the most direct selling channel to this lucrative market. No station, or group of stations, rivals the selling power of WFMY-TV in this heavily populated area of the South. Here, 1,733,700 potential buyers have 2 billion dollars to spend each year and WFMY-TV is the major influence on how they spend it.

Covering one-quarter million sets in Greensboro, Winston-Salem, Durham, Reidsville, Danville, High Point and other major cities, WFMY-TV has been the dominant selling medium in this 51-county market since 1949 ... now in our 6th year.

To smoke out greater sales in the Prosperous Piedmont, call your H-R-P man today.

wfmy-tv Channel 2
GREENSBORO, N.C.

Represented by Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco
There's only one...

...Niagara Falls, the great falls of the Niagara River, divided into Horseshoe Falls on the Canadian side, 158 feet high, and American Falls, 167 feet high. Over Niagara Falls, 1,400 feet wide, flows some 212,211 cubic feet of water per second, and because four of the Great Lakes serve as its reservoir, Niagara has the steadiest flow of all great waterfalls.

And there's only one...

...advertising medium that single-handed covers the Industrial Heart of America. Only WWVA Radio in Wheeling, W. Va., reaches all the 100-odd counties of Eastern Ohio, Western Pennsylvania and West Virginia that comprise this Five Billion Dollar market. WWVA blankets this entire area 24 hours a day with its dominating 50,000 watt signal, delivering the sales impact of high-rated CBS Network shows, coupled with the homespun appeal of WWVA’s own local personalities. With WWVA Radio, you not only reach this market of more than a million and a half radio homes, but you sell it completely with

- One Medium
- One Cost
- One Billing

WWVA
Wheeling, W. Va. • 50,000 watts—CBS Radio
National Sales Director—Tom Harker, 118 E. 57th St., N.Y. C., EL 5-7690

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DUMONT NETWORK MAY QUIT IF DEAL WITH ABC-TV JELLS

DuMont may suspend business as a network if an arrangement under discussion with ABC goes through. The action would be one of several big ones which are brewing as the television wheeling and dealing proceeds. CBS unloads its last minority.

NEGOTIATIONS which may reduce the number of operating nation-wide tv networks from four to three were reported in progress last week as a rash of station sales and talks of sales broke out in television broadcasting.

ABC was said to be holding discussions with Allen B. DuMont Labs whereby an end result would be that the DuMont TV Network would cease to operate as such but probably continue to own and operate at least two of its three stations.

Both Robert E. Kintner, president of ABC, and Leonard H. Goldenson, president of ABC's parent American Broadcasting-Paramount The- atres, declined to comment on the reports.

Ted Bergmann, director of the DuMont TV Network, conceded that the network had held discussions with other parties from time to time to explore mean of "improving position," but he denied that an ABC-DuMont merger was now in prospect.

WDTV Reported on Block

The ABC-DuMont report was one of many dealing with station hands-changing that ran through the industry during the week. Another, related, was that DuMont would sell its WDTV (TV) Pittsburgh if satisfactory terms could be reached—and Westinghouse Broadcasting Co. is known to be desirous of adding an owned outlet in Pittsburgh, headquarters of the parent Westinghouse Electric Corp., although officials said no negotiations currently are in progress.

More spectacular were reports that high-level discussions had been initiated between RCA-NBC and Westinghouse looking toward the possibility of what would amount to an exchange of some stations, probably with side agreements as to affiliations, in markets where one or the other is particularly anxious to have its own outlets. An NBC official described published reports of such a deal as "garbled" but did not deny that some discussions had been held (see below).

Meanwhile, CBS sold its 47% holdings in WCCO-AM-TV Minneapolis-St. Paul to the Cowles interests for $3,950,000 and "closed" on the sale of its 45% of WTOP-FM Washington to the Washington Post & Times Herald for $3.5 million—and in another negoti- ation was said to be offering some $500,000 and WOKY-TV Milwaukee (ch. 19), uhf outlet it acquired last month for about $315,000, subject to FCC approval, in exchange for WCAN-TV Milwaukee (ch. 25), currently owned by President-General Manager Lou Poller and associates. Like the WOKY-TV acquisition, any trade for WCAN-TV would be subject to FCC approval.

ABC-DuMont discussions were confirmed, at least in part, late last week by one who said he had been a participant. Earlier, DuMont authorities had denied "categorically" a broadcast report by Drew Pearson saying negotiations for sale of the network were in progress.

The "participant" stressed that no agreement had yet been reached, but that ABC and DuMont officials had talked over possible arrange-ments whereby DuMont would continue to own stations but discontinue network operations— at least until conditions become more favorable for profitable existence for four nation-wide networks. Failing to make such an arrange- ment, it was speculated, DuMont might curtail the scope of its network operations or inaugu- rate departures from the "standard" pattern of TV networking.

It was emphasized that DuMont, which owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, does not wish to give up station ownership.

Another version of the purported ABC-DuMont discussions, unofficial but not contra dicatory to that given by the "participant," was that DuMont would sell WDTV (potential buyer not specified) and retain WABD and WTTG. In this version, WTTG would become affiliated with ABC-TV—WMAL-TV is currently the ABC-TV affiliate in Washington—and WABD would be operated as an independent. Details as to future affiliation of present DuMont affiliates were not reported.

Sale of its 47% interest in WCCO-AM-TV Minneapolis-St. Paul to the Minneapolis Star & Tribune (Cowles enterprise) for $3,950,000 was disclosed Wednesday by CBS [CLOSED CIRCUIT, Oct. 18 nit seq.].

This transaction, added to two others recently made, and of similar nature, completes CBS' initial plan to divest itself of minority interests in broadcast properties, placing it in a more favorable position to dispose of its list of owned stations. FCC's new multiple ownership rules permit a total of seven tv stations of which not more than five may be vhf.

In a little more than a month, CBS has disposed of a 45% interest in KQV Pittsburgh for $236,250 to majority stockholders Earl F. Reed and Irwin D. Wolf [B*T, Oct. 4], has closed the sale of its 45% interest in WTOP-AM-FM-TV Washington to majority owner Washington Post Co. for $3.5 million, and consummated the Minneapolis agreement that has been in negotiation for some time.

(After CBS sold back its minority interest, the entire KQV stock was sold to Tele-Trip Policy Co. for $750,000 [B*T, Nov. 1]).

WHY COWLES BOUGHT WCCO MINORITY

THE ACQUISITION at a substantial price of a minority interest which will give the company no operational control over the WCCO stations, was explained this way in a memo which John Cowles, president and publisher, sent to the staffs of the Minne- apolis Star and Tribune last week:

"Because of the rapid growth of television advertising and the possibility that in a few years color tv will absorb an increasingly larger proportion of national advertising appropriations, the directors of the Star and Tribune concluded it was prudent to make this investment as a partial hedge against a possible future decline in newspaper earnings."

The memo also said the $3,950,000 purchase "requires heavy bank borrowing" by the Cowles interests.

In his memo Mr. Cowles also advised the newspapers' staffs:

"There will be no change whatsoever in any of the existing relationships between these newspapers and the other Twin City radio and television stations. We will continue to treat all stations absolutely impartially in our news columns, program list- ings, etc."

With its WCCO interest sold, CBS is left with four wholly-owned tv properties—three vhf's (WCBS-TV New York, WBBM-TV Chicago and KNXT [TV] Los Angeles) and a uhf (WOKY-TV Milwaukee). The purchase of WOKY-TV by CBS and, if it goes through, the CBS purchase of WCAN- TV and relinquish- ment of WOKY-TV are subject to FCC ap- proval.

Ownership of WCCO, as it was constituted before last week's sale, was set up in 1952 when CBS joined forces with Mid-Continent Radio-Television Inc., grantees of what was then WTCN-TV. CBS turned over to the merged group its owned and operated WCCO and received its 47% interest in the licensee, Midwest Radio-Television Inc.

Mid-Continent, which remains the majority owner with 53%, is owned 50% by Northwest Publications Inc. (Ridder Newspapers) and 50% by the Minnesota Tribune Co., a holding
company headed by W. J. McNally and which owns WTMJ of the Star and Tribune Co. John Cowles is president and publisher of the Star and Tribune and also chairman of the board and vice president of the Cowles Broadcasting Co. His brother Gardner (Mike) Cowles 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 KYTV (TV), sold to R. C. Cowles publishing co. in addition to the Minneapolis papers, include the Des Moines Register & Tribune and Look magazine.

CBS said that although it is withdrawing from consideration of WTMJ in Minneapolis, WACC will continue to play an important role in the affairs of the network.

While the nature of NBC-Westinghouse discussions was not known in detail, the understanding was that they hinged on the desire of Westinghouse to operate a television station in Pittsburgh, where the company owns the pioneer and powerful KDKA, an NBC am affiliate.

Does Price Stand in Way?

Now one of three applicants in a competitive hearing for ch. 11 Pittsburgh, Westinghouse, it is known, has discussed the purchase of DuMont's WDTV on ch. 2, the only existing outlet in Pittsburgh. Reportedly, the discussions have failed so far because of DuMont's asking price.

That Westinghouse will wind up with a vhf outlet in Pittsburgh, either by grant or purchase, is considered inevitable. That the company will seek an NBC-TV affiliation there is evident, particularly since the chances of a CBS-TV affiliation in the market seem slight.

There is a probability of CBS station ownership in the area. Negotiations for CBS acquisition of WSTV-TV Steubenville, Ohio, a ch. 9 outlet 33 miles from Pittsburgh, for about $3 million were reportedly still in progress last week.

The third vhf assignment in Pittsburgh, ch. 4, is being sought by five applicants; WCAE-Hearst, WLOA Braddock, Pa., Irwin Community Television Co., Wescam Television Inc., and KQV, whose former owners have said they intend to continue to seek the tv station after disposing of the am outlet. These five were on the verge of a merger a month ago, but last week negotiations had broken down. An eventual agreement among them was not, however, considered wholly unlikely.

Pittsburgh Affiliation is Key

The NBC-TV affiliation in Pittsburgh was believed to be the primary subject of discussion between Westinghouse and NBC. But other arrangements were also under consideration. These were said to be in the nature of long-range planning, with no immediate developments in sight. The final objective would be to give NBC the maximum number of owned and operated television outlets in major markets and Westinghouse a similarly powerful group in markets which would complement those of the NBC o&os.

In Milwaukee, scene of the CBS uhf dealing, contesting applicants for the last unassigned vhf channel (6) last week publicly made known that they were considering merger. The three applicants asked for and were granted postponement of their FCC hearing to Dec. 7 to permit further discussions. In negotiation is an agreement under which WISN-Hearst and Independent Television Inc. combine and WMIL-Milwaukee withdraw.

Also in operation are two vhf's in operation—the pioneer WTMJ-TV, an NBC affiliate, and the post-freeze WTVW (TV), an ABC and DuMont outlet.

OFFICIALS of MBS, Kenyon & Eckhardt and National Biscuit Co. agree to a contract calling for a 52-week showing of the Rin Tin Tin series starting Jan. 2 over MBS. Seated (l. to r.): Thomas D'Arcy Brophy, K&E board chairman; Hal M. Chase, general manager, Special Products Div., National Biscuit Co., and Thomas F. O'Neil, MBS president. Standing (l. to r.): Phillip Gross, National Biscuit Co. director of merchandising; Adolf N. Hult, MBS vice president, and William King, vice president, K&E.
and the annual ANA dinner are scheduled for Tuesday evening.

A McGraw Hill-Business Week panel will lead the Wednesday morning agenda. The Federal Trade Commission's so-called "new policy" on advertising will be discussed by Edward F. Howrey, chairman of the FTC, in a specially prepared film presentation. Charles E. Graney, director of bureau of consultation at FTC, will interpret FTC policy as it applies to advertisers.

Stuart Peabody, of the Borden Co., and James M. Lambie, special assistant at the White House, will present developments for business through advertising to serve the public as well as to provide profit opportunities. The Wednesday morning session will also feature a special preview of a new Advertising Council campaign.

Featured speaker at the closing luncheon meeting Wednesday will be Roger M. Kyes, vice president of General Motors and formerly Deputy Secretary of Defense. His speech will deal with the respective roles played by business and advertising in our national economy.

**EVERSHARP MOVES FROM BIOW TO C&W**

AFTER an association of 14 years, Eversharp Inc., New York (shaving and writing division), with an estimated $2 million advertising budget, last week withdrew from the Biow Co. and named Cunningham & Walsh, New York, to handle its advertising, effective Jan. 1.

Prior to Eversharp's affiliation with Biow, it had been with Young & Rubicam and before that with Ruthrauff & Ryan.

The Biow Co. suffered the resignation of the Eversharp account on the heels of Bulova Watch Co. [Biow, Sept. 27], and Hill Bros. [Biow, Oct. 11]. Bulova, with a $5 million advertising budget, has named McCann-Erickson to handle its account while Hill Bros., with $2 million, has appointed Ted Bates and Lennen & Mitchell to share the account.

Eversharp currently sponsors Tales of Tomorrow on a regional basis in television. The company is in the market for other television properties.

**DuMont Using Campaign In November for TV Sets**

DURING November, DuMont Television Labs begins a campaign to promote its "Wide Horizon" TV receivers on television, radio and in newspapers, Jack Siegrist, merchandising manager of DuMont's Receiver Division, announced last week.

"We'll be using radio. We've got a new DuMont theme song that we think is pretty exciting, and we're going to run it in markets where radio is most effective," said Mr. Siegrist.

Radio is bought on a co-op basis with local distributors and dealers. The factory supplies the spots which are placed locally by dealers and distributors in about 24 radio markets.

The "Wide Horizon" campaign has been carefully planned so that there will be a strong family resemblance between trade ads, commercials and displays. "Even our television spots running on DuMont owned-and-operated stations will be animations of the printed advertising promoting the DuMont "Wide Horizon" line," said Mr. Siegrist. In this case, the dancing girls will dance," said Mr. Siegrist.

Campbell-Ewald, New York, is agency for DuMont sets.

**MINNESOTA MINING REPORT**

Cites Godfrey Sales Push

ARTHUR GODFREY's radio and TV programs on CBS are credited by Minnesota Mining & Mfg. Co., St. Paul, with successfully promoting its new Scotch Brand cellophane tape dispenser during the past few months.

"In a financial report covering a three-month period ending Sept. 30, Minnesota Mining noted the dispensers were first offered in July on the shows to acquaint more housewives with uses of cellophane tape in their kitchens. "The response was tremendous," the report said, adding that over 150,000 requests have been received to date.

Minnesota Mining reported third-quarter net profit of $5,950,678, equal to $.71 a share, and sales of $35,892,505. Profits were 28% ahead of those for a similar period last year, while sales were off 1.5% for that quarter but up for the first nine months of 1954. They both showed substantial gains in September. Fourth-quarter volume is expected to surpass that of the third and 1953's third final months, according to H. P. Buetow, company president.

**SIXTH ANNIVERSARY of Bavarian Brewing Co.'s sponsorship of Midwestern Hayride over WLWT (TV) Cincinnati is agreed to by (seated, 1 to r) William C. Schott, Bavarian Co. vice president; Wallace Hall, program m.c., and Louis Schott, president of the brewing company. Bavarian Co. executives standing are (1 to r) William R. Schott Jr., secretary-marketing director; Raymond Hoffmann, production vice president-general manager, and Louis L. Schott Jr., treasurer-personnel manager.**

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Biow Elects Halpern

DAVID H. HALPERN, chief account supervisor for the Ruppert Brewing Co. (Knickerbocker Beer) account at the Biow Co., New York, has been elected vice president of the agency, F. Kenneth Beim, president, announced last week. Ruppert's beer sponsors the Steve Allen Show on WRC-A-TV New York.

NETWORK NEW BUSINESS

Plymouth Div., Chrysler Corp., Detroit, will sponsor Detroit Lions-Green Bay Packers professional football game from Detroit on Thanksgiving Day, Nov. 25, MBS, 12 noon EST. Agency: N. W. Ayer & Son, Phila.

Northam Warren Corp. (Cutex), Stamford, Conn., has purchased 117 participations on NBC-TV's Today, Home and Tonight, using 39 on each show, effective in December. Agency: J. M. Mathes Inc., N. Y.


A&A PEOPLE

Frank Gilday Jr., vice president in charge of radio-ty, Cecil & Presbrey, N. Y., to McCann - Erickson, same city, in executive capacity, effective Nov. 15.

John H. Forshew, formerly vice president, J. Walter Thompson Co., N. Y., appointed vice president in charge of marketing and research, Campbell-Ewald, Detroit.

Charles E. Clagett, senior vice president, Gardner Adv. Co., St. Louis, appointed to newly-created position, general manager.


Kenneth R. Willert, account executive, Simmonds & Simmonds, Chicago, to Hanson & Hanson, same city, as vice president.

Chester Miller and Draper Daniels appointed vice presidents, Leo Burnett Co., Chicago; Norman W. Le Vally, recently resigned president, Sheriff-Le Vally Inc., Chicago, to Leo Burnett as account executive.

Susan A. Simone, formerly advertising manager and public relations director, Calorie Stone Corp., Topton, Pa., to Lee Roudnel & Co., Phila., as executive assistant to president.


Bernard Goldberg, assistant to advertising manager, Schenley Import Corp., N. Y., appointed advertising and sales promotion manager.

Lyle R. Cazel appointed advertising and publicity manager, Cory Corp., Chicago.

John S. Brookes, former merchandising manager, Brach's Candies, Chicago, and Clarence H. Russell, sales director, Cuero Press, same city, to Charles Bowes Adv., same city, as merchandising director and creative services coordinator, respectively.

Mary E. Williamson, formerly promotion and publicity director, KKOK St. Louis, to Magic Chef Inc., same city, as assistant to advertising and promotion director.

Charles H. Kellus, formerly with BBDO, N. Y., to MacManus, John & Adams, same city, as radio-tv writer.


Morris E. Jacobs, president, Boxell & Jacobs, Omaha, chosen King Ak-Sar-Ben LX of Knights of Ak-Sar-Ben.

Weston Hill, partner, Hill & Devore (sales promotion), N. Y., will address League of Adv. Agencies tomorrow (Tues.) on "Sales Promotion: Fringe Service or Extra Fee?"

AGENCY APPOINTMENTS


S. E. Massengill Co. (pharmaceuticals), Bristol, Tenn., appoints Lee Rammell & Co., Phila.

C. J. Van Houten & Zoo (chocolate products), N. Y., appoints Albert Frank-Guenther Law, same city.

American Crystal Sugar Co., Denver, appoints Bruce B. Brewer & Co., Minneapolis, with W. A. Krause as account executive.

American Brands Corp. (3-D Popcorn), San Carlos, Calif., appoints Western Adv. Agency, L. A., with Henry Gerstenkorn as account executive. Radio-tv will be used.

FLAMINGO PLANS 'OPRY' IN COLOR

WSM's well-known radio series will be offered on color film for local and regional sponsorship. One advertiser is reported to be considering the show for 47 markets.

PLANS for a color tv film series based on the Grand Ole Opry radio show were announced last week by Wy Weintraub, general manager and partner of Flamingo Films, New York.

Mr. Weintraub said Flamingo had obtained tv film rights for Grand Ole Opry following extensive negotiations with WSM Inc., Nashville, which was represented by Jack De Witt, president and general manager. Color film production on the first 39 half-hours of the new series will begin in Nashville on Nov. 25, Mr. Weintraub said, with the air due but scheduled for Jan. 15.

The series will be available for local and regional sponsorship, according to Mr. Weintraub. He told B&T that reaction to the series has been "wonderful," pointing out that one sponsor has plans under consideration to underwrite it in 47 markets.

Al Gannaway, who produces the radio show, will produce the tv filmed version in Nashville for Flamingo Films. Mr. Weintraub said Mr. Gannaway is in the process of hiring a top-flight Hollywood production crew.

Mr. Weintraub noted that the Grand Ole Opry radio show (NBC, Sat., 9:30-10 p.m. EST) has been on the air for 29 years and has been sponsored continuously for 27 years. The current sponsor is Prince Albert Tobacco. It has a total cast of more than 25 artists including Roy Acuff, Ernest Tubbs, Minnie

Safari to Philadelphia

IT was "Operation Philadelphia" last Friday by Television Programs of America, producer of Ranger of the Jungle tv film series. Michael M. Sillerman, executive vice president of TPA, reported the entire toy department at Lit Bros. was "Ramar"-equipped at a cost of more than $20,000 through arrangements of Jerome B. Capp, TPA's director of merchandising, and Jerry Green, Lit Bros.' sales promotion director.

Some 100 items including pith helmets, rifles, balloons, books, games, etc., bearing the "Ramar" name were introduced as a preview of their national distribution. Jon Hall, star of the series, flew in from Hollywood to open the department. In addition to a round of appearances and visits, the star met with 2,000 children at two breakfasts. After Philadelphia, where WFUN-TV carries the series under sponsorship of Good & Plenty Candy (Adrian Bauer agency), Mr. Hall was to promote the series in New York where it is on WPIX (TV).
AMONG the Chicago agency executives who turned out for the opening of Kling Studios' new plant there are (l to r): Jack Fenimore, Kling Studios film director; Dan Sullivan, Foote, Cone & Belding account executive; E. C. Fritz, W. E. Long Co. radio-tv director; Fred Niles, Kling vice president in charge of tv; William L. Goodman, W. E. Long vice president; Art Zapel, J. Walter Thompson Co. copy group; Jerry Turk, Beaumont & Homan tv film supervisor, and Mac Ward, Young & Rubicem radio-tv.

Pearl, Hank Snow, Carl Smith, Goldie Hill, Webb Pierce and Roger Bradfield.

The color tv series has the tentative title of Stars of Grand Ole Opry, according to Mr. Weintraub. He added that Flamingo is planning an extensive merchandising and promotional campaign, including tie-ins with records of Opry personalities and personal appearances by the stars.

**VITAPIX APPROVES DISTRIBUTION PLAN**

Stockholders authorize cooperative set-up whereby Vitapix Corp. clears station spots and Guild Films is charged with production, service and sales.

COOPERATIVE plan for production and distribution of tv film programs, with Vitapix Corp. handling station-spot matters and Guild Films Co. production, service and sales [BT&T, Oct. 25], was approved Oct. 30 by Vitapix stockholders.

Kenyon Brown, KWFT-TV Wichita Falls, Tex. was elected president of Vitapix Corp., succeeding Frank E. Mullen who resigned as president-director to become president of a new corporation, Vitapix-Guild Programs Inc. The latter firm was set up to hold the current Vitapix properties for continued syndication at John E. Petzer, of the Petzer Stations, remains as Vitapix Corp. chairman of the board.

New officers of Vitapix Corp. elected by stockholders include Joseph E. Baudino, Westinghouse Broadcasting Co. vice president; Paul A. O'Brien, of Dow, Lohnes & Albertson, secretary, and Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., treasurer. Vitapix Corp. is owned wholly by its station members.

Elected to the Vitapix Corp. board were these new members: William Fay, WHAM-TV Rochester; Ewell K. Jett, WMAR-TV Baltimore; Ed Wheeler, WWJ-TV Detroit, and Reub Kaufman, president of Guild Films Co. Mr. Petzer becomes a member of the Guild Films Co. board besides his Vitapix directorship.

Elected to official posts at Vitapix-Guild Programs, besides Mr. Mullen, were Horace L. Lohnes, of the Dow, Lohnes & Albertson firm, and Don Campbell, Hollywood lighting contractor, vice presidents; Mr. O'Brien, treasurer, and Charles B. Seton, Guild Films general counsel, secretary.

Vitapix was formed on October 1951 by tv stations as a cooperative project to select film programs. It plans to expand membership to about 60 stations. Guild was organized in 1952, recently becoming a publicly owned stock company. Its programs are telecast in most U. S. and Canadian tv markets. Expanded production and distribution operations are underway.

**Kodak's Evans Lectures On Color at NTFC Meet**

**BASIC CHARACTERISTICS** of color were explained by Ralph M. Evans of Eastman Kodak Co., in a lecture given last Thursday at the National Television Film Council luncheon meeting in the Hotel Delmonico in New York.

Mr. Evans, director of Eastman's color technology division, used some 150 slides to illustrate his discussion of "Seeing Light and Color." More than 100 persons attended.

The speaker did not touch on color film or color tv, confining his remarks to the light characteristics of color, including form, contrast, light areas, temperature, etc. Melvin L. Gold, president of NTFC, said future meetings would take up color film and color tv.

**ATV Film Productions Opens New Studios in L.I. City**

ATV FILM Productions Inc., New York, last week formerly opened its new studios in Long Island City, with Gene Raymond, television and motion picture personality, and James A. Lundy, president of the Borough of Queens, participating in ceremonies.

The studio building, completely air-conditioned and ventilated, contains two sound stages measuring 50-by-100 feet and 100-by-100 feet, respectively. Both stages are surrounded by four dressing rooms, a make-up room and a kitchen for pre-preparation of food to be filmed.

ATV Film Productions is headed by Mickey Schwarz (l), president of ATV Film Productions, and Gene Raymond (c), tv and motion picture star, watch James A. Lundy, president of the Borough of Queens, flip the switch to start ATV production from its new studios in Long Island City. Right after the ceremony, ATV began shooting sequences with Mr. Raymond as host for Fireside Theatre.

Schwarz, president. The company maintains production offices, cutting rooms and a projection room at 1600 Broadway, New York. Mr. Schwarz said the company produces Mr. Raymond's filmed commercials for Fireside Theatre, as well as commercials for Sterling Drug, Chevrolet, Shasta Brewing, Eversharp and Procter & Gamble.

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**Guild Films Elects Two Vice Presidents**

APPOINTMENT of Manny Reiner, recently foreign manager of Samuel Goldwyn Productions, as vice president of Guild Films Co., New York, and Joseph P. Smith, sales manager of Guild Films, to vice president were announced last week by Reub Kaufman, president of the television film producing and distribution company.

Mr. Kaufman said that Mr. Reiner will function on a policy level and among other duties, he will help develop Guild Films sales policies for television markets abroad. Prior to his association with Goldwyn, Mr. Reiner was vice president in charge of sales for Proctor & Gamble.

Mr. Smith joined Guild Films early this year after 16 years experience in the motion picture and television fields. Previously he had been president of Cinema-Vue Corp., tv distribution firm. In his new post of vice president, he will continue to function in charge of sales.

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Austin Heads Natl. Sales For National Telefilm Assoc.

BUD AUSTIN, former vice president and general manager of Telefilm Enterprises, has joined National Telefilm Assoc., tv film distribution firm, as head of its newly-formed national sales department.

Harold Goldman, NATA vice president in charge of sales, said last week that Mr. Austin will handle sales to national clients and to national agencies, and that these activities will be separated from NATA's syndication function. Before his association with Telefilm Enterprises, Mr. Austin was national sales director of Offici- Films.

At the same time, Mr. Goldman announced new sales of Passerby, a 52-minute, once-a-week, filmed syndicated tv series, and its films, Pantomime Quiz, Orient Express and China Smith along with a separate feature film package. Passerby, Mr. Goldman said, will be sponsored in 10 markets by the Charles Furniture Co., through Manson-Gold-Miller Agency, Minneapolis. Also reported: Sales in three other markets for Passerby; five markets for Pantomime; six new markets for Orient, and six markets for China.

WOR-TV Buys 56 Films From AAP for $350,000

PURCHASE by WOR-TV New York of a package of 56 feature-length films from Associ- ate Artists Productions Inc., New York, at an estimated cost of more than $350,000 was announced last week by Gordon Gray, station general manager. Associated Artists was repre- sented in negotiations by Eliot Hyman, presi- dent.

Mr. Gray said that none of the films has been shown on television, and many of them are still in their theatrical runs and cannot be shown on tv until Jan. 1, 1955, or Nov. 1, 1955. Among the titles are Algiers, with Hedy La- marr and Charles Boyer; Captain Black Jack, with George Sanders, Herbert Marshall and Patricia Roc; The Winslow Boy, with Robert Denton, Sir Cedric Hardwicke and Margaret Leighton; The Fighter, with Richard Conte and Vanessa Brown, and Duffy of San Quentin, with Joanne Dru, Paul Kelly and Maureen O'Sullivan.

The acquisition of the new films, Mr. Gray said, is “a clear cut indication of our faith in the continued success of the formula typified by films such as The Million Dollar Movie on our ch. 9.” Good film products, Mr. Gray continued, will attract “top audiences and top advertisers, when intelli- gently programmed.” WOR-TV's Million Dollar Movie shows the same feature film seven days a week.

Film Time-Saving Method Developed by Circle Labs

CIRCLE Film Laboratories, New York, has announced the development of a method for reducing the delivery time for reduction prints by 25% in a step that brings film laboratory work more in line with the needs of tv. The new process employs a 35mm film magazine that can hold seven reels at one time, thus elimi- nating the necessity of reloading the printing machine seven times during the processing of a feature-length picture.

The new system also makes it possible to print a half-hour tv show without a single splice, the company said. Earlier this year, Circle in- troduced a continuous loop printing magazine for rapid processing of minute-length films.

CHARLESTON branch of the First Na- tional Bank of South Carolina, sponsoring NBC Film Div.'s Victory at Sea series, be- comes the first program advertiser on WUSN-TV, NBC-TV affiliate in Charle- ton. The agreement is approved by (I to r): seated—John Welch Jr., vice president of the Charleston branch bank; Ansley Cohen, WUSN-TV sales manager; stand- ing—Arthur Swanson, advertising man-ager of the bank, and Bill Breen, NBC Film Div. sales representative.

GUARD Sells in 50 Markets

GUILD Films Co., New York, completed 50 market sales during the two weeks that it was negotiating an agreement with the Vitapix Corp. [WJT; Oct. 25; also see story, pg. 31], it was announced last week by Joseph P. Smith, Guild Films vice president and sales manager.

Mr. Smith said sales included those of Florian Zabach Show, eight markets; Life With Elizabeth, eight; Frankie Laine Show, six; Joe Palooka Show, three; Conrad Nagel Theatre, three, and Liberace, three. Other sales were renewals on Liberace and Life With Elizabeth.

CANTOR WEISSMULLER

FOUR Million Dollar Motion Pictures

“Cantor Comedy Theatre”

Sold by Ziv in 23 Markets

COINCIDENT with its announcement of the sale of the Eddie Cantor Comedy Theatre in 23 markets, Ziv Television Programs last week disclosed plans for an extensive sales and promo- tional campaign on behalf of the half-hour- filmed series, starting today (Monday).

Sales were to Drewey’s Ltd., South Bend, through MacFarland, Averyard & Co., Chicago, for Detroit, Indianapolis, Chicago, Toledo, Davenport, Grand Rapids, Lansing, Fort Wayne, Saginaw and Elkhart-South Bend; Blatz Brew- ing Co., Milwaukee, through William Weint- rau Advertising, New York, for Madison, Milwaukee, Oshkosh, Eau Claire, Green Bay, Superior-Duluth, LaCrosse and Neenah-Apple- ton-Menasha, and San Francisco Brewing Co., through BBDO, San Francisco, for San Diego, Los Angeles, San Francisco, Seattle and Spokane.

Plans for concentrated sales on behalf of The Eddie Cantor Comedy Theatre were formul- ated at meetings of the company’s sales force of 76 men, held last Wednesday, Thursday and Friday in New York, Los Angeles and Cin- cinnati. M. I. Riffkin, vice president in charge of sales, said Ziv’s sales efforts will be supported by a vigorous advertising campaign in trade magazines.

Screen Gems Plans ‘Jungle Jim’ With Weissmuller in Top Role

JOHNNY WEISSMULLER, Olympic swimmer and motion picture star, has been signed by Screen Gems Inc., for a tv film series which will go into production in January 1955. Titled Jungle Jim, the half-hour adventure program is based on the comic strip of the same name.

Mr. Weissmuller was also starred in the theatre movie version of “Jungle Jim.” Since 1948, 17 feature length motion pictures have been produced and distributed by Columbia Pictures Corp., of which Screen Gems is a sub- sidary. A completely new series is planned for television.

FILM PEOPLE

Robert L. Foster, former sales representative, Kling Studios, Chicago, to sales and film planning staff, Sarco Inc., Chicago office.

Ruth Ratny, formerly with program dept., WTVJ (TV) Miami, Fla., to writing staff, Kling Studios, Chicago, on film commercials.

Robert A. Hackborn to graphics dept., WVTI (TV) Miami, Fla., specializing in live and film tv production design work.

Bo Brahms, eastern sales manager, Screen Gems Inc., N. Y., conducting tv lecture series, Bridge- port (Conn.) U.

Robert C. Deans, writer, Passport to Danger, ABC-TV syndicated film series, and Norma Wilson were married Oct. 24.

Harold E. Wondsell, president, Sound Masters Inc. (tv motion picture producers), N. Y., father of boy, Harold E. Jr., Oct. 16

BROADCASTING • TELECASTING
In case you think of Iowa as a farm state exclusively, and that Iowans are less interested in TV than big-city folks, study these figures from 1954 Iowa Radio and Television Audience Survey! (And remember that as of March, 1954, 59.6% of all homes in Iowa had television sets — one-fourth of which had been purchased less than six months previously!)

**NUMBER OF HOURS AVERAGE TV SET OWNER SPENDS USING TV, WEEK DAYS**

<table>
<thead>
<tr>
<th>Weekdays, Averages:</th>
<th>TOTAL (Average Home)</th>
<th>AVERAGE Woman Over 18</th>
<th>AVERAGE Man Over 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>11.25 hrs.</td>
<td>4.41 hrs.</td>
<td>2.96 hrs.</td>
</tr>
<tr>
<td>Village</td>
<td>11.70 hrs.</td>
<td>5.03 hrs.</td>
<td>3.00 hrs.</td>
</tr>
<tr>
<td>Farm</td>
<td>13.20 hrs.</td>
<td>5.13 hrs.</td>
<td>3.64 hrs.</td>
</tr>
</tbody>
</table>

WHO-TV reaches 280,250 television sets in Central Iowa — owned by 566,300 city people, 545,100 rural people. Get all the facts from Free & Peters!
ON THE AIR FROM 7 A.M. TO 1 A.M.

basic CBS shows + top ABC shows
+ ST. LOUIS' FAVORITE PERSONALITIES

ED WILSON
4:15 - 5:00 P.M.

TOM DAILEY
12:30 - 1:00 P.M.

GIL NEWSOME
5:00 - 5:30 P.M.

UNBEATABLE ENTERTAINMENT
AND

ZOOMING SALES
FOR YOU

you'll sell more...

in St. Louis on channel 4

1,560,000 POPULATION
100,000 WATTS — OVER 650,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.

KWK-TV

Page 34 • November 8, 1954
OLIVER TREYZ NAMED PRESIDENT OF TvB; PROMOTION AGENCY PLANS START SOON

New executive head of all-industry effort leaves post as director of ABC Radio Network. Membership drive will be next move. First-year budget planned at $400,000.

OLIVER TREYZ, director of the ABC Radio Network, last week was named president of the new Trade Association of Advertising Inc. (TvB), which its leaders said would be in operation almost momentarily to start organized promotion of television as a selling force.

Mr. Treyz, whose appointment is effective Dec. 15, and key figures in the formation of TvB were slated to start searching immediately for space for New York headquarters, and officials estimated that a starting staff of "eight or ten people" would be recruited "very quickly."

Picked from a group of some 40 candidates interviewed by the selection committee in its three-month search for a president, Mr. Treyz was elected for an "indefinite term" by unanimous vote of the TvB board in New York Thursday. He will continue with ABC until the end of this month.

100 Expected to Join

Clair R. McCollough, Steiman Stations, and Richard A. Moore, KTTV (TV) Los Angeles, co-chairmen in the new TvB board, predicted that stations would be signed as TvB members almost immediately and said the first year's budget was expected to be approximately $400,000, assuming a membership of some 175 stations and networks. Monthly dues will be the equivalent of the member station's highest non-network quarter-hour rate. The TvB by-laws, while not baring any television entity from membership, specifically provide for participation by station representation firms as associate members. A membership drive was to be launched at once under the chairmanship of L. H. (Bud) Rogers, WSAS-TV Huntington.

Mr. Treyz said it is TvB's intention to operate as a "team," without emphasis on any one personality, and that the organization would proceed carefully to build up documentation of tv's effectiveness in advertising.

"It'll take a few months before we're even in third gear," he said, "and quite a while before we're in high gear."

He pointed out that while television is expected to do an $800 million business this year—about $610 million in network and national spot, $195 million in local—many leading advertisers do not use television at all. It will be part of TvB's job to sell these advertisers on the sales power of the medium and to get present users to expand.

Mr. McCollough noted that, as to organizational structure, it is planned to have separate department heads for promotion of network tv sales, for national spot, and for local, as well as for research. There also will be an office manager and "sufficient clerical help to get going immediately."

Board members present at the meeting were co-chairmen McCollough and Moore; Mr. Rogers; Campbell Arnnou, WATV-TF Norfolk; Roger W. Clapp, WFLY-PM Philadelphia; W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex.; Merle S. Jones, CBS-TV, and George B. Storer Jr., Storer Broadcasting Co. Two members who were unable to attend, Kenneth L. Carter of WAMM (TV) Baltimore and H. W. Slavick of WMCT-TV Memphis, wired their concurrence in the selection of Mr. Treyz. The board's selection committee was composed of Messrs. McCollough, Moore, Clapp and Arnnou.

Messrs. McCollough and Moore, noting that both advertisers and agencies had shown "good reaction" to Mr. Treyz as a presidential possibility, said in announcing his election:

"Mr. Treyz is uniquely qualified to fulfill the challenging opportunity presented by TvB. His broad background in research and sales, plus a first-hand knowledge of station operation as well as the problems of the advertiser and the advertising agency, make him the ideal man to head this all-industry sales promotion organization."

"Mr. Treyz' acceptance of the position is the starting signal for an immediate membership drive to bring to TbV the support of the entire industry. The structure for this membership campaign has already been established under the leadership of L. H. (Bud) Rogers, chairman of the membership committee."

Mr. Rogers will be assisted by W. D. Rogers, KDUB-TV Lubbock; H. W. Slavick, WMCT-TV Memphis; Charles Crutchfield, WBTV (TV) Charlotte; Kenneth L. Carter, WAMM (TV) Baltimore; John Esau, KTVQ (TV) Oklahoma City; Frank Fogarty, WOW-TV Omaha; Gordon Gray, WOR-TV New York; Gaines Kelley, KFY-MY TV Greenbush, N. C.; G. Bennett Larsen, KTVT (TV) Salt Lake City; Bob Lemon, WTTV (TV) Bloomington, Ind.; Ralph Nimmons, WFAA-TV Dallas; Frank P. Schreiber, WGN-TV Chicago; Don Searle, KOA-TV Denver; Collins M. Self, KEYT, Santa Barbara; Franklin Snyder, WXEL (TV) Cleveland; John H. Bones, WNEM-TV Saginaw, and Robert R. Pincher, KVTY (TV) Sioux City.

