Radio's rarin' in Baltimore!

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

128,095 radio sets sold last year; only 48,334 TV sets!
W-I-T-H's audience is bigger now than ever! And the rates are just the same.
Last year 128,095 radio sets were added in the Baltimore area.
Now—more than ever—you get a lot for a little from W-I-T-H.
Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielsen—at rates that make it possible to get the frequency of impact that produces sales.
Get your Forjoe man to give you the whole story about W-I-T-H, and the Baltimore market.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT

REPRESENTED BY FORJOE & COMPANY
THE CHRYSLER MOTOR CORPORATION

Traditionally in the Public Confidence

Down through the years one of the extra qualities that has placed Chrysler Motor Corporation products traditionally in the public confidence is dependability. The new, brilliant 1955 Dodge is thoroughly characteristic of Chrysler's distinguished trademark. Likewise, the dependability of the Havens & Martin, Inc., Stations to produce results is tradition throughout Virginia—one of the South's richest areas. Pioneering experience, the keystone of dependability, is combined with advanced know-how to turn ideas into sales for advertising-users of Richmond's only complete broadcasting institution, WMBG-AM, WCOD-FM and WTVR-TV. Join with confidence the First Stations of Virginia for your advertising needs.
Coverage that Counts!

7 major Michigan markets
for NBC, CBS and ABC

Now 100,000 watts!
Once again it is time to give thanks for life, liberty, the pursuit of happiness and for our many everyday blessings. We thank God for our rolling hills, our verdant countryside, our prosperous cities. We thank you for helping us make WGAL-TV a vital medium of communication, and the hub of a great center of commerce.
FORD MOTOR Co. is working on an arrangement to obtain maximum frequency discounts on radio and television time by figuring discounts based on total radio-tv use by all its divisions. Company has appointed J. Walter Thompson to keep score on how much radio-tv time used by all divisions and to act as clearing-house for discount information for other Ford agencies. Thus Kenyon & Eckhardt, placing time for Lincoln-Mercury, Young & Rubicam for Continental, and JWT for Ford cars, will earn discounts based on combined frequency for all products. Similar combined frequency discount system has been used for some time by General Motors.

COLOR COSTS • Latest estimate in informed circles is that color tv time will cost 10 or 11% more than black and white in contrast to minimum newspaper color cost of 25% extra. Same source estimates that in five years 50% of all sets will be color and that greatest inroads will be in newspaper and magazine display advertising.

SIZE of color tv picture tubes, once major barrier, gets larger and larger, and rivalry between RCA and CBS in developing them goes on and on. To CBS-19-inch and RCA's 21 there's soon to be added another-22-inch developed, but not yet announced, by CBS Labs.

SPOT SPLURGE • As tangible evidence that top management at CBS is not writing off radio, CBS Radio Spot Sales has been given biggest budget in its history. In past two weeks, four salesmen have been added and another will be hired soon, making total of 27 salesmen in organization that represents 14 stations.

BROADCAST Advertising Bureau, which becomes Radio Advertising Bureau Jan. 1, hasn't been tooting its own horn on spot business developed during past year but broadcasters sitting on board and in the know report that in excess of $1 million in retail store business came radio's way as result of BAB activities under President Kevin Sweeney, with stimulation also of considerable automotive spot and gasoline business.

QUALITY QUESTIONS • Conflict on appointments to Special Study Committee to survey future of NBC Radio Network, named last summer, has developed. NBC high echelon reportedly feels that broadcasters identified with new Quality Radio Group, cooperative tape program interchange project, are not qualified to sit on committee. Chairman Robert D. Swezy, WDSU-AM-TV New Orleans, had appointed, among others, Wayne Coy, former FCC chairman, now president-general manager of KOB-AM-TV Albuquerque; J. Leonard Reinsch, managing director of James M. Cox radio and tv stations, and Ralph Evans, executive vice president, WHO-AM-TV Des Moines and WOC-AM-TV Davenport. Their stations are in QRG.

CENSORSHIP • Byron Price, former executive editor of Associated Press and director of Censorship during last war, has been mobilized by Defense Mobilizer Arthur S. Flemming as consultant on censorship planning [BT, Nov. 8]. Mr. Price, who retired as deputy secretary-general of United Nations last year, is making preliminary survey for Lt. Gen. Willard S. Paul, ODM assistant director heading up censorship project to be invoked during national emergency. Mr. Price during last war set up voluntary censorship without any untoward incident and presumably plan is to carry on voluntary system.

HARRY TRENNER, vice president in charge of radio and television for William Weintraub & Co., New York, reportedly resigning effective first of year to establish his own business.

RAISED HACKLES • It hasn't reached public notice but many highly placed Catholics are perturbed over assignment of Joseph C. Harsch, noted commentator who has been off and on for networks for some years, to regular commentary stint on NBC-TV (Background, Sundays, 5:30-6 p.m.). As Christian Science Monitor contributor, Mr. Harsch reportedly has been critical of large number of Catholics in public office.

AT NO time in recent years has FCC been under such rigid Congressional scrutiny. Its every move is being watched, notably with respect to uhf. FCC denial of requests to de-intermixture allocations by making them exclusively uhf in five markets evidently is most serious question currently raised.

WHEELING-DEALING • Newest proposal in tv station market comes from reportedly well-endowed Texas foundation which proposes to acquire stations on terms which would give seller his cash and at same time earmark eventual earnings to scientific research.

WHEN WILL CBS disclose its second location for an owned and operated uhf? Best information is that it will come after NBC discloses its uhf plans. Both networks contend they are still "surveying" field.