TvB, all-industry television sales and promotion bureau, will operate as a non-profit organization. Its primary areas of operations have been defined as follows:

"1. To promote the broader and more effective use of television as an advertising medium at all levels (local, regional, national-spot and network);"

"2. To sell present and prospective advertisers (and their agencies) the productive use of television advertising for their particular goods and/or services;"

"3. To keep members and their staffs informed of advances in the art of salesmanship and tested and successful television techniques, and to supply promotional support for the application of such knowledge."

"4. To serve as a clearing house of information on television advertising, its audience, its economics and the vital force which it exerts in the business life of the American community."

"5. To foster continued progress and development of television as a medium of advertising:"

"6. To provide such services and perform such functions as may be necessary and proper to effectuate these purposes and objectives."

Mr. Treyz, who headed ABC's research department before he became head of the network, was cited by the TvB board as having played "a key role in the network's sales growth and development in both tv and radio."

None of his assistants have yet been named, officials reported. Jack Pacey, former ABC director of public relations and special features, handled publicity on his appointment for the TvB board, but members said there had been discussion as to furthering the organization. Mr. Pacey interjected that he was doing a "one-shot" job.

The board is expected to work closely with President Treyz in setting up the organization. Mr. McCollough said the members probably would meet again in New York in about two weeks.

BAB Salesman Honor

Given Dalton, KOTA

AWARD in the second monthly contest sponsored by Broadcast Advertising Bureau, New York, for nationwide competition among local salesmen at Bab's membership stations, was presented to William F. Dalton of KOTA Rapid City, S. D. Top honors went to Mr. Dalton for his $9,300 sale of 130 hours of radio time to 32 merchants in a single community.

As first-prize winner for September sales, Mr. Dalton received a silver and ebonite trophy from Bab on which his name and his station's call letters are engraved, and a sterling silver lapel pin. Mr. Dalton has been with KOTA as a salesman since 1952. His award-winning sale involved the purchase of five half-hour shows weekly by the Newell Community Club, a group of 32 businessmen in Newell, S. D., for the purpose of promoting Newell as a shopping center. Show features music, local and national news and farm topics with commercials rotated among the businessmen at a rate of five every day.

In the same contest, Ken Quaife, WOW Omaha, and Don H. Martin, WSLM Salem, Ind., tied for second place. Mr. Quaife sold a specially designed announcement campaign to a department store seeking to reach college girls in a back-to-school promotion. The Thomas Kilpatrick Co. handled a schedule of 20 spots per week for three weeks for $600 on WOW. The store reported such success that it signed for a similar spot schedule for fashions in another department.

Mr. Martin, co-winner of the second prize, sold $3,900 worth of time of WSLM to Zink's Super Market. Sales consisted of a quarter-hour musical show Monday through Saturday on the station for one year supplemented by 10 announcements each on Friday and Saturday.

BAB announced a tie for the third place award, which will be shared by Dave Yanow, WCAU Philadelphia, and Lewis W. Hunter, KFBI Wichita, Kan. Mr. Yanow sold a satura-
He Spins 'Em
for the
Jack in
Jackson!

CASS KAID... "The Smile on the Dial"
MAKES ADVERTISERS PURR AT THE PROFITS

WKHM IS FIRST
IN JACKSON...
FIRST IN POWER
FIRST IN RATINGS
FIRST IN NEWS
FIRST IN MUSIC
FIRST IN SPORTS
SO BUY
THE BEST...

He's a household word in Jackson's homes. They listen to Cass and they buy what he sells! Nobody... but NOBODY even comes close to his rating. He's tops by 3 to 1. Young or old, they all love Cass Kaid. No wonder his platter-patter is paying off for advertisers in this rich midwest market.

How much jack are you getting out of Jackson? You could get more if you put Cass Kaid to work for you!

WKHM—Jackson... WKMF—Flint...
WKMH—Dearborn-Detroit is the package buy that covers 77% of Michigan's entire buying power. Yet you save 10% when you buy all 3. Highest ratings... because everybody likes News, Music and Sports!
tion schedule of spots to the Pennsylvania Railroad for $12,700. Safeway Stores' Wichita zone office purchased a $2,200 radio spot schedule for a minimum of 13 weeks from Mr. Hunter for broadcast on KFBI.

All second and third place winners received specially-designed lapel pins from BAB. Entries for best salesman for the month of October will be taken up to Nov. 15. Contest is open to time salesmen at BAB's member stations.

RADIO PROMOTION URGED BY LACKEY

NARTB Dist. 12 hears radio described as "a way of life." G. Pearson Ward of KTTS-TV is tv guest speaker.

RADIO stations must promote themselves as a medium through advertising and other types of promotion, F. Ernest Lackey, WHOP Hopkinsville, Ky., told the NARTB District 12 (Kan., Okla.) meeting at its opening session Thursday. The meeting was held at Jenn Marie Hotel, Ponca City, with Cy Casper, WBZZ that city, presiding as District 12 director.

Mr. Lackey, radio guest speaker at the meeting, described radio as "a way of life." He termed it "a dynamic force but regretted that the medium is taken for granted much of the time. He called on radio to "wake up and not be judged by ratings but by sales results."

If radio stations are to succeed they must not get "into a rut of mediocrity," Mr. Lackey continued. He advised station managers to take more active roles in community affairs instead of leaving such activity to the staff.

Television guest speaker on the Friday agenda was G. Pearson Ward, KTTS-TV Springfield, Mo. His subject was "Television-Its." Named by Director Casper to the resolutions committee were Robert L. Pratt, KGGF Coffeyville; Archie J. Taylor, KANS Wichita; Frank S. Kane, KRMG Tulsa; John Riesen, KVSO Anchorage.

Among those taking part in panels during the two-day meeting were Messrs. Kane, Casper and Pratt; Rex Lester, KTOW Oklahoma City; L. A. Blust Jr., KTUL Tulsa; Russ Lamb, KVOO-TV Tulsa; Richard Campbell, KOTV (TV) Tulsa; Grover Cobb, KVGB Great Bend; Frank Webb, WEBB Wichita, and Bess Wyse, KWBW-KTVH (TV) Hutchinson.

Sixty-seven delegates had registered at the end of the opening day, compared to 65 registered a year ago. The meeting was next to last of the annual NARTB autumn series. Final meeting will open tomorrow (Tues.) at Rite Hotel, Houston, with Texas broadcasters gathering under chairmanship of Kenyon Brown, District 13 (Texas) director.

RETMA Wins Award For Color Tv Work

MERGING of the electronic industry's color tv experiments into a single workable system, spearheaded by Radio-Electronics-Tv Mfrs. Assn., will be honored today (Monday) with presentation of the grand award of American Trade Assn. Executives.

The award will be presented in Los Angeles. ATAE selected RETMA for its "outstanding achievement in industry enterprise and cooperation." FCC acceptance of the color standards, developed cooperatively by the National Television System Committee under chairmanship of Dr. W. R. G. Baker, RETMA engineering dept. chairman, "would have been impossible" without RETMA's coordination of competitive industry elements, it was agreed. Directing RETMA's operations are Glen McDaniel, president, and James D. Secret, executive vice president.

NTSC was set up in 1950. RETMA paid its operating expenses, amounting to over $80,000. The project involved vast sums in research and development and more than a million man-hours in NTSC activity.

NARTB Nears Start Of Tv Count Service

New meter, which is to ascertain time set is in use as well as station being viewed, will be field tested next week.

NEWLY-DEVELOPED meter, showing the time tv sets are in operation and the channels tuned, will be field tested starting next week as NARTB nears actual operation of a tv circulation service.

NARTB's Circulation Implementation Committee has reached the stage of in-the-home pre-testing of its plan of measuring tv viewing. If the present project is approved in January by the NARTB Tv Board, according to Committee chairman Robert C. Fehsenfeld, WHBC New Orleans, a separate all-industry television audit authority will be formed.

The authority will be financed by the industry on an independent basis and will conduct tv measurements on a permanent regular schedule under the plan. It will work in cooperation with Television Bureau of Advertising (TvB), sales promotion project organized in the late summer and soon to start operation with its officers and staff.

Both projects have been in the formative stage since they were conceived just two years ago by the NARTB Tv Board. The circulation authority will be set up when pre-testing operations are concluded and the mechanics have received Tv Board approval.

Cross Check Planned

The meters, installed in receivers located in sample homes, will provide a check against a special interview technique developed for NARTB by Dr. Franklin Cawl. The Cawl technique has been approved by a research committee headed by Hugh Beville, NBC New York. Electronic manufacturers and research laboratories cooperated in developing the new type of meter, with over a hundred to be used in the tests.

Field-testing is under direction of the Alfred Politz research organization, with several communities to be used. The Politz firm has been training personnel to install meters in homes and to conduct interviews. The test in the first community will be completed by mid-December.

On the Implementation Committee for the television circulation study, besides Chairman Swezy, are: Clair R. McCollough, WGal-TV Lancaster, Pa.; Campbell Arnot, WBAR-TN Norfolk, Va.; Richard A. Borel, WBNS-TV Columbus, Ohio; Kenneth L. Carter, WAAM (TV) Baltimore; Harold Hough, WBAP-TV Fort Worth; Ward Quial, Croley Broadcasting Corp., Cincinnati; Paul Balfour, KXTL (TV) Los Angeles; J. Leonard Keirach, WBLY-TV Atlanta; Donald W. Thomasberger, WCAU-TV Philadelphia; and Lee B. Walles, Storer Broadcasting Co., Miami Beach, Fla. as chairman. The following are members of the Research Subcommittee: Mr. Beville, NBC; Donald Coleye, ABC; Edward R. Engle, DuMont; Oscar Katz, CBS.

APBO Elects Long President

ELECTION of Chet Long of WBNS Columbus, Ohio, as president of the Associated Press Broadcasters of Ohio has been announced by the association. Elections were held Oct. 8-9 at a dinner and clinic conducted by the association to consider news and feature sales problems. Others elected included Gary Trace, WBNS Youngstown, and Robert C. Fehsenfeld, WHBC Canton, vice presidents; R. W. Mack, WIMA Lima, secretary, and Walter Furniss, WCOL Columbus, treasurer.

November 8, 1954   Page 37
TOA MEET WARNED OF PAY TV THREAT

Convention delegates are told theatres have been slow to develop 'mighty' potential of theatre television.

THE "FIRST BIG PUSII of the television networks with their extravaganzas and spectacles has been 'repulsed' by the motion picture industry, but theatres have been "exceedingly slow" in developing the "mighty potential" of theatre television, the nation's movie exhibitors were told in Chicago last week.

Over 10,000 delegates to the annual Theatre Owners of America convention were pictured as victims caught in a "deep flanking movement to disrupt our sources of picture supply and immobilize our patrons in their homes through metered tv." The villains, it was made plain, were the networks and proponents of toll television.

E. D. Martin, president of Martin Theatres of Georgia Inc., who owns majority interest in WDKA-AM-TV Columbus, Ga., and minority interest in WJBF-AM-TV Augusta, Ga., was elected new TOA president.

Mr. Martin is vice president of Television Columbus (WDKA-TV) and a director of Georgia-Carolina Broadcasting Inc. (WJBF-AM-WJBF-FM). He succeeds Walter Read Jr., Georgia-New Jersey theatre owner.

The TOA convention was held Monday through Thursday at the Conrad Hilton Hotel in conjunction with a trade show involving the Theatre Equipment & Supply Mfrs. Assn., Theatre Equipment Dealers Assn. and International Popcorn Assn.

A keynote address by Pat McGee, Cooper Foundation and TOA vice president, glossed over the "many immediate dangers" inherent in any FCC approval of box office television.

Toll Tv Issue

The tv issue was pinpointed primarily in a TOA theatre television committee report by co-chairs S. H. Fabian and Mitchell Wolfson, the latter co-owner of Wometco Theatres and WTVJ (TV) Miami, Fla. The committee warned that, should the Commission give the "green light" to the opening of the toll system advocated by Zenith Radio Corp., SKattron Inc. and International Telemeter Corp.—"it would be an attempt to eliminate the middleman—ever since the United States.

"This is just a shadow on the tv horizon—but it is a grave threat and discussions are now under way to crystalize exhibitor opinion and mobilize against such destructive franchises," the report said. It evidently referred to the formation of the Committee on Toll Tv headed by Alfred Starr and Truemann Rembusch, which was formed in Chicago a fortnight ago.

Any official connection with TOA itself is denied, however, by the toll unit, which was organized to fight subscription tv, ostensibly for the purpose of preserving free home television.

The move drew heated reactions from E. F. McDonald Jr., president of Zenith Radio Corp., proponent of Phonovision (BT, Oct. 25). Mr. Starr said the new group would serve as a public information or alerting unit and would not be beyond unit function. He stressed it has no official connection with TOA.

Mr. Starr emphasized that the present conflict is not between subscription and theatre television but between toll tv and theatres generally. He noted that closed-circuit telecasts in theatres do not utilize public facilities licensed by the FCC.

Mid-Atlantic Associations Plan Joint Baltimore Meet

TWO Mid-Atlantic groups, heading suggestions that industry meetings be combined, will hold a joint session next Friday. The groups are Maryland-D. C. Radio-Tv Broadcasters Assn. and Chesapeake AP Radio-Tv Assn. They meet at the Emerson Hotel, Baltimore.

Selling of radio-tv news will provide the discussion theme, with five papers scheduled, according to Joseph L. Brechner, WGAY Silver Spring, Md., president of the Maryland-D. C. association. Robert C. Embry, WITH Baltimore, is chairman of the AP association.

Thad Brown, NARTB tv vice president, will address the luncheon on "Freedom to Broadcast."

Illinois Assn. Plans Study Of Tv Sports Rights Fees

A THREE-MAN committee to work with the U. of Illinois on uniform tv charges for telecasting rights to athletic events was formed by the Illinois Broadcasters Assn., the past fortnight.

Legislative and political broadcast problems and a suit challenging the right of the U. of Illinois to use state funds for a new tv outlet were topics on the IBA agenda during its fall meeting in Springfield Oct. 27-28.

Harold Dewing, WCVS Springfield, was elected president, succeeding Robert Burw, WDAN Danville. Other officers elected were Joseph Bonansinga, WGEM Quincy, vice president; Tom Land, WFIW Fairhall, secretary-treasurer, and Warner Tidemann, WJBC Bloomington, director for a three-year term.

Appointed to the special sports committee were Messrs. Burw, Land and Milton Friedland, WICS (TV) Springfield. Merrill Lindsay, WOSY Decatur, covered the tv rates question in his report on sports.

Controversy over use of state monies to finance construction and operation of educational WTLTC (TV) on ch. 12 in Champaign-Urbana was discussed by Leslie C. Johnson, WHBF-Tv Rock Island, in a report on IBA's tv committee activities. He recounted IBA support of a suit entered by an Evanston (Ill.) taxpayer, Stephen Turkovitch, opposing an allocation of $24,000 from the U. of Illinois' 1954-55 budget for tv. The suit was filed at Circuit Court in Springfield over a month ago and the university has not yet submitted a

Vincent T. Wasilewski, NARTB's chief attorney, spoke on political broadcast problems, tracing recent developments at the government and NARTB district meeting levels.

NEW OFFICERS elected by Illinois Broadcasters Assn. are (l to r) Tom Land, WFIW Fairhall, secretary-treasurer; Joseph Bonansinga, WGEM Quincy, vice president; Harold Dewing, WCVS Springfield, president, and Warner Tidemann, WJBC Bloomington, who was elected a director for a three-year term.

Page 38  •  November 8, 1954
WICHITA'S FIRST and ONLY VHF

KAKE-TV
Channel 10

ABC BASIC

now selling

WICHITA
and the Million in a Billion-Dollar, 42-County Market

Plus STRONGEST LOCAL PROGRAMMING

"OPEN HOUSE"
ETHEL JANE KING
for thirteen years Kansas' most popular women's commentator.

"WEATHERSCOPE"
JOHN FROOME
"WeatherScope" gives a picture of tomorrow's weather in a fresh and original way.

"DEPUTY DUSTY"
DUSTY HERRING
real cowhand and genuine deputy, corrals the junior cowpoke trade.

"WHAT'S THE SCORE"
JACK MILLER
former coach, sports editor and athletic official, reports the world of sports.

"NEWSREEL"
GUY RUNNION
and News are synonymous...sixteen years in top, regional radio and west coast television.

with Kansas' GREATEST 316,000 WATTS
and Kansas' HIGHEST 1,079 FEET TOWER

KAKE-TV - 204 NORTH WACO STREET, WICHITA, KANSAS

GEORGE P. HOLLINGBERY CO., National Representative
Radio, Tv Set Turnout Marks Highs in September

PRODUCTION of home radio sets in September ran 25% ahead of any previous month this year, according to nine-month factory figures compiled by Radio-Electronics-Tv Mfrs. Assn. Total output of radio sets of all types in September was the highest since March and the second highest figure for the year.

Tv set production in September neared 1 million sets, totaling 947,796 units. This set a new monthly high for tv, according to RETMA.

For nine months of 1954 the total tv output was 4,733,315 sets compared to 5,524,370 sets in the same 1953 period. September output of 947,796 tv sets was well ahead of the 770,085 manufactured in the same month a year ago.

August output was 633,387 sets. September was a five-week work month. The previous high monthly tv set record was that of December 1952 when 921,086 units were produced.

Following are radio and tv set production data for the first nine months of 1954:

<table>
<thead>
<tr>
<th>Month</th>
<th>Television</th>
<th>Home Sets</th>
<th>Portables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>420,571</td>
<td>271,036</td>
<td>46,571</td>
</tr>
<tr>
<td>Feb</td>
<td>430,932</td>
<td>233,643</td>
<td>49,375</td>
</tr>
<tr>
<td>March</td>
<td>599,606</td>
<td>544,110</td>
<td>256,130</td>
</tr>
<tr>
<td>April</td>
<td>457,048</td>
<td>465,426</td>
<td>173,434</td>
</tr>
<tr>
<td>May</td>
<td>396,287</td>
<td>373,480</td>
<td>174,725</td>
</tr>
<tr>
<td>June</td>
<td>344,142</td>
<td>326,530</td>
<td>141,904</td>
</tr>
<tr>
<td>July</td>
<td>365,985</td>
<td>130,002</td>
<td>39,497</td>
</tr>
<tr>
<td>Aug</td>
<td>333,328</td>
<td>280,607</td>
<td>174,713</td>
</tr>
<tr>
<td>Sept.</td>
<td>295,796</td>
<td>275,227</td>
<td>174,725</td>
</tr>
<tr>
<td>Oct</td>
<td>236,211</td>
<td>206,779</td>
<td>174,713</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>394,442</td>
</tr>
<tr>
<td>Feb</td>
<td>333,902</td>
</tr>
<tr>
<td>March</td>
<td>370,549</td>
</tr>
<tr>
<td>April</td>
<td>230,898</td>
</tr>
<tr>
<td>May</td>
<td>316,519</td>
</tr>
<tr>
<td>June</td>
<td>316,733</td>
</tr>
<tr>
<td>July</td>
<td>191,512</td>
</tr>
<tr>
<td>Aug</td>
<td>275,058</td>
</tr>
<tr>
<td>Sept.</td>
<td>369,327</td>
</tr>
<tr>
<td>Oct</td>
<td>2,843,740</td>
</tr>
</tbody>
</table>

'Toast,' 'Lucy' Clinic Latest ARB Top Spots

THE TOP TWO tv programs in the country, both rating and viewership wise, were CBS' "Toast of the Town" and I Love Lucy, according to the latest American Research Bureau ratings. Figures are for the week of Oct. 7-13.

Program: Rolling

1. Toast of the Town (CBS)  191,512
2. I Love Lucy (CBS)  191,512
3. Bob Hope (NBC)  191,512
4. You bet Your Life (NBC)  191,512
5. Bringing Up Father (CBS)  191,512
6. Jacki Gleason (CBS)  191,512
7. Godfrey and Friends (CBS)  191,512
8. I've Got a Secret (CBS)  191,512
9. G. E. Theatre (CBS)  191,512
10. Talent Scouts (CBS)  191,512

Program: Viewers

1. Toast of the Town (CBS)  47,420,000
2. I Love Lucy (CBS)  41,050,000
3. You bet Your Life (NBC)  38,630,000
4. Bob Hope (NBC)  38,040,000
5. Jackie Gleason (CBS)  37,700,000
6. I've Got a Secret (CBS)  35,580,000
7. Godfrey and Friends (CBS)  30,800,000
8. Private Secretary (CBS)  27,170,000
9. Talent Scouts (CBS)  25,550,000
10. Ford Theatre (NBC)  24,270,000

1954 Compared to 1950

POPULATION estimates for the 48 states and the nation as a whole showed marked changes, with an increase of 6.3% for the nation as a whole between April 1, 1950, when the last census was taken, and July 1, 1954. In printing the official Census Bureau report [84T Nov. 1], the tabular listing for the 1950 census figures was incorrectly headed "April 1, '54."
"Voice of Firestone" brings great music, great stars to ABC-TV

Since June, this famous program has been coming to music lovers on a new network...ABC...a happy move that brings our viewers a fine orchestra and conductor (Howard Barlow), and many great artists: Ferruccio Tagliavini and Patrice Munsel, to name two. Distinguished company indeed...with whom we're proud to be associated in this and future years of progress.

You're in smart company on ABC-TV American Broadcasting Company

Walter Winchell is back again...starts third year on ABC-TV

He's America's favorite newsboy and an ABC “exclusive.” Has been for 23 years. This is his third year on ABC-TV...sponsored again, we're pleased to point out, by the Gruen Watch Company and American Safety Razor. Chalk up two more votes of confidence for ABC.

You're in smart company on ABC-TV American Broadcasting Company
THE ELECTION

RADIO-TV'S NEWS REPORTING PROWESS AGAIN DEMONSTRATED DURING ELECTIONS

Back-breaking schedules of quick, accurate reporting was the order of the day—and all night—for broadcasters. Herewith are reports to B+T on election night happenings.

STRENGTH of radio and television in staying on "top of the story" was again demonstrated vividly last week as networks and stations provided speedy developments of elections returns around the country until the early hours of the morning.

NBC and WBBM remained on the air until 6 a.m. EST Wednesday and ABC until 5 a.m. to present the latest tabulations in contests that had not been decided. Many local stations similarly continued broadcasting returns of local county contests until 1 a.m. EST. With many contests still undecided by Wednesday morning, networks and stations relayed latest news developments on critical races.

CBS News, in the first major operation of its recently-united radio and television news facilities, started coverage at 9 p.m. EST Tuesday and remained on the air until 6 a.m. Wednesday. Bulletins and reports during regular news periods were continued throughout Wednesday. Sig Mickelson, CBS vice president in charge of news and public affairs, supervised the 250-man organization assembled by the network. CBS-TV's coverage was sponsored by 11 p.m. to conclusion by the Roto-Brol Corp. (Products Services Inc.) and the National Carbon Co. (William Esty Co.).

NBC-TV's Four-Way-Split

NBC-TV's all-night radio-TV coverage (9:30 p.m.-6 a.m. EST) was highlighted by its four-way morning split-screen "editorial conference" (see box below). A nationwide staff of 325 was pressed into service by NBC. William R. McAndrew, NBC director of news, served as supervisor of operations. Roto-Brol sponsored one-half of the period between 9:30 p.m. and 1 a.m. EST on NBC-TV.

ABC Radio and ABC-TV started broadcasting election returns at 11 p.m. and continued through 5 a.m. EST. ABC augmented its presentation with local returns and interviews either in person or on the telephone with many personalities involved in election races. John Daly, ABC's vice president in charge of news, special events, sports and national affairs, and Thomas Velotta, vice president and administrative officer for news, directed ABC's election night activities.

Mutual's coverage began at 9 p.m. EST and the network reported that it criss-crossed the country in search for pick-ups for up-to-the-minute election returns. Mutual News Chief Milton Burgh and News Manager George Brown were in charge of the news room. Arthur Feldman, special events director, coordinated the coverage.

DuMont provided no network coverage, but local stations carried news developments throughout the evening. On election eve DuMont's WADD (TV) New York presented what it called a "public service first" by feeding all but one of the New York area's network stations a telephone spotlighting Clifford Case, Republican senatorial aspirant in New Jersey. Starting at 6:30 p.m. EST and continuing at various times until midnight, WADD (TV) fed the audio portions of the program to WABC-WOR, WPXJ (TV), WRCA-TV in New York and WATV (TV) Newark. The sponsor was the New Jersey Republican State Committee (Lewin, Williams & Saylor Inc.).

WMGN New York started broadcasting at 10 p.m. EST and continued through the evening hours. Bill Lang, Ed Stokes and Bill Edmonds, presented latest results, with election bulletin broadcast immediately and complete roundups given the last five minutes of every hour.

Regular election coverage was begun by WPXJ (TV) New York at 11:10 p.m. EST, but the station interrupted programs, starting in the late afternoon, to keep viewers abreast of developments. The station remained on the air until after 2 a.m. EST. John Tillman headed the election night staff.

WHLI Hempstead, L. I., emphasized the 13 congressional and New York state contests in Nassau County during its election night broadcast schedule. WHLI stationed a staff of five reporters and engineers at the Nassau County board of elections and at local Republican and Democratic headquarters. The station also presented recorded interviews with winning candidates and party leaders.

WNHC-TV New Haven, Conn., supplied details on returns in three states—Connecticut, Massachusetts and the Long Island portion of New York—and used the services of more than 65 employees, who worked under the direction of Edward C. Obrist, manager. WNHC-TV also carried NBC-TV's telecast.

Sen. Irving M. Ives (R-N. Y.), candidate for governor, climaxcd his campaigning Monday by appearing on television at least once in each of the 18 hours from 6 a.m. until midnight. The "Ives Telethon" was carried on five New York stations and seven upstate stations. His appearances were sponsored by the New York State Republican Committee.

CBS Chicago coverage by William Ray, news and special events chief. WNBQ-TV started giving results at 8:30 p.m. CST and WMAQ at 9 p.m., with the last five minutes of every half hour set aside for Illinois and Chicago area reports.

NBC-TV Chicago served as the focal point for reporting results from a 14-state area, with Jim Fleming of NBC New York reporting. Al Dreier handled commentary on radio network pickups from three states—Illinois, Indiana and Wisconsin. Emerson Drug Co. (Bromo-Seltzer) bought the five-minute segment on WNBQ and WMAQ.

CBS Chicago coverage by WBBM-AM-TV began at 8 p.m. CST, with the same format of five minutes for local returns. Election trends were reported by WBBM-TV until well after midnight. Bill Miller, newsroom manager, supervised a staff of 72 employees on radio-TV operation. Radio remote pickups were aired from eight key locations in Illinois. WBBM-TV sent two crews out for remote pickups, along with its newsmen, during five-minute periods on radio were bought by Peoples Gas Light & Coke Co. and on TV by Standard Oil Co. of Indiana.

WGN-TV Chicago aired returns on various news shows and one-minute bulletins in the early evening hours, as well as late summaries and comprehensive wrap-ups from 11:45 p.m. beyond 1 a.m. Les Nichols and Spencer Allen handled returns. The network scheduled five-minute periods to supplement MBS news reports, starting at 8 p.m. Both WGN and WGN-TV interviewed winning candidates.

ABC's Chicago Coverage

Similarly comprehensive coverage was provided by ABC-TV's oao WBKB (TV) after 10 p.m. CST. Station supplemented regular network feeds with local reports by Paul Harvey, Ulmer Turner and others five minutes each half hour, starting at 10:25 p.m. ABC's radio coverage was supplemented by WLS Chicago with 15-minute election returns at various times.

Independent Chicago radio outlets—among them WIND and WCFL—aired periodic bulletins starting early in the evening.

WBBM-AM-TV Chicagoaired President Eisenhower's pre-election visit for a fast-moving 70 minutes, using four announcers and 26 technicians. Victor A. Sholis, vice president and director of the stations, offered equal time to the Democratic party and carried a Democratic program at an equivalent hour.

WNBK (TV) Cleveland combined remote feeds from its area, working with its sister radio station, WTAM, to bring Ohio results in addition to NBC news reports.

WADK Newport, R. I., had preceded the election with a series of free periods for candidates who were required to answer any question submitted by the audience.

KFXJ-TV Grandview, Colo., had its election initiation, joining in simulcasts with KFXJ. Correspondents from key cities fed regular reports, with over 100 persons working on the coverage. Rex Howell, president-general manager, introduced the program by taking viewers on a camera tour of the election setup.

WOI-TV Ames, Iowa, had the three gubernatorial candidates in its studio elections, with viewers writing in about 300 questions directed at the speakers.

WNHC-TV New Haven, Conn., coverage was directed by President Pat Goode, with Ed...
MILWAUKEE AND WISCONSIN'S NEW BIG TV STATION

ABC Basic and Dumont Networks

MILWAUKEE

WTVW

12

CHOICE AVAILABILITIES NOW TO REACH ALL 600,000 PLUS MILWAUKEELAND SETS

Represented Nationally by Edward Petry Co.
SENATE, HOUSE REINS GO TO DEMOCRATS

Magnuson slated to succeed Bricker on the Senate Commerce Committee while Priest is set to take over from Wolterton in the House.

TUESDAY's Democratic victories in the Senate and House mean that all-important chairmanships of standing committees in both houses will go to ranking Democrats in the 84th Congress which convenes next Jan. 5. Democrats will hold and hold majorities on several committees which will handle legislative proposals, affecting radio and television.


SENATE

Sen. Warren Magnuson (Wash.), as ranking Democrat on the Senate Interstate & Foreign Commerce Committee, which has jurisdiction over most radio-television legislation, would be chairman, succeeding Sen. John W. Bricker (Ohio), present chairman (see story, page 48). Sen. Magnuson becomes the committee's ranking Democrat in the new Congress with the retirement of Sen. Edwin C. Johnson (Colo.), who leaves the Senate to become governor of Colorado after winning that office last Tuesday. Sen. Bricker would be ranking Republican.

Sen. Theodore Francis Green (R. I.) would head the Senate Rules & Administration Committee, which handles legislation dealing with the Senate. The committee was coordinated by Gene King, program manager for the National Association of Broadcasters.

Sen. Harley M. Kilgore (W. Va.) would succeed Sen. William Langer (N. D.) as chairman of the Senate Judiciary Committee, a sub-committee, which, under chairmanship of Sen. Robert C. Hendrickson (N. J.), has been investigating the possible effect of television programming upon juvenile delinquency.

Sen. Kilgore during the first session of the 83d Congress sharply criticized what he called a "threat of a developing monopoly in communications," and asked the Justice Dept., the Senate Commerce Committee and a Judiciary subcommittee to look into mutual ownership of radio and tv outlets. He also criticized ownership by the same interests of radio or tv outlets and newspapers.

Sen. Harry F. Byrd (Va.) probably would become chairman of the Senate Finance Committee, which handles tax matters, succeeding Sen. Eugene D. Millikin (Colo.). Although Sen. Walter F. George (Ga.) is ranking Democrat on the Finance Committee, he is expected to relinquish chairmanship of the group in favor of heading the Senate Foreign Relations Committee, where he also is ranking Democrat.


REP. PRIEST

Heading the list is J. Percy Priest (Tenn.), House Interstate & Foreign Commerce Committee, succeeding Rep. Charles A. Wolterton (N. J.), who would become ranking minority member.

Rep. Emanuel Celler (N. Y.) is in line to head the House Judiciary Committee, replacing Rep. Chauncey W. Reed (Ill.). Rep. Celler is a vociferous opponent of the Bryson Bill on liquor advertising introduced in the 83d Congress, and criticized the House Commerce Committee's report on it.


This committee handles tax matters.

Rep. Francis E. Walter (Pa.) would succeed Rep. Harold H. Velde (III.) as chairman of the House Un-American Activities Committee. This committee, in its hunt for Communists, has investigated a number of radio and tv writers, producers, personalities and others in the radio and tv field. Rep. Walter has said his first action would be to request the committee be disbanded.

All the respective House GOP chairmen were re-elected.

Double Duty

COMPLEX system of local cut-ins during the nationwide election eve speech by Adlai Stevenson last Monday night enabled statewide candidates in 35 states to make three-minute appeals directly to their own voters in the middle of the national broadcast.

Arranged by M. S. Novik, special consultant to the Democratic National Committee, the quarter-hour broadcast on CBS Radio provided for mid-show cut-ins during which, in each of 35 states, the Democratic candidate for governor or U. S. Senate spoke over a statewide network composed of all CBS Radio affiliates carrying the Stevenson speech in that state.

Spokesmen said it was the first time such cut-ins had been made in mid-program rather than at the end of the national broadcast, and that the number of stations in the various cut-in networks ranged from two to thirteen. For the benefit of stations in states having no local statewide contests, Mr. Stevenson continued with his own speech during the cut-in period.

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the other member of MORE families

In the past year, an average of 300 new TV sets were installed every day in the 62 county area served best by WCCO-TV. Channel Four now reaches 511,000 Minnesota-Wisconsin homes.

These new television viewers naturally joined the growing WCCO-TV family circle. In Minneapolis-St. Paul, the average WCCO-TV advertiser—regardless of time or day—reaches*

- 7500 more families than the average of Station B—a bonus audience the size of Austin, Minnesota.
- 14,000 more families than the average on Station C—a bonus audience the size of La Crosse, Wisconsin.

Ask Free & Peters how to get this family bonus for you.

WCCO-TV
The other member of the family
MINNEAPOLIS-ST. PAUL
CBS

*September Telepulse
PRIEST QUESTIONS BRYSON BILL

Likely Democratic successor to head the House Commerce Committee says he does not favor network regulation.

REP. J. PERCY PRIEST (D-Tenn.), heir apparent to the chairmanship of the House Interstate & Foreign Commerce Committee under Democratic organization of that chamber in the coming 84th Congress, doubts the constitutionality of the Bryson bill approach to regulation of liquor advertising on radio and TV.

In a statement issued to B&T Wednesday, Rep. Priest said some types of advertising considered objectionable have been "eliminated or modified on a voluntary basis." He said he also does not think much of the idea of network regulation by the FCC.

Remarking on the Bryson bill of the 83rd Congress, Rep. Priest said: "I have always held grave doubts as to the constitutionality of the Bryson bill approach to the question of the regulation of beverage alcohol advertising. I expressed these doubts at the hearings (last spring) on the bill. At the same time I have felt and still feel that this is a matter which may very properly require additional studies by the committee based on reports requested at the close of the last session. It is a matter also which in my opinion requires a continuing study by the industries involved. Some types of advertising which a majority of the committee felt were objectionable have been eliminated or modified on a voluntary basis and that is commendable. NARTB's TV Code Board has been doing a "very excellent job" in this respect, he added.

Suggests Caution

On FCC regulation of networks, he said: "My general feeling is that Congress should be cautious concerning network regulation so long as there is individual station regulation."

The Tennessee Democrat summed up his philosophy in communications this way: "In general I have always felt there should be a maximum of freedom (for stations) to operate in the public interest with a minimum of regulation, and above all, that statutes and regulations issued pursuant thereto should be so clear and concise that the broadcaster will not have to be guessing all the time just where he stands."

Rep. Priest said he intends to appoint standing subcommittees, subject to the approval of the full committee. One of these would specialize, at least part of the time, on problems in the communications field. The House Commerce Committee has had no standing subcommittees since before the 80th Congress.

How Broadcasters Fared in Elections

THE LINEUP of senators, congressmen and other officials who have interests in radio and television changed very little with the elections last week.

Rep. Frazier Reams (Ind-Ohio), who owns controlling interest in WTOL Toledo, lost his seat to Thomas L. Ashley, Democrat.

Former U.S. Sen. Ernest W. McFarland, Democrat, was elected as governor of Arizona. Mr. McFarland, active in radio-television legislation (e.g., McFarland Amendment to the Communications Act) before losing his Senate seat in 1952 to Sen. Barry Goldwater, Republican, won the Arizona gubernatorial race over incumbent Gov. J. Howard Pyle, Republican.

Both Governor-elect McFarland and Gov. Pyle hold broadcast interests. Mr. McFarland is 40% owner of KTVK (TV) Phoenix (Ch. 2), scheduled to be that city's third TV outlet, with target date unknown. Gov. Pyle is a minority stockholder in KTAR Broadcasting Co., licensee KPHO Phoenix and 85.8% of KOVA-AM-TV Tucson, 98% of KYUM Yuma and 95.2% of KYCA Prescott, with the company's purchase of KTLY-TV Mesa pending before the FCC.

Broadcasters of interest include:

Sen. Lyndon B. Johnson (D-Tex.), expected to be Senate majority leader—his wife owns KTBC-AM-TV Austin, Tex.

Sen. Prescott S. Bush (R-Conn.), stockholder and former director in CBS Inc.

Sen. Robert S. Kerr (D-Okl.), stockholdings in WEEK Peoria, Ill., and in KVOO-TV Tulsa, which has a December 1954 target date.

Sen. Knowland (D-Ariz.), current Senate majority leader—family has stockholdings in Oakland (Calif.) Tribune—(KLX-AM-FM).

Rep. Harris Ellsworth (R-Ore.), interests in KNRN Roseburg, KFLK Klamath Falls and KYIC Medford, all Oregon.


Rep. Alvin E. O'Konski (R-Wis.)—owner of WLIN and WOSA (FM) Merrill, Wis.


Rep. Dean P. Taylor (R-N. Y.), part-owner of WROW-AM-TV Albany, N. Y.

BEER-WINE ADS UPHOLD IN VOTE

OVERWHELMING defeat of a Washington State initiative measure to prohibit beer and wine advertising on television was registered by state voters at the polls Tuesday.

Elroy McCaw, KELA Centralia, president of Washington State Assn. of Broadcasters, attributed defeat of Initiative 194 to the aggressive campaign waged by all media—radio, television, newspapers. The nearly three-to-one defeat was based on a vote of 186,738 for the prohibition and 551,051 against with 4,331 precints out of 4,668 reporting.

Initiative 194 would have banned beer and wine advertising on state television stations from 8 a.m. to 10 p.m. Mr. McCaw said the censorship issue was a major factor in the measure's defeat as was the "first step toward prohibition" angle.

The Washington victory has "vast national significance" since the "Bryson battle continues," according to Henry Owen, KING Seattle, co-chairman of a steering committee set up by WSAF to fight Initiative 194. W. W. Warren, KOMO Seattle, co-chairman of the group, saw the Washington State victory as a "clear indication that the viewer wants to see less tampering with his television fare as possible. We believe the viewer considers himself thoroughly competent to decide what he wants to see and when he wants to see it."

Carl Downing, WSAB manager, said defeat of the measure "clears the atmosphere" as far as beer and wine advertising in other media, including radio, is concerned.

WISC. VOTERS VETO TAX-SUPPORTED TV

Referendum draws 2 to 1 negative response to question of whether or not the state should provide a tax-supported, non-commercial educational TV network for Wisconsin.

WISCONSIN voters are overwhelmingly opposed to the establishment of any non-commercial, educational TV network in that state as supported by the taxpayers themselves.

That was the gist of a special advisory referendum taken last Tuesday's elections in that state. Outcome of the voting was construed as the death knell for a proposed statewide educational TV network of some 12 stations to be supported out of public taxes. The results will be referred to the Wisconsin legislature, which has been studying the issue and which originally voted for an experimental educational TV project. It is not binding on the assembly, however.

On the basis of roughly 1½ million ballots, voters rejected the project by a margin of better than two-to-one. Voters were asked on their ballots ... "Shall the State of Wisconsin provide a tax-supported, statewide non-commercial educational television network?"

FCC has allocated 12 educational TV channels throughout Wisconsin, including one each in Milwaukee, for which an application had been filed by the State of Wisconsin and Milwaukee Vocational School. Others have been allocated for MADISON—Wisconsin Center, LaCrosse, Adams, Wausau, Eau Claire, Shell Lake, Park Falls and Superior-Duluth.

Only educational outlet now on the air in Wisconsin is WHA-TV, licensed to the State Radio Council, which went on the air this past May as an experimental educational TV venture under the watchful eye of the state legislature. The project was set up by the Wisconsin Citizens Committee for Educational TV, headed by Milo K. Swanton, chairman of the Wisconsin Agricultural Cooperative, and State Radio Council, with H. B. McCarty, U. of Wisconsin (WhA Madison), as director. The council was authorized in 1953 to handle research on a statewide network.

Fighting the project is the Wisconsin Committee on State-Owned Tax-Supported Television headed by Tom Hayes. Its outcome is an open question. The proposed network has commanded widespread controversy and discussion among various organizations throughout Wisconsin, including members of the Wisconsin Broadcasters Assn.

Mitchell Protests

DEMOCRATIC National Chairman Stephen A. Mitchell said last week he would ask the FCC and Congress to investigate the possibility of legal action against stations which aired a Republic-\n
an campaign radio spot that injected communism into the election campaign.

The spot, which was distributed by the Republican Congressional Campaign Committee, included a voice purporting to be that of a Democratic senator urging voters to "defeat the Republican candidates," according to Mr. Mitchell.
Mrs. L. B. Wilson and the staff of WCKY Cincinnati

Gratefully Acknowledge the Many Expressions of Sympathy Received on the passing of L. B. Wilson
SENATE MEETS ON MCCARTHY BUT BROADCAST ISSUES LOOM

Broadcasters will be watching such issues as the Bricker probe and the McConnaughey nomination, with Democrats, victorious at the polls, likely to try to flex muscles for new role in government.

WHEN the Senate convenes today (Monday), ostensibly to decide you or nay on a motion to censure Sen. Joseph R. McCarthy (R-Wis.), the eyes of broadcasters will be on that body of Congress—but for some very different reasons:

1. Democratic senators, infused with the glow of victory—however scant—at the polls, can be expected to start trying on for size the cloak of authority they were accorded for the next Congress at Tuesday's elections.

2. They might just begin by trying to block Senate confirmation of the nomination of FCC Chairman George C. McConnaughy, a Republican, for a fourth term, after an interim appointment. The White House has indicated all the President's interim appointments will be sent as nominations to the Senate session which begins today.

3. Sen. John W. Bricker and his GOP colleagues on the Senate Commerce Committee, aware that the Democrats are pretty certain to take over Senate Committees in the 84th Congress, may be unwilling to go along on Sen. Bricker's investigation of the networks with the same fervor previously evinced by the Ohio Republican.

It will not be surprising if a battle ensues along party lines in the event Comr. McConnaughy's nomination, although received and confirmed by the Senate by the present session, is not received and confirmed by the Senate by the session's end, he would have to be reappointed by the President. In the case of such a reappointment he would serve without pay until confirmation of his nomination in the next session of Congress or until money due him is appropriated by the 84th Congress. The President, of course, could nominate any other person for the FCC post.

Senate machinery setup up the McCarthy censure session provides for adjournment sine die before Dec. 25.

Comr. McConnaughy's nomination could possibly cause a Republican-Democratic battle before it was considered on the Senate floor, since it first must be cleared by the Senate Commerce Committee.

It has been reported Chairman Bricker intends to leave Washington Wednesday with the Joint Senate-House Atomic Energy Committee on an inspection tour in Australia. This would leave Senate Commerce Committee membership balanced off with seven Republicans and seven Democrats, which could lead to an impasse in any case along party lines on Comr. McConnaughy's nomination, although Sen. Andrew F. Schoeppel (R-Kan.), as next ranking Republican would act as committee chairman.

If the Senate session lasts until Nov. 22, the Senate Commerce Committee will be faced with a Republican vacancy. This is the date Nebraska election returns are certified and Sen. Fred H. Hargrove, (W-Va.), who has been serving in the Senate seat to Mrs. George A. Abel (R-Neb.), who was elected last Tuesday to complete the unexpired term of the late Sen. Dwight Griswold, replacing Sen. Bowering in the Senate until the unexpired term ends Jan. 3, 1955. Rep. Carl T. Curtis (R-Neb.) will begin the new term with the new Congress as senator.

The seat of Sen. Edwin C. Johnson (D-Colo.) on the committee will be vacant at the end of his term Jan. 3. Sen. Johnson retires from the Senate to become governor of Colorado, a post he won in the Tuesday elections.

Sen. Bricker, asked in Washington last Thursday whether he intended to press forward with his Senate Commerce Committee probe of the networks in view of the Democratic victories, replied: "I haven't had time to think about it." Back in Washington early today, he heaped the joint Senate-House Atomic Energy Committee, Sen. Bricker said he had no further comment and would be too busy with the atomic hearings to issue an immediate statement on his intentions regarding the networks and the uhf-vhf situation.

Sen. Warren G. Magnuson (D-Wash.), slated to succeed Sen. Bricker as chairman of the Senate Commerce Committee in the next Congress, said Seattle headquarters of the White House that he had no immediate comment on Democratic intentions regarding the investigation. "Wait until I get there (Washington) Monday," he said.

Rep. J. Percy Priest (D-Tenn.), who would head the House Commerce Committee under the Democratic setup in the 84th Congress, said Wednesday that he did not favor regulation of networks as long as individual stations are under FCC regulation (see story, page 46).

Robert F. Jones, former Ohio Congressman and FCC member (1947-52), who heads the Bricker investigation as majority counsel, declined to comment on whether he would accept the position of minority counsel if the Democrats continue the probe in any form. "We'll cross that bridge when we come to it," he said, indicating that the committee investigation staff "has a job to do" and that it will be "two or three months" before the Democrats take over.

Harry M. Plotkin, former FCC assistant general counsel and now minority counsel on the investigation staff, similarly would not comment on whether he would accept the post of minority counsel if the probe were continued by a Democratic committee. "Anything I say would look presumptuous," he said.

Doerfer Talks in Chicago; Hyde Off to Mexico City

LEGALITY of community antenna tv systems will be discussed by FCC Comr. John C. Doerfer Wednesday before the annual convention of the National Association of Broadcast and Utility Commissioners at Chicago's LaSalle Hotel. He has been doing considerable research on that subject during the past several weeks. Comr. Doerfer expects to return to Washington Wednesday night.

Only other commissioner who is to be away from his desk this week is Comr. Rosel H. Hyde, who left late Tuesday by plane for Mexico City along with other members of the U.S. delegation for a conference with Mexico which was to begin Thursday on a proposed bilateral agreement affecting standard broadcasting assignments in the two countries [B&T, Nov. 1].

About two dozen industry observers from the U.S. are attending the Mexico City meeting. The conference, in effect, is the final phase of the 1950 North American Regional Broadcasting Agreement, to which Mexico was not a signatory. The U. S. Senate has not ratified the 1950 NARBA.

WNYC APPEALS FCC REFUSAL OF 5 KW

WNYC New York, owned by the City of New York, appealed to the U. S. Court of Appeals in Washington last week against an FCC decision which forbids it to use a 5 kw transmitter.

Station, which is licensed for 1 kw on 830 kc limited time, asked the Commission at the beginning of this year for permission to install a 5 kw transmitter to be operated at 1 kw regulated broadcast periods and at 5 kw during Conelrad operations. WNYC is a key station in the Conelrad service in the New York area. The request also asked for a waiver of Sec. 92.11 which limits stations with 500 w to 1 kw power to transmitters with a rating of not higher than 1 kw.

The FCC disapproved this request last April and reaffirmed the disapproval last September [B&T, April 26, Oct. 4]. It said there was nothing to prevent WNYC from buying a 5 kw transmitter for Conelrad purposes, but that it had to stay within the limits of the regulation for regular operation.

WNYC's argument is that a strict adherence to the rule penalizes it (and the taxpayers of the city) in not permitting it to buy one transmitter for both regular operation and Conelrad service. Otherwise, the petition said, WNYC must buy a 5 kw transmitter and also a 1 kw transmitter (since the present 1 kw transmitter needs replacing), which will be more expensive than buying a single 5 kw transmitter.

The alternative, WNYC said, is to operate regularly and during a Conelrad alert at 1 kw. This would limit the station's ability to protect the lives and property of its citizens during an emergency or disaster, it said.

This is arbitrary and capricious, the statement said. The Commission's decision has no basis in "necessity, reason or justification," WNYC said. The decision serves no public or private interest, it said.

WNYC said also that the FCC's decisions were made without a hearing "and without due process," and are an "abuse" of its discretionary powers. It asked that the court reverse the Commission and order it to permit the installation of a single 5 kw transmitter.

Ike's Communications Unit

SPECIAL Cabinet committee on telecommunications policy and organization was named Thursday by President Eisenhower to handle problems involved in foreign communications. Domestic radio and television broadcast services are not included in the committee's operations.

Arthur S. Flemming, director, Office of Defense Mobilization, was named to head the committee. Other members are Secretary of the Treasury George M. Humphrey and Secretary of Commerce Sinclair Weeks.

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Totem Poultry

If all the 5,585,452 chicks resident in Indianapolis' rich farmland countryside were laid one atop the other, they'd make a totem poultry 1,996,363 feet tall—roughly 1,570 times as high as WFBM-TV's new tower which is no bantam-weight as towers go—1,019 feet high, with new 100 KW power.

This would represent a tough poser to our claim as proprietors of the highest structure in these parts, but we're not worried. After all, what could such a fowl tower do besides fatten the bigger-than-average incomes of their better-than-average owners?

It might make a tremendous circus attraction for the 76,089 farm operators in our 49-county primary coverage area. But they'd soon get tired of the pullet pole, and turn back to their TV sets (most have 'em) and to WFBM-TV (most tune to us).

There's lots else this chicks' obelisk couldn't do that our new tower is doing. It couldn't help you tap the $369,039.298 worth of farm income our farmers earn. It couldn't talk in more than a babel of clucks to the 1,865,194 persons in our A and B contours alone—nearly half the population of Indiana.

Enough, then, of chicken-pie in the sky. Come on down a few hundred thousand feet and tell your story to the prosperous farmers and city folks of WFBM-TV's primary coverage area through the top of our tower. Until the chicks decide to go piggy-back, our tower is still the tallest, powerfullest in sight, in the best site you ever picked to do business.

Just ask the Katz men.

WFBM-TV
INDIANAPOLIS

Affiliated with WEOA, Evansville; WFDF, Flint;
WOOD AM & TV, Grand Rapids

Represented Nationally
by the Katz Agency
The Sunday night broadcast of The Diamond Jubilee of Light on all four networks shone brightest on CBS Television where it won a higher Trendex rating than on all the other networks combined.

This was a surprise to nobody since the program immediately followed CBS Television's Toast of the Town which habitually has a higher rating than any other Sunday night program. It effectively reaffirmed what every advertiser knows: namely, the tremendous value of surrounding a single program with the strongest possible schedule.

Actually, this experience becomes even less exceptional when you consider the strength of the entire CBS Television schedule. For in the major markets where networks compete—and popularity can be directly compared—the average program on CBS Television, day or night, consistently wins the largest audiences. And wins them at the lowest cost per thousand in network television.  

CBS TELEVISION
STORER CHALLENGES OWNERSHIP LIMIT

Roses questions in Court of Appeals: What is FCC justification in setting such restrictions? Why was the number 'seven' chosen?

The right of the FCC to limit the number of broadcast stations one person or one company may own was challenged last week in the U. S. Court of Appeals in Washington.

The challenger was Storer Broadcasting Co., which now owns six ams, five fms and six tvs. At issue is the FCC's multiple ownership regulation, which prohibits one person or entity from owning more than seven ams, fms or tv stations. In tv, the limit until recently was five. This was changed two months ago to permit ownership of seven tvs, but not more than five in the vhf band. No question was raised regarding the FCC's right to establish a broad, general multiple ownership policy.

Circuit Judges Wilbur K. Miller, E. Barrett Prettyman and David L. Bazelon heard the oral argument last week. Their questions indicated doubt that the Commission was justified in establishing the numerical cutoffs.

Arguing in behalf of Storer was Albert R. Connelly, of the New York law firm of Cravath, Swaine & Moore. Mr. Connelly's position was that there was nothing in the Communications Act, in Congressional anti-monopoly laws or court decisions which authorized the Commission to set a numerical limit to the number of broadcast stations which could be commonly owned.

Also questioned was the Commission's rule that common ownership is to be found where less than majority ownership is involved. This is contrary to the fact, Mr. Connelly said.

When an application is filed, Mr. Connelly argued, the Commission has no right to refuse to accept it because the applicant already owns the maximum permissible number of stations. This happened with Storer's application for Miami tv ch. 7 late last year [B*T, Nov. 30, 1953].

"What the Commission has done in this case is not to regulate but to legislate," Mr. Connelly told the court. He likened the multiple ownership limitations to the FCC's unsuccessful attempt to spell out the lottery laws which were found unconstitutional by the Supreme Court earlier this year [B*T, April 5].

The rules are arbitrary and capricious, Storer said, because they attempt to equate a 250 w Minnesota station with a 50 kw New York station.

There is no basis in experience for the FCC to pick out the numerical limitation, Storer said. Why wasn't 77 picked, or 107, Mr. Connelly rhetorically asked the court.

It was this, the apparent fact that the Commission picked numbers without any apparent basis, that caused most of the questioning from the bench. The judges also questioned Daniel R. Ohlbaum, FCC attorney, on the waiver provisions of the FCC rules and whether they had been invoked by Storer or others.

Mr. Ohlbaum traced the history of numerical limitations first in pre-World War II in fm, then in the early tv rules. He also pointed out that no one including Storer entered any objections to numerical limitations during the proceedings on changing the rules—all, including Storer, urging only that the tv limitations be made the same for all three broadcast services.

Mr. Ohlbaum also emphasized that the FCC does not have to grant a hearing on every application. It is not an absurd conflict with the rules, the Commission may return it, Mr. Ohlbaum said. He referred to the tv allocation table as one rule and to the chain broadcasting rule as another in this category.

Rule's Origin Revealed

The Commission's multiple ownership rule stems from Congress' anti-monopoly laws and from the FCC's policy regarding diversification, Mr. Ohlbaum said.

He said the Commission picked the maximum numbers in the multiple ownership rule after "reasoned judgment."

For a long time, the FCC had no regulation limiting the number of am stations which might be owned by a single entity. It did have, however, a policy which effectively limited the number to seven. In fm, regulations set six as the maximum, and in tv, five. The am and fm changes to seven were made late in 1953 [B*T, Nov. 30, 1953]. Permission to operate seven tv stations (but not more than five in the vhf band) was announced two weeks ago [B*T, Sept. 20].

With FCC approval two weeks ago of Storer's $8.5 million purchase of Empire Co. [B*T, Nov. 1], Storer now owns WBBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBCR-AM-TV Birmingham, WGBS-AM-FM Miami, WWVA-AM-FM Wheeling, W. Va., WXEL-TV Cleveland and KPTV (TV) Portland, Ore. Storer's $300,000 purchase of WJW-AM-FM Cleveland is still pending FCC approval. In order to remain within the multiple ownership rule, Storer sold KGBS-AM-TV San Antonio to the Houstons-San Antonio Express for $3.5 million. This also was approved by the FCC two weeks ago.

WGVL (TV), WAIM-TV Take Protest to Court

RIGHT of protest and the incorrectness of the FCC's action in permitting WSPA-TV Spartanburg, S. C., to move its transmitter to Paris, Texas; and to Greenville, S. C., was argued by WGVL (TV)-Greenville and WAIM-TV Anderson, both S. C., in briefs filed with the U. S. Court of Appeals in Washington a fortnight ago.

Briefs by the two uhf stations (WGVL operates on ch. 23 and WAIM-TV on ch. 40) appealed from the Commission's action in denying their protests as not having standing as parties in interest. Both stations bolstered their standing on economic injury grounds on the premise that WSPA-TV "would likely take away accounts because of its CBS-TV affiliation."

WGVL said it had invested more than $350,000 in construction and had sustained a $75,000 operating loss since beginning commercial operation in August 1953. WAIM-TV, which is now affiliated with CBS, said that it had invested more than $200,000 in facilities and had lost $73,000 since it began operating in December of last year.

To the Commission's argument that the protest against the WSPA-TV move was tardy, since the stations did not protest the original grant on Hogback Mt., the uhf stations maintained that the protest rules permit them to intervene when a new authorization is granted.

The FCC first approved the move of WSPA-TV to Paris Mt. on an interim basis, early this year [B*T, Feb. 1]. Following protests by the same uhf stations, which the Commission refused to entertain, the objectors went to court and procured a WSPA-TV thereon. After it had surrendered its STA for interim operation on Paris Mt. and asked for a permanent move to that site, this was granted by the FCC last April [B*T, May 3]. Again the protesters were denied standing by the Commission but won a stay order from the Court.

The briefs last week were preparatory to the court scheduling oral argument following the submission of the FCC's brief.

KJR Sale Amendment Names Malloy, Smith as Buyers

AMENDMENT to the pending sale application of KJR Seattle, so as to substitute John F. Malloy and Lester M. Smith as buyers from Ted Gamble and James C. Howard. Mr. Lane [B*T, Oct. 25], was filed with FCC last week.

In the original transfer, Mr. Gamble proposed to sell his 90% interest in KJR for $135,000 to Mr. Lane, 10% owner. Under the revision, however, both Messrs. Gamble and Lane sell their holdings for a total $150,000 to the new buyers.

Mr. Gamble is withdrawing from KJR in order to exercise his option to acquire one-third interest in KOMO-AM-TV Seattle. Mr. Malloy is owner of KVSM San Mateo, Calif., and 10% owner of KROY Sacramento. Mr. Smith is managing agent of KBSM. Messrs. Gamble and Lane are part owners of KOMI-AM-FM-TV Portland, Ore.

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If you want to work in TV write Smullin

Box 1189, Medford, Oregon

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Box 1021, Eureka, California

Give Complete Personal History Reasons for Change

Full Qualifications and Desires

IN FIRST LETTER

Page 52 • November 8, 1954
ACHS
TS
Sups,
Petit
316,000 watts
Population - 3,187,684
No. of Families - 940,989
Retail Sales - $4 billion
Drug Sales - $112,863,000
Food Sales - $1,076,130,000
Family Spendable Income - $6,178
Only VHF in Connecticut
Set Count - 702,032
Where it Counts...

REPRESENTED BY KATZ

WNHC-TV
CONNECTICUT'S Channel 8
NEW ENGLAND'S FIRST COMPLETE BROADCASTING SERVICE
FCC GRANTS TWO TVS, ONE SATELLITE

Commission approves Little Rock ch. 11 to Arkansas TV Co. and Bluefield ch. 6 to WHIS there. First uhf satellite is ch. 29 KIMA-TV Yakima's repeater at Pasco, Wash., on ch. 19.

FINAL decisions to grant ch. 11 at Little Rock, Ark., to Arkansas Television Co. and ch. 6 to WHIS Bluefield, W. Va., plus grant of the first uhf satellite stations to ch. 29 KIMA-TV Yakima, Wash., for a ch. 19 repeater at Pasco, Wash., comprised FCC's principal television actions last week.

In other rulings, the Commission proposed to allocate ch. 7 to Laurel, Miss., and re-shuffle uhf channels in Pennsylvania so as to allow ch. 73 WVTV (TV) Scranton to switch to ch. 38.

FCC turned down a joint request by ch. 43 WEEK-TV and ch. 19 WTVH-TV Peoria, Ill., proposing de-intermix of commercial uhf and vhf channels there by switching the educational reservation on ch. 37 to ch. 8 or by deleting ch. 8 and adding chs. 31, 78 or 82.

Request of KEYT (TV) Santa Barbara, Calif., for waiver of the Commission's rules to change called letters to KEY-TV was denied.

Arkansas Television Co., ch. 11 grantees at Little Rock, is owned 45% by KTHS Hot Springs, 42% by Arkansas Democrat and 16% by National Equitable Life Insurance Co. Grant was made possible by dismissal of a competitive application by Arkansas Telecasters Inc. [B&T, Oct. 18].

At Bluefield, WHIS got final approval for ch. 6 following dropout of another contestant, West Virginia Television Inc. [B&T, Oct. 25].

KIMA-TV's successful bid for the Pasco ch. 19 satellite station, which will rebroadcast KIMA-TV's four network schedule, was filed in accord with the Commission's new policy to consider applications for new tv stations which do not originate local programs. It is considered a possible means to help uhf stations extend their coverage area to approximate vhf service and to assist the development of new vhf stations in areas where other possibilities could not support a station [B&T, Aug. 9].

The Pasco satellite will use effective radiated power of 0.2 kw visual and 5.13 kw asural with antenna height above average terrain of 910 ft. on Badger Mt., to serve Pasco-Richland-Kennewick. Pasco is 74 air miles from Yakima, enabling off-the-air pickup from KIMA-TV. The entire Pasco installation is budgeted at $76,605 with annual operating cost $25,000 and extra revenue estimated at $45,000. Two engineers will man the unit. FCC was notified [B&T, Sept. 20].

Comments on FCC's allocation proposals for Laurel and Scranton are requested by Dec. 3. Assignment of ch. 7 to Laurel, where ch. 33 is open, was requested by Jack and Albert S. Rose and A. S. Rosenbaum doing business as Laurel Television Co. They plan to file for the vhf facility, FCC said, noting Laurel is a trade center and seat of Jones County.

In order to permit WTVU to switch from ch. 73 to 38, FCC proposes to substitute ch. 48 for ch. 32 at KIWA and substitute ch. 32 for ch. 38 at Sunbury.

FCC's refusal to de-intermix Peoria was based upon the fact the channel assignments there were made final 254 years ago and two contestants for ch. 8, WTVH and WIRI, were spent considerable time and money on bids predicated on such assignment and now await an initial ruling. "It is our view that it is only just and reasonable that the assignment of ch. 8 to Peoria remain in Peoria," the FCC said.

Approval of final Peoria proposal would be given a clear and compelling showing that the public interest requires such a revision," FCC said, noting petitioners have not made such a showing.

WGOV-TV Suspension Brings Video Dropout Total to 108

WGOV-TV Valdosta, Ga., last week informed the FCC that it will surrender its ch. 37 permit.

Deletion of ch. 6 KTVI (TV) Nampa, ch. 8 KIFT (TV) Idaho Falls, and ch. 10 KWIK-TV Pocatello, all in Idaho, had been reported by the FCC last fortnight. This brings the total post- 
thaw tv stations which have surrendered their permits to 108. Of these, 87 were uhf and 21 were vhf stations.

WGOV-TV told the Commission it was surrendering its permit because it was not economically feasible to operate an independent non-network uhf station in Valdosta.

Both KTVI (TV) and KIFT (TV) surrendered their permits because they felt "the economic situation does not warrant further construction."

The deletion of ch. 10 KWIK TV was a FCC condition to the approval of the merger with KJRL and ch. 6 KISJ (TV) Pocatello-Payson. This brings the total post-thaw tv stations which have surrendered their permits to 10. Of these, 87 were uhf and 21 were vhf stations.

WGOV- 

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WTRi
SERVING THE
ALBANY-SCHENECTADY-
TROY TRI-CITY AREA
the nation's 29th
metropolitan market

ANNOUNCES

The appointment of

BLAIR
INC.

as their exclusive
National Representative
effective November 1, 1954
Examiner Honig can commence work on an initial decision.

Mr. Honig's initial decision for ch. 2 at Klamath Falls should be forthcoming soon since only one applicant, KFII, remains, following drop out of competitor Klamath Falls Television.

Examiner Frederick has four cases in various stages of completion: Pittsburgh ch. 11, Norfolk-Portsmouth (Va.) ch. 10, Jacksonville (Fla.) ch. 12 and Hastings (Neb.) ch. 5.

The Pittsburgh ch. 11 case resumed hearing Tuesday and involves competitive bids of KDKA, WWSW and WJAS. Jacksonville ch. 12, scheduled to resume hearing today (Monday), involves WJAX, WPDP and Florida-Georgia TV Co. On Wednesday, the surviving bid of KHAS Hastings for ch. 5 comes up for hearing, pending since dismissal of a competitive application earlier this year by Strand Amusement Co.

Initial decision is in preparation on ch. 10 Norfolk-Portsmouth, involving bids of WAVY Portsmouth and Beachview Broadcasting Co., Norfolk.

WBEN-TV Supports FCC Plan to Up Power Limit

WBEN-TV Buffalo will file in support of FCC's proposal to lift the 1,000 ft. antenna limitation in eastern Zone 1 to the U. S. maximum of full power at 2,000 ft., it was announced last week by counsel for the ch. 4 outlet, Spearman & Roberson, Washington.

WBEN-TV presently is limited to effective radiated power of 54 kw (100 kw is maximum on ch. 4) since its antenna is some 200 ft. above the present 1,000 ft. limit. FCC's fortnight ago turned down the station's request for waiver of the rule pending outcome of the Commission's proposal to lift the ban. Comments on the proposal are due Nov. 26 (BT, Sept. 27).

Chairman George C. McConnaughey concurred with Comr. Robert E. Lee in a dissent to the Commission's denial of the waiver request. They felt the petition deserved a hearing on its merits. Comr. Rosel H. Hyde said no action should be taken before the proposal is considered.

KGTV (TV) Asks Use Of Educational VHF

REQUEST for channel switches in Des Moines, Albany, N. Y., and Washington, D. C., were made last week in petitions for rule-making to the FCC.

KGTV (TV) Des Moines, operating since November 1953 on ch. 17, asked the Commission for permission to operate temporarily on reserved, non-commercial, educational ch. 11 in that city for a minimum of three years and until an educational tv station is ready to go on the air.

Need for a minimum of three years, KGTV said, is necessary in order to permit amortization of $120,000 estimated to be required in order to shift from the uhf channel to the vhf wavelength. It said it could make the change over within 45 days after FCC approval.

Recounting its battle to bring station to Des Moines, KGTV said it spent $35,000 in promoting conversions and that 40% of the tv sets in the area are now equipped for vhf reception.

KGTV reported 9,950 uhf sets; see [TELEVISION STATUS, B.T, Nov. 1]. It said that it was losing $10,000 per month, with a 1954 high of more than $35,000 in June. It had cut its losses to slightly over $3,000 a month when the second station vhf station in Des Moines, Walter C. Bridges, president of the station, said. This was WHO-TV on ch. 13. First Des Moines station was WOI-TV Ames on ch. 5, operated by Iowa State College and mainly an educational outlet.

OFFERS AIR TIME

There is no application pending for ch. 11 in Des Moines, KGTV said. In order to provide educational service on ch. 11, KGTV said it would make a "standing offer" to local educational authorities to use 8-10 a.m. every day. It would also provide other educational offerings through the day, it said.

WROW-TV Albany, N. Y., asked the location of ch. 10 to Vails Mills, N. Y., 20 miles northwest of Schenectady. The Albany station, operating on ch. 41 and just sold to a group headed by newscaster Lowell Thomas, said the vhf channel could be placed in Vails Mills without disturbing any other allocation. WOOK-TV Washington, granted of ch. 50 there, asked that ch. 14 be moved from Annapolis, Md., to Washington and that ch. 50 be moved to Annapolis. There is no application pending for ch. 14 in Washington. The Washington station said.

FCC Makes Final Grant Of Chicago Ch. 2 to CBS

FINAL curtain fell last week on what had long been a bitter fight between CBS and Zenith Radio Corp. for Chicago's ch. 2 when the FCC made final an examiner's initial decision favoring the grant to CBS [BT, Nov. 1].

The grant followed withdrawal of the Zenith application after CBS agreed to buy the radio-television manufacturer's transmitter and associated equipment for $575,000. Zenith in turn agreed to buy a quarter segment of CBS-TV (Sun., 5-6:30 p.m. EST) for about the same amount [BT, Oct. 25].

In the Commission's order, WBMM-TV's license was renewed, and modified to ch. 2 instead of ch. 4 (the original channel). Also granted was a construction permit for regular operation with 100 kw visual power.

CBS bought the facilities of WBBK (TV) on ch. 4 from United Paramount Theatres in 1953 for $6 million. Under the FCC's final tv allocation in 1952, the Chicago ch. 4 station was ordered to change to ch. 2. But, pending since 1948 was Zenith's application for that frequency. The Commission dismissed the Zenith application, but after court action, set it for hearing with CBS. The agreement last week obviated the need for a hearing.

Mollie Burgess Leaves FCC

RETIREMENT of Mollie V. Burgess, since 1946 administrative assistant to FCC Comr. Rosel H. Hyde and with FCC since 1930, was announced last week by Comr. Hyde's office. Mrs. Burgess was feted by Comr. and Mrs. Hyde at a buffet supper Oct. 29. Mrs. Burgess was chief of the Commission's stenographic section from 1938 until her appointment to Comr. Hyde's office.
"WE GOT THE RED RIVER VALLEY ALL TO OURSELVES!"

WDAY-TV is the only TV station in Fargo... the only TV station in the Red River Valley. Our nearest "competitors" are:

   Minneapolis-St. Paul .... more than 200 miles
   Bismarck, N. D. ....... more than 185 miles
   Valley City, N. D. ....... more than 50 miles

More than that, we don't think we'd have much "competition", even if there were three or four other stations right in our own county. WDAY has been the big attraction around here for over 30 years. In TV, we now have 57 popular local programs... 60 of the best shows from NBC, CBS and ABC... more "know-how" than you can shake a stick at (or a tower)!

Ask Free & Peters for the overwhelming facts!

WDAY-TV
FARGO, N. D. • CHANNEL 6
Affiliated with NBC • CBS • ABC
FREE & PETERS, INC., Exclusive National Representatives
KSL advertisers are digging up new customers every day in the Mountain West! Why? Because the market is booming. Besides the fabulous uranium rush, all business is on the increase.

Salt Lake City, hub of this vast market, boasts a per capita income 13% over the national average... a “sales performance” 41% higher!*

Unearth new prospects — and sell more to your steady customers. Contact your nearest CBS Radio Spot Sales representative, or call KSL Radio

Salt Lake City • CBS in the Mountain West

*SRDS Consumer Markets, 1954

GOVERNMENT

LOSING APPLICANTS PROTEST DECISIONS

Ft. Wayne and Sacramento television cases are appealed. In each FCC had reversed its examiners on the grounds of newspaper ownership.

RIGHT of the FCC to consider newspaper ownership as a significant factor in deciding comparative tv hearings was questioned by McClatchy Broadcasting Co. last week.

McClatchy, loser in the Sacramento ch. 10 hearing to Sacramento Telecasters Inc. [BT, Oct. 11], filed its appeal in the U. S. Court of Appeals in Washington.

At the same time, Anthony Wayne Broadcasting (James V. Fleming and Paul V. McNutt) filed an appeal with the U. S. Court of Appeals against the FCC's grant of Fort Wayne ch. 69 to WANE Fort Wayne [BT, Oct. 4].

In both cases, the FCC reversed examiners' initial decisions which favored these two applicants. In both cases, the Commission used its principle of diversification as the significant factor in deciding the cases [See "Diversification: Its Case History," BT, Nov. 1].

In the Fort Wayne case, the association of Messrs. Fleming and McNutt with the Fort Wayne Journal Gazette and its joint mechanical, advertising and business operation with the Fort Wayne News-Sentinel—including forced combination rates for national and classified advertising—was considered to be the vital consideration in favoring the other applicant. Messrs. Fleming and McNutt are principal owners of the Journal Gazette.

News Interests Hot Grant

In the Sacramento decision, the newspaper and broadcast ownership of the McClatchy interests was counted against the applicant to favor the granting of the opposition contestant. The McClatchy interests own and publish the Sacramento Bee, the Fresno Bee and the Modesto Bee. They also own KFBK Sacramento, KMJ-AM-FM-TV Fresno, KERN Bakersfield, KWG Stockton and KBEE (FM) Modesto, all Calif., and KOH Reno, Nev.

The successful Fort Wayne applicant, WANE, is associated in ownership with WISH-AM-TV Indianapolis and WHBU Anderson, Ind.

The successful Sacramento applicant is principally owned by John H. Schacht, half-owner and general manager of KMOD Modesto, Calif. McClatchy held that the examiner and the FCC had found it superior in many respects, but that the Commission denied it a grant solely on the newspaper ownership issue.

It asked the court whether the FCC “can deny an applicant, otherwise superior to its opponent, solely because of ownership of newspapers and broadcasting stations.”

It also claimed the Commission acted in an arbitrary and capricious manner when it found that Sacramento Telecasters was better qualified in a number of particulars.

Eleanor McClatchy, president of the broadcasting firm, said in an announcement following the FCC's final decision:

"Frankly, the Commission's decision is difficult, if not impossible, for us to understand," she said.

"On the one hand, the Commission is most flattering in its praise of the past performance of the McClatchy Broadcasting Co. when it says: 'The record is replete with evidence relating to the meritorious service rendered by the McClatchy radio stations.' Then on the other, it arbitrarily denies our tv application."
HUNTING?

If you're hunting the TV station that gives you the biggest TV audience in Kentucky and Southern Indiana—
ASK YOUR REGIONAL DISTRIBUTORS!

Draw a bead on the Louisville market—but check your aim before you shoot. Pick up your phone and call your distributors in Louisville—

--- and Evansville (101 air miles)
--- and Lexington (78 air miles)

Ask each, "What Louisville TV station do your neighbors prefer?"

Call them now. It'll cost you a few bucks to get "zeroed in" but may save you many when you fire!

WAVE-TV

CHANNEL 3 LOUISVILLE
FIRST IN KENTUCKY
Affiliated with NBC, ABC, Dumont
NBC Spot Sales, Exclusive National Representatives
simply because we are in the newspaper and radio business. This is outright discrimination.

"The FCC, in many of its decisions, has stated that the 'diversification of control of the media of mass communication' is a factor which may be considered with others, everything else being substantially equal, in determining between applicants. On the other hand, in this case it has done what its various members have said in decisions, in public talks and in appearances before committees of Congress it would never do, namely, discriminate against an applicant solely because of its ownership of newspapers and radio stations."

In its appeal to the federal court, Anthony Wayne held that the Commission had given controlling weight to newspaper ownership and newspaper practices which were beyond the control of Mesters. Fleming and McNutt. It said that the Commission had "distorted" the record to minimize factors favoring Anthony Wayne, and that it had departed from its own standards by giving weight "to alleged monopoly or anti-trust violations not supported by proof in this proceeding or by actual convictions."

Using the diversification principle for its own benefit, Anthony Wayne claimed that the FCC had "departed from its own standards" in this regard.

The appeal also cites the Commission as "arbitrarily and capriciously ignoring and refusing to give weight to clearly proven and admitted elements of superiority in applicant's proposal, including superiority of program, studio, equipment, personnel and technical proposals." Anthony Wayne claimed that its engineering proposals promised coverage of 98% more area and 47.5% more people than its opponent. Generally, the FCC finds bona fide applicants eligible in legal, financial and technical matters and thus rules out these considerations in comparative hearings.

Referring to the Commission's finding that the forced combination rate for national and classified advertising was not in the public interest, though the Commission admitted it was not illegal, Anthony Wayne declared that "This finding stigmatizes two men of outstanding character and reputation in their community as being unfit to own a television station because of the fact that a newspaper in which they are stockholders is bound by a valid contract to a corporation which allegedly carries on a practice which the Commission objects to but does not find illegal."

Mr. McNutt is the former Democratic leader who held important posts under President Roosevelt. Fort Wayne News-Sentinel owns WGL in that city.

Reversal of Fresno Ch. 12

Initial Grant Requested

CONTENDING the "over commercialism" alleged by an FCC hearing examiner to KFRE Fresno cannot support its initial decision to grant television ch. 12 to its competitor KARM there, the FCC Broadcast Bureau petitioned the Commission last week to reverse the examiner's recommendation [Bel', Sept. 13]. The Bureau held the examiner overlooked other more significant differences between KARM and KFRE, both of whom also filed exceptions to the examiner's ruling.

The Broadcast Bureau's exceptions to the initial decision said "that the ultimate conclusion in this case is not supported by proper findings of fact and conclusions . . . Since in our view a grant to KARM cannot be supported on the theory that KFRE has indulged in over-commercialization, discriminated against local advertisers in favor of national and regional advertisers, or that a grant to KARM will stimulate competition or that its proposal should be preferred to enable it to recoup operating losses, other areas of differences which are significant must be considered."

The Broadcast Bureau said that the "significant differences" relate to participation in civic and community activities and planning for the proposed station. The Bureau noted the "superior participation" in civic activities on the part of KFRE President Paul R. Bartlett and concluded: "Accordingly, we believe that KFRE has demonstrated, for comparative purposes, a degree of planning and sense of licensee responsibility which point to an inference that its proposal is more dependable than KARM's in terms of continuing responsiveness to community need."

WSYR Re-Evaluation Sought by WNDR

WNDR Syracuse, N. Y., last week petitioned the FCC to revoke the licenses of WSYR-AM-FM-TV there. WNDR charged that Samuel J. Newhouse through his control of the WSYR stations and of the only evening daily newspaper, The Herald Journal, and of the only morning daily newspaper, the Post Standard, has been "engaged in a combination and conspiracy to monopolize interstate trade and commerce" which has injured WNDR and has gained competitive advantages for Newhouse.

WNDR alleged that Mr. Newhouse requires all "general" advertisers to purchase newspaper advertising in the newspapers as a unit at combination rates, that WNDR is charged more than other local advertisers and that it must advertise as a unit at combination prices in both newspapers.

WNDR further alleged that Mr. Newhouse and his newspapers, in order to drive WNDR out of business and to give WSYR stations a competitive advantage, published false news items regarding a pending suit between WNDR and its creditors and spread false rumors pertaining to WNDR's business affairs.

The WSYR stations also gained competitive advantage over WNDR, it was charged, by affording WSYR advertisers prominent newspaper displays and news column publicity free of charge as an inducement for the advertisers to advertise with the WSYR stations.

WKY Answers Protest To Montgomery Buy

CALL for the FCC to decide "at this time" how far a newspaper which also owns radio and tv stations must go in publicizing competing broadcast properties was made last week by WKY Radiophone Co., associated in ownership with the Oklahoma City Daily Oklahoman and City Times.

The Oklahoma City broadcast licensee (WKY-AM-TV) made this declaration in an opposition to last month's protest by WTV-AM (TV) Oklahoma City and WOCV-AM-TV Montgomery, Ala., against the $1 million purchase by WKY of WFSA-AM-TV Montgomery, Ala. [B&T, Oct. 25].

The two protesting stations asked the Com-
NOW! DAVE'S IN DENVER

...and he's going to make it "COZY" for YOU

THAR'S GOLD IN THESE HERE HILLS...AND "COZY" WILL DIG IT OUT FOR YOU. (WE GUARANTEE RESULTS.)

Dave Segal made Kansas City "cuddle" up to KUDL. Now he's going to make Denver "cozy" up to KOSI... ranking high as Pike's Peak with the folks who spend $$$ in Denver.

KOSI IN DENVER—1000 W—1430 KC
9100 EAST COLFAX, DENVER 8, COLO.  EMpire 6-2695
KUDL IN KANSAS CITY, MO.—1000 W—1380 KC
KDKD IN CLINTON, MO.—1000 W—1280 KC
WGVM IN GREENVILLE, MISS.—1000 W—1260 KC
BEESON TO HEAD HEADLEY-REED CO.

Top management and ownership realignment is underway at representative firm. Wrath will fill newly-created executive vice presidency.

REALIGNMENT of top management of Headley-Reed Co., station representatives, was announced last week coincident with disclosure that key members of the firm have acquired or expanded their stock holdings in the company.

Sterling B. Beeson, vice president and general manager, was elected president and John H. Wrath, Chicago manager, was named to the newly-created post of executive vice president.

Ivan N. Hardingham, radio sales manager, and Richard P. Hogue, television sales manager, were named vice presidents in charge of radio sales and tv sales, respectively. The changes were effective Nov. 1.

It was assumed that Frank W. Miller Sr., former president, and Frank W. Miller Jr., former secretary-treasurer, are withdrawing from active work in the Headley-Reed Co. under the new setup.

Messrs. Beeson and Wrath have increased their respective stock holdings in the company, the announcement said, and a number of other members of the organization have acquired stock interests. Messrs. Hardingham and Hogue are stockholders, as are some members of all the company's officers. Some additional stock also is available for purchase by existing stockholders or other key personnel.

In addition to the offices it maintains in New York, Philadelphia, Atlanta, San Francisco, Los Angeles and Chicago, Headley-Reed plans to reopen its Detroit office in the near future, officials said.

All four of the new officers named last week have been associated with Headley-Reed for a number of years. Mr. Beeson, the new president, joined the company in 1941 as an account executive.

KREM-TV, Educ. KUON (TV) Are Week's Video Starters

TWO TV stations, one commercial and one educational, began regular programming last week, increasing to 415 the number of operating tv stations.

KREM-TV Spokane, Wash., owned by Louis Wamser, began programming Oct. 31 as that city's third tv. Edward Petry & Co. is national representative for the ch. 2 station.

Educational KUON (TV) Lincoln, Neb., began operations Nov. 1. The ch. 12 outlet is the eighth noncommercial station operating. Part of its programming will be credit and noncredit courses from the U. of Nebraska.

The first tv station for Allentown, Pa., is scheduled to begin operations late this month when WFMM-TV (ch. 67) goes on the air, mainly with local and syndicated film. The station is represented by Avery-Knodel Inc. Raymond F. Kohn is president and general manager.

KOB-AM-TV Separates Sales For Radio, Tv Divisions

REALIGNMENT of the sales department of KOB-AM-TV Albuquerque, N. M., into separate staffs for radio and tv to strengthen "the position of both media in this market," has been announced by Wayne Coy, president of Albuquerque Broadcasting Co., licensee.

Under the new plan, which was effective Nov. 1, Rolf S. Nielsen is in charge of national and local sales for KOB-TV. He joined the stations in 1940 and since November 1952 has directed sales for both operations.

A. E. Mickel, who transferred to the sales department last March after serving as promotion manager since November 1951, was promoted to sales manager of KOB radio.

Appointed to the tv sales staff to work under Mr. Nielsen are Max Sklower and Herbert McDonald. The sales staff for radio includes Charles Teas and William Stephens, both of whom will work under Mr. Mickel.

Messrs. Nielsen and Mickel report to Mr. Coy.

October Local Sales Best Ever for KDKA

OCTOBER was the most successful month in local sales for KDKA Pittsburgh in more than three decades of commercial broadcasting. L. R. Rawlins, general manager, told a group gathered at the station Nov. 2 to celebrate KDKA's 34th anniversary.

The high, Mr. Rawlins explained, was in October 1950 when the three Pittsburgh newspapers were on strike and all the local radio stations had more advertisers "than they knew what to do with." But this October surpassed that mark by 17%, Mr. Rawlins said.

A major reason for the station's boost in local revenues, Mr. Rawlins declared, is that "we have raised, not cut, our revenues. We have a good product to sell and I don't like to see it cheapened by price slashing."

KDKA, owned by Westinghouse Broadcasting Stations Inc., went on the air in late 1919 and began commercial operations the following year.

Sesac INC. 475 Fifth Ave. New York 17, N. Y.
PLAY THIS ON YOUR OLD PIANO

RADIO AND TELEVISION
By JOHN CROSBY

Intelligence From Boston

My courier from Boston just blew in with his annual report from Beantown, the most spirited news to come out of Boston since Bob and Ray left there. The news—not to keep you in suspense any longer—is that WBZ up there is using to its hogs in player piano rolls whose very titles will send you reeling down Memory Lane humming "Jeannie, I Dream of Lluc Time."

The earliest when the station bought an elderly player piano and a half dozen rolls. One morning a WBZ disk jockey named Carl de Suze played a roll and suggested that listeners send him any old rolls they had laying around. Then the afternoon disk jockey, man named Norman Bragg, played another roll, boasted that he was much better on a player piano than de Suze and suggested that listeners send the rolls to him rather than to de Suze.

Now this was a rash thing to do. As any fool knows, Bostonians never throw away anything and it seems as if practically every resident was plentifully supplied with player piano rolls. In two months' time—when the station in desperation called a half-18,226 piano rolls came in, cluttering up every last inch of storage space the station had. These stacks of piano rolls are a memorial to an almost extinct business. Of the thirty companies represented, only one—the Q. R. S. Company of New York City—is still in business.

The titles that drifted into WBZ will transport you rapidly back to twenty-five or thirty years ago. "Just A Girl That Men Forget," "Wabash Moon," "Tell Me Gypsy," "No, I Thousand Times No," "On the Level, Yo Little Devil," "Follow the Swallow," "My Bimbo Down on the Bamboo Isle," "G Ami," "I Wonder What's Become of Ice Today, Lady?" "You Can't Walk From an Aeroplane," "Alcoholics Blue," "What Does the Pussy Cat Mean When He Meows?" There was even a long-playing roll. It was about the size of a roll of telegraph paper and included "Constantinople," "You May Be Right, You May Be Wrong."

The most popular company apparently was Ampico, which turned out a lot of classical and semi-classical tunes played by such pianists as Rachmaninoff, Paderewski, Josef Hoffman, George Gershwin and Zez Confrey (who wrote "Kitten on the Keys"). When played on an Ampico piano these were supposed to sound like a concert. Unfortunately, the WBZ player piano isn't an Ampico, and they sound just like the rest—which is to say noisy, mechanical and not at all like anything you'd hear at Carnegie Hall.

Audience reaction to the contest—it had become a race between Bragg and de Suze to see who'd get the most rolls—was tremendous, with mail from all over New England. Two women drove up one day with a bag of piano rolls, two frozen lake trout and a box of brownies. Another woman wrote that the contest had saved her family. "Before it started, my husband was always out in the evenings and my children were never home. But we heard your show and remembered we had an old player piano in the cellar. So we got it out, bought some new rolls, and now the kids bring their friends home to hear it, and my husband hardly ever goes out any more."

The contest also ended a ten-year-old running gag. For years some of Bragg's friends had been asking him to play "Napoleon's Last Song." Bragg's stock answer: "Never heard of such a roll in my life."

The contest ended and a decade of flashes—the most popular rolls of the past half-century. A hundred rolls were the novelty numbers that Ideal and WCA owned. One woman wrote that the contest had saved her family. "Before it started, my husband was always out in the evenings and my children were never home. But we heard your show and remembered we had an old player piano in the cellar. So we got it out, bought some new rolls, and now the kids bring their friends home to hear it, and my husband hardly ever goes out any more."

Listeners
Send in
18,226
piano rolls
to Boston's
WBZ

WHAT SWEET MUSIC FOR NEW ENGLAND ADVERTISERS! Here's sensational proof of Audience Action for you. And it's the same tune on all the big Westinghouse Broadcasting Company 50,000-watt stations. Results roll in because WBC stations have the big appeal to big audiences. Want some? Call your nearest WBC station or Eldon Campbell, National Sales Manager, 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WZEA • WBZ-TV, Boston; KYW • WPTZ, Philadelphia;
KDKA, Pittsburgh; WOW, Fort Wayne; KX, Portland;
KPIX, San Francisco; KPMX represented by The Katz Agency,
INC.; WBC National Representatives—Free & Peters, INC.
KIFN Bid to Stay
FCC 10% Rule Denied

REQUEST of KIFN Phoenix, Ariz., that FCC either withdraw or stay the effectiveness of its revised “10% rule” has been turned down by the Commission itself. The Commission refused to grant applications for new AM stations or changes in facilities for existing outlets as not conforming to the new rule.

In the text of its order issued Monday, FCC explained that in making the amendments to its rules and standards, made final in early August and effective Sept. 7 [B\*T, Aug. 9], "was to codify as a fixed rule the Commission’s past practices relating to permissible deviations from the 10% formula of interference free service to be provided within an applicant’s normally protected contour.”

FCC turned down KIFN’s argument that new stations should not be applying for new stations, citing the tv reallocation and other locations. The Commission also refused to consider waiver of daytime interference under the 10% population formula. In addition, FCC earlier this year had made it clear that the rule does not apply to daytime interference.

WOR-AM-TV Transfer
Approved by Commission

TRANSFER of control of WOR-AM-TV Albany, N. Y., to a group headed by radio commentator Lowell Thomas was approved by the FCC last week [B\*T, Oct. 18]. Purchase price for 83.4% ownership of the two Albany stations was $298,800.

Associated with Mr. Thomas, who will be 31.2% owner, are Mr. Thomas’ business manager, Frank M. Smith, 20.8%; Ellen E. Elliot, wife of New York stock broker Edward Elliot, 20.8%, and attorney Alger B. Chapman, former ABC director, 10%. WOR operates on 1340 kc., with 1 kw. day, 1 kw. night.

WSHA (TV) Show Cause Order
Is First Against TV Station

CHARGING financial misrepresentation in the application for ch. 39 WSHA (TV) Sharon, Pa., FCC last week made public the text of its order directing Leonard J. Shafitz to show cause why his permit for WSHA should not be revoked. This is believed to be the first such action by FCC in tv. WSHA is not on the air.

The Commission ordered that the case for hearing Dec. 7 in Washington and called upon Mr. Shafitz to appear and present his evidence. The permit was granted Jan. 27. FCC’s show cause order contended that a field investigation in August showed that the total of unencumbered parcels of real property allegedly owned in fee simple by the permittee . . . was not owned by him at the time of filing his verification, thus violating his financial condition with the Commission."

The order also alleged that as to the personal property shown on his financial statement and relied upon by the Commission in constructing the permit, the permittee refused to divulge any information showing to what extent he owned or had available to him the assets described. . . .

FIFTH AMENDMENT RIGHT RAISED IN LAMB CASE

Witness in closed session alleged to have refused to answer questions. Also appearing last Thursday was Paul Prosser of Toledo.

FIFTH Amendment privilege in refusing to testify was reportedly claimed last week by a second witness in the FCC’s license renewal hearing on Edward Lamb’s WICU (TV) Erie, Pa.

The witness, identified as Joe Friedman, appeared in a closed session with Examiner Herbert Sharfman on Thursday morning. Discussion by counsel for both Mr. Lamb and the FCC Broadcast Bureau later that day indicated that the witness gave his name but refused to answer any questions.

Request for the closed session was made by the witness’ attorney, David Rein of Washington, who told the examiner his client had a heart condition and a personal problem he wished to discuss privately. Transcript of the conference, however, was slated to become public today.

Earlier witnesses in the Lamb case testified that a Joe Friedman at one time was an official of the Communist Party of Lucas County (Toledo). A fortnight ago, a witness identified as Max Wall claimed the Fifth Amendment rights in refusing to testify in the proceeding [B\*T, Nov. 1]. Likewise, previous witnesses had recalled a Mr. Wall as active in Toledo party affairs.

Remainder of Thursday’s hearing was devoted to examination of the Broadcast Bureau’s 12th witness, Paul Prosser of Toledo, who said he had been in the local Communist Party from about 1937 to 1945 and had served on its executive committee between 1939 and 1942.

Mr. Prosser related the party had “practically continuous” fund drives for various purposes and the executive committee would suggest 50 to 75 names and decide which would be “touched” in a particular case.

The witness testified a number of names would be scratched off the list, but recalled Mr. Lamb’s name remained on the list to be solicited for contributions for sending delegates to a state party meeting at Akron in 1939. Mr. Prosser said he never met Mr. Lamb. There was no testimony that Mr. Lamb was solicited.

The WICU renewal hearing issues include whether or not Mr. Lamb misrepresented himself when he said he never had Communist associations. Mr. Lamb, who denies the allegations, waits completion of the Broadcast Bureau’s case before presenting his evidence. Hearing has been underway since mid-September [B\*T, Sept. 20, et seq.].
WATV (TV) Rate Plan Draws Mixed Reactions

REACTION to the WATV (TV) Newark "guaranteed circulation" rate card which goes into effect a week from today (Monday) has been mixed.

Most agency timebuyers queried ranged in answers from "exciting concept" to "interesting" or a flat "no comment."

WATV next week ups its Class A time from $1,000 to $2,000 per hour. Similar jumps are contained in its new rate card, No. 3, for other time. But the station has announced that although rates will be increased, the station will guarantee its advertisers a maximum cost of $1.25 per commercial minute per thousand homes delivered. If ratings do not hold up for any program in each time class, the station will offer the sponsor pro-rated rebate or its equivalent in time [BT, Oct. 25].

WATV, meanwhile, reported it was continuing to sell time under the new plan. Among the buys: a thrice-weekly, 15-minute segment of Junior Frolics (5:30-5:45 p.m.) by the Nestles Co. for Everready Cocoa and chocolate bars; TV Time Popcorn spot announcement adjacencies to the Frolics program; Ideal Toys for two spots a week after the Frolics for 13 weeks; China Beauty (prepared foods) 10 or 20 second IDs per week, and Plymouth Division through N. W. Ayer for a package of 13 spots a week for a three week period beginning Nov. 17.

Harry Trenner, vice president in charge of radio and tv at William Weintraub Agency, hailed the plan as being a sound advertising premise. He recalled how in 1937 when he was commercial manager of WNBF Binghamton, N. Y., he was able to help "build the station" with a similar rate plan for radio. "It met with success," he said.

WSTV-TV's 'Nighties' Contest Attracts 1,000 Entries

NEARLY 1,000 entries were received by WSTV-TV Steubenville, Ohio, for its "nighties" contest in which entrants were required to guess the number of nightgowns displayed in a photograph.

E. Dean Lewis of Fuller & Smith & Ross Inc., Cleveland, was the grand prize winner of the six-weeks contest which netted him a $125 matched set of lingerie.

Eleven additional lingerie prizes valued at $25 each were awarded to:


WCAN-TV Issues New Rates

NEW card calling for rate increases in Class "A" and other times on the basis of a claimed set conversion figure of 400,000 was announced by WCAN-TV Milwaukee last week. Rate boosts, including one from $500 to $600 for a full hour Class "A", are effective Nov. 1 with issuance of Card No. 4 and a set circulation mark of 408,900, according to Lou Poller, WCAN-TV manager. Station claims it is the first uhf outlet in the country to reach that number.

WCAN-TV expects to move into its new $500,000 Television Center in about six weeks when both WCAN-TV and WCAN-radio will be consolidated under one roof. TV transmitter will remain atop the Schroeder Hotel.

Sponsors pile up winning seasons, one after the other, with WBNS. We've got loyal listeners (in fact . . . more listeners than all other local stations combined). Our fans stick with us through the TOP 20 PULSE-rated programs and follow through with record purchases of WBNS-advertised products.
ANOTHER RCA 50 KW VHF

Type TT-50AH
RCA 50-kw VHF transmitters are in production!

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.
Announcing

KWTV

THE NEW OKLAHOMA CITY

The World's Tallest Man-made Structure

DESIGNED AND FABRICATED BY
IDECO DIVISION
DRESSER-STACEY COMPANY

ERECTED BY
MIZELL CONSTRUCTION
COMPANY
AND TRUCK LINE

COMPLETELY EQUIPPED BY
RADIO CORPORATION
OF AMERICA

OWNED AND OPERATED BY
OKLAHOMA TELEVISION
CORPORATION

316,000 WATTS
designed...
constructed...

by

IDECO
For top coverage of your market with the top name in towers... Ideco.

KWTV's tower, the tallest man-made structure in the world, required the pioneering of new concepts in tower design.

The sheer multitude of the structure passed its own proof - 1,300,000 pounds of structural steel, 50 tons of bolts, 5 miles of guy cables and the tower was raised in only 9 weeks!

KWTV owners placed their confidence in Ideco's proven ability as demonstrated by the Ideco Tall Towers already serving the broadcasting industry.

In Ideco's proven ability as demonstrated by the Ideco Tall Towers already serving the broadcasting industry.

For a sound, dependable structure that will support your antenna, regardless of height or weather...

Consult Ideco first.

The story unfolds here...
KWTV's new home is one of the most modernly efficient television stations in the nation. It is a showplace on U. S. highway 77 just north of Oklahoma City.

First impression, as you enter the comfortable, inviting lobby at KWTV is one of friendliness, an impression that grows stronger as you meet the folks who make KWTV tick.

No matter where you go, in the control rooms, transmitter room, behind the camera or atop the 1,572-foot antenna, you'll find the RCA emblem of superiority on all KWTV equipment.

Studio facilities at KWTV are unmatched anywhere in the Southwest. Two studios, one 30 x 30 feet and one 70 x 50 feet, can be converted into any type of live production.

Building live programs that hold audiences and sell products is one of the big reasons why KWTV has become so universally popular in so short a time. Typical is the Monday-thru-Friday Eddie Coontz show, shown here in rehearsal.
Next to the final job was the raising of the 78’8” RCA fourteen layer supergain antenna of the Channel 13 Oklahoma Educational Television Authority.

One 30-ton, two 15-ton and one 5-ton trucks were used in handling 1,323,392 pounds of tower and 28,690 feet of cable used in this huge tower.

The self-operating electric gin pole used was specially designed by Leonard Mizell for the KWTV antenna job.

**PUSHING**
1,323,392 pounds of TOWER
1,572 feet
UP IN THE AIR

...that was
**MIZELL’S part of the world’s tallest man-made structure**

Employing a self-operating electric gin pole, especially designed for the KWTV job by Leonard Mizell, the company cut in half the time ordinarily required to complete a task of this tremendous size. But then, that’s the Mizell way of doing things. Starting in 1943 with six men, the Mizell staff now numbers 150. They operate 40 trucks ranging from 5 to 30-ton capacity...plus 20 crew and field cars—can put ten complete tower crews in the field at one time. Remember, just because it has never been tried before is no reason why Mizell won’t tackle it.
It's here! The biggest event in the history of television in the Southwest! KWTV has completed its record-breaking tower. It is now on its full authorized power . . . and Oklahomans are finding out just what 316,000 watts of power from a 1,572-foot antenna can do to television watching habits. Thousands of folk within the state . . . and many from beyond . . . are enjoying for the very first time the full and satisfying advantages of Number 1 television reception, programming and know-how. The new KWTV has brought about another important change, too . . . a complete revision and revamping of market data and coverage maps. Studies are going on right now. New facts and figures are being recorded each day and complete reports will soon be available that will move fringe areas miles and miles back. Take a look through your files on Oklahoma. Mark any data you have dated before November 1 obsolete. Make room for new data about a new market created by the new KWTV . . . the most powerful sales medium in the Oklahoma market today.

KWTV
CHANNEL 9
OKLAHOMA CITY

Fred L. Vance, Sales Manager
Edgar T. Bell, General Manager
AFFILIATED MANAGEMENT, KOMA, CBS RADIO
Represented by AVERY-KNODEL, Inc.
OKLAHOMA'S
Most Powerful
TELEVISION
STATION
completely
equipped by
RADIO CORPORATION
OF AMERICA

All control room equipment at KWTV is RCA. The director at the studio control console handles the camera switching with RCA model TS20A relay switches. Shading for studio and film shows, special effects, split screen work, etc., is handled from the master control room, also RCA equipped.

KWTV's giant 50,000 watt, model 50TTAH transmitter is the last word among RCA high powered transmitters, meeting all the latest FCC requirements. It features the new air-cooled tubes and is designed for color transmission.

KWTV's projection room includes three 16mm new type RCA TP6A motion picture projectors, two RCA slide projectors and a grey tie-up. One of the new features is the automatic changing of lamps in the projector in case of a burned out lamp.
Saturation Coverage with RCA's 50KW VHF and High-Gain Antenna

**KWTV** is another high-power VHF station "on-air"—and delivering saturation coverage! And like most high-power VHF stations, KWTV does it with an RCA "Fifty" and an RCA High-Gain Superturnstile Antenna. Here's why more than SIXTY high-power stations have selected RCA's "Fifty":

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

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

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

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

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

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

Take advantage of RCA's 25 years' experience in designing and building high-power equipment. Ask your RCA Broadcast Sales Representative to help you plan a completely-matched high-power system. In Canada, write RCA Victor, Ltd., Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION
Dunbar to WERE Cleveland As General Sales Manager

CHARLES A. DUNBAR, account executive with CBS Radio Spot Sales, has been named general sales manager of WERE Cleveland, effective Nov. 1. Mr. Dunbar has been associated with the CBS Spot Sales organization for the past year, and before that was with the WOR New York sales department for about two years. He is a graduate of Fordham U., served in the Navy during the war, and then was with International Business Machines for four years.

Local, Live Colorcasts Inaugurated by WBAL-TV

LIVE LOCAL color television was inaugurated by WBAL-TV Baltimore last Thursday with a five minute colorcast during the hour-long Homemakers Institute, conducted by cooking expert Mary Landis.

John Wilner, vice president in charge of engineering, handled production. Color shades were "excellent," the station reported.

The next WBAL-TV local colorcast will be held Nov. 17 when Sylvester L. (Pat) Weaver, president of NBC, is scheduled to address the Advertising Club of Baltimore on color tv. The Homemakers Institute will be telecast in color for the full hour and will feature, among other things, a fashion show based on the December issue of Good Housekeeping.

Ken Carey Named Manager Of AM Sales S. F. Office

OPENING of a San Francisco office by AM Radio Sales Co. has been announced by KMPC Los Angeles, one of six stations represented by the firm. Ken Carey, KMPC account executive, has been named manager of the office. Mr. Carey is succeeded at the station by Jack Mulligan, formerly account executive-sales manager for KLAC Los Angeles. With the opening of the new office, Robert Block, who has been West Coast representative for AM Radio Sales, will become Los Angeles manager with offices at KMPC. Stations represented by the firm, in addition to KMPC, are KOOL Phoenix, KOPO Tucson, WIND Chicago, WLOL Minneapolis and WMCA New York.

CBS Radio Spot Sales Salutes Grady Cole

STAFFS of the New York and Chicago offices of CBS Radio Spot Sales joined in a closed circuit salute last week to Grady Cole [our respects, Nov. 11, WBT] Charlotte, N. C., radio personality who is celebrating his 25th anniversary with the station. Highlight of the event was the appearance of Adrian Murphy, CBS Radio president, to offer congratulations on behalf of the network.

The three-way tribute climaxied "Grady Cole Week" and a series of nationwide radio salutes to Mr. Cole. Closed circuit facilities of CBS Radio were used to connect Chicago and New York.

CBS executives who took part in the broadcast in addition to Mr. Murphy were: Henry R. Flynn, general sales manager in New York for CBS Radio Spot Sales; Sterling Allison, eastern sales manager; Wendell Campbell, vice president of CBS Radio in charge of station administration, and Gordon Hayes, western sales manager.

KSTP-AM-TV Names Rosene; Brazzil Moves to WJIM-TV

MARVIN L. ROSENE, who joined KSTP St. Paul last Jan. 1 as regional sales manager for radio, has been appointed general sales manager for KSTP-AM-TV, it was announced last week by Stanley E. Hubbard, president and general manager of KSTP Inc.

Mr. Hubbard said appointment follows resignation of William R. Brazzil, Minnesota sales manager for KSTP-TV, who becomes general sales manager at WJIM-TV Lansing, Mich. (see story page 78). Karl A. Plain, formerly national sales manager, has assumed new duties as sales development manager for KSTP radio.

Mr. Rosene has been in radio since 1947 when he joined the local sales department of WHBF Rock Island, Ill. He later became national sales manager for the station. In 1946 he was sales manager for WQUA Moline, Ill., and then served as general manager for several midwestern stations.

KTSK-AM-FM Names Raymer

KTSK-AM-FM San Antonio, whose acquisition by O. R. Mitchell Motors Inc. from the San Antonio Express for $175,000 was approved a fortnight ago by the FCC [BTW, Nov. 11], will be represented nationally by Paul H. Raymer Co. effective immediately, according to Charles D. Lutz, who continues as manager under the stations' new ownership.

WOR-AM-TV's Menkin Quits

LAWRENCE MENKIN has resigned as program director of WOR-AM-TV New York, it was announced last week, in a move attributed to "the trend toward programming of top-grade feature films on WOR-TV." No replacement for Mr. Menkin is anticipated.

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KMBC-TV Completes New 1,023-Ft. Transmitter Tower

THE top section of the tower at KMBC-TV Kansas City, Mo., is put in position 1,023 ft. above its base section and 1,079 ft. above average terrain.

NBC Spot Sales Meeting Hears Sweeney’s Answers

ADDRESSING some 50 promotion, publicity and merchandising executives of NBC Spot Sales and the stations it represents, BAB President Kevin Sweeney last week called for more “exciting” programming and more aggressive selling and promotion as answers to radio’s current “problem.”

He told the group, gathered for its third annual meeting in New York under NBC Spot Sales’ guidance, that radio executives should recognize rather than ignore the fact that they face problems, but that they must also realize that intelligent, imaginative operation and promotion will solve them.

Mr. Sweeney said radio men should develop and sell programs that will excite attention, and stop selling “bar charts on how cheap” radio is. They should sell and promote “what we have,” he continued, noting that “there are no people to reach that we don’t reach.”

He scored broadcasters’ “constitutional inability to part with our money for promotion,” and advised stations to abandon their emphasis on claims of “being first” in favor of logical, consistent, specific and regularly displayed promotion and advertising themes. Moreover, he maintained, stations must “remember who our competition is”—print media—and concentrate their fire on them instead of raiding each other.

NBC Spot Sales leaders conducting the opening sessions included Thomas B. McFadden, director of national spot sales; H. W. Shepard, manager of new business and promotion; Max E. Buck, merchandising director; Mort Gaffin, advertising manager, and Robert F. Blake, publicity director.
STUDY OF RATINGS ESSENTIAL—VENARD

Representative firm president tells RTS timebuyers should familiarize themselves with and study rating services.

TIMEBUYERS will be doing themselves, their agencies and the broadcast media a service if they get all the facts about each rating service and familiarize themselves with all the different rating services, Lloyd G. Venard, president of the station representation firm of Venard, Rintoul & McConnell, advised a Radio & Television Executives Society luncheon group last Tuesday.

The luncheon was the second in a series in the RTS’ “Timebuying and Selling Seminar.”

Other panel speakers were Thomas J. Lynch, media buyer of Young & Rubicam, and Dr. E. L. Deckinger, vice president and research director, The Blow Co. Moderator was Mary McKenna, WNEW New York research and sales development director.

Theme of the panel was the “pitfalls and pratfalls” in audience research, which was broken down into “MUC”—standing for meaning, use and calculations—of ratings. Ratings, which measure things, differ because they all measure different things, the speakers pointed out. They stressed that not just one rating of a program should be used and that the type of audience also must be studied in addition to the number of people reached by the program.

When using ratings for “calculations” many “pitfalls” are encountered including blind usage of them and mixing of numerical ratings which stand for different things (i.e., average audience, total audience, average audience tendency, peak of performance etc.), they agreed.

Mr. Venard described some of the errors in buying local “spot” on radio or tv as failure to take into account statistical variation, program changes, date of surveys, number of calls for a certain period of time made during the survey, and buying on “ratings but forgetting the product or product use.” Mr. Venard also warned of the difference in announcements—purchased for sales impact—and IDs or chain-breaks which, he said, are purchased usually as reminders.

Failure to remember that radio’s “at-home audience” does not include auto, extra-room and beach listening also can be a “pitfall” for the timebuyer, he said.

WABD TV) Names Crawford Sales Mgr.

APPOINTMENT of William Crawford, formerly sales manager of WOR New York, as sales manager of DuMont’s WABD-TV New York was announced last week by George L. BarenBregge, recently named manager of the station [BT, Sept. 27]. Mr. Crawford succeeds Larry Wynn, who resigned several weeks ago.

Mr. Crawford was associated with WOR for 13 years, having joined the station in 1941 as assistant promotion manager. In 1943, he was appointed an account executive for the station’s sales department, and in 1951 was elevated to sales manager. He began his career as a copywriter for the J. Walter Thompson Co. in 1940.

Phillips Succeeds Woodworth As General Manager of WFBL

APPOINTMENT of Charles F. Phillips, commercial manager of WFBL Syracuse, as general manager of the station was announced last week by Oscar F. Soule, president. He succeeds S. a m u el Woodworth, who died Oct. 23 (BT, Nov. 1). Mr. Phillips has been with WFBL since 1924. He has worked in the engineering, announcing, producing, programming and selling departments of the station.

In the broadcasting field, he is a member of the 20-year club of the Pioneers of Radio and the Station Advisory Board for the Crusade for Spot Radio.

McConnaughey Speaks At WJIM-AM-TV Fete

BROADCAST stations and networks “have been going out of their way to equalize time in the political campaign,” FCC Chairman George C. McConnaughey said Oct. 31 during a visit to the new million-dollar WJIM Country House at Lansing, Mich. [BT, Nov. 1].

Making his first official visit to a commercial radio-television plant, Chairman McConnaughey participated in an inaugural program that included Eddie Fisher as m.c., Janis Page, the McGuire Sisters, the Tommy & Jimmy Dorsey orchestra, George Gobel and Bud & Ceece Robinson. Harold F. Gross, WJIM-AM-TV president, and Howard K. Finch, vice president, took part in the program.

Chairman McConnaughey said the Commission “wants to lean out over backward to let both sides be heard during campaigns.” He added, however, that the FCC “can’t force people to give time willy nilly.” He said both sides in a campaign tend to feel at various times that they are not getting equal treatment. “FCC is designed to regulate, but not to tell people what to do,” he said.

Taking part in the ceremonies was William R. Brazill, currently of KSTP-AM-TV St. Paul, who joins the WJIM organization next week as general sales manager.

The WJIM Country House was five years in the planning and building stage. It combines strictly modern architecture with warm, living-room decorations. All draperies and rugs were specially woven and contain symbolic patterns. Many of the antique pieces found around the plant were selected in Europe by Mr. Gross, with the entire decor based on a valuable early French Provincial table-top desk.

REPRESENTATIVE PEOPLE

Emery G. Richmond, in charge of radar defense for Montreal area in Royal Canadian Air Force reserve, to Radio & Television Sales Inc., Montreal, as manager.

Vincent Meade, assistant director of research, CBS Radio Spot Sales, N. Y., and Fred Nasitif, merchandising manager, Galen Drake-Housewives Protective League programs, WCBS New York, appointed account executives for WCBS in N. Y. office, CBS Radio Spot Sales; Peter Sterer, WJBK-AM-TV Detroit, to CBS Radio Spot Sales as account executive.

Robert P. Cronin, sales staff, W. J. Fitzpatrick & Assoc. (trade magazine and newspaper representative), Chicago, to Hoag-Blair Co., same city, as account executive.


David Alan Harris, manager, George W. Clark Inc., N. Y., to sales staff, Adam Young Television Corp., same city.

A. Gifford Eager Jr., formerly with WFTL-TV Fort Lauderdale, Fla., to tv sales staff, George P. Hollingbery Co., N. Y.
Changing the television network so that it can carry color pictures is a big job—one that is still going on.

Black and white pictures are easy to handle by comparison. But color requires three times as much information. And all of it must reach every point on the network at the correct level and without being changed.

Otherwise, the actress might have purple hair instead of red.

To keep the colors true, equalizers are added at many locations along the network, and more amplifiers are installed to boost the signal.

Hundreds of technicians have been trained in color techniques and many more are being taught to maintain and adjust the added equipment to exact standards.

Already more than 36,000 channel miles in the nationwide television network have been adapted for color transmission, as the Bell System continues to keep pace with the industry’s rapidly expanding needs.
STATION PEOPLE

John H. Battison, formerly education director, National Radio Institute, Washington, to CHCT-TV Calgary, Alta., which began operation Oct. 8, as general manager.

William Rambo, sales representative, KOVR (TV) Stockton, Calif., appointed general sales manager; Marshall Plant, formerly with KPIX (TV) San Francisco, appointed sales service manager, KOVR.

Marian Komar, KLAS-TV Las Vegas, appointed sales manager.

Robert B. Rietman, salesman, WCPO Cincinnati, appointed radio sales manager.

J. H. Lawson, former owner-operator, KBKW Aberdeen and KWNW Wenatchee, both Wash., to KCSB San Bernardino, Calif., as sales manager.

French Ferguson Jr., producer, WOAI-TV San Antonio, Tex., promoted to program and production manager; John Gillies returns to WOAI-AM-TV.

John Maynard Wilson, local sales staff, WOW-TV Omaha, appointed local sales manager; George Carpenter III, sales coordinator, appointed to sales staff; Jack Silver, technical staff, succeeds Mr. Carpenter.

Jack Mazzie, production manager, WREX-TV Rockford, III., promoted to program director, succeeding Eldon Ansprech, who has moved to WTVW (TV) Milwaukee; Rod MacDonald, formerly operations director, WLWD (TV) Dayton, Ohio, succeeds Mr. Mazzie; George Rauhacker appointed sports director, succeeding Bill Shell; Dick Peck, WOW-TV Omaha, appointed assistant engineer, succeeding Bob Truscott, who has moved to WTVW.

E. Frederick Grilliths Jr., formerly with WRFC Athens, Ga., appointed commercial manager, WBML Macon, Ga.

Jack Besse appointed business development director, KOA Denver.

Jimmy Clark, musician and social affairs manager, WJZ Detroit, appointed musical director.

Mark Dean, formerly assistant program manager, WGLV (TV) Easton, Pa., to WFMZ-TV Allentown, Pa. (scheduled to begin operation shortly), as promotion and merchandise manager.

A. H. Bates, assistant auditor, Westinghouse Broadcasting Co. headquarters, Phila., supervising all WBC payroll activity and KYW and WPTZ (TV) Philadelphia station auditor, has had duties realigned to devote fulltime to WBC headquarters; Robert G. Peters, formerly chief accountant, WPTZ, appointed station auditor; Edward Kane, accounting dept., KYW, promoted to station auditor.

Jack Butler, sales service representative, KLAC Hollywood, appointed account executive.

Lester J. Mallets, advertising manager, Charles Antell, Baltimore, to New York sales staff, WATV (TV) Newark, N. J.

John C. Wilson, formerly cameraman, WTVQ-TV Norfolk, Va., and Hearty F. Connally Jr., formerly transmitter operator, WEAT West Palm Beach, Fla., to engineering staff, WJNO-TV there.

Dolf Droege, formerly with WWSO Springfield, Ohio, to WLW Cincinnati as disc m.c.

Mr. Mazzie; George Rauhacker appointed sports director, succeeding Bill Shell; Dick Peck, WOW-TV Omaha, appointed assistant engineer, succeeding Bob Truscott, who has moved to WTVW.

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Dolf Droege, formerly with WWSO Springfield, Ohio, to WLW Cincinnati as disc m.c.

Richard E. Thompson and Emory L. Chase, KSON San Diego, appointed program director and assistant station manager, respectively.

W. Perry Dickey, formerly program manager, WOAI-AM-TV San Antonio, Tex., to KOMA-KTV (TV) Oklahoma City in same capacity.

John Fisher appointed program director, KCHA Charles City, Iowa.

J. Ross McPherson, engineering staff, WLWA (TV) Atlanta, Ga., to WEAT-TV West Palm Beach, Fla. (target date: Jan. 1), as chief engineer; Ed J. Hennessey, WDKA-TV Columbus, Ga., to WEAT-TV as sales manager; Peter Cole, disc m.c., WEAT, becomes program director, WEAT; Warren MacAllen, newspaperman and public relations consultant, to WEAT-AM as promotion and public relations director.

Robert C. Normann to announcing staff, WSYR Syracuse; Suzanne Eckermann to film business staff, WSYR-TV.

Larry Alexander, announcer-actor, WLS Chicago, to KHI Los Angeles.

David Nowinson, Hollywood free-lance writer-producer, to promotion-publicity staff, KABC there; Elroy Hirsch, sports director, KABC, and offensive line backer, L. A. Rams professional football team, announces retirement from active football play at current season end.

Jack Linkletter, son of Art Linkletter, starts as host of one-hour weekly KNX Hollywood Jack Linkletter's Teen Club program.

Helen Morris to accounting staff, KYW Philadelphia.

George H. Jepson to WDRC-AM-FM Hartford, Conn., as assistant secretary to commercial manager; Arline Kaiser, formerly with Capitol Records, Hartford, Conn., office, to WDRC-AM-FM.

Stover Morris Jr., commercial manager, WDVA Danville, Va., appointed to National Committee on Education and Scholarships, American Legion.

Fae Rice, associate director of continuity, WJAC Nashville, Tenn., and president, Soporartist International of Nashville, was radio industry delegate to 17th Conference of Soporartist International Asn., Southern Region, held in October at Seacliff Hotel, Louisville, Ky.

Ralph L. Ketterer, chief engineer, WILY Pittsburgh, and operator, amateur W3VPK, elected president, Amateur Transmitters Asn. of Pittsburgh.

Lawrence Creel, assistant manager, WGBH (FM) Boston, father of girl, Margaret Michele, Oct. 20.

George Ball, public affairs director, WHLI Hempstead, N. Y., father of girl, Randi Ellen, Oct. 18.

Bob Gilmore, cameraman, WNO-TV West Palm Beach, Fla., father of girl, Karen Elizabeth, Oct. 15.


REPRESENTATIVE APPOINTMENT

WVEC-AM-TV Norfolk-Hampton, Va., appoints Avery-Koedel Inc., N. Y.
Radio, TV Can’t Substitute For Educ. Process—Brownell

NEITHER radio nor television is a substitute for the educational process—"there are no quickened means by which we can acquire knowledge, skills, attitudes beyond our comprehension level," according to U. S. Commissioner of Education Samuel Miller Brownell.

Mr. Brownell in his Oct. 29 speech at the National Assn. of Educational Broadcasters convention in New York, also noted that "on the positive side, the saving of time, the ability to create space and the use of accumulated skills of many people, who through research, writing and production have brought a valuable program to a classroom prepared to receive it, is an invaluable aid to teaching." He suggested that the technicians solve the problem of when to use radio or tv in education. "It is surely not economical to merely photograph a radio program, as it would seem futile, also, to produce a television program for sight alone or merely for its sound," he said.

Educational TV Needed, U. of Ill. Trustees Say

A STATE-SUPPORTED educational tv station for the U. of Illinois is "highly desirable if not essential," its trustees told the Sangamon County Circuit Court in Springfield last Monday.

The trustees argued for a tax-supported station in reply to a suit filed some weeks ago by an Evanston (Ill) restaurateur, Stephen Turkovitch. The suit, which specifically opposes the allocation of $24,000 from the university’s 1954-55 budget for educational television, is backed by the Illinois Broadcasters Assn.

University trustees claimed that residents of Illinois will suffer "irreparable loss" if the proposed station is not constructed and operated. They maintained the outlet is needed to train students for television careers, future video research and produce educational tv fare.

The university received a grant for ch. 12 on Nov. 4, 1953. Proposed call letters are WTLI TV. No target date has been set.

W. C. Swartley (f), general manager of WBZ-TV Boston, on behalf of WBZ-AM-TV presents a $1,000 check to Dr. Harold Cane, president of Boston U., for a fellowship to be given to a man interested in communications who will attend the university’s school of public relations and communications. The money for the fellowship was given to the Westinghouse stations by the duPont Awards Foundation for “service to the American people.”

One and one-third billion dollars!
That’s the buying power from products of the soil alone within WIBW-TV’s 100mv contour. Even without the scores of other sources of income, it’s a market well worth going after.

WIBW-TV is the open door to this market . . . to more than 119,000 families* long familiar with our call letters and personalities. Add the terrific impact of video to this established acceptance and you get REAL SALES ACTION.

We’ve got a stack of success stories to prove it. Ask any Capper Man.

* Excluding Kansas City and St. Joseph, Missouri.

CBS-DuMONT-ABC
Interconnected

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

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AMERICAN Federation of Musicians and ABC-TV, CBS-TV, NBC-TV, and four top film producers have reached an important negotia-
tions for a new film agreement with respect to the music performance
rations for AFM, WITNESSES before congressional committees
tories could produce only films using "live"
musicians and therefore were required to con-
tribute to the fund. Under the new agree-
ment, signatories may utilize a canned sound-
track and in that eventuality they need not
contribute to the fund.

Signatories to the agreement are CBS-TV, 
NBC for ABC-TV, Desilu Productions, Studio
Films, Walt Disney Productions and Ziv Tele-
vision Programs. It provides for a payment to
the fund of 5% of the gross revenue received
from the sale of the tv films, or 5% of the
station time charges, whichever is less, on spon-
sored films. On sustaining films, the first run
on any station is free, but payment to the
fund on each subsequent run will be on the
basis of 2% of the film's production cost.

WGA May Take Action
On Communist Question

WITNESSES before congressional committees who "defiantly" admit communist party mem-
bers, or who work behind the Fifth Amend-
ment to avoid such admission, will be in-
eligible to join or remain in the Writers Guild
of America if a constitutional amendment now
before the gosu members is passed at a
Hollywood election meeting Nov. 17.

Executives of Writers Guild of America
West, Hollywood, told B
t the amendment
was "carefully phrased" by Borden Chase, Hol-
lywood screen writer.

The amendment also provides those reluc-
tant witnesses who later "freely" testify before
such committees on communist activities or
membership, or who write to the effect that they are no longer
members, or deny such membership under oath,
will not be barred from WGA.

Another constitutional amendment under
consideration would reduce make-up of branch
boards (radio, tv and screen). A third pro-
posed amendment, which would permit establish-
ement of initiation fees not to exceed $50
among various membership classifications, re-
quites further consultation with Writers Guild
of America East, New York, WGA said.

Mail voting on both WGAW officers and
constitutional amendments is now in progress,
with supplemental in-person votes allowed at
the Nov. 17 meeting in Hollywood by those
who fail to cast mail ballots.

Also on the agenda are annual reports and
statements of temporary WGAW officers; re-
ports on radio staff writer contract negotiations and
major motion picture producer contract
negotiations—including release of theatrical
films to video; forecast on the outcome of cur-
tent tv network negotiations, based on NLRB
certification election and other factors; explana-
tion of new California Employment Depart-
ment regulations regarding unemployment and
disability insurance; discussion of extending
and adapting present Screen Writers Guild
credit arbitration system to radio-television, and
approval of a permanent WGAW executive direc-
tor and counsel.

Film Council, ATPF Meet
To Settle Supervisor Strike

REPRESENTATIVES of the Hollywood AFL
Film Council and the Alliance of Film Pro-
ducers will meet in Hollywood today (Monday)
in an effort to settle the strike of the Screen
Supervisors Guild against the Alliance.

A meeting was set at the council's request
after an SSG delegation sought council inter-
vention last week. Since Oct. 25, the Guild
has merely refused to service ATPF members,
but has not established picket lines.

Dispute centers around pay rate, with the
Alliance demanding the lower major studio
scale, while SSG contends that tv work is not
steady enough to justify this scale, and that a
higher scale should prevail.

At today's meeting, attorney Dean F. John-
son will represent the Alliance, while Ralph
Clure, Studio Drivers Union head and Film
Council president, and George Fishbery, last
Hollywood International representative, will speak for the council.

AFM, FILMMAKERS,
NETWORKS AGREE

Cares for Its Own
TOTAL of 490 claims, amounting to
about $328,500 in insurance indemnities
resulting from accidental injuries to
American Guild of Variety Artists'
members have been processed by
AGVA's Welfare Trust Fund since cre-
tion of the fund in November, 1952, Nat
Abramson, trust fund chairman, has
reported. The fund has terminated and
paid 262 injury claims, and two—paying
$7,500 each—claims for accidental death.
Seventy AGVA members are now re-
ceiving indemnities because of injuries at
work, or in going to, or returning from
appointments connected with their jobs,
he said.

AFM Local 802 Sets Up
Free Music Program in N. Y.

DETAILS of a plan whereby insurance com-
missions from its welfare fund will be channeled
into a separate corporation to be used for
community cultural purposes, in order to
provide free music in New York, have been
announced by Local 802, American Federation
of Musicians (AFL).

Al Manuti, president of Local 802, said
a corporation known as the Musician's Service
Corp. has been listed Insurance Dep-
artment of the State of New York, and it will
use commissions to pay for free public music
performances of all types, including concerts
for various civic and charitable groups and
possibly radio broadcasts to encourage "live"
music.

Local officials, Mr. Manuti said, hope to en-
courage private groups to make matching ap-
propriations for free public musical perform-
ances. He added that it was the belief of the
local that such activities will promote "live"
music and create more employment opportuni-
ties for members.

NLRB Drops RTDG Charge
Against "Tribune" Stations

UNFAIR labor practice charge filed against
WGN Inc. (WGN-AM-TV Chicago) by the
Radio-Television Directors Guild in September
last week was dismissed by NLRB No. 13 of
the National Labor Relations Board. The guild's
Chicago local had accused WGN Inc. of re-
fusing to bargain for tv directors last Septem-
ber and the case was referred to a field ex-
aminer for investigation [B
t, Sept. 13]. The
Chicago Tribune outlets argued that the em-
ployees were supervisors and thus not subject
to the National Labor Relations Act. The dis-
mittal is reflected in other board decisions. WGN-AM-TV has an-
other case before NLRB involving charges that
AFTRA refused to bargain in good faith prior
to current local negotiations.

Opposition Develops in SAG
Balloting for Board Positions

WITH no opposition candidates in the current
Screen Actors Guild annual election, incum-
ent President Walter Pilgrim, First Vice Pres-
ident Frank Galifianakis and Assistant Sec-
retary-Treasurer J. John Reed, the union's
former director, will again face a field of
seven candidates on the December 12 election
calendars; five for the presidency, three for
vice presidency and three for secretary.

According to union officials, there are at least
half a dozen candidates for each position, with
some behind closed doors and others public.

Among those seeking the presidency are: D.
Carroll Brown, head of the Screen Actors Guild
Office of Personnel, formerly a city council
member; Richard C. Brown, former state sen-
ator and leader of the Republican Party state
committee; and a former member of theilk
County Board of Supervisors.

Others seeking the presidency include: J. John
Reed, former SAG president, currently serving
as an officer of the Screen Actors Guild
Office of Personnel; Robert F. Scott, former
state senator and member of the state budget
commission; and a former member of the
Committee on Public Welfare.

Among those seeking the vice presidency are:
Edward J. Nelsen, former state senator and
member of the state budget commission; and a
former member of the Committee on Public
Welfare.

Among those seeking the secretary position are:
Robert F. Scott, former state senator and
member of the state budget commission; and a
former member of the Committee on Public
Welfare.

Results of the election will be announced at
the annual membership meeting in Hollywood
Nov. 12, SAG stated.
A NEW PHILCO TV RELAY
WITH 4000 WATTS ERP!

FOR REMOTE PICKUP AND S-T-L

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

Transmitter and 2' Parabola

Receiver and 2' Parabola

Transmitter Control and Power Supply

Receiver Control Unit

Receiver Power Supply Unit

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

Heart of this new Philco Microwave equipment, Model TLR-3, is a reliable klystron—the one used in Philco multi-channel communications equipment—which provides a full watt of transmitter output. Use of interchangeable klystrons permits maximum efficiency in covering frequency ranges between 5925 and 7425 mc. RF units are completely weatherproof and all units are suited to rack mounting in fixed installations. A lightweight portable tripod is available for mounting transmitter RF and receiver RF assemblies in the field. Get information on this new Philco TLR-3. Write Philco, Dept. B'T today.

* EFFECTIVE RADIATED POWER
LINUS TRAVERS LEAVES YANKEE NETWORK

Executive vice president, famed for editorializing stand, will enter promotion, merchandising and sales field.

LINUS TRAVERS, executive vice president of Yankee Network, resigned Thursday, effective Dec. 1. Mr. Travers had been in radio over a quarter-century, becoming a leading figure in New England network and station operation.

He said he planned to enter a new field after the first of the year, specializing in radio and tv sales, promotion and merchandising activity for radio-stv stations as well as for agencies and advertisers.

Mr. Travers gained national attention a decade-and-a-half ago by his aggressive handling of news and special events and his insistence on the right of radio to editorialize. His activity in a local political campaign was a factor in the FCC's famed Mayflower decision banning editorializing. This decision later was abandoned by the Commission.

He had served many years as active director of Yankee Network in New England. Yankee became a General Teleradio property several years ago.

It was believed that Norman Knight, who resigned as manager of DuMont's WABD-TV (NY) New York some time ago to accept another managerial post then not identified [B&T, Sept. 27], would succeed Mr. Travers at Yankee. Mr. Knight was replaced at WABD by George L. Barenbregge.

ABC-TV Set to Lose $1.8 Million on NCAA

ABC-TV network will lose an estimated $1.8 million on the sports package it bought from the National Collegiate Athletic Assn. for $4 million, according to a Nov. 4 Associated Press story by Hugh Fullerton Jr.

While the story quotes an un-named "observer" as predicting 1954 will be the last year of a national tv plan for NCAA, Asa Bushnell, director of the NCAA Television Committee, reported there "scant possibility" that NCAA will revise its policy to permit either unlimited tv or regional telecasts.

Mr. Bushnell noted that the primary concern of the committee is "continued protection of football game attendance... and the income derived from the sale of television rights has been a secondary consideration." He believed the tv committee would reject a regional plan, as often proposed in the past by the Big Ten and other college interests.

A regional plan, he said, would "run counter to the principle of attendance protection; instead, regional tv would likely cause maximum damage to attendance." Even in the event of a reduction in the tv rights fee, he said, he felt it would be "surprising if NCAA should alter the objective of the tv program, which is protection of attendance."

Leonard H. Goldenson, president of AB-PT, parent company of ABC Div., reported to stockholders that the NCAA football schedule involved a substantial loss but that this "outstanding fall sports series on tv" has brought "added prestige to the ABC network."

Miami-W. Palm Beach 'Super' Co-Ax Opened

LONG-PROMISED "super capacity" coaxial cable which can carry more tv programs and long-distance telephone conversations than its conventional twin was unwrapped last week by AT&T's Long Lines Department.

The new system was placed in service Nov. 1 along a 70-mile route between Miami and West Palm Beach, Fla. It is equipped with "L-3 Carrier" and initially will provide one northbound and three southbound tv channels.

An AT&T spokesman said Wednesday the new cable took a year to build. The firm has no plans on its drawing board for another such super-television cable but expects to structure an "L-3" cable between Newark, N. J., and White Plains, N. Y., for telephone conversations only. Another route—also devoid of tv—is New York-Chicago, along which the new system was instituted to meet long-distance telephone expansion needs.

The Florida super system, owned jointly by Long Lines and Southern Bell Telephone & Telegraph Co., is the first to provide for tv as well as telephone.

Long Lines said its new system utilizes a pair of coaxial tubes which handles 1,800 telephone conversations simultaneously. This is triple the capacity of any other voice transmission system. With a bandwidth double that of conventional video channels, the L-3 system also makes it possible for a pair of tubes to carry two tv programs and 600 telephone conversations simultaneously. Eighteen new repeater or amplifier stations were required for the Florida route. The stations, spaced about four miles apart, keep signals boosted to the level required for satisfactory transmission.

WSAZ-TV, KSWM-TV Added To Bell's Network Lines

WSAZ-TV Huntington, W. Va., and KSWM-TV Joplin, Mo., were added to the Bell Telephone System's network facilities last Monday, according to AT&T's Long Lines Dept. Number of stations on the network is 347, serving 221 cities.

Network programs for WSAZ-TV are fed over a radio relay system from Columbus, Ohio, which is on the main West-East network route. Tv signals are fed into the telephone building at Huntington and carried from there to WSAZ-TV's studio over facilities provided by the local telephone company. KSWM-TV receives its network programs through Golden City, on the Kansas City-Springfield radio relay route. Local interconnection in Joplin was provided by the local phone firm there.

New Crosby Radio Show Premieres Nov. 22 on CBS

NEW Bing Crosby Show will premiere on CBS Radio Nov. 22 as a quarter-hour strip, 9:15-9:30 p.m. Monday through Friday, it was announced last week by Adrian Murphy, president of the network.

Format of the new series, produced and written by Bill Morrow, will be music, humor and interviews. Shows will be directed by Murdo MacKenzie, with music under the direction of Buddy Cole.

Day Show, NBC Charged With Impersonation Suit

WHEN an actor impersonated Dr. Hugo Friedhofer, Hollywood screen composer, on the NBC-TV Dennis Day Show last February without his knowledge or consent, Mr. Day invaded the doctor's privacy by $400,000 worth,
attorney Helen Sherry, representing Dr. Friedhofer, charged in a Los Angeles Superior Court suit filed last week.

Also named as defendants were NBC and Denmac Productions, show producer.

In the complaint, Miss Sherry charged that use of the doctor’s name, plus the teutonic accent assumed by the actor (Dr. Friedhofer is of German descent), and the depiction of the skit character as a classical music authority (the doctor is a recognized authority in the field) all combined to reveal “intimate details” of the composer’s life “in a derisive and derogatory manner.”

The program made him look foolish and a discrediting to his profession, Dr. Friedhofer’s suit continues in asking $200,000 actual damages and an equal sum in punitive damages.

SPANISH NETWORK FORMED IN CALIF.

ORGANIZATION of the Spanish Language Network with nine California radio stations as members was announced last week by Carl Schuele, San Francisco and Hollywood station representative.

Affiliates include KWKW Pasadena, KRNQ San Bernardino, KVEN Ventura, KBIS Bakersfield, KCOK Tulare, KGST and KYNO, both Fresno, KMOD Modesto and KIBE Palo Alto.

As first SNL business, Mr. Schuele announced time purchases by Regal Amber Brewing Co., San Francisco and pale beer, through Guild, Bascom & Bonfigli, same city, as part of a campaign to reach California’s over one million Spanish-speaking population. Among Regal time buys, all for 52 weeks, are the six-weekly, two-hour “KKWK Bob Mercado’s Noche De Ronda,” participations in the six-weekly morning KKWK El Festival, and the six-weekly half-hour “Joe Mendoza Show” on KCOK, KGST and KYNO.

Mr. Schuele, owner of Western Radio Sales, Hollywood, recently established and operates an affiliated station representative firm, Broadcast Time Sales, in San Francisco. J. M. Gates, formerly with KGFJ Los Angeles, heads the southern operation as manager.

Dawson Elected President Of Tobacco Radio Network

VICTOR W. DAWSON, WFNC Fayetteville, N. C., was elected president of the Tobacco Radio Network at a meeting Oct. 29 of stockholders in Raleigh.

K. C. Willison was re-elected executive vice president and general manager. Other officers chosen were Vassie G. Balkum, WGBR Goldsboro, vice president, and Lester L. Gould, WJNC Jacksonville, secretary-treasurer.

Other member stations of the network include WRAL Raleigh; WITK Durham; WCEC Rocky Mount; WGGI Wilmington; WHIT New Bern, and WGTQ Greenville, all in North Carolina.


SHIRLEY STONE GODLEY has been appointed manager of promotion, advertising and merchandising for DuMont Television Network, it was announced last week by Gerry Martin, director of network sales. Mrs. Godley succeeds Norman Ginsburg, who resigned Oct. 29.

Mrs. Godley was formerly a presentation writer for ABC. Prior to her association with the network, she was assistant director of radio-television research at N. W. Ayer & Son, New York.

ADA WITHDRAWS SPEAKER FROM FACTS FORUM SHOW

Americans for Democratic Action says it committed itself without knowledge that Facts Forum was connected with the Mutual show.

AMERICANS for Democratic Action last week declined to have one of its spokesmen participate in a radio debate, scheduled to be carried over MBS last Thursday, on grounds that the program was presented under the auspices of Facts Forum.

The debate, set for State of the Nation program, was to have featured a discussion between Judge Dorothy Kenyon, chairman, New York City Chapter, ADA, and Godfrey Schmidt, professor of jurisprudence and constitutional law, Fordham U., on “Should Diplomatic Relations With Russia Be Suspended?”

Facts Forum pays production costs for State of the Nation, with time donated free by the network and stations.

Evelyn Dubrow, executive director of the New York City chapter of ADA, told B&T that the group had not known the program was supported by Facts Forum, adding that when ADA was approached, the only information given was that its spokesman would appear on WOR (Mutual’s New York outlet).

“ADA has gone on record as opposed to Facts Forum on the grounds that it is not a non-partisan organization and we also have opposed its tax-exempt status,” Miss Dubrow continued. “We don’t feel that we should en-

ANNOUNCING ANOTHER NEW AMPEX

...but this time it’s a superb amplifier-speaker

It’s a 25 pound portable amplifier-speaker that matches the Ampex 600 tape recorder in appearance and in quality, too! The new Ampex 620 has FLAT ACOUTIC RESPONSE from 60 to 10,000 cycles. This would be a great achievement in a speaker of any size, but in a 25 pound portable it’s truly exceptional -- in the Ampex tradition.

A quality demonstrator to sell broadcast time Program samples or auditions can now be demonstrated with a new impact and clarity that will make prospective time buyers sit up and take notice. The Ampex 620 can be carried anywhere. It has ample power for a group hearing in office, conference room or small auditorium.

A speaker to monitor with greater sensitivity The Ampex 620 is an extra sensitive monitoring unit usable anywhere inside the studio and outside with portable recorders as well. It will give operating personnel a much better indication of recording and broadcast quality than the usual monitor speaker. This can help forestall criticism from the growing percentage of your audience who listen through high quality amplifiers and speakers.

AMPEX 620 PORTABLE AMPLIFIER-SPEAKER

Connects with your studio console -- or reproduces directly from tape recorders, turntables or pre-amplified microphones. The Ampex 620 is a perfectly integrated design including a 10-watt amplifier, loudspeaker, reciprocal network, level control, equalization control and acoustically correct enclosure.

By standard test procedures it has low distortion and an acoustic response curve that is essentially flat from 65 to 10,000 cycles.

Price is $149.30 complete.

AMPEX 600 PORTABLE TAPE RECORDER

Like the great Ampex studio tape recorders, the 600 is the best of its kind. It weighs only 28 pounds, yet the Ampex 600 can serve every broadcast station need. For audible demonstrations it is the perfect sound source for the Ampex 620 amplifier-speaker.

Prices: $498 unmounted, $545 in portable case.

For full description and specifications write Dept. D-1977

DISTRIBUTED IN PRINCIPAL CITIES (see classified section of your telephone directory under "Recording Equipment.")

Distributed in Canada by Canadian General Electric Company.

Broadcasting • Teletcasting

November 8, 1954 • Page 85
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<td><strong>Youth Takes a Stand</strong></td>
<td><strong>Canadian Pro Football</strong></td>
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**BROADCASTING**

**TELECASTING**

November 8, 1954
J. L. VAN VOLKENBURG (r), president of CBS-TV, describes the 1954-55 audience promotion pieces to the CBS-TV Affiliates Advisory Board, which met in New York Oct. 18-19. L to r: seated, E. K. Jeff, WMAR-TV Baltimore; Clyde W. Rembert, KRLD-TV Dallas, and Glenn Marshall Jr., WMBR-TV Jacksonville, Fla., chairman of the Advisory Board; standing, William H. Hylan, CBS-TV vice president in charge of network sales; Herbert V. Akerberg, CBS-TV vice president, station relations; Owen L. Saddler, KMTV (TV) Omaha; Philip Losky, KPIX (TV) San Francisco; Bob Wood, assistant director, and Edward P. Shurick, director, CBS-TV station relations.

encourage the activities of Facts Forum by participating in them.”

Hardy Burt, producer and moderator of State of the Nation, termed the cancellation “A shocking example of blacklisting of a nonpartisan organization, which has the sole purpose of stimulating people to take a greater interest in current events and public affairs.” He said that when he had been notified of the cancellation, he made the following statement to Miss Dubrow:

“If the objection of the ADA is the frequently-voiced and completely false criticism that Facts Forum programs are ‘not objective’ in their presentation, you could easily remedy this by having a spokesman representing the ADA on the program to assure that your viewpoints will be personally and adequately expressed. I am sure, from what I have heard of Judge Kenyon’s abilities, that she is perfectly capable of debating in a manner satisfactory to the ADA.”

In place of Judge Kenyon, Mr. Burt substituted Prof. Sydney Hook, chairman of the philosophy department of New York U. and an honorary vice president of the Liberal Party. He said that in the past the show has featured many persons of “liberal” persuasion, including Norman Thomas and John Hamilton Combs.

This was the second dispute this year involving Facts Forum and an organization espousing a “liberal” viewpoint on radio programs. Last May the American Committee for Cultural Freedom became embroiled in a controversy with Facts Forum when the committee announced it had received the assurance of NBC that the network did not plan to present any Facts Forum programs [B'T, May 3].

ABC Hollywood Dismisses 15 Engineers in Radio, TV

RETRAINMENT of the ABC Hollywood operation continued last week, with the dismissal of 15 engineers from the radio-tv pool. Earl Hudson, Western Div. vice president, described the action as part of a “general tightening up” of network operation.

Other ABC spokesmen stated discharges would not affect ABC Hollywood program operation very much, since comparatively few programs originate from Hollywood.

Rumors that the network’s radio quarters on Vine St. would be abandoned were quashed by Mr. Hudson, although he admitted the radio-tv traffic department will move to the network’s tv center.

NBC, Macy’s to Promote Network Character Toys

CAMPAIGN to promote NBC character toys was launched Nov. 6 by the network and Macy’s New York department store at Macy’s Toy City. The drive will feature an unprecedented range of children’s items, according to Ted Cott, operating vice president of NBC Radio and vice president in charge of the network’s licensing division, and David L. Yunich, Macy’s senior vice president.

All toys are related to radio-tv stars and programs on NBC. During the seven-week period, the promotion will use all NBC facilities, local and regional advertising, Macy window and interior displays as well as spectacles at the store’s Thanksgiving Day parade.

Vernon Named Head Of ABC-TV Central

GERALD VERNON, sales manager for ABC-TV Central Div. in Chicago, has been appointed director of the division [B’T, Nov. 1]. John H. Mitchell, network vice president, announced last week. He succeeds James L. Stinton, who resigned to join MCA.

Mr. Vernon joined the network in 1942 as research manager. He moved to the Chicago sales staff in 1945 and in 1946 was appointed to the ABC Radio network sales department.

Mr. Vernon was made coordinator for television sales for ABC-TV’s Central Div. in 1948. Two years later he was promoted to sales manager for the central division.

WINT Adds ABC-TV

EFFECTIVE Oct. 31 WINT (TV) Fort Wayne, Ind., became affiliated with ABC in addition to its prior primary affiliation with CBS-TV.

NETWORK PEOPLE

William Harmon, associate producer, Jimmy Durante Show on NBC-TV’s Texaco Star Theatre, appointed producer; Derrick Lynn-Thomas, associate producer, absorbs Mr. Harmon’s duties.


William Powell Jr. to NBC-TV Hollywood as assistant to program development director, to read scripts.

Gretchen Kanne, model, to Mutual-Don Lee Broadcasting System and KJH-TV Hollywood as press information staff member.

Gil Warren, announcer, CBS Radio Cathy and Elliott Lewis Onstage and network announcer-actor, resigned to resume tv career.

John Rust, co-producer, NBC-TV Justice, will address National Legal Aid Assn. in New Orleans this week on production of series based on Legal Aid Assn. files.

Betty White, star of Life With Elizabeth syndicated tv film series and NBC-TV Betty White Show, elected Honorary Mayor of Hollywood after recent campaign by 12 candidates which raised $14,000 for Hollywood Kiwanis Club’s charitable foundation to aid underprivileged children.

Jo Carroll Dennison, assistant to director, NBC-TV Lux Video Theatre, and Russell Stoneham, assistant director, CBS-TV Hollywood, were married Oct. 17.

Marily Maxwell, radio-tv singer, and Jerry Davis, motion picture writer, are to be married Nov. 21.

Page Gilman, actor, One Man’s Family, NBC Radio, father of girl, Mary Ann, Oct. 22.

Walt Grisham, newswriter, NBC Chicago, father of boy, James Murray, Oct. 18.

SARNOFF PREDICTS ELECTRONIC FUTURE

RCA-NBC board chairman is first notable lecturer at the new CCNY Baruch school. He says that new jobs will be created for each one cancelled by new electronics.

THE ELECTRONICS industry now is doing business in excess of $8 billion a year, but in only another seven years, more than 50% of the volume will be in products and services that do not now exist, according to Brig. Gen. David Sarnoff, chairman of the board, RCA.

Gen. Sarnoff last Monday was the first notable to lecture at the newly-named Bernard M. Baruch School of Business and Public Administration of City College of New York.

In his talk on "opportunities in the electronic and atomic age," Gen. Sarnoff noted that "radio, television and electronics already have changed many of our ways of daily life, and along with continued research bid fair to change our pattern of living."

He reminded his young audience that color, which "adds new dimensions to communications and to the entertainment arts" also "supplies a new power to advertising and greatly increases its merchandising possibilities."

Other Forecasts

Gen. Sarnoff also repeated his predictions of a tv screen on the wall, of mass automation and of other new electronic devices and wonders to come.

He said that many new jobs will be created for each one canceled by the new electronics. TV, he said, may be a blessing in disguise for the movie industry by forcing it to explore new techniques. Radio and TV, Gen. Sarnoff noted, already have provided new revenue for the older, electrical industry in that $45 million is being paid this year for current to operate the nation's home receivers.

Among the electronic achievements today, Gen. Sarnoff listed radio, TV, phonograph, tape recording, sound movies, radar, transportation, guided missiles and atom and hydrogen bombs. Among those to come, he said, were widespread automation (particularly in factories and offices), tubeless television, advances against disease via electronic and TV microscopes, home-size atomic electrical generators and still other devices.

RCA Brings Closed-Circuit Color to Lithography Meet

CLOSED-CIRCUIT color was to be used to telescan an industrial convention last Friday and Saturday when the RCA Color TV Caravan participated in a forum on lithography in Chicago. The event was part of a two-day meeting co-sponsored by the Graphic Arts Assn. of Illinois and the Lithographic Technical Foundation.

RCA claimed this was the first use of closed-circuit color TV for an industrial convention. Forum sessions were telescan via closed-circuit to 30 RCA Victor color receivers permitting the audience to view close-ups of new techniques in lithography and award-winning displays.

The TV program included a talk by John S. Odell of RCA on color television from the viewpoint of the graphic arts industry.

The RCA Color TV Caravan, housed in a specially-designed 32-foot truck-trailer, contains a complete control room and broadcast equipment including two standard RCA color cameras. Last month the caravan made its debut at the Mid-South Fair in Memphis where nearly 400,000 persons, according to RCA, viewed the hourly programs presented during the eight days of the fair.

Court to Rule Soon On Stay in Patent Suit

THE U. S. Court of Appeals in Chicago is expected to hand down a ruling in the next fortnight on a plea for a stay in the $16 million anti-trust suit involving RCA, General Electric and Zenith Radio Corp. over patent considerations.

A three-judge bench heard oral arguments last Monday on the dispute in which RCA seeks a writ of mandamus pending developments in a Wilmington (Del.) district court over similar patent issues.

The appellate court is expected to render a decision on the stay appeal and whether Judge Michael Igoe of the U. S. District Court, Chicago, was within his jurisdictional rights in refusing to grant the writ. RCA claims Judge Igoe erred in ruling the Chicago trial should proceed without regard to proceedings in Delaware [B&T, Aug. 16]. Zenith charges a patent monopoly in its suit in the form of a counter-claim to RCA's charge of patent infringements.

Pre-Trial Hearing

Judge Paul Leahy of the Wilmington court has called a pre-trial hearing on the first of a series of eight separate patent sessions, and has assigned a judge to hear the case. Zenith was given permission to continue gathering depositions in the dispute.

RCA was represented by the law firms of Kirkland, Fleming, Green, Martin & Ellis and Cahill, Gordon, Reindel & Ohi, and Zenith by Thomas C. McConnell of McConnell, Lutkin, Van Hook & Paschen.
Sylvania's Fullerton Plant
Formally Dedicated Today

FORMAL dedication is slated today (Monday) for Sylvania Electric Products Inc., new tv tube producing plant at Fullerton, Calif. According to Sylvania, the building, which will provide 51,000 sq. ft., to the tube division's total tube manufacturing space of 670,000 sq. ft., was built to meet requirements of West Coast distributors and dealers.

Sylvania said the plant is the first of its kind to be built in the West by a major tube maker. H. Ward Zimmer, Sylvania's president, will be principal speaker. Others officiating will be W. H. Lamb, general manager, Television Picture Tube Division, and Gordon L. Fullerton, plant manager there.

MANUFACTURING SHORTS

Precision Apparatus Co., Elmhurst, L. I., N. Y., announces basic test instrument, Model E-300 sine-square wave signal generator, covering audio-video range.

Prodelin Inc., Kearny, N. J., has available Off-Set Feed antenna featuring broad band electrical characteristics, with only two types necessary to operate over entire 1700-2450 and 2450-2700 mc bands with vswr at 1.02 for tv use, according to company.


Newark Electric Co., Chicago, has published 196-page electronics products catalog.


Texas Instruments Inc., Dallas, Tex., has announced commercial transistorized radio receiver and are now producing five types of silicon transistors.

RCA, Camden, N. J., has available new broadcast antenna equipment catalog, including listings of vhf superturnstile, uhf pylon antennas, custom antennas, towers and accessories.

Shallite Inc., Paterson, N. J., announces development of precision wirewound resistor based on transparent encapsulation. Company reports visibility feature, resulting from transparent encapsulation, assists materially in precluding service failures due to internal strains.

Stromberg-Carlson Co., Rochester, N. Y., last week reported net sales for nine months ending Sept. 30 totaled $46,812,335, compared to $46,398,403 for same period last year. Net earnings were listed at $1,316,204 for nine months of this year and $1,328,391 for 1953 period. Earnings per common stock share was $2.45 against $2.84 for first nine months of 1953.

MANUFACTURING PEOPLE


Col. Mark E. Smith, recently separated from U. S. Army, appointed administrative assistant to president, Hallicrafters Co., Chicago.

Harry R. Clark, president, Telechrome Mfg. Corp., Amityville, N. Y., has resigned.

Donald W. Jackson, formerly regional sales manager, Raytheon Mfg. Co., and Admiral Corp., both Chicago, appointed national merchandising manager, Dage Tv, Thompson Products Inc., Cleveland.

Bartley C. Furey appointed assistant sales manager, tv & broadcast receiver div., Bendix Aviation Co., Baltimore.
COWBOY G-MEN

The greatest Western of them all!

21.8 rating in Dallas capturing 87% share of audience!

18.5 rating in Kansas City lassoing 64% share of audience!

15.1 rating in Columbus roping 91% share of audience!

39 trigger-quick half-hours immediately available in COLOR (and black and white) starring Russell Hayden and Jackie Coogan.

Produced by Henry B. Donovan

FLAMINGO FILMS 509 Madison Ave., N. Y. 22, Murray Hill 8-4800
To millions from coast-to-coast!

You have applauded him on screen, radio, in books and magazines.

Now... available for the first time on TV...

The screen's most famous hero!

26 hour-long

Wild Bill Elliott's

Authentic adventure stories of the old West!

Here are 26 one hour historical westerns

Featuring Wild Bill Elliott

Guaranteed to hold audiences from 6 to 60

A show built for the entire family!

Hollywood
814 North La Brea
Hollywood 38, Calif.
Hollywood 7-4892

Available only through;

HYGO
Television Films, inc.

New York
60 West 46th Street
New York 36, N. Y.
Circle 6-1247
features

The rocky road of film syndication. Page 94.

A code for film producers. Page 100.

OF THE relatively few people who have spent 35 demanding years in the motion picture industry, Reid H. Ray might well qualify as the executive who made the transition to television with effortless ease while retaining an abundance of enthusiasm and energy and a flair for adventure.

He is president of Reid H. Ray Film Industries, which claims to be the oldest company in the commercial film field (it has been in operation since 1910). In addition to sales, training and commercial films, his organization has turned out hundreds of tv commercials for leading advertisers.

This past year, Mr. Ray broke new ground in the tv program field, beginning production of 52 half-hour Walt's Workshop films now in the process of syndication. This series is a filmed sequel to the successful "how-to-do-it" program that ran "live" for years on NBC's oko WNBQ (TV) Chicago.

Mr. Ray has been showing people "how to do it" in the commercial film field for years. As a youngsters he took up photography as a hobby and then went on to make a vocation out of an avocation. He began producing motion pictures at the U. of Iowa, turning out the Big Ten's first football training films in 1921. He also found time to write advertising copy for the university paper and serve as advertising manager for two Iowa City theatres.

In 1923 he joined a commercial film company in St. Paul, becoming a salesman, writer, director and film editor. Within 18 months he had controlling interest in what is today Reid H. Ray Film Industries with headquarters in St. Paul and offices in Hollywood and Chicago. In the past 10 years, his organization has produced hundreds of films for the Army, Navy, Air Force and various other government agencies and departments. His crews have traveled into 41 states and throughout the world, shooting an almost unlimited variety of subjects. (His subjects include: Danny Kaye, Ronald Reagan, Sister Kenny, Joan Caulfield.)

Among those his company numbers as tv film commercial clients have been Theodore Hamm Brewing Co., International Harvester, National Safety Council, Studebaker Corp., Pillsbury Mills and John Deere. His Walt's Workshop has some 25 markets in line, with lumber dealers, banks and other types of advertisers among the sponsors.

Primarily a producer, Mr. Ray budgets, supervises, directs and "lives with" his company's productions until their release. That means directing cameramen from speeding locomotives, on the sea, in the air; his air log book shows that since 1946 he has flown 325,000 miles. He manages to keep in close touch with the other aspects of his business by the simple expedient of averaging 72 hours a week on the job.

Reid H. Ray Film Industries is proud of its "firsts," reported to include the first use of sound on 16mm Kodachrome and three-color Ansco film, the introduction of two-color Cinecolor outside of Hollywood and being one of the first to utilize 35mm magnetic sound commercially.

Mr. Ray is a governor and fellow of the Society of Motion Picture and Television Engineers, a past director of the American Assn. of Film Producers and president of General Screen Advertising.

His most interesting assignment in 35 years of film making? "An easy question, Mr. Ray responds. Perhaps the time he filmed a rattlesnake shedding its skin . . . "We waited for several days for this change to occur and finally got the scenes at three in the morning under studio lights. But the most colorful scenes I've ever directed were made in Zamboanga . . . , when we photographed a native Moro wedding and the dance that followed."

When his company expands its tv program activities, the chances are that Mr. Ray himself will be there to supervise the capture of equally exciting and exotic footage for the nation's televiewers.

November 8, 1954 • Page 93
THE TELEVISION industry has spawned a precocious infant—"film syndication"—and the variety of pricing and producing formulas being spoon-fed it by its progenitors to ease it through its growing pains and help it achieve a healthful maturity, make television's pablum days seem mild indeed.

While television film syndication is being compared to everything from Persian rug-selling to motion picture distribution, the fact of the matter is that, although it combines certain aspects of both, it is an entity in itself and poses some of the most complex economic and sales problems yet to confront the television industry. There is no question, however, that television film syndication will become one of the major adjuncts of the industry.

Film syndication problems are many. It has few precedents—no guideposts to follow. It is charting new concepts in selling patterns, merchandising and production. But while each presentation—each sale, poses new questions, the answers are beginning to emerge, and the pattern for the future seems clear.

The initial major problem which, in my opinion, film syndication must overcome is one for which we ourselves are responsible. It is the impression created in the public mind that film syndication is a bonanza, unrivaled since the gold rush of '49. Unfortunately, in our eagerness to establish our position in the industry quickly, we have been guilty of "over-glamorizing" the economic potential of film syndication.

As a result, producers, writers, actors and even technicians have become convinced that a syndicated film series is the rainbow that leads to the proverbial pot of gold, and everyone wants a piece of it.

This same preoccupation with publicizing exaggerated grosses and fantastic billings has likewise convinced many station operators that they are paying far too high prices for film, and that with the number of properties becoming available, they can afford to wait for the right deal.

Actually, financing and distributing a syndicated film series is a venture of such speculative nature as to give a bull market operator of the twenties a nervous stomach. Although there are approximately 233 television markets now in the country, 20 major markets account for 40% of the available billing for a syndicated program, assuming the show is sold in every TV market in the country.

Without the program being sold in these 20 majors, the chances of ever recouping the cost of even a $20,000 film are slim. It takes approximately 25 average-size markets to equal the amount paid for a first run in New York, and with the tight time situation existing in New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit, you may have to wait months before a satisfactory time period becomes available, providing the station will accept the program at all.

A syndicated film which cost $17,500 two

NIGHT WORK UPS COSTS

THERE'S overtime for cast and crew of "The Whistler," out on a Los Angeles street corner at 3 a.m. (left) for an automobile sequence . . . and police permits . . . and special power lines for heavy duty lighting equipment . . . and caterer's bills for feeding all hands (center) and rent for after-hours' use of an office building . . . and transportation there and back . . . and lights, camera, boom and crew which are required for just one simple shot of Paul Kelly (leaning on desk at right in last picture) as he makes a telephone call.
years ago now costs a minimum of $22,500. At that figure it is virtually impossible to amortize the production cost within a two-year period. Keep in mind that in addition to the actual cost of the film there are other expenses, such as prints and shipping at $1,200 per picture, promotion, advertising, salesmen's salaries and commission, and actual out of pocket costs, which will average at least 30% of the cost of the film.

In addition, it has now become necessary to provide a presentation merchandising kit, which will cost anywhere from $5,000 to $10,000. This means that an investment in a single $22,500 production is in reality closer to $30,000. A series of 26 such films represents a minimum capital investment of $780,000, plus 4% interest and very little chance of breaking even in two years. And remember, you are committed to this investment regardless of whether the program is first sold to an $80 uhf station or to a regional network of 20 stations.

Few syndicators have been able to gross more than double the production cost of the film over a long period of time, and this does not represent a true profit picture. All distribution costs, sales and advertising have yet to be deducted before the so-called residuals can be shared. If the residuals then have to be split among the writer, star, director—and a royalty paid to the creator—it is obvious that the actual producer can look to a very small profit. Small wonder that many film-struck angels, who in recent years have produced a pilot film or a series, have concluded that rather than wait for the seventh run it was better to sell out and invest in Dior uplifts.

The pattern for realistic film syndication in the future, however, looks encouraging. CBS Television Film Sales has in recent months made tremendous progress in compiling accurate market data, making it possible to establish a uniform pricing structure, compatible with program costs, and providing a reliable guide for investments in film properties.

At the same time, new avenues for film syndication are opening up which will enable advertisers to have programs tailor-made for their needs and distribution, and sold off in markets which they do not require. Agencies who six months ago might have hesitated to recommend syndication for their clients today include it as a matter of course on considering any advertising campaign. The amazing ratings and sales achieved by syndicated properties have convinced them of its worth, and they are beginning also to take advantage of the unparalleled merchandising opportunities it offers their clients on the local level.

Station operators who were dubious of the value of re-runs now realize that a film can be re-run as many as seven times, with a steady improvement in its rating history. This has actually happened on a number of occasions, for example the Gene Autrey series in the Midwest. Amos 'n' Andy likewise continues to attract new audiences and fresh rating highs each time the program is repeated, and almost without exception it has been proved that a re-run does not diminish the appeal of a program or a station's position. New sales plans are being developed to assist uhf stations in developing a sound program structure at a cost compatible with their lower income position. Daytime syndicated programs will shortly be available to stations for either regional or local clients.

These new facets of syndication can be realized only, however, if this swaddling industry faces very realistically the cost problems which it must surmount to be successful. Production expenses must be held to a reasonable level. Sound pricing policies must be established and maintained. Buyers of syndicated properties should realize that if they expect to get quality programs, syndicators cannot be placed in a position where they are forced to make cut-rate deals to secure an order over a less acceptable program.

Neither should actors, writers, and others concerned with production continue to cherish the illusion that a syndicated film is an annuity—instead of just another job.
ABOUT THE AUTHOR

NO NARROW-GAUGE specialist, Leslie Harris is well equipped to view industry problems, even such vexing ones as now plague tv film syndication, from every angle—broadcaster's, advertiser's, agency's and producer's, as well as salesman's. His previous posts include: director of radio and tv, Benton & Bowles; director of radio and tv, Colgate-Palmolive Co.; national program director, NBC Radio; partner in Bernard L. Schupert Inc., producer of Topper, Mr. & Mrs. North and other tv series.

which offers about the same return in the final analysis that a live show does. The only difference is that with a live show the payoff is sooner. Syndication takes months to recoup the same amount, and sitting around and waiting for residuals has aged juveniles into character men. These are the facts, ma'am! Good syndicated film properties cannot be made any cheaper than any other program. A quality production with a good name lead, established writer and other elements will cost at least $22,500 to make, without considering a profit margin. A run-over, an actor's fluff, retakes, can take months to recoup. Delay in getting a program placed on a sufficient number of stations means an additional burden for the producer to carry. Bad judgment in selecting a property or poor timing in releasing it can wipe a syndicator out.

These are the risks that must be taken to produce a picture. The mere fact that "film" itself is considered a perennial doesn't necessarily mean it can't wither on the vine, and it is highly susceptible to a number of blights that can stunt its growth and make its cultivation very costly.

... AND FURTHERMORE

you've got to allow two years to get back your investment in a syndicated film and longer than that to reap a profit, according to Carl M. Stanton, NBC vice president in charge of the Film Division, who states that for both syndicator and financial backer, honesty is not only the best, but the only profitable policy. Here's what he says:

TELEVISION film syndicators and producers must stop throwing stardust into the eyes of their financial backers, many of whom have been deluded into believing that the syndicated film business is an Eldorado from which they can realize a quick profit on their investment.

When the hard facts come to life—that it may take nearly two years to recoup investment and costs—the angels are thrown into a panic. The product is dummed on the market, the market is glutted and the vicious cycle of price-cutting and short-run deals begins.

The syndicated film business—which is now locked in a price war—can survive and prosper only if syndicators finance and expand their inventory on a realistic, regulated basis. A frantic effort to assemble quickly a dazzling array of properties, on the other hand, financed by pitchman promises of quick profits, can result only in price cutting and short-term deals. The evidence, in the form of distressed property unloading, is all around us.

If all syndicators are forced to cut their prices and release tv film series in terms far short of their normal runs, film programs of superior quality will ultimately be driven off the air. The programming standards of the entire industry will be degraded, because it will be worth no one's while to invest large sums in programs of high quality.

What syndicator, after all, could continue to make the heavy investment required ($800,000 and up) for a series of 39 programs when only 13 or 26 are purchased? The margin of return would be so diminished—perhaps even nonexistent—that further investment in good new programs would be impossible.

Since it takes nearly two years to recoup the original investment and cost of a really good syndicated tv film series, the acceptance of short-term deals—coupled with price slashing—materially extends the time needed just to break even. To make any kind of a profit at all would take even longer. Very clearly, it will be difficult, if not impossible, to produce new programs that are a credit to broadcasting if current practices are not checked now.

How to stop them? The syndicator and his financial backer can play important roles in solving this problem. The syndicator, who is in a position to know, can render the industry a service by being honest and forthright with the financial backer. The syndicator can predict, with a fair degree of accuracy, the length of time it will take to realize his return. The syndicator, in other words, must promise a pot of gold not around the corner but rather at the end of a long hike.

There are, after all, profits to be realized in film syndication. But the backer must not be confused in his appraisal. He must be made aware that the profits are of the long-haul variety. Only on this basis can one eliminate the vicious cycle of distressed-property selling which plagues the market and damages the industry.

When investors are educated to realize that there is no quick turnover in the syndicated film business, they will have taken a long stride toward the ultimate goal of stabilizing the economy of the young syndicated film business.

WTOM-TV VIEWS SYNDICATION

THE SYNDICATED tv film series can give the local advertiser "100% identification" with a nationally-known program at a cost "far below" that of newspaper advertising, according to Tom Shull, president of Inland Broadcasting Corp. and general manager, WTOM-TV Lansing, Mich.

Mr. Shull, a former NBC Film Division salesman, said that new film purchases by the station would be fitted immediately into the uhf station's programing. The purchases included eight NBC Film Division shows, eight CBS Television Film Sales programs and a package of features and westerns from Hygo Television Films.

Underscoring film's importance to the operation of his outlet, Mr. Shull explains that more than half of the station's 36 weekly hours of programming are devoted to syndicated tv film series and feature films.

Cost advantage to the local advertiser is about one-fifth the price of local newspaper advertising, Mr. Shull estimates. He says there is more than 50% uhf conversion in the station's area of 100,000 tv homes. At a rate of 2.5 viewers per set, Mr. Shull says the cost-per-thousand compared with the newspaper's 63,000 circulation is in his favor.

Mr. Shull, in turning to promotion efforts, says WTOM-TV (formerly with the call of WILS-TV) is in hopes of a single-channel converter to sell under $10—which when found he plans to sell in quantity from sound trucks in downtown Lansing using "medicine-man" techniques. He also will enlist Michigan State College students to sell and install the converters door-to-door. Multiple-channel converters now sell for $18.95 and up, he says. And, urges Mr. Shull, colorset makers ought to incorporate uhf conversion in the basic tv receiver because the cost "would be negligible." He also believes that at least 5% of his station's total operating budget should be invested in all types of promotion. WTOM-TV is represented by Everett-McKinney Inc.
For THRILLS... ACTION... ROMANCE...

Give Your Audience

MR. & MRS. NORTH

AMERICA'S FAVORITE HUSBAND AND WIFE

Give 'Em... Entertainment's best-known thrill-adventure, "North" has the greatest loyal fan following in the entertainment field. The public loved "North" in the New Yorker series; read every "North" book published; followed "North" to Broadway and Motion Pictures; have been keeping "North" in radio's top ten rated shows for more than 12 years.

Give 'Em... beautiful Barbara Britton... as Pam North... blonde... vivacious... exciting!

Give 'Em... Richard Denning... as Jerry North... smooth... handsome... dynamic!

Put them together... AND YOU HAVE TELEVISION'S BEST BUY produced by John W. Loveton Productions... creator of "Topper" and "Scattergood Baines".

57 COMPLETED FILMS NOW AVAILABLE IN MANY MARKETS
BADGE 714, starring Jack Webb

ANY ONE OF TV'S BIG 3 MYSTERY

Adventures of THE FALCON, starring Charles McGraw
ADVENTURE PROGRAMS can sell your product

Whatever you sell ... from beer to banking ... automobiles to supermarkets ... appliances to soft drinks ... these proven-great programs have delivered enormous local audiences for similar sponsors.
Always, the cost per thousand has been unusually low ... characteristic of NBC Film Division shows.

NBC FILM DIVISION
SERVING ALL SPONSORS ... SERVING ALL STATIONS

NBC FILM DIVISION—30 Rockefeller Plaza, New York 20, N. Y.  •  Merchandise Mart, Chicago, Ill.  
Sunset & Vine Sts., Hollywood, Calif.  •  In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal
THE FILM PRODUCERS ADOPT A CODE

MEETING in Chicago last month [BT, Oct. 18] the American Assn. of Film Producers Inc., whose membership includes many of the companies which pioneered in the development of commercial films, adopted the following code of fair practices for the protection of film buyers and producers alike. For the information of all who may be concerned with buying or selling commercial films, BT herewith reproduces the full text of the code.

CODE OF FAIR PRACTICES of the AMERICAN ASSOCIATION OF FILM PRODUCERS, INC.*

The American Association of Film Producers, Inc., comprised of privately capitalized business concerns actively engaged in the production of films for Industry, Education, and Government, was organized to further the following stated aims, among others:

To foster and promote continued ethical relationships between producers and their clients.

To advance the quality standards of motion pictures, slide-motion pictures, sound slidefilms, and other visual aids for Industry, Education and Government.

To implement these aims, and in full recognition of the increasing responsibilities shared by its members toward employees, clients and the general public, the American Association of Film Producers and its individual members are hereby agreed to ob-

MANUFACTURERS and distributors with dealer franchises in the Milwaukee area are taking advantage of a fresh approach to advertising these days in the form of a project called “Operation Impact.”

Launched last April by WOKY-TV there, it has gained momentum to the point where it is now used by approximately 50 advertisers, all with an eye on deriving the best return for their media expenditures.

To be eligible, a WOKY-TV advertiser—whether a user of programs or spot announcements—must spend a minimum of $250 per week for at least 26 weeks. He then gets Operation Impact without any extra charge.

The technique was conceived by Donald Mann, station manager of WOKY-TV, uhf ch. 19 outlet licensed to Bartell Broadcasters Inc. The plan encompasses dealer tie-in films made at the location of the advertiser’s dealers. Says Mr. Mann:

“These dealer tie-in films are not only added advertising impact for the distributor or manufacturer, but they are tools in forging better dealer relations, distribution, merchandising, displays and point of sale promotion.”

Here’s how the plan works:

WOKY-TV makes short commercial films featuring various outlets in the manufacturer’s or distributor’s dealer organization. The station sends out a film crew to the dealer’s store and “shoots” him against the backdrop of the product involved, with his own message. In due time, all stores handling the product, whether it’s paint, tuna-fish, appliances or automobiles, are filmed.

The advertiser may choose the time for scheduling his message, utilizing the films, preceded or followed by a standard 40-, 50- or 60-second spot from the advertiser himself.

Advertisers with local Milwaukee franchises have reported upgraded sales and profit by using Operation Impact, the station reports. A notable example is Milwaukee Nash, whose president, I. B. Rosenberg, reported:

“In spite of a declining buyers’ market we can point to the fact that our sales have held up very well and even increased over a similar period when we did not use any tv advertising. The only addition to our advertising has been our schedule (of commercial spots) on WOKY-TV, which has brought us back a substantial profit. We are planning to increase our present schedule . . .”

Among other users of Operation Impact are: Major Appliance Co., IGA Stores and Chicken-of-the-Sea Tuna. Aside from these larger advertisers, a number of local firms have hopped on the bandwagon, among them: Wisconsin Steel Products, Howard Clock, Dial Cabinet, Nelson Motor Service and Veterans Radio & Steam Auto Service.

Phase two of Impact is devoted solely to local firms which, WOKY-TV confidently feels, can’t afford to remain off tv long. A local retailer can get a 20-second sound film (voice over) on WOKY-TV once a week for a relatively low price. The station handles the details and the advertiser buys the film service.

DEALER TIE-IN FILMS SELL FOR WOKY-TV

CAPITAL FILM LABS, INC.
Formerly McGearry-Smith
1905 Fairview Ave., N.E.,
Washington 2, D.C.
WHICH TYPE OF CAMERA MOUNT SHOULD YOU BUY?

Proper mounting of television and motion picture cameras is essential for efficient operation, smooth production and good showmanship. Choice of mobile equipment should be determined by the size of your studio, types of shows, size of camera crew, camera equipment used, budget and many other factors.

Each piece of Houston-Fearless equipment shown here has been designed for a specific purpose. Each is the finest of its type, the standard of the industry.

A Houston-Fearless representative will be happy to analyze your requirements and recommend the equipment that will serve you best. Write or phone: The Houston-Fearless Corp., 11801 West Olympic Boulevard, Los Angeles 64, California. Bradshaw 2-4331, 620 Fifth Avenue, New York 20, N.Y. Circle 7-2976.

HOUSTON-FEARLESS All-Metal Tripod on Tripod Dolly gives mobility to cameras at low cost. Completely portable. Ideal for remotes.

MODEL BT-1 CRANE has power drive, hydraulic lift. Provides lens height from 2' to 10'. Developed for Motion Picture Research Council.

TV PEDESTAL MODEL PD-1 by Houston-Fearless is operated by cameraman. Rolls smoothly, raises, lowers, turns on own radius.

PANORAM DOLLY gives camera complete mobility; smooth panning, dolly shots, running shots, special effects. Two man crew.

CINEMOBILE offers extreme maneuverability. Camera boom raises hydraulically. Ideal for smooth dollying, panning, etc. Two man crew.

CAMERA is counterbalanced in Model PD-3 TV Pedestal by Houston-Fearless, enabling cameraman to raise or lower with ease.
Once upon a time, we told a buyer and a big distributor that BONDED TV Film Service handles TV film. And what, sir, does "handle" mean, they asked. Well, now, I'd tell you, I said and did: When the finishes printing a film, BONDED takes over. We attach leaders, mount on a and label each print for you. If it's a program, we splice in commercials. Next we mail it or by And we keep a "Print Control Record" of where every print is, until it returns. Then we examine each print carefully, clean and repair if needed and give you a "Condition Report"... so you'll know whether those took good care of it or chewed it all up. And BONDED stores your until you tell us to it. It's interesting part is, we can do all this cheaper than you can do it for yourself, by the dozen or by the thousands. That's our business and we us. You'll be you did!

BONDED TV FILM SERVICE Inc.

LOUISIANA - 904 N. La Cienega - BR 2-7925
NEW YORK - 630 Ninth Avenue - JU 6-1303

FASTER, SAFER, LESS COSTLY... Because It's More Efficient!

Presidential Scripts and Story Boards

1. Speculative Scripts and Story Boards
Motion picture and slidefilm scripts, research, elaborate treatments, outlines or storyboards are a cost of production chargeable to the individual client for whom they are designed, and shall not be provided to prospective clients except as a contractual obligation at a fair and stipulated cost.

However:
1a. Ideas for prospective production, limited treatments or outlines in the spoken word, in correspondence or presentation form as a legitimate part of the sales activity, may be offered without cost to the client.

2. Samples of Producer's Work
The producer shall agree to submit appropriate samples of past work on request.

(Continued on page 105)

International Coverage

NEW programming material plus a "good neighbor" gesture toward Pan American nations are combined in an idea introduced by WSUN-TV St. Petersburg, Fla., on its Date With Fran program.

Taped interviews and film pickups are used, with material gathered by WSUN-TV staff personnel who visit Central and South American countries under an arrangement with Aerovias Sud Americana, air cargo carrier. In the first program Charles W. Mason, producer-director, and Fran Ratteree, program m.c., interviewed President Carlos Castillo Armas of Guatemala. They were aided by W. H. Bowes, WSUN-TV news-public relations director, and Larry Renault, photographer.

Program material includes interior native settlements, mountain scenery, political figures in several nations, with a half-dozen other countries lined up for the next assignments. The program was conceived by Mr. Mason. Its success led Charles L. Kelly, general manager of the station, to expand the idea.

PRESIDENT Carlos Castillo Armas of Guatemala is interviewed by Fran Ratteree on WSUN-TV's new international program, Date With Fran.
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!

YOU CAN STILL BUY "MY HERO" IN MANY MARKETS

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

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

Just a few of the sales-alert, budget-conscious sponsors who have made "My Hero" their hero:

Alton Furniture Co. .................................................. DETROIT
Chevrolet Dealer ..................................................... SEATTLE
Duquesne Beer ....................................................... WHEELING, ERIE
Ever Ready Battery Co ............................................. LOS ANGELES
Chase & Sanborn .................................................... LOS ANGELES
Winn Oil ................................................................. LOS ANGELES
Furr's Supermarkets .............................................. EL PASO
Holmes Tire Co ...................................................... MADISON
James Cashman ...................................................... LAS VEGAS
Miami Valley Dairy .................................................... DAYTON
Piggly Wiggly Food ................................................... AMARILLO
Russer Meat Products ............................................. ROCHESTER
Sweet Caporal .......................................................... CANADA
Supermarkets, Inc .................................................... LUBBOCK
Taylor Insurance ...................................................... FINE BLUFF
Premier Foods .......................................................... NEW YORK CITY
Whelan Drug Stores ............................................... NEW YORK CITY
RCA Victor TV Co ..................................................... KEARNY
Skill Oil Co ............................................................. MONROE, LA.
York Air Conditioning ............................................ HUTCHINSON, KAN.
SATISFY YOUR PUBLIC SERVICE OBLIGATIONS

Program Encyclopaedia Britannica Films!

Encyclopaedia Britannica Films are a vital part of the audio visual education programs of most schools, universities, civic associations and other groups operating entirely in the public interest.

Endorsement of and participation in TV programs utilizing EBFilms in most cases is as near as your telephone.

There's an EBFilm Library plan which brings costs down to just a few cents per title per week.

Don't take chances . . . Don't handicap yourself. Solve that public service programming headache right now. Phone, wire or write right away about an Encyclopaedia Britannica TV Film Library for your station.

APS "the library that pays for itself"

Association Program Service

(A division of Musak Corp.)

221 Fourth Ave., New York 3, N.Y. • OB-land 4-7900

STATION IDENTIFICATIONS

Thirteen more in B•T's continuing presentation of television IDs.
Where samples are not entirely the work of the producer showing them, he shall indicate to the prospective client the extent to which the work is his own.

In showing samples, the producer will not violate the confidence of previous sponsors.

3. Financial Stability
The producer shall be willing and able to supply evidence of financial ability to carry out the full responsibility of any proposed contract.

4. Organizational Competence
The producer shall be willing and able to show that he has at his immediate command studio facilities and personnel adequate for the productions he offers to undertake.

5. Delivery Dates
When delivery date is an important consideration in reaching agreement between client and producer, the producer shall be frank and realistic in estimating completion time.

Futhermore:
5a. When a delivery date has been agreed upon, the producer shall hold himself responsible in meeting it, except where completion is delayed either by client changes or by circumstances obviously beyond the control of the producer.

6. Right to Completed Scripts
Scripts written by members of this organization should be produced only by the member writing same.

7. Client Protection from Irresponsible "Producers"
Where a potential client has been approached by a potential producer whose practices and production standards are known to deviate in important aspects from those detailed herein, the client is entitled to have the advantages of the AAFP label pointed out to him.

8. Production According to Specifications
Where a producer has entered a contract on the basis of his price on a script either supplied by the client or by himself, he shall produce the picture according to the specifications contained in that script at the price quoted.

9. Intangibles
The presentation and production of motion pictures, slideslens or other audio-visual aids on a strictly price basis, that basis over-shadows the creative and technical aspects, quality and the client's real needs, is not conducive to the betterment of our medium, nor is it true service to the client.

AAFP members are pledged to the betterment of the medium and true service to clients.

10. Presentation of Product and Services
An AAFP producer should and is expected to practice truthful and unexaggerated representation of his product or services, either directly or through advertising.

11. Commissions
Any commissions paid under any contract will be paid to a full-time employe of the producer.

PRODUCER RELATIONS

1. An AAFP producer will compete on the basis of merit, and avoid direct comparison with competitor's products wherever possible. He shall not deprecate the efforts of his competitor directly or inferentially by circulating harmful rumors about him.

2. An AAFP producer will respect the employment agreements of other members with reference to their employees. He will not initiate action to contact key employees of other producing organizations with a view to hiring them.

EMPLOYEE RELATIONS

1. High Personnel Standards
Individually and as an Association, we will endeavor to obtain and train dependable personnel to enable producers to complete contracts in a professional manner and on time.

NOW...

Famous BALANCED TV Head supporting a TV camera. Both are mounted on one of our all-metal tripods, which in turn is mounted on a Ceco Spider Dolly. Here is a "team" outstanding for versatility and maneuverability in studio or on location.

Micro wave relay beam reflector head, also metal tripod. Head is perfect for parabolas up to 6 ft. diameter, withstands torque spec's environmental treated. Tripod legs work in unison, lock knob, spurs and rubber foot pads included.

SIMILAR TO BALANCED TV HEAD BUT MUCH LIGHTER IN WEIGHT (ONLY 20 LBS.), THIS NEW PROFESSIONAL MINI-PRO TRIPPOD FULLFILLS A TREMENDOUS NEED—ESPECIALLY FOR VIDICON CAMERAS MEASURING UP TO 8 IN. LOW WEIGHT MEASURES 33" AND MAXIMUM HEIGHT 57". REVERSIBLE SPUR AND RUBBER CUSHIONS. MAXIMUM LEG SPREAD 35°.

MINI-PRO

New lightweight all-metal MINI-PRO Tripod fulfills a tremendous need—especially for Vidicon cameras weighing up to 8 lbs. Low weight measures 33" and maximum height 57". Reversible spur and rubber cushions. Maximum leg spread 35°.

DOLLY

Dolly folds to fit into carrying case—18 x 12 x 36". Weights only 60 lbs. Ros wheel in rear for steering, which may be locked for straight dollying.

MINI-PRO

New lightweight all-metal MINI-PRO Tripod fulfills a tremendous need—especially for Vidicon cameras weighing up to 8 lbs. Low weight measures 33" and maximum height 57". Reversible spur and rubber cushions. Maximum leg spread 35°.

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IMPORTANT ANNOUNCEMENT
re: the Mitchell
16mm Professional Camera

IMMEDIATE SHIPMENTS
are currently being made

...with this announcement
the Mitchell Camera Corporation,
for the first time in history,
now offers you shipment of the
famed Mitchell 16mm Professional Camera
on receipt of your order.

THE CAMERA WITH A HERITAGE
There is no substitute for a heritage of GREAT ENGINEERING. No 16mm motion picture camera made anywhere in the world can match the technical perfection which a Mitchell 16 brings to your film. Each 16mm camera has the same supreme custom workmanship and Mitchell's exclusive, positive operation that is today world-famous ... wherever truly professional films are made.
INFORMED PLANE PASSENGERS

PASSENGERS on Saturday afternoon flights of American Airlines leaving Washington are taking off with the latest football scores nowadays through WTOP there, which feeds hourly reports to the American office at the airport. The scores are written on prepared game sheets and distributed by stewardesses to all passengers.

WHHH CREW Cut QUEEN

MONTH-LONG contest to find a Crewcut Queen has been completed by WHHH Warren, Ohio, with the crowning of Sandy Keesey of Pittsairn, Pa. Her butch won the crown and title in competition entered by more than one hundred contestants. John Peterson, disc m.c. of WHHH, conducted the contest, which was “the talk of the local ‘coke’ set” for a month.

KRCG (TV) SUPPLIES NBC-TV

STAFF MEMBERS of KRCG (TV) Jefferson City, Mo., which is scheduled to start programming before the end of the year, recently supplied films to NBC-TV of riots which broke out at the Missouri State Penitentiary. The films were shown on Dave Garroway’s Today.

DUMONT TV SET PROMOTION

AS A MEANS of promoting sales of DuMont television receivers during the Christmas season, Allen B. DuMont Labs will offer free full color reproductions of the Norman Rockwell painting, “Their Firing Television Christmas,” to persons visiting DuMont showrooms. The offer will be supported with announcements in major trade publications and with cooperative dealer newspaper advertisements.

HOTPOINT PROMOTION KIT

HOTPOINT Inc., Chicago, this week will distribute to more than 11,000 dealers a merchandising-advertising kit including sample radio-tv spot announcements for use in connection with the promotion of its clothes washer and dryer. In addition to various suggested spots, the kit also contains two types of message postcards, newspaper advertisements and a special window display and product mat illustration. The kit is designed for use with an advertisement running in the Nov. 13 issue of the Saturday Evening Post.

‘MAN WITH A QUESTION’

NEW radio series, titled Man With a Question, started last week on WNYC New York. The premiere program, broadcast in cooperation with the American Foundation for the Blind, featured H. V. Kaltenborn discussing “Blindness in the World” with M. Robert Barnett.

JAILED MAYOR

THE MAYOR of the town was arrested and jailed in Melbourne, Fla., when a listener to a special variety show being aired by WMAB there to raise money for the local high school band association offered a donation of $25 for the feat. Melbourne’s Mayor Ed Kemper was jailed and an additional $25 donation bailed him out. Nearly $500 was netted for the band in its fund drive for equipment and uniforms.

MOFFAT COAL Co. agrees to buy Music in the Morgan Manor, a Long-Worth Production, to be heard over WQAN Scranton, Monday-Friday, 11:05 to 11:30 a.m. L to r; seated, Hayden J. Shaw, Moffat comptroller; Cecil Woodland, WQAN general manager; standing, Max Feinberg, account executive, and John R. Kreiger, commercial manager, both WQAN. Star of the program, Russ Morgan, started out years ago as a Scranton coal miner.

executive director of the foundation. Subsequent programs in the series of 15-minute broadcasts will bring a number of theatrical personalities to the WNYC microphone to discuss all phases of blindness with authorities in the field.

‘BIG FIVE’ AND COFFEE

FACES of the KLAC Hollywood “Big 5” disc m.c.’s—Dick Haynes, Gene Norman, Alex Cooper, Peter Potter and Jim Moore—are printed on 250,000 paper discs pasted on tops of Saberex coffee cans. The coffee, advertised on KLAC disc m.c. programs, is retailed in Southern California market chains.

COLOR TV SET CONTEST

CONTEST to give away a color television set to an Oklahoma school recently deluged Eddie Coontz of KOMA-KWTV (TV) Oklahoma City with mail from all over Oklahoma and surrounding states. The winning contestant was Wanda Thompson of the Oklahoma School for the Deaf at Sulphur, Okla. The set was awarded on Mr. Coontz’s tv show.

KFB FOOTBALL SPECIAL

LYELL BREMNER, sports director of KFAB Omaha, Neb., and 400 Nebraskans traveled to Boulder, Colo., Oct. 23 on the Lyell Bremner Football Special to watch the Colorado-Nebraska Big Seven Conference football game. Leaving Omaha, Lincoln and other points in Nebraska the preceding night, the group journeyed by special bus to Boulder and enjoyed a “Buffalo Barbeque” on the U. of Colorado campus. The game, too, was enjoyable to the cornhuskers as Nebraska won 20-6.

WGN-TV EDUCATION SERIES

NEW Learning Brings Adventure program has been instituted by WGN-TV Chicago in cooperation with the city’s public schools, Illinois Institute of Technology and Loyola U. The program is designed to include all phases of education, from kindergarten to college, and is seen three days weekly. The first telecast featured a group of Chicago industrial designers presented by IIT, with actual demonstrations of the effectiveness of streamlining dozens of appliances which are in home use each day. The three groups each present one telecast a week from 1:50-2 p.m.

‘PASSPORT TO DANGER’

TELEVISION stations, agencies and advertisers are receiving a simulated film reel case from ABC Film Syndication containing a letter from George T. Shupert, president of the firm, a film brochure and a pair of handcuffs. Mr. Shupert, speaking about the handcuffs, states in his letter, “Criminals, you know, aren’t the only people who wear this kind of thing.” He says that when a diplomatic courier leaves on a foreign assignment, his dispatch case is locked firmly to his wrist the same way—his “Passport to Danger,” the same name of the film series of the firm. Passport to Danger, Mr. Shupert explains, “brings you a ‘name’ star (Cesar Romero) at a remarkable cost . . . What’s more, Romero will complete the identification by appearing in your commercials and promotions . . . .” The brochure contains information about the series, plus billing Mandrake the Magician, Racket Squad, Knickerbocker’s Kaleidoscope, and The Playhouse, other ABC Film series.

SMOKY PROMOTION

WNCT (TV) Greenville, N. C., has burned and smoked its way into advertiser and agency offices by sending them specially prepared cigarettes. Packages bear the call letters of the station and its channel number (ch. 9).
BELIEVED to be radio's first disc-less disc jockey show, Player Piano Playhouse, will have its premiere Nov. 13 on WBZ-WBZA Boston-Springfield, Mass., as a result of WBZ's recent three-month promotion for old piano rolls. Following requests by station personalities, WBZ was delayed to the tune of 20,000 rolls, which prompted the station to halt the promotion while there was still room to move around.

The new half-hour weekly program was scheduled by Avner Rakov, program manager, who selected 5,000 of the choicest rolls for the show, totaling more than 300 hours of listening time. Scripts for the new "old" show will be written by Mr. Rakov and Herbert Lundquist, program supervisor.

The promotion was born in July when an old player piano was brought into the studio and Carl deSuze, morning disc m.c., made an informal request for piano rolls. A friendly feud developed when Nelson Bragg, who has an afternoon record for the station operated by the U. of North Carolina, is not programming yet, but expects to commence operation late this year.

GARRULOUS PARAKEET

CORKY, a fluent parakeet who knows when to speak and when not to, was the recent recipient of $100 from KIXL Dallas. Green and yellow and ten months old, Corky was the first parakeet to chirp "KIXL Music—Sunup to Sundown" into the microphones of the station. The bird learned the phrase in a week and overcame the obstacle that stopped four other parakeets before him—that of saying the words when he was supposed to. KIXL will award $10.40 each to the next five birds who can say the phrase. The station's frequency is 1040 kc.

WITH 20,000 piano rolls for a background, Lud Richards (r), advertising and sales promotion manager of WBZ-WBZA Boston-Springfield, congratulates disc m.c. Carl deSuze on winning the station's three-month long piano roll contest.

was highlighted recently with the appearance of Smiley Burnette, radio, tv and motion picture personality. Mr. Burnette, under the auspices of the A. E. Staley Mfg. Co., makers of Sweetose Waffle Syrup, was in that city for the annual Yankton Pancake Days. WNAX, to accommodate the audience for Barn Dance, moved the broadcast from the station's studios to a local gym.

COOPERATIVE FAIR COVERAGE

COMMERCIAL and educational television combined forces Oct. 19-23 to cover the North Carolina State Fair in Raleigh. Using WTVD (TV) Durham's transmitter and monitoring equipment, the mobile unit of WUNC-TV Chapel Hill and personnel from both, the stations broadcast three half-hour shows daily for the fair's duration. WUNC-TV, educational station operated by the U. of North Carolina, is not programming yet, but expects to commence operation late this year.

WFDF CAREER BOOTH

PICTORIAL exhibit to encourage youngsters to look into the possibilities of radio and television as a vocation was sponsored by WFDF Flint, Mich., at the first annual "Career Carnival," presented under the auspices of the Flint Board of Education. Nearly 7,000 high school and junior college students visited the display over a two-day period. The station prepared a special pamphlet outlining various types of industry job opportunities and types of preparation for them. Staff members were in attendance at the booth at all times to answer questions and offer advice. WFDF reports receiving many compliments from teachers and civic leaders.

WCKY JAMBOREE ALMANAC

WCKY Cincinnati has published the 1955 edition of its annual WCKY Jamboree Almanac. Priced at 35 cents, the booklet contains 112 pages of weather forecasts, horoscopes, planting guides, cash contest opportunities, station personnel and operation information and mail order advertisers. "A Statement of Policy" points out that advertisers for the almanac are
screened, with each one giving assurance of a "money back guarantee." Most of the articles are ordered through the station. A testimonial section lists the favorable response from several readers.

CIVIC SHOW MILESTONE

PROGRAM which urges integrity in the conduct of business affairs and is designed to aid the consumer has marked its 60th consecutive weekly broadcast with its originator, Ralph S. Hinman, over KFH-AM-FM Wichita, Kan. Mr. Hinman is manager of the Better Business Bureau in Wichita. The series, Dutch Uncle Talks, was begun in 1940 by him to assist business and the public by exposing frauds and

From where I sit
by Joe Marsh

Our Town Makes Good
in New York City

Couldn't place a new subscriber named Clark, but I found out who they were one day last week when they dropped in The Clarion's office.

"We're native New Yorkers," Mrs. Clark said, "and all our friends there are originally from other places. We always felt left out when they talked about things 'back home.'"

"That's why we 'adopted' your town and to get all the news we subscribed to The Clarion. Now we have a 'back home' of our own to talk about—and we think it's the most wonderful town there is!"

From where I sit, just about everyone thinks his own home town is best. Picking your town comes natural. The right to do this "picking," though, is what really counts. Whether it's a favorite town, a favorite cut of meat, or even a choice of a beverage—say between beer and buttermilk, it's respecting the right to this freedom of choice that makes a good neighbor and a good American. I hope you subscribe to that!

Copyright, 1954, United States Brewers Foundation

Joe Marsh
WNEW's New Look Puts

THERE'S been a "big shakeup" at WNEW New York—but no one was fired. In fact, the independent station with a reputation for bold and imaginative programming, is loudly proclaiming the "shakeup" in newspaper advertisements and vigorous on-the-air promotion. WNEW has come up with a "new look" for its disc jockey programs.

For years WNEW's disc jockey shows had enjoyed high popularity and had gained considerable audience and sponsor acceptance, but when Richard Buckley became president last April, he began to think of ways of bolstering programming.

Strongest conviction Mr. Buckley held was that disc jockeys can be of around-the-clock value to sponsors. He realized that many stations offer their sponsors an impressive daytime audience, but neglect the evening and after-midnight audience, largely because of television competition.

Mr. Buckley decided to re-schedule his personalities in different time slots during the day, evening and post-midnight periods, so that "loyal fans" would follow one to his new time slot and, by force of habit, perhaps stay tuned for other personalities.

The principal change involved rescheduling two popular deejays—Art Ford and Al (Jazzbo) Collins—but several other personalities were also "shaken up." The formats of several of the programs were altered, with Program Director William Kaland introducing innovations, including schemes masquerading as legitimate business.

The quarter-hour series has been so well received that Mr. Hinman tapes the program for airing in other cities, including Milwaukee, Cleveland, Fort Wayne and Fort Worth.

'CONCERT OR CORN'

MIXTURE of corn and highbrow is emphasized in a new series of programs begun by WBBM Chicago as a follow-up to its Sunday New York Philharmonic network broadcast from CBS. Listeners are treated to Concert or Corn, alternating selections of classical and hillbilly music. The station has launched the project self-assured that it will create controversy and discussion, and Lund Mfg. Co., manufacturer of high fidelity sound systems, is sponsor. The show is aired 3-3:25 p.m. CST.

'THIS IS CINEMARA'

SERIES of broadcasts tracing the history of the motion picture industry currently is being sponsored on WNMP Evanston, Ill., by Chicago Cinemara Corp., through Sorensen & Co., Chicago television agency. The broadcasts feature Sam Lesner, drama critic of the Chicago Daily News, and Neil Bruce, who produced the series, in commentary designed to promote attendance at local theatre showings of "This Is Cinemara." The shows will run 26 weeks and is beamed at families in suburban Evanston, as well as Chicago listeners. Cinemara Corp. retains re-use rights to the program, aired each Wednesday, 12:15-30 p.m.

EDWARD SMALL FILM RATINGS

FOUR-PAGE mailing piece in color is being sent to tv stations, advertisers and agencies reporting the ratings and competitive marks attained by Edward Small Film Features, according to Michael M. Sillerman, executive vice president of Television Programs of America, distributor of the series. Mr. Small is chairman of the TPA board. Highlighted in the presentation are the names and stars of the 27 top feature-length movies which Mr. Small produced. Other information includes the running time of each picture and exhibitions of stations which have programmed them.

NEWSROOM ON WHEELS

FULL-TIME "towing reporter" will be added to the staff of WRCA New York on Nov. 8 when Gabriel Pressman, formerly with the New York World Telegram & Sun, joins the station to take over this newly-created "beat." WRCA plans to set up a mobile radio newsroom from which Mr. Pressman will work. It will be equipped with a portable tape recorder and a beeper telephone. Mr. Pressman also will cover New York's City Hall and suburban communities' civic headquarters, the station has announced. His reports will be highlighted in the newscasts of Ben Grauer, Bob Wilson, John Wingate and Kenneth Baughart.

PROMOTION SWAP

IN a novel arrangement, two independents in New York—one radio, the other tv—are promoting each other's talents and programs. The promotion "swap" Monday by Fred M. Thrower, vice president and general manager of WPIX (TV), and Frank Roehrenbeck, WMGM general manager. Under the pact, WPIX's afternoon variety star, Bob Kennedy, promotes WMGM's "This is Hollywood" and his morning show. Mr. Husing returns the promotional compliment. Other shows included are WMGM's "Bill Silber Show and Ted Brown and the Redhead, and WPIX's First Show and DanceTime. Both stations—which of each features Librace—will give the performer major attention in their cross-promotion. Also being discussed: possible "live" appearances of various performers on each station.

'TRIPE IMPACT' FOLDER

FOOD advertisers in the Los Angeles area last week received "Triple Impact," a promotion folder from KFWB Hollywood, outlining the station's new merchandising tie-up between its Al Jarvis Make Believe Ballroom program and 40 local supermarkets. Plan offers advertiser participation in the program, plus such merchandising aids as an announced appearance each week by Mr. Jarvis in one of the markets, multi-colored advertising cards on 2,500 supermarket carts, window banners, wire hangers, stack cards, shelf strips, and cooperation with the product's newspaper advertising.
AWARDS

Peabody Awards Deadline Set for Jan. 10, 1955

CLOSING DATE of 1954 entries for the George Foster Peabody annual radio and television awards is Jan. 10, 1955, according to an announcement by the U. of Georgia, Athens, which administers the awards through its Henry W. Grady School of Journalism and a national board.

The awards, which give recognition to programs, stations, networks and individuals are given in the following categories: 1) News (reporting and/or interpretation); 2) Entertainment; 3) Education; 4) Youth or Children’s Programs; 5) Promotion of International Understanding; 6) Public Service by a Local Station; and 7) Public Service by a Regional Station.

Entries should be based on programs of the current year and may be submitted by any person or organization wishing to direct the attention of the Peabody board to a special program or programs.

Brotherhood Week Awards Are Planned In All Media

DURING Brotherhood Week, Feb. 20-27, human relations awards for outstanding contributions made in all divisions of the media of mass communications will be presented by the National Conference of Christians and Jews. The announcement was made last week by Ben Duffy, president of BBDO, New York, who is serving as general chairman of Brotherhood Week. Chairman for the media awards committee is Taylor Mills, Motion Picture Assn. of America.

Mr. Duffy stated that awards would give recognition to media firms, personalities and programs which have promoted goodwill and understanding during the year among American racial and religious groups. Nominations for the citations must be submitted by Dec. 15.

Awards will be presented in the following categories: advertising campaigns; cartoonists; editors; articles and features from magazines and newspapers; motion pictures; photographs with captions; books; radio programs, and television programs.

In the case of radio shows, scripts, tapes or recordings must be submitted. Scripts or film-scopes of telecasts must accompany an entry. Both single broadcasts and program series are eligible in the radio-television category. Tear sheets must be submitted for entries in the cartoon, editorial, advertising, magazine article, and photograph classifications. The motion picture category covers 16 and 35mm film. Prints must be submitted. In the book division, copies of either fiction or non-fiction must be submitted by publishers.

AWARD SHORTS


Communication Product Div., Allen B. DuMont Labs, Clifton, N. J., presented award from Dr. Allen B. DuMont for attaining highest safety record for any DuMont Labs division during past year.

INTERNATIONAL

MINIMUM OF 90 TV STATIONS EXPECTED TO BE ON AIR IN EUROPE BY END OF ’55

Other European activities include start of MSM’s series in Sweden and indications of a controversy in Bavaria on filmed shows.

Stockholm

MSM Enterprises will start shooting a series of 100 semi-documteries (30 minutes each) in Sweden and in other European countries in the next few weeks. Films are designed for American tv markets. Albert Schatz from Hollywood and Michael Road arrived in Stockholm a few days ago to line up the cast which will be made up of Swedish actors speaking English.

Series depicts big European crimes and is based on material collected by Harry (Shotgun Harry) Soederberg, internationally renowned Swedish crime scientist, who presently is in New York participating as a teacher in a FBI training program. Sandrew-Bauman, Swedish motion picture concern, is providing technical equipment.

Frankfurt

According to estimates by Dr. Werner Nestel, technical director of NWDR (North West German Radio), there will be at least 90 television stations operating in Europe at the end of 1955.

On Nov. 5, this year, South German Radio, one of West Germany’s semi-official radio networks, is to start regular television operations. South German Radio’s tv station will contribute two hours per month to the joint West German television program that is presently carried by all of the stations in the area.

On Nov. 6, Bavarian Radio which covers all of the U. S. Zone of Germany, will start regular television operations.

Even before there is any tv show on the air in Bavaria, controversy on whether feature films designed for cinema exploitation should be shown on tv or not have arisen. Dispute is between German motion picture distributors who announced they would not cooperate with tv and American companies which are already supplying trailers and sequences to the NWDR television network in Northern Germany and now plan to extend these program services to the Bavaria station.

Vienna

Has an Austrian company the right to pick up television programs from the Wendelstein transmitter in West Germany and rebroadcast them in Austria without asking permission?

This legal question has arisen from the fact that the Bavarian tv transmitter which will start regular non-commercial broadcasts within a few weeks can be received in Austria. A few days ago a private Austrian company announced plans to construct the first transmitter in Austria (country has up to now no tv whatever) using picked-up programs that come across the border from Bavaria. As there are no international treaties on who could use non-commercial tv programs that way, the Vienna Government is expected to do some investigating and make a decision in the case soon.

The more official introduction of television in Austria is slowly moving along "red tape lane." Latest estimate is that official tv in Austria will not start before mid-1955.

To promote the case of tv in Austria a Television Exhibition is actively planned. It will be held in the Kuenstlerhaus, Vienna, within some weeks. The government has established a Television Committee which has been designed to supervise programming of coming Austrian tv. The committee is under the direct control of the Education Ministry.

Berlin

European Television Corp. has completed its first tv film in color. Titled "Rainbow after the Rain," with a German cast, it is in German color, a European color process. Film is in English, German, French, Italian and Spanish versions are planned.

Two major German television equipment manufacturers, German Philips Co. and Telefunken, according to recent statements, are firmly convinced that the German tv set market is as yet untapped and holds large opportunities. Philips is presently constructing an entirely new plant in Berlin at costs of $710,000. Labor force will exceed 600. Telefunken has improved facilities and is turning tv sets out at a rate of three per minute.

1955 sales in tv sets in West Germany are expected to reach 500,000. Supply comes from a total of 20 manufacturers in the area.

London

Sir Kenneth Clark, chairman of the British Independent Television Authority, left for New York on Oct. 15. He plans to tour the U. S. on a survey covering entire tv field in America. Sir Robert Brown Fraser, meantime, has been appointed ITA director-general. Most recently, he was director of the British Central Office of Information.

According to plans by the British Independent Television Authority, the first three transmitters operating on a commercial basis will start regular broadcasts before October of 1955. They will be located in London, Birmingham and South Lancashire.

Names of companies who will be appointed program contractors for the first stations have not yet been announced. But chances are that the names will be out before the end of the year. The newly established Incorporated Tele-
WHILE skeptics in the U. S. were questioning the advisability of allowing radio-TV coverage of Congressional hearings and believing about the "circus atmosphere" it would create, KUAM Agana, Guam, reports it was successfully broadcasting an entire session of the island's Territorial Legislature "without disruption of the normal legislative process."

Furthermore, the station points out, the legislators unanimously voted at the end of the session to commend the station for impartial reporting. Interest in government was stimulated throughout the island by the broadcasts which reached just about everyone because KUAM is the only station on the island and radios must be left on to prevent tropical fungus. The station employed two pencil miles which were moved about the floor at the direction of a producer by two boys wearing "KUAM" shirts, giving members notice of the approach of the mike. No attempt to "grandstand" or "show off" was made, according to the station. One listener, a legislator who was not feeling well and stayed home to listen to the session, heard his policies being severely criticized on the floor, jumped into his car, drove to the legislature building, got the attention of the chair and defended his position, thereby avoiding any considerable delay in dealing with the issue.

KUAM has broadcast a special session of the legislature called by the governor to consider monetary matters. The station adds: "...there's nothing in the book that says KUAM won't go on broadcasting the full and complete sessions of the Guam Legislature, from gavel to gavel. And everything in the book says that it will be successful and well received."

**BBC Figures Show Tv Audience Increase**

BRITAIN's television audience is still growing while radio listening in the United Kingdom is slowly but consistently following a downward trend; it has been revealed in the latest BBC audience research statistics which cover the third quarter of this year.

It is estimated that the average size of the adult total radio audience in the July-September quarter was about 26,000,000 as against 28,000,000 in the same period last year.

The average level of evening (6 p.m. to 11 p.m.) listening among the adult population of the U. K. (about 37,600,000) is given as follows:

- % of adult population
  - July-Sept. 1954: 13.6
  - July-Sept. 1953: 15.9

**CCBA Elects Caine At Niagara Falls Meet**

HOWARD CAINE, manager of CKFH Toronto, was elected president at the fourth annual meeting of the Central Canadian Broadcasters Assn. Sessions were held Oct. 24-26 at the Sheraton Brock Hotel, Niagara Falls, Ont. Harvey Freeman, Northern Broadcasting Co., Toronto, and A. H. Collins, CKLB Oshawa, Ont., were elected vice presidents, with Fred Metcalfe, CJOY Guelph, Ont., as secretary, and Eugene Fitzgibbons, CKCO-TV Kitchener, Ont., as treasurer.

Panels in which station executives, agency timebuyers, advertisers and station representatives participated, all reported changes in Canadian broadcasting habits with advent of tv.

Panel sessions dealt largely with new ideas in broadcasting and success stories of what broadcasting has done for local and regional advertisers.

Agency men discussed small campaigns, necessity of merchandising, knowing what the competition was doing, and saturation selling. Women as buyers and as sales personnel were discussed on an all-women panel of station personnel, in which it was pointed out that women could do a better radio job selling women's merchandise than can male announcers.

Sessions also were held by program managers, sales managers and television station operators, the latter planning to change rate protection time for advertisers from the present half-year period to a 90-day period.

At closed sessions on the final day of the meeting, reports were given by representatives of the national organization as to latest developments on copyright and legislative problems. To represent the CCBA on the national body, the Canadian Assn. of Radio & Television Broadcasters, the meeting elected Jack David, CKGB Timmins, Ont.; W. E. T. Cruickshank, CKKN Wingham, Ont.; J. E. Campeau, CKLW-AM-TV Windsor, Ont.; J. A. Dupont, CJAD Montreal; and Wally Slater, CJOY.
total adult television audience in Britain was:

\[\text{% of adult tv audience}\]

July-Sept. 1954 36.9
July-Sept. 1953 36.9

Latter table shows that there was no change in the extent to which the tv audience (the word is used in the statistics in the meaning of ‘people living in houses with television sets’) used their sets. The general trend in Britain is indicated in statistics on audiences during those hours when all of the radio and tv stations in Britain are on the air. In those hours, 54% of the total audience was listening to radio. 46% were before their tv sets. One year ago the figures were 62% for radio and 38% for television.

### TV Set Output in Canada

**Hits Peak for Nine Months**

SALES of tv receivers in Canada almost doubled in the first nine months of 1954 compared to 1953, according to figures released by the Radio-Television Manufacturers Assn. of Canada. Sales in the January-September 1954 period totaled 345,327 sets valued at $120,379,826, compared to 199,376 sets in the same period in 1953. With stations opening up throughout Canada, sales are booming in markets other than southern Ontario and western Quebec, where tv stations have been for some years. In the three prairie provinces 27,103 sets have been sold this year, in the Vancouver area in British Columbia 35,803 sets, and in the three Atlantic provinces 10,460 sets. In Quebec province sales this year have totaled 62,519 sets, and in Ontario 148,440 sets.

Radio receiver sales in the first nine months of 1954 totaled 284,663 units compared to 412,330 for the corresponding 1953 period.

### Elliott-Haynes Ltd. Reports

**On Canadian Radio Listening**

REPORT on summertime radio listening trends in major Canadian markets has been released by Elliott-Haynes Ltd., Toronto. Broken down, the report showed the following percentages of radio homes tuned in during the May-August, 1954 period. Daytime: May, 33.5; June, 21; July, 17.2, and August, 17.5. Evening: May, 30.9; June, 28.4; July, 22.2, and August, 20.8, Elliott-Haynes Ltd. Issues these sets-in-use reports three times a year covering the Montreal, Toronto, Winnipeg and Vancouver areas. The report points out that "the index is useful in compiling data on the size of the total possible radio audience in a given district for a specific time period."

### CJC-TV Makes Final Plans

CJC-TV Sault Ste. Marie, Ont., which expects to be on the air before the end of the year with RCA equipment, has appointed Sam Pintar manager and Gene Plouffe as executive manager. The ch. 2 station is building a studio 45 by 28 feet in size, and will also have a screen room. Antenna is a 250-foot self-supporting RCA three bay tower, located in the center of the city. Station rates will start at $150 an hour for Class A time and $33 for a one minute announcement in Class A time. J. G. Hyland is president and managing director; All-Canada Television, Toronto, is Canadian representative; Weed Television, New York, is U. S. representative.

### FOR THE RECORD

**Station Authorizations, Applications (As Compiled by B • T)**

**October 28 through November 3**

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

**Abbreviations:**


### FCC Commercial Station Authorizations

<table>
<thead>
<tr>
<th>As of Oct. 31, 1954</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,287</td>
<td>532</td>
<td>132</td>
</tr>
<tr>
<td>CPs on air</td>
<td>26</td>
<td>109</td>
<td></td>
</tr>
<tr>
<td>CPs not on air</td>
<td>125</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>Total on air</td>
<td>2,287</td>
<td>109</td>
<td></td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,753</td>
<td>568</td>
<td>678</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>137</td>
<td>44</td>
<td></td>
</tr>
<tr>
<td>New station requests</td>
<td>166</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>Total new on air</td>
<td>166</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>Licenses deleted in Oct.</td>
<td>1</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

*Does not include non-commercial educational stations.

*Authorized to operate commercially.

Am and Fm Summary through Nov. 3

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed</th>
<th>CPs</th>
<th>Ing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am</td>
<td>2,628</td>
<td>2,624</td>
<td>134</td>
</tr>
<tr>
<td>Fm</td>
<td>559</td>
<td>537</td>
<td>33</td>
</tr>
</tbody>
</table>

### FOR THE RECORD

**Television Station Grants and Applications Since April 11, 1952**

**Grants since July 11, 1952:**

<table>
<thead>
<tr>
<th>Commercial</th>
<th>vhf</th>
<th>uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational</td>
<td>15</td>
<td>18</td>
<td>33</td>
</tr>
</tbody>
</table>

**Total Operating Stations in U. S.**

<table>
<thead>
<tr>
<th>Commercial</th>
<th>vhf</th>
<th>uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational</td>
<td>290</td>
<td>117</td>
<td>407</td>
</tr>
</tbody>
</table>

**Noncommercial**

<table>
<thead>
<tr>
<th>Commercial</th>
<th>vhf</th>
<th>uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational</td>
<td>3</td>
<td>8</td>
<td>11</td>
</tr>
</tbody>
</table>

### Applications filed since April 11, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>New</th>
<th>Am</th>
<th>uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational</td>
<td>55</td>
<td>15</td>
<td>18</td>
<td>75</td>
</tr>
</tbody>
</table>

*Total 990 337 755 1,307*

*One hundred and forty CPs (21 vhf, 86 uhf) have been deleted.*

*Includes 33 already granted.*

*Includes 3 already granted.*

### ACTIONS OF FCC

**New TV Stations...**

**APPLICATIONS BY FCC**

Pasco, Wash.—Cascade Broadcasting Co. (KIMA-TV Yakima) granted uhf ch. 16 (500-506 mc); ERP 10.2 kw visual, 5.1 kw audio; antenna height above average terrain 1,100 ft. above ground 131 ft. Estimated construction cost $75,000, first year operating cost $29,900, revenue $45,000. Post office address P. 0. Box 702 Yakima. Will be satellite of KIMA-TV Yakima. Will be operating visual.

Proctor, Wash.—W. K. of Proctor & Associates, Inc. granted AM 760 10,000 watts. Will be operating visual.

Livermore, Calif.—Livermore Broadcasting Co. (KLAB-TV Livermore) granted AM 960 15,000 watts. Will be operating visual.

**AGENDA FOR THE RECORD...**

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y. MU. 7-4242

401 Georgia Savings Bank Bldg. • Atlanta 3, Ga., LM 3036

*ALLEN KANDER*

**Negotiator**

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

November 8, 1954 • Page 113
APPLICATION

Tupelo, Miss.—Tupelo Citizens Tv Co., v/h ch. 9 (146-100 m), ERP 28 kw visual, 14 kw audio, antenna height above average terrain 311.8 ft. above ground 714.4 ft. Estimated construction cost $175.75, first year operating cost $3,092, revenue $97,000. Post office address 7 Oak St., Tupelo, Miss.; transmitters located 2 miles E. of Tupelo. Geographic coordinates 34° 15' 45" N., 89° 09' 45" W. Long. Transmitter Compt., antenna GE. Legal counsel: Riley, Dyer & Wollenberg, West. Consulting engineer Frank K. Spain, Syracuse, N. Y. Principals in general partnership include Frank K. Spain (35%), director of engineering at WJY-TV Syracuse and former technical development engineer; Joseph W. DaVolt, Sr. (25%), engineer; Walter D. Spain (15%), Perin Poiris (15%), insurance and Margaret H. Spain (10%). Filed Oct. 28.

Existing TV Stations . . .

ACTIONS BY FCC

WXCI-TV Atlanta, Ga.—Robert W. Rounsaville granted STA to operate commercially on ch. 34 until April 10. Granted Oct. 26; announced Nov. 2.

RCMO-TV Kansas City, Mo.—Meredith Engineering Co. granted mod. of CP for ch. 5 to change studio location to 125 E. 31 St., Kansas City; antenna height above average terrain 1,153 ft. Granted Oct. 26; announced Nov. 2.

KREX-TV Spokane, Wash.—Louis Wamsler granted mod. of CP for ch. 2 to change studio location to 1508 N. Division St., Spokane; antenna height above average terrain 346.5 ft. Filed Nov. 2.

ACTIONS BY FCC

WDAN-TV Danville, Ill.—Northwestern Pub. Corp. granted mod. of CP for ch. 12 to change studio location to 1110 E. O'Fallon St., Danville; antenna height above average terrain 134 ft. Granted Oct. 26; announced Nov. 2.

New Am Stations . . .

ACTIONS BY FCC

Loveland, Colo.—Loveland Bcast, granted 1570 kw FM station on ch. 98, 100% owned by W. E. R. W. E. of Loveland, 50% owned by W. E. R. W. E. of Loveland and 50% owned by W. E. R. W. E. of Loveland; first year operating cost $23,000, revenue $20,000. Principles include President James Claude Graham (35%), manager; Arnold Wolfgang, director of engineering; Lonesa Adams, chief engineer; J. D. Keathley, chief engineer; George E. Deering, chief engineer. Granted Oct. 27.

Lakewood, Colo.—Maurice J. DaVolt, Julia W. DaVolt and Elise G. Sweezen granted new station 1510 kw on ch. 6, first year operating cost $23,000, revenue $19,000. Chief engineer: Maurice J. DaVolt (15%), general manager: Maurice J. DaVolt (30%), technical assistance and engineering: Julia W. DaVolt (15%), and Edythe G. Sweezen (15%), government employee. Granted Oct. 27.


New Am Stations . . .

APPLICATIONS

KIFT (TV) Idaho Falls, Idaho—Idaho Falls TV Co. granted provisional license to operate on ch. 8 at request of attorney. Denied Oct. 27.


KWIZ—Kren-Tv Eastern Idaho Bcast. & TV Co. filed application for new station on ch. 14, subject to attorney. Denied Oct. 27.

WBKT-TV Battle Creek, Mich.—Both Radio Station WBKT-TV granted new station on ch. 64, subject to attorney. Denied Oct. 27.

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New FM Station  

ACTION BY FCC

Walsh, Ind.—Walsh-Perk Const. Co., granted CP for new class B station on 88 MHz, 4 kw ERP, average terrain 85 ft. Granted Nov. 1.

Existing FM Stations  

ACTIONS BY FCC

WDLF-FM, Panama City, Fla.—Panama City Const. Co. granted CP, matrixed to change ERP to 1 kw to 1 kw, station now operating as WDLF-FM. Granted Nov. 1.

Ownership Changes  

ACTIONS BY FCC


Voluntary Assignment—By Report and Order, the Commission rescinded rule making of Sept. 15 to grant NewFM's petition to dismiss its CP. Action Oct. 26.

Routine Roundup  

October 28 Decisions  

ACTIONS ON NOTICES

The following actions on motions were taken as indicated:

By Commissioner Robert T. Barley  


By Hearing Examiner H. Gifford Iron  

WQMS Washington, D.C.—The Good Music Station Inc.—Granted petition filed Oct. 12 requesting to withdraw its petition filed Sept. 30, which requested leave to amend its application (BP-0079), and dismissed said petition; retained in hearing status its application (Docket 11009, BP-0704).

Other Actions


By Hearing Examiner James D. Cunningham
Granted petition of Matheos Radio Co. to amend its application for ch. 5 in Boston, Mass. (Docket 8729; BFCFT-2458). Dismissal of petition. Nov. 8 (Action of 10/21).

Issued a Final Order Governing Hearing in re applications of Matheos Radio Co. et al. for ch. 5 in Boston, Mass. (Docket 8729 et al.) as hearing was resumed on Nov. 8 (Action of 10/21).

Gave notice of an informal hearing conference to be held Oct. 29 in re applications of Donrey Broadcasting, Inc. (DOCKET 5691) for indefinite postponement of hearings scheduled for Nov. 1 in the matter of Cease and Desist Orders directed against them (Dockets 11124, 50).

Bay Shore, N. Y., Key Bestg. System Inc.; WAZV New Haven, Conn., The WAZV Bestg. Corp.—Continued hearing scheduled for Oct. 25 and rescheduled same for Nov. 18 in re am facilities (Dockets 10379, 11014) (Action of 10/21).

By Hearing Examiner Herbert Sharman
Granted petition of Tennessee TV Inc. Knoxville, Tenn., for extension of time to Nov. 5 in which to file response to request for reopening of the record in re applications for ch. 10 (Dockets 6365 et al.) (Action of 10/21).


By Hearing Examiner Annie Neil Huntting WKRZ Oil City, Pa., WKRZ Inc.—Granted petition for indefinite continuance of hearing now scheduled for Nov. 1, in re Cease and Desist Order (Docket 11139).

By Hearing Examiner Hugh B. Hutchison KYLV-TV Amarillo, Tex., Plains Empire Bestg. Co.—Gave notice of a pre-hearing conference to be held for re application for extension of time to complete construction (Docket 11311).

October 29 Applications

ACCEP TED FOR FILING

License for CP

WPAQ Mount Airy, N. C., Ralph D. Epperson—License to cover CP (BP-9197) as mod. which authorized increase in power to 2,000 watts, except during critical hours as defined in proposed agreement with Canada (Canadian Restricted) and to expire Oct. 31, 1956.

KUTI Yakima, Wash., Walter N. Nelso, G. Gene Williams and Delbert Bertholf 6/8 as Independent Bestg.—License to cover CP (BP-8858) as mod. which authorized new standard broadcast station (BL-5601).

WITZ-FM Jasper, Ind., Jasper on the Air Inc.—License to cover CP (BPH-1184) which authorized new fm station.

WOFI-FM Bristol, Tenn., Radiophone Bestg. Station WOFI Inc.—License to cover CP (BPH-1195) which authorized changes in licensed station (BLH-1010).

WRJX-FM Racine, Wis., Racine Bestg. Corp.—License to cover CP (BPH-1185) as mod. which authorized new tv station to extend completion date to 12-12-55 (BFCFT-2588).

WHKL Clarksburg, W. Va., Ohio Valley Bestg. Corp.—Mod. of CP (BP-8143) which authorized mounting tv antenna on top of sm tower for extension of completion date (BMP-676).

License for CP

WKAM Gooshen, Ind., Kokomo Bestg. Corp.—License to cover CP (BP-8886) as mod. which authorized change frequency, power, type transmitter, and change transmitter and studio location (BL-5907).

WHO Des Moines, Iowa, Central Bestg. Corp.—License to cover CP (BPH-8308) as mod. which authorized changes in the antenna system in Bl-5480.

KRIX Roseburg, Ore., Umpqua Bestg. Inc.—License to cover CP (BP-8887) as mod. which authorized installation of new antenna and ground system, and move tower 800 feet.

WDXI Grandenburg, R. C., WDXI Inc.—License to cover CP (BP-8600) as mod. which authorized change frequency, increase in power, install new transmitter, install DA-2 and change transmitter location (Bl-5806).

Renewal of License


WEYE Sanford, N. C., Lee Bestg. Corp.—(BR-2735).

Remote Control


WRJN Racine, Wis., Racine Bestg. Corp.—(BRC-561).

WMBO Auburn, N. Y., WMBO Inc.—(BRC-560).

CP

WHRQ-FM Harrisburg, Ill., Harrisburg Bestg. Co.—CP to replace permit (BPH-1961) which authorized changes in licensed station which expired 4-5-54 (BPH-1977).

WLNY-FM Olney, Ill., Olney Bestg. Co.—CP to replace permit (BPH-1889) as mod. which authorized change of fm station which expired 11-14-54 (BPH-1916).

WJHL-FM Johnson City, Tenn., WJHL Inc.—License to cover CP (BPH-1860) which replaced expired permit (BPH-1968).

Renewal of License


Modification of CP

KISJ (TV) Pocatello, Idaho, Eastern Idaho Broadcasting Co.—Mod. of CP (BFCFT-1556) as mod. which authorized new tv station to extend completion date to 1-25-55 (BFCFT-257).

KCTV (TV) Great Bend, Kan., Central Kansas Television Co.—Mod. of CP (BFCFT-1593) as mod. which authorized new tv station to extend completion date to 2-25-55 (BFCFT-257).

KALA (TV) San Antonio, Tex., W. W. Lechner 4/8 as Alamo Television Co.—Mod. of CP (BFCFT-2182) as mod. which authorized new tv station to extend completion date to 4-20-55 (BFCFT-257).

November 1 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Charles J. Frederick
Continued hearing on application of Westinghouse Bestg. Co. et al. for ch. 11 in Pittsburgh, Pa. from Nov. 1 to Nov. 3 (Dockets 9564 et al.), because of the elections (Action of 10/29).

By Hearing Examiner Charles J. Frederick
Continued hearing on application of Westinghouse Bestg. Co. et al. for ch. 11 in Pittsburgh, Pa. from Oct. 5 continuing from Oct. 6 to Nov. 10 (the hearing re application for ch. 5 (Docket 10696) (Action taken 10/29).

Ordered hearing in re applications of City of Jacksonville, et al. for ch. 12 in Jacksonville, Fla., to be resumed on Nov. 8 (Docket 10972 et al.) (Action of 10/21).

By Hearing Examiner William G. Butts
Bay Shore, N. Y., Key Bestg. System Inc.; WAZA New Haven, Conn., The WAZA Bestg. Corp.—Adopted an order formalizing action taken orally on Oct. 11 continuing from Oct. 12 to Nov. 10 (hearing re application for ch. 5 (Docket 10696) (Action taken 10/29).

By Hearing Examiner William G. Butts
Washington, D.C., Key Bestg. System Inc.; WAZA New Haven, Conn., The WAZA Bestg. Corp.—Adopted an Order to govern the course of hearing in re application for ch. 5 (Docket 10696) and to authorize an extension (Dockets 10379, 11014); said hearing to commence Nov. 13 (Action of 10/29).

By Hearing Examiner Annie Neal Huntting Columbus, Ohio, Abraham Klein, Hartford, Conn.—Issued a statement concerning pre-hearing conference of Oct. 25 re (Dockets 11175-76) and ordered hearing scheduled for Nov. 4 continued to Dec. 2.

By Hearing Examiner Hugh B. Hutchison Chattanooga, Tenn., Greenwood Bestg. Co.; Murphy, N. C., Cherokee Bestg. Co.—Issued a Statement and Order in re am applications (Dockets 11101-02) for the extensions now scheduled for Nov. 9 to Jan. 4, 1956.

Issued a Statement and Order governing hearing in re applications of Jessie Mae Cain, Grand Prairie, Tex., and KLIF Dallas for am facilities (Dockets 11025-26), the taking of testimony to begin Nov. 2 (Action of 10/29).

By Hearing Examiner Basil P. Cooper
On petition of WORZ Inc. granted continuance of pre-hearing conference of Oct. 21 re (Dockets 10971-73) and ordered hearing scheduled for Nov. 1 to Nov. 2 (Dockets 11081 et al.).

By Hearing Examiner Herbert Sharman
Newburg, Ind., Southern Ind. Bestg. Inc.; ML Vernon, Ind., ML Vernon Bestg. Co.—Granted petition of Southern Ind. Bestg. Inc. and KLIF Dallas for am facilities (Dockets 11025-26), the taking of testimony to amend to another frequency (Dockets 11079-75).

By Hearing Examiner Isadore Honig
Chief Broadcast Bureau—By Memorandum Opinion and Order, granted petition for extension of time to and including Nov. 1, in which to file proposed findings in re applications of Appalachian Bestg. Corp. and Tri-Cities Tv Corp. for ch. 5 in Bristol, Tenn.-Va.; such extension being applicable only to counsel for the Broadcast Bureau.

November 2 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of October 29

Granted License


WBAY-TV Green Bay, Wis., Norbertine Fathers—Granted license for tv broadcast station (BLCFT-225) and license for auxiliary transmitter and antenna system at main transmitter site (BLCFT-225).

(Continued on page 121)

BROADCASTING • TELECASTING
**HELP WANTED**

**RADIO**

**Help Wanted**

**Salesmen**

New England fulltime network station wants experienced salesman. Salary, commission and mileage allowance. Write Box 239F, B-T.

Central Valley 1,000 watt fulltime network. Permanent well paying position for right man. Box 230F, B-T.


Experienced salesman wanted for nineteen year old CBS affiliate. If you are making less than $10,000 a year and can qualify, contact WAJN. Anderson, S. C.


Salesmen wanted for a group of stations in the deep south that is expanding its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and liberal commission. You can select any one of four large Southern towns to work in. Write giving complete record, present earnings and references to Jules J. Paglin, 434 Audubon Bldg., New Orleans 14, La.

**Announcers**

Wanted—a good morning DJ with ratings to prove it. Major market top station. Also need a good afternoon or evening DJ—no would be’s. Box 109F, B-T.

Network station in Detroit wants a top announcer—nature and hard working. We offer good pay and excellent working conditions in the heart of the right man. To qualify you must be capable of doing top job with popular records, as well as general staff duties. Outstanding opportunity for the right man. Send tape, picture and resume. Box 164F, B-T.

**FOR SALE**

**TV STUDIO EQUIPMENT**

New, perfect-condition RCA equipment adaptable for uhf or vhf use:
- Field Switcher System
- RF Load and Wattmeter
- TG10A Field Sync Generator

and other equipment. For details, contact: GREAT PLAINS TV

4 West 58th Street  New York 19, N. Y.  Plaza 9-2929

**RADIO**

**Help Wanted—(Cont’d)**

Announcer, 1st phone, some copy writing. Arizona Network. $1.65 hour. Box 158F, B-T.


Radio announcer interested in earning $80 to $100 per week as starter, answer this ad. Must be professional, good anchor and versatile. Extra bright future in North Georgia city. Box 263F, B-T.

Radio announcer—operate board. $60.00, 46 hours. Over-time, talent. Near New Orleans. Box 217F, B-T.

Ohio network radio station 250 watt located in city of 6,000 population has opening for play-by-play sports announcer. Box 218F, B-T.


Program minded announcers with 1st tickets. Indiana. Box 246F, B-T.

Immediately! Announcer for outlet Pacific northwest. Competent with ability to handle board work. Draft exempt and in good health. Mail complete details plus photo and tape recording of voice. This is a pleasant, livable, medium sized college city. Box 246F, B-T.

South Carolina station needs combination morning-man—little play-by-play. Strong hillbilly. Commission on sales. WBCU, Union.

Opening on WBC, Jackson, Mississippi, 5000 watt for versatile experienced announcer and in good health. Complete details plus photo and resume of ability. Give references, details of experience and expected earnings.

**RADIO**

**Help Wanted**

Managerial

- Florida gold coast radio station covering rich combination market. A real profit bonanza awaits a smart capable man with good air experience. Send audition tape and full background details to S. N. Sages, President, Delray Broadcasting Corp., Radio Station WDBF, Delray Beach, Florida.


Wanted: Announcer, currently employed at independent station, desiring switch to NBC affiliate. Require production "know-how," 2 years experience, details, photo, tape. WSN, Scranton, Pa.

2 experienced staff announcers, new daytime operation, opening around Dec. 1st, Pittsfield, Ill. Box 230F, B-T.

Chief engineer for southern station with remote control, we want man strong on maintenance; give complete information on background, references, experience and salary requirements. Box 150F, B-T.

Combo engineer-announcer, 1st phone license mandatory. Eastern seaboard station. Box 223F, B-T.

Wanted, first class engineer experienced in control, mixing, magnetophone, remote and maintenance. Directional experience also desired. Station under construction for 1 kw directional. Starting salary $65. Send response with phone number to Al Dubenecky, Chief, WICH, Norwich, Connecticut.

Ist class engineer. $85 for 40 hours with time and one-half for all over 40. Contact Dan Williams, Radio Station WVT, Wilson, N. C.

**Production-Programming, Others**

Program director for aggressive independent station. Must have experience and ability. Give complete details. Excellent opportunity in outstanding market. Box 61F, B-T.


Newman—gather, write, air local news. Top rate, independent, Best of two things, background to Johnny Special, WGBC, Galveston, Texas.

Experience program director for CBS affiliate. Good starting salary, plus talent. Prefer applicants from southeast. Contact Don Lynch, Manager, WBSH, Pensacola, Florida.

Continuity writer needed immediately. Send sample copy, photo and reference. Salary desired to WPIC, Sharon, Pa.

**SITUATIONS WANTED**

Managerial

Let my seven years experience manage your station. First phone. Box 169F, B-T.


General manager—successful, hard-working, economy minded. 15 years experience, all phases, including sales and manager consultant. Box 238F, B-T.

Top ranking station sales manager, employed New York-New Jersey area, desires change. Box 242F, B-T.

**SALES**

Salesman

Salesman, 30, college, 3 years tangible sales experience, seeks opportunity. Box 197F, B-T.

**FOR SALE IMMEDIATELY**

TV STUDIO EQUIPMENT

New, perfect-condition RCA equipment adaptable for uhf or vhf use:
- Field Switcher System
- RF Load and Wattmeter
- TG10A Field Sync Generator

and other equipment. For details, contact: GREAT PLAINS TV

4 West 58th Street  New York 19, N. Y.  Plaza 9-2929
Radio Situations Wanted—(Cont’d)

Announcer

Sports announcer. 5 years minor league baseball, college basketball, football. College education. Interested only in top sports station; present station de-emphasizing sports. Family man. Available immediately. Box 1116, B-T.

Superior, experienced announcer available: family, good salary, working conditions required. Box 1606, B-T.

Negro DJ, experienced 18 months, not afraid of work. Emphasis announcer. Very ambitious. Box 1786, B-T.

Staff announcer—strong news, deejay, play-by-play, football, baseball, basketball, 3 years experience, 21, single, vet. Dependable, hard worker. Box 1986, B-T.


"Sehr gut" DJ and newsman. 3 years, B.A. degree, experience, large market. Tape, resume. Box 2056, B-T.

Announcer with first-phone presently employed—ready now for move up! Will consider only well established stations. Young. Seeking security for my family as well as decent position. Every phase of radio and TV broadcasting. Box 2066, B-T.

Ambitious, versatile experienced announcer desires progressive station, opportunities for advancement. Box 2086, B-T.

Smooth, relaxed personality deejay: day or night shows. Four years experience all phases. College graduate, 21, veteran. Northeast location preferred. Box 2116, B-T.

Seven years experience. Married, one child. Top play-by-play in state where employed. Interested in Straight sports work. Present employer best reference. Contact only. Details on inquiry. Box 2206, B-T.

Air salesman with proven time sales ability. Experienced deejay "pop" or elbow folds. Tape available. Phone Hubert 6-7099, Chicago. Box 2226, B-T.

Ambitious young announcer, 24½ years old, married with family, has 1½ years experience commercial network radio. Wants work in large radio station. Eager to learn. Graduated from Syracuse University radio-tv school. Copy and some programming experience. Will work in superior location, mid-Atlantic states. Box 2406, B-T.

Staff announcer. Capable—news, sports, music. Four years experience. College graduate. Box 2426, B-T.

First phone, am, fm, graduate radio school. 2 years Army Signal Corps, radio station experience, radio in service 7 years. Available immediately. Desires broadcast work. Willing to travel. Box 2466, B-T.

Announcer, 21, single, draft exempt. Will travel. Recruit radio school, graduate, light experience, good interpretations. Tape, resume. Box 2476, B-T.

For tops in copy, disc jockeying—this idea gal can do great. Hire me now. It's never too late. Box 2486, B-T.

TV-radio announcer—5 years combined experience. 1st phone. Experienced in all phases of announcing and technical duties. Tape, photo, resume on request. Box 2496, B-T.

Announcer—some experience, college graduate, veteran, write copy, single, travel. Box 2506, B-T.

Family man—dependable, sincere. Desire within 100 miles radius of Chicago. Tape on request. Box 2516, B-T.

First combo: Staff announcer, good copywriter. Prefer heavy announcing, light engineering. Recent College: ambitious, married, family. Box 2536, B-T.

Basketball announcer. Excellent voice, finest of references. Seven years experience. Box 2556, B-T.

Radio Situations Wanted—(Cont’d)


Radio-ty announcer with six years commercial experience desires good position. Worked 2 years at WNGA, well-wait C.B.S. affiliate in Cleveland, as substitute for service man. Present job as summer relief announcer at NBC's owned and operated Cleveland radio and tv stations WJTL and WJW, will end by the 15th of November. Member of AFTRA. Good references. Contact Guy Ewing, 12391 Lake Ave., Lakewood 7, Ohio.

Sports director, radio-ty, ten years experience programming, announcing, selling, professional sports, can organize midwest or west, permanent, available immediately. Excellent references. Jack Toeppe, Cadillac, Mich. 5-7863.


Announcers-writers, thoroughly trained all phases by WGN and other stations. Presently at Midwest Broadcasting School, 239 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

First phone man, limited practical experience, willing to learn, desires northeast states, excellent references. Box 2016, B-T.

Engineer, 1st phone, single, draft exempt. Two years experience, 5 kw am directional. Three years training. Radio-ty, TV, broadcasting. Desires position as tv studio engineer. Will consider other offers. Box 2146, B-T.

First class engineer-announcer, over six years in broadcast. Desires position with radio or TV station. Single, veteran. Box 2446, B-T.

First phone, recent graduate RCA Institutes. Extensive experience radio-television servicing. Desires position with radio or TV station. Immediate availability. Box 2336, B-T.

First phone, recent graduate Central Michigan College of Science and Technology. Broadcast engineering. Desires position in Detroit. Box 1806, B-T.

First class engineer, 100 kw vhf station. Must have experience. Permanent position with good organization. Box 1356, B-T.

Need good license man to run video controls at successful uhf near Chicago. Emphasis on control ability on tv necessary. Will train. Union station. Five days, forty hours, seventy dollars to start. Up to ninety dollars in eighteen months. Box 2216, B-T.

(Continued on next page)
TELEVISION

Situations Wanted

Managerial

Experienced account executive—age 29—over six years in advertising, sales and promotion management with major position in sales. Popularity year over year with one of the nation’s leading commodities. Background includes radio, retail merchandising, station advancement. Excellent, dependable, mature, management experience. Consider. Box 710F, B-T.

Talented radio announcer-producer seeks television opportunity. Seven years experience. Box 117F, B-T.

Experienced; news, weather, special events and general staff duties. Also art, display, some direction and promotions. Box 213F, B-T.

Currently employed in television and radio sales. Conferences, selling, presentation and promotion. Box 214F, B-T.

Production-Programming, Others

Experienced program director, operations director, in large stations, 3 years, radio, 7 years television. Was employed in New York City, 2 years. Box 198F, B-T.

Young married man wishes to continue his career in programming. Directing field. Creative, responsible, capable, college graduate with art knowledge. Design and advertising background. Box 218F, B-T.

Wanted to Buy

Stations

Experienced radio man wants to buy small station. Virginia, North Carolina. Box 202F, B-T.

Experienced, well financed owner-operator is in the market for a radio property in a major market. Send details. Box 210F, B-T.

Young married man seeking position in programming, full time, in medium or large market. Six years experience, including PD in radio and television stations. Has put two television stations and one radio station on air. Box 215F, B-T.


Experienced cameraman—all studio operations with major network. Now employed, is seeking position with opportunity for production. Excellent video, lighting, audio, room manager, some directing. Box 226F, B-T.

Experienced production manager-film director wife. Married, experienced, currently employed above capacity. Best references. Real know-how that can cut operating costs for you. Box 234F, B-T.

Television executive, 31, wishes to return to production and programming. Will start as assistant program director, with knowledge of all phases of production and engineering. Need more experience in above capacity. Presently employed but immediately available. Box 257F, B-T.

For Sale

Stations

Florida west coast 5000 watt station for sale will trade for mid west radio or tv property. Box 193F, B-T.

Eastern Virginia uhf station. Established major city uhf market. $95,000.00. Small down payments, very attractive terms. Wire or write Box 179F, B-T, for details.


Radio and television stations bought and sold through Exchange. Licensed Brokers, Portland 24, Oregon.

TELEVISION

Situations Wanted

Equipment Etc.

RCA studio console type 76-D, now in use. S505. Box 208F, B-T.


16" IDRCO gyro tv tower, $2500. 240"-157" tv transmission line, fittings, hangers, etc. 3 kw dummy load $1000. 3 kw RCA fm transmitter $1000. Write K. D. Uhl, Chico, California.

Prezzo model Y 15" disc recorder. Excellent condition, $300.00. FOB, KOSI, Colorado.


Ampex 309 dual track, two sets of electronics. Can use for binaural. Used less than 100 hours. $1400. J. R. Kauke, 1611 S. LaCienega, Los Angeles 35.

Wanted—9 kw fm transmitter, Westinghouse with tubes, spare parts and antenna. Communications Dept, American University, Washington 16, D. C.

For Sale—1 kw fm transmitter, Westinghouse with tubes, spare parts and antenna. Box 611, Tulsa.

Equipment Etc.

RCA 7B9 or 80X1A microphones—transcription turntables—Gray 1025F or 10263 transcription arms—Gray 621 equalizer. Box 109F, B-T.

100 watt transmitter—modulation monitor—included two 400 watt transmitters. 251F, B-T.

Ten kilowatt am transmitter in good operating condition. Box 165F, B-T.

RCA 10 kilowatt fm transmitter and up to 600 feet of 314 line. Box 224F, B-T.

Andrew 2, 4 or 8 bay fm antenna, immediately. Box 235F, B-T.

Wanted 250 watt fm transmitter in top condition. Advise lowest price and full particulars. Box 255F, B-T.

Surplus RCA TP 3-A or Eastman model 280 projector and soundazed power supply. Advise price and condition. John M. Sherman, WCCO-TV, Minneapolis, Minnesota.

Wanted 8kw broadcast fm transmitter in good condition. Please send complete information to Loren Dorough, Chief, WVOF, Valdosta, Georgia.

Instruction


Check your qualifications for obtaining a 1st phone by taking Westech School of Broadcasting FCC examination. Complete set: CC 1-152. One dollar. 6228 Crenshaw, Los Angeles, California.

RADIO

Help Wanted

COMPLETE STAFF

... for new daytime station approximately December 1st.

Sales Manager Announces (specializing in popular and hillbilly) Man of proven ability who shows promise with or without first class ticket.

Girl Friday

All Personnel must be capable of air work. Send complete details first letter, including experience, age, marital status, expected salary, recent photograph and audition tapes or discs of recent work.

C. LEON GOLDBERG
Radio Station WEMP
 Martinsburg, W. Va.

Situations Wanted

Ideal Opportunity

Salesman for top Southern network affiliated station. Salary plus commission. Ideal opportunity for right man. Send all details and photo first letter. All replies confidential.

Box 196F, B-T

RADIO

Situations Wanted

Anuncios

DISCOMEDIAN

34, radio-tv, employs lines in larger markets. 12 radio, 1 year tv, pay show. Excellent results. Heavy, low-priced booking. Professional ability. 2 years research. New York City summer replacement. Wilmel Beachplan hotel. Good references past and present employers. Established show format and style. Original material. Must play Tech, basic material or bungalow on release. Make me a good offer.

Box 239F, B-T

TELEVISION

Situations Wanted

Production-Programming, Others

SUCCESSFUL TELEVISION PRODUCER

Employed with a Television Production agency in Eastern market at a salary of 3500 a month. Is experienced in Television station or advertising agency in Florida where production work is done. Will consider any qualified offer to represent film companies in the State of Florida. Family man in early thirties, excellent references, available for any location. Send inquiries to Box 1197, B-T.

FOR SALE

Stations

Experienced management-sales personnel with capital to invest in excellent AM-FM operation, please contact us at once. Complete proposal covering plan to 'purchase 50kw station will be made available to qualified parties. J. Rogers & Company, 926 Main Street, Peoria, Illinois.
FOR SALE

GREAT PLAINS TV
4 West 58th Street, New York, 19, N. Y.
PLaza 9-2929

Available Immediately

UHF-TV TRANSMITTER
CHANNEL 38

If you're building a UHF station or satellite, this is for you!
A perfect-condition, almost-new unit, ready for action!

Incl: RCA-TTU1B, 1KW, UHF transmitter, RCA-TTC1B control console, side band response analyzer visual demodulator, transmission lines, dehydrator, 90-degree elbows, adapters, cover plates, gas stop, etc. For complete details, contact

GREAT PLAINS TV
4 West 58th Street, New York, 19, N. Y.
PLaza 9-2929

Wanted to Buy

Equipment Etc.

WANTED...
TV Camera chain, preferably RCA. Also Audio Console and what have you.

Box 207F, B*T

FOR THE RECORD

(Continued from page 116)

WRC-TV New York, N. Y., National Bestco. Co. --Granted license covering changes in tv broadcast station (BUCT-218). Granted CP

WVAR-TV Worcester, Mass., Salisbury Bestco. --Granted CP to replace permit (BUCS-180) as mod., which authorized changes in license station which expired 8-11-54 (BUPH-1763).

KGUN-FM Eugene, Ore., KTOG Inc.--Granted CP to replace expired permit (BUPH-1749) as mod., which replaced expired permit (BUPH-1711).

WPS (FM) Elgin, IL, Board of Education, Unison School District #46--Granted CP to change antenna system of noncommercial educational fm station (BUPD-306).

Granted CP

WVNL-FM Olney, Ill., Olney Bestco. Co. --Granted CP to replace permit (BUPH-1809) as mod., which authorized changes in license station which expired 8-11-54 (BUPH-1766).

KPMC Bakersfield, Calif., Pioneer Mercantile Co.--Granted CP to change type of transmitter and antenna towers obstruction markings; conditions (BUPM-6867).

WOCY-TV Meridian, Miss., Mississippi Bestco. Co.--Granted mod. of CP for extension of completion date to 3-12-55.

KISJ (TV) Pocatello, Idaho, Eastern Idaho Bestco., and TV Co.--Granted mod. of CP for extension of completion date to 4-25-55.

Actions of October 28

Granted License

KIDO-TV Boise, Idaho, KIDO, Inc.--Granted license for tv broadcast station and to designate transmitter and antenna position (not a move) (BUCT-220).


KTLY (TV) Salt Lake City, Utah, Intermountain Bestco. and TV Co.--Granted license covering changes in facilities of tv broadcast station (BUCT-145).


WCIA (TV) Champaign, IL, Midwest TV Inc. -- Granted license for tv broadcast station (BUCT-124).

KSWO-TV Lawton, Okla., Oklahoma Quality Bestco., Co.--Granted license for tv broadcast station (BUCT-220).

WCAU-TV Philadelphia, Pa., WCAU Inc.--Granted license covering changes in facilities of tv broadcast station (BUCT-221), and license covering installation of auxiliary transmitters at main transmitter location (BUCT-220).

WTVS-TV Norfolk, Va., WRAR Radio Corp.--Granted license for auxiliary antenna and transmitters (BUCT-232).

Wagal-TV Lancaster, Pa., WAGL Inc.--Granted license covering changes in facilities of tv broadcast station (BUCT-220), and license for maintenance on newly licensed main transmitters and antenna system as auxiliary transmitters and antenna systems to be located at the present transmitter site (BUCT-236).

Granted CP

WRAK-FM Williamsport, Pa., WRAK Inc.--Granted CP to replace permit (BUPH-1786) as mod., which authorized changes in licensed station which expired 7-12-54 (BUPH-1794).

WMFY (FM) Chicago, IL, Functional Music Inc.--Granted CP to change antenna system of fm station (BUPH-1795).

Modification of CP

KALA (TV) San Jose, Calif., Alamo TV Co. -- Granted Mod. of CP for extension of completion date to 4-23-55.

KCKY (TV) Great Bend, Kan., Central Kansas TV Co.--Granted Mod. of CP for extension of completion date to 5-5-55. Oct. 27

WBDD Chattanooga, Tenn., WBDD Bestco. Corp.--Granted request for cancellation of license (BUCT-471) and BS-746 which authorized an auxiliary transmitter of am station.

Granted License

KREG Eugene, Ore., Guard Pub. Co.--Granted license covering increase in daytime power and change type and location of main transmitter directional power, etc. (BUCT-220).

WONL-TV New York, N. Y., General Teleradio Inc.--Granted license covering changes in tv broadcast station (BUCT-218).

WNAC-TV Bestco., Inc., General Teleradio Inc.--Granted CP for extension of completion changes in facilities of tv broadcast station (BUCT-141).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WBBM-Baton Rouge, La., to 5-25-55; KYBN-TV Vancouver, Wash., to 5-15-55.

Actions of October 26

Granted License

WNHC-AM-FM New Haven, Conn., The Elms Bestco., Corp.--Granted CP for extension of license effective date, new fm station (BUCS-13).

WRGS Augusta, Ga., General Teleradio Inc.--Granted CP for extension of license effective date, new fm station (BUCS-13).

WOTE Oxford, Miss., Inc.--Granted license for extension of license effective date in accordance with conditions (BUCT-36).

Modification of License


Modification of CP

WLDB Atlantic City, N. J., Atlantic City Bestco. Co.--Granted Mod. of CP to change transmitter antenna type and location, transmitter and antenna towers obstruction markings; conditions (BUPM-6866).

The following were granted Mod. of CP's for extension of completion dates as shown:

WXWT Portsmouth, Ohio, to 3-1-55, conditions; KREM Spokane, Wash., to 4-1-55, conditions; KREM-FM Spokane, Wash., to 3-1-55.

Actions of October 35

Modification of CP

WYRN Tyrone, Pa., Tyrone Bestco. Co.--Granted Mod. of CP for approval of antenna, transmitter location and specify studio location; condition (BUPM-6583).

WCTA Orlando, Fla., Central Florida Bestco. Co.--Granted CP to add power amplifiers, change type antenna and make other equipment changes; ERP: Vis. 100 kw. Aur. 662.3 kw (BUPCT-2955).

The following were granted Mod. of CP's for extension of completion dates as shown:

KREM-TV Spokane, Wash., to 1-1-55; WRDW-Auburn, Ga., to 6-5-55, conditions; WBBM-TV Danville, Va., to 6-5-55; WBBM-AM Rockford, Ill., to 5-20-55; RCBCT-TV Sacramento, Calif., to 5-5-55.

November 2 Applications

ACCEPTED FOR FILING

Modification of License

WJTC Flint, Mich., Trendle-Campbell Bestco. Corp.--Mod. of license to change name of licensee to WJTC The Big Station Inc. (BML-1968).

Remote Control


November 3 Decisions

ACCTIONS ON MOTIONS

The following actions on motions were taken as indicated:

On petition of WMIR-TV Miami, Fla., the Commission on Oct. 25 extended to Nov. 8 the time for filing applications and further comments in response to the Order in re Docket 1125, and extended to Nov. 15 the time for filing replies to these comments.

By Commissioner Robert T. Bartley

Memphis, Tenn., WREC Inc. -- Granted petition of WREC for extension of time to Nov. 8 in which a reply may be filed to the exceptions to initial decision in re ch. 3 (Dockets 1079-62), Act. Order Oct. 22.

November 8, 1954 • Page 121
Is This "COVERAGE"?

You're half naked in Nebraska coverage if you don't reach Lincoln-Land—42 counties with 200,000 families—100,000 unduplicated by any other station! Lincoln's population is 110,000—in the same bracket with Lancaster, Pa., Schenectady, N. Y., or South Bend, Ind.

The KOLN-TV tower is 75 miles from Omaha! This Lincoln-Land location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Toledo from Detroit.

KOLN-TV covers Lincoln-Land—Nebraska's other big market

Channel 10 • 316,000 Watts • Lincoln, Nebraska

Avery-Knodel, Inc., exclusive national representatives
By Hearing Examiner Hugh B. Hutcheson
Milan, Tenn., West Tennessee Bestco, Co.—
Granted continuance of hearing from Nov. 10 to Dec. 10 in re application for am station (Docket 11065) (Action of 10/29).

By Hearing Examiner Anne Neal Hunting
By Memorandum Opinion and Order granted petition of Drew J. T. O’Keefe, Leutowl-Fairless Hills, Pa., to grant a continuance of hearing to, and including Nov. 24 to specify a definite site for the location of the proposed station in application for am facilities (Dockets 10583 et al.) (Action of 11/2).

By Hearing Examiner James D. Cunningham
KGIL-TV Galveston, Tex., Gulf T. Co.—The Examiner, on his own motion, continued from Nov. 15 to Nov. 18 the hearing in re (Docket 11207) B.P.C.T-1758, Action Nov. 1.

By Hearing Examiner Millard F. French
Raleigh, N. C., WPTF Radio Co.; Capital Bestco, Co.—On agreement by all parties, continued from Nov. 4 to Nov. 8 the hearing in re ch. 5 (Dockets 10681-427). Action Nov. 1.

BROADCAST ACTIONS

Renewal of License

The following stations were granted renewal of licenses for the regular period:


By Hearing Examiner James D. Cunningham
KGUL-TV Galveston, Tex., Gulf T. Co.—The Examiner, on his own motion, continued from Nov. 15 to Nov. 18 the hearing in re (Docket 11207) B.P.C.T-1758, Action Nov. 1.

By Hearing Examiner Millard F. French
Raleigh, N. C., WPTF Radio Co.; Capital Bestco, Co.—On agreement by all parties, continued from Nov. 4 to Nov. 8 the hearing in re ch. 5 (Dockets 10681-427). Action Nov. 1.

For the record

November 8, 1954

TELECASTING

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 counts of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set counts are further broken down by city.

Alabama

Birmingham—

WABE (13) NBC, ABC, DuM; Blair; 253,120
WBRC-TY (5) CBS; K47; 266,000
WJIN-TV (48) 12/10/52; Unknown

Alabah Educational TV Comm. (10) 10/13/54; Unknown

Decatur—

WMST-TV (33) NBC; Walker; 17,100

Dunn—

WTMY (7A) 7/25/52-3/1/54

Mobile—

WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 80,000
WBKB-TV (48) See footnote (d)

Mobile TV Corp. (5) Initial Decision 12/2/54 Montgomery—

WCVB (10) ABC, CBS, NBC, DuM; Raymo; 59,000
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-1 Dec. 24

Munford—

WDMN (128) 6/5/54-Unknown

Selma—

WSLA (8) 3/24/54-Unknown

Arizona

Mesa (Phoenix)—

KEAR (12) NBC, DuM; Raymo; 90,814

Phoenix—

KOOL-TY (10) ABC; Hollingbery; 105,570
KPHO-TV (4) NBC; Kari; 68,814
KVTV (3) 6/10/54-Unknown

Tucson—

KOGO-TV (13) CBS, DuM; Hollingbery; 22,280
KVWA-TV (4) NBC; Raymo; 33,460

Yuma—

KVYA (11) NBC, DuM; Grant; 23,500

Arkansas

El Dorado—

KRBB (10) 2/24/54-Unknown

New Starters

The following tv stations are the first

KUON (TV) Lincoln, Neb. (ch. 12), educational, No.

To cash in on the jackpot of information covering commercial television, reserve your copy of the 1954-55 TELECASTING Yearbook-Marketbook right away. It's just $11.00 for a subscription which includes the BROADCASTING Book-Marketbook, the TELECASTING Yearbook-Marketbook, and 52 weekly issues.

*Publication date: BROADCASTING January, TELECASTING Yearbook August.
FOR THE RECORD

KGLO TV CHANNEL 3
MASON CITY, IOWA

Now Serving...

ALBERT LEA
AUSTIN

"THE GOLDEN TRIANGLE AREA"

MASSON CITY

100,000 WATTS E.R.P

CBS
Dumont

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 November 1
100 micro-volt contour . . . 107,532

Represented by Weed Television

LEE STATIONS
National Sales Offices
WCU BUILDING • QUINCY, ILLINOIS
Affiliated with KGLO-AM-FM

KHQA-TV, WTAD-AM-FM — Quincy, Ill.

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Panama City —
WJDM (7) ABC, CBS, NBC, Dum; Hollinger; 19,500

Peninsular —
WEAR-TV (3) ABC, Dum; Hollinger; 79,000

WPPA (18) CBS, NBC, Young; 28,973

St. Petersburg —
WUSN (34) ABC, CBS, Dum; Weeds: 115,000

Tampa —
WFLA (8) Blair; 8/4/54-Jan. ’55

WTVY (11) Avery-Knodle; 9/2/54/-1/15/54

West Palm Beach —
WEAT-TV (12) ABC, Walker: 2/16/54/-1/15/54

WINC (21) ABC, Weeds: 35,234

WJNO-TV (5) ABC, CBS, NBC, Dum; Meeker: 225,500

GEORGIA

Albany—
WALB-TV (10) ABC, NBC, Dum; Burn-Smith: 45,000

Atlanta—
WAGA-TV (5) CBS, Dum; Katz; 464,100

WLSA (11) ABC; Crosey Sts.: 350,000

WQHS (36) 11/23/53-12/31/53. (grand

STA Oct. 26)

WSB-TV (2) NBC; Petry; 475,221

Augusta—
WJBF (6) ABC, NBC; Dum; Hollinger;

121,800

WJYW-TV (12) CBS; Headley-Read; 106,066

Columbus —
WDUB (28) ABC, NBC, Dum; Headley-

Read: 84,441

WRLD (4) CBS; Hollinger; 78,111

Macon —
WMAZ-TV (13) ABC, CBS, Dum; Avery-

Knodle; 81,588

WNEX (47) ABC; NBC; Brannam; 22,000

Rom—
WROM-TV (9) W; 135,250

Savannah —
WTOC (11) ABC, CBS, NBC, Dum; Avery-

Knodle; 54,127

WSAV Inc. (2) Initial Decision 3/1/54

Thomasville—
WCCTV (6) Stars National: 12/23/53-1/1/54

Valdosta—
WGOV-TV (37) Stars National: 2/26/53-1/1/54

IDAHO

Boise (Meridian)—
KBOI (3) CBS, Dum; Free & Peters; 36,500

KIDO-TV (7) ABC, NBC, Dum; Blair; 35,800

Idaho Falls—
KID (7) ABC, CBS, Dum; Blakes; 1,400

KIDL-TV (9) ABC, NBC, Dum; Hollinger; 81,588

KLQ-TV (11) ABC; NBC; Brannam; 22,000

Ronel—
WROM-TV (9) W; 135,250

Savannah—
WTOC (11) ABC, CBS, NBC, Dum; Avery-

Knodle; 54,127

WSAV Inc. (2) Initial Decision 3/1/54

Twin Falls—
KLEK-TV (11) ABC; Hollinger; 3/1/53-

Early ’55

ILLINOIS

Belleville (St. Louis, Mo.)—
WTIV (34) ABC, NBC, Dum; Radio TV Repre-

sentatives: 250,000

Beloit—
WBLN (15) McGilvra: 118,262

Champaign—
WCIA (3) CBS, NBC, Dum; Hollinger; 307,000

WTLC (13) 11/4/53-Unknown

Chicago—
WBBM-TV (2) CBS; CBS Spot Sts.: 1,871,800

WGN (7) ABC; Blair; 1,506,139

WGN-TV (7) ABC; Hollinger; 1,506,139

WGN-TV (9) W; 1,506,139

WBBM-TV (2) 11/4/53-Unknown

WBBM-TV (2) 11/4/53-Unknown

Clearwater—
WPST (32) 12/2/53-Unknown

Daytona Beach —
WMFFJ (2) 7/8/54-1/1/55

Fort Lauderdale —
WFTL-TV (23) NBC; Weed: 148,000

WFTV (33) ABC, Dum; Hollinger; 121,000 (also

Miami)

Fort Myers—
WINK (13) ABC; Weed; 8,789

Jacksonville—
WJFR (38) ABC, NBC, Dum; Petry; 33,274

WMOR (4) CBS; CBS; Dum; Spot Sts.; 250,000

WOIS (30) Stars National; 1/13/53-1/31/55

Miami—
WMFL (39) 12/9/53-Unknown

WTOI (27) Stars National: 12/2/53-1/31/55

WTVY (2) 11/13/53-Unknown

WTVY (4) ABC, NSF; Free & Peters; 278,365

WTVT (19) See Fort Lauderdale

Orlando—
WDNY (8) CBS, ABC, NBC, Dum; Blair: 60,000

Directory information is in following order: call

letters, channel, station, national, regional rep-resentative; market set count for operating sta-

tion; date of grant and commencement target
date for grants.
IN THE GREATER SAN FRANCISCO MARKET
...you cover more on CHANNEL 4

KRON-TV COVERS THIS BIG MARKET...
- With a population of 3,600,000
- Spending 4 1/2 billion dollars annually on retail purchases
- The eighth largest set ownership

...SO COVER MORE ON CHANNEL 4

FREE & PETERS, INC. • NATIONAL REPRESENTATIVES

BECAUSE CHANNEL 4 PROVIDES...
- Maximum legal power operating at 100,000 watts
- Highest antenna in San Francisco at 1441 feet above sea level
- Low channel frequency insuring stronger signal
- Top-rated NBC and local programs

KRON TV 4
SAN FRANCISCO
“The FIRST WITH THE MOST!”

That’s why WINDY, the guiding spirit of TV in Central Kansas, declares KTVH — “The Best in Its Class.”

According to WINDY and everyone in the know, “KTVH was the first television station in Kansas — the first network affiliate in the state — the first TV station in Kansas with network color telecasts — first with a full day of programming — first with remote telecasts.”

And there are plenty more reasons why KTVH is the “first and last word” in television for Central Kansas.

WINDY says, “Better investigate, today!”
MASSACHUSETTS

Adams (Fitchville) —
    WMGT (74) DuM; Walker; 135,541
Boston —
    WGBH-TV (4) ABC; Free & Peters; 1,223,901
    WGBH (7) 7/14/53-Pal; '54
    WJLB (44) 8/12/53-Unknown
    WNAQ (7) ABC, CBS, DuM; H-R; 1,223,901
Brookton —
    WHIT (62) 7/20/53-Pal '54
Columbus —
    WTAG (56) DuM; Everett-McKinney; 118,000
Springfield —
    WHYN (50) CBS, DuM; Branham; 148,000
    WWLP (61) ABC; NBC; Hollenberg; 148,000

Worcester —
    WAAB (50) Forije; 8/12/53-Unknown
    WWOR (14) ABC, DuM; Raymeter; 32,212

MICHIGAN

Ann Arbor —
    WPAG (20) DuM; Everett-McKinney; 22,400
    WWOM (20) 11/4/53-Unknown
Battle Creek —
    WBBC-TV (58) Headley-Red; 11/20/52-Unknown
    WNYF (5) NBC, DuM; Headley-Red; 289,792
Cadillac —
    WJTV (13) ABC, CBS, DuM; Weed; 62,410
Detroit —
    WCIO-TV (62) 11/18/53-Unknown
    WJBK-TV (2) CBS; Katz; 1,489,690
    WTVS (10) 1/14/54-Unknown
    WJIL (4) NBC; Hollenberg; 1,286,822
    WXYZ-TV (7) ABC; Blair; 1,808,200
    WJLB (50) 9/8/54-Unknown

East Lansing —
    WKBK-TV (40)
    WJRT (12) 8/12/54-Unknown
    Grand Rapids —
    WOOD-TV (8) ABC, NBC, DuM; Katz; 455,594
    WMRC (23) 9/2/54-Unknown
Kalamazoo —
    WKKO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 54,600
Lansing —
    WJTV (54) DuM; Everett-McKinney; 55,000
    WJZM (8) ABC, CBS, NBC, Petry; 497,256
Marquette —
    WAGE-TV (6) 4/7/54-Unknown
Muskogee —
    WTVM (33) 12/25/53-Unknown

Nagawicka (Bay City, Midland) —
    WKNX-TV (9) ABC, CBS, Gilt-Perna; 100,000
    WSJM-TV (33) 11/20/53-Dec. 35

Traverse City —
    WPEN-TV (7) ABC; Holman

MISSOURI

Austin —
    KMKT (6) ABC; Pearson; 95,951
    Duluth (Superior, Wis.) —
    KDLA (3) ABC, NBC, DuM; Avery-Knodel; 69,250
    WSEM-TV (4). See Superior, Wis.
    WFTV (38) See Detroit (d)
    Hibbing —
    KLTV (16) 1/12/54-Unknown
    Minneapolis (St. Paul) —
    KEYS-TV (9) DuM; H-R; 9/19/54-1/2/55
    WCCO-TV (11) ABC; Free & Peters; 511,000
    WTGCN (11) ABC; Blair; 490,000

Rochester —
    KROC-TV (18) NBC; Meeker; 85,000
    St. Paul (Minneapolis) —
    KSTP-TV (5) ABC; Petry; 511,000
    WMNI (11) ABC; Blair; 490,000

MISSISSIPPI

Biloxi —
    Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus —
    WCHM-TV (4) McGivra; 7/26/54-Early '55
Jackson —
    WJTV (25) CBS, DuM; Katz; 50,305
    WLBT (8) ABC, CBS, Free & Peters; 56,072
    WSLL (12) ABC; Weed; 90,000
Merridien —
    WCCO-TV (30) See footnote (d)
    WGTK-TV (11) ABC, CBS, NBC, DuM; Head- ley-Red; 44,200

MISSOURI

Cape Girardeau —
    KPVS-TV (13) CBS
Claymont —
    KFUG-TV (30) 2/8/53-Unknown
Columbia —
    KOMU (8) ABC, CBS, NBC, DuM; H-R; 52,048
Festus —
    KCAY (14) See footnote (d)
Hannibal (Quincy, Ill.) —
    KHQA (7) ABC, CBS, DuM; Weed; 128,716
    WGEM-TV (16) See Quincy, Ill.
Jefferson City —
    KRCG (13) 6/10/54-Unknown

NEBRASKA

Holdrege ( Kearney) —
    KHOL-TV (13) ABC, CBS, DuM; Meeker; 4,952
Lincoln —
    KOLN-TV (10) ABC, CBS, DuM; Avery-Kno- del; 700
    KUCN (11)

Omaha —
    KMTV (3) ABC, CBS, DuM; Petry; 298,150
    WOW-TV (6) NBC, DuM; Blair; 283,150
    Scottsbluff —
    KSTF (10) 8/18/54-Unknown

NEW JERSEY

Asbury Park —
    WHTV (5) 10,500
Atlantic City —
    WFFG-TV (46) See footnote (d)
    WGCN (55) 7/9/53-Unknown
Camden —
    WCDP (7) 1/12/54-Unknown
    WTVF (17) 12/25/53-Unknown
Newark (New York City) —
    WATV (12) Petry; 4,150,000
    WJBK (17) 12/4/32-Unknown

NEW MEXICO

Albuquerque —
    KOAT-TV (7) ABC, DuM; Hollenberg; 50,000
    KOB (14) CBS; 50,000
    KGGM (13) CBS; Weed; 50,000

Roswell —
    KSBR (10) ABC, CBS, NBC, DuM; Meeker; 24,218

NEW YORK

Albany (Schenectady, Troy) —
    WPTV (33) 4/10/53-Unknown
    WRGB-TV (4) ABC, DuM; Bolling; 120,000
    WHTF (10) Headley-Red; 114,000
    WTVZ (11) 7/24/52-Unknown

Hambrighton —
    WNHP (12) ABC, CBS, NBC, DuM; Bol- ling; 288,350
    WTVY (48) 8/14/52-Unknown
    WINR-TV (40) 9/25/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national rep- resentative; market, set count for operating station; date of grant and commencement target date for grants.

In Norway they've discovered that seeing is more fun than skiing. They don't turn aside for anything when Channel 8 is in view.

The slalom-happy Norwegians (Norway, N. Y., that is) are high-jumping for joy over WHEN-TV. (They wax mighty enthusiastic up in those parts!) In Norway, as in more than 250 similar upstate communities, Channel 8 has more pull per pound (and pull per product) than a ski-tow up Mt. Marcy.

Want to see your sales figures take a turn (a Christie, perhaps) for the better? Want to see your nearest Katz agency

The following agencies include the Katz chain of radio stations:

     A. MERIDIAN STATION
SYRACUSE, N.Y.
What The Election Means

The Democrats probably have to despise the anti-censorship provisions of the law.

To our knowledge, these are the only stations which got into court during the 1954 campaign season, but the miracle is there were not more. It will be equally miraculous if others do not find themselves defending libel actions in 1956—unless corrective legislation is not obtained before then.

While other provisions of the political broadcasting law and regulations may not be as objectionable, the entire structure should be re-examined. There is enough confusion about it to precipitate the kind of ridiculous clamor that went on in the week before the Nov. 2 election, with Democrats and Republicans demanding free time—and getting it—and with Vice President Nixon issuing a 1500-word telegram to 70 key newspapers denouncing NBC for refusing what it in fact had granted, a half-hour of prime radio and tv time.

In the heat of a campaign, reason prevails with the greatest difficulty. In their present state, the political broadcasting rules only add to the odds against rational comment and behavior.

One of the most important projects that broadcasters could undertake would be to obtain revision of these archaic rules.

L. B. Wilson Saga

Radio mourns the loss of one of its most colorful and respected personalities with the passing of L. B. Wilson. He made WCKY Cincinnati a nationally known station through his ingenuity and showmanship.

L. B., at 63, was the victim of a heart seizure—an ailment which lamentably has become an occupational killer in broadcasting and the related advertising fields.

There were legions in and out of radio who paid him homage. L. B. found friends in all walks. All his philanthropies will never be known. Material things were never uppermost with him. He achieved success in any pursuit in which he ventured—stage, motion pictures, banking and industry.

In 1929, L. B. invested in radio as a side-line. WCKY was in Covington, Ky., his birthplace. It didn't do too well. He took over active management two years later and WCKY became "One Minute from Cincinnati." Later he discovered what high power and high frequency could do with a night-time sky-wave. He went independent and his slogan became "On the Air Everywhere . . . 24 Hours a Day . . . Seven Days a Week." Every announcer became a "sales expert"; every advertiser, mail order or otherwise, had to get results.

Aside from showmanship and salesmanship, L. B. was a dedicated man. To his widow and his family of co-workers (they were never employees) go the sympathies of an art which fared better because he was part of it.

Between Campaigns

In the aftermath of the elections broadcasters will wish to forget politics and get back to business. The temptation will be strong to put politics aside until that subject is forced upon radio and television again in 1956.

However strong, the temptation should be resisted. If broadcasters do nothing between now and then to relieve themselves of some of the more bothersome problems of political broadcasting, they may be assured that the headaches of 1954 will be repeated in 1956. There will be unavoidable suits for libel and practically irresistible demands for free time.

Everyone except the politicians agrees that there should be intelligent revision of the federal law and regulations governing political broadcasting. In particular those sections prohibiting broadcasters from censoring candidates' speeches, without protecting broadcasters from libel actions that may ensue, are in urgent need of revision or deletion.

The five Nashville stations which are co-defendants in $3 million worth of libel suits arising from a political talkathon [B&T, July 19,
A NEW CONCEPT IN PROGRAMMING
For the first time anywhere, a 2 hour program integrating morning devotion and family entertainment.

SUNDAY MAGAZINE SUPPLEMENTS
Articles of interest selected from leading Sunday supplements such as the Chicago Tribune, Washington Star, Philadelphia Inquirer, Buffalo Courier, Cleveland Plain Dealer and many, many more.

PIPSQUEAK PARADE
Talented youngsters perform. Cartoons and Westerns, too!

NEWS AND WEATHER
The latest news plus weather reports for Sunday drivers and sports enthusiasts.

RELIGION
Sunday morning devotions, inspirational messages. Bible Stories for the entire family.

GUESTS
People who make the Sunday Supplement news.

TIME PERIOD
10 a.m. to 12:00 noon every Sunday.

COST
One minute slide, live or film participation $65.00.