NEW BUSINESS • Journal of Commerce understood to be interested in spot announcement campaign on major stations that broadcast stock market reports. Agency, Charles W. Hoyt, New York, contemplated such schedule for Journal next year.


DE-INTERMIXTURE • Proposal from Hartford area uhf stations that market be de-intermixture and become exclusively uhf is receiving more than cursory attention of FCC by virtue of Senatorial interest manifested in de-intermixture. Contestants for ch. 3 in Hartford are Travelers Broadcasting Service Corp. (WTIC) and Hartford Telecasting Co. Inc. (of which Harry C. Butcher, former naval aide to General Eisenhower, would be president).

MEMBERS of FCC are scrutinizing with interest prospectus of WNET (TV) Providence, R. I., operating on ch. 16, in relation to its opposition to Cherry & Webb (WPOR) ch. 12 CP pending for more than year. Stock is being offered at $1 per share by mail subscription to Rhode Island residents. Statement shows that operating deficit, as of July 31, 1954, was in excess of $30,000.
Some 15 minutes you can't talk to the most people on KOWH. Hooper's June-September quarter-hour averages make 4 quarter hours conspicuous by the absence of KOWH from top position. KOWH only tied for first in one, placed second in three.

But there are other quarter-hours, too. In fact, there are 40 daytime quarter hours in all.

36 belong to KOWH. In 18, KOWH talked to more people than all the other stations combined. Even the 4 that got away show ratings well above 30%.

All in all, KOWH personalities, music, news and ideas make it impossible for an advertiser to be given a bad time. Talk to the H-R man, or KOWH General Manager, Virgil Sharpe.

<table>
<thead>
<tr>
<th>Average share of audience</th>
<th>No. of 1st (Quarter-hour averages)</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOWH</td>
<td>47.3%</td>
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<tr>
<td>Station &quot;A&quot;</td>
<td>17.4%</td>
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<tr>
<td>Station &quot;B&quot;</td>
<td>10.6%</td>
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<tr>
<td>Station &quot;C&quot;</td>
<td>8.9%</td>
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<tr>
<td>Station &quot;D&quot;</td>
<td>7.1%</td>
</tr>
<tr>
<td>Station &quot;E&quot;</td>
<td>6.8%</td>
</tr>
</tbody>
</table>
RCA Patent Practices Attacked in Anti-Trust Suit

PATENT system and practices of RCA attacked in Dept. of Justice antitrust suit filed in U. S. District Court in New York Friday. Suit claims RCA monopolized and conspired to restrain competition in radio-television business. Named as co-conspirators, but not defendants, were GE, Westinghouse, AT&T, Bell Labs and Ralston-Purina. Complaint does not claim RCA violated monopoly laws in its radio-television and electronic manufacturing.

Statement by RCA Friday afternoon said agreement upon which complaint is based are same agreements approved by courts and government in 1932 and twice upheld by court, in 1942 and 1954. RCA said it does not acquire for itself or grant to others exclusive patent licenses.

Suit said RCA owns or controls approximately 10,000 patents. Royalties on these amounted to $19,459,573 in 1951, complaint said, and currently these are estimated at more than $20 million from domestic licensees. Public has invested $8 billion more for more than $30 million black and white tv sets, complaint said. Factory value of all radio-television output in 1953 was more than $1.5 billion, it stated.

Justice Dept. suit charges that since 1932 RCA has attempted to monopolize radio-television research, patent holdings, patent acquisition and issuance and exchange of radio-television patent licenses.

After relating history of color tv proceedings before FCC (1950 approval of CBS field sequential system, fact no sets were built commercially, FCC reversal and adoption of NTSC compatible standards in 1952), Justice Dept. suit accused tv patents with intent to achieve control over "and the power to exclude" potential and actual competitors, "in excess of the legitimate rewards" which patent laws afford. Particular object of complaint was RCA practice of issuing "package licenses." It also charged that RCA had refused to grant licenses in certain fields of radio-television.

RCA 21-In. Color Kinescope

AVAILABILITY of RCA's 21-in color kinescope tube to tv set manufacturers being announced today (Monday) by B. Y. Smith, vice president and general manager, RCA Tube Division. Tube face is 250 sq. inches, 22% more than that of any other manufacturer, according to Mr. Smith. Price is $175, same as that for the 15-in. tube.

DuMont-Guild Films Talks On Merger Plan Continue

DISCUSSIONS looking toward deal between DuMont tv Network and Guild Films Co. under which Guild would take over DuMont programs reportedly were very much alive Friday (see early story page 33). Meanwhile Ted Bergmann, DTN director, issued statement that neither "the disposition" nor "the abandonment" of network was contemplated. His statement made no reference to possible suspension of network operations.

Mr. Bergmann alluded to published reports concerning "the permanence" of DuMont network, without identifying them. "It is true," he said, "that certain experts have expressed the opinion that the network has likely been in the process of evaluation of the long-term future of four competing networks in television. This study was undertaken because of the number of major cities throughout the country which contained less than the adequate complement of stations necessary to service four networks."

BUSINESS BRIEFLY

TWO GM ACCOUNTS - General Motors Corp. to sponsor Henry J. Taylor on NBC Radio, Mon., 8-8:15 p.m. (EST), effective Dec. 13. GM to celebrate 50 millionth auto manufactured by company, sponsoring Ballad of Progress, special one-time broadcast on CBS Radio, Nov. 23, 9-9:15 p.m. (EST). Agency: Kudner Adv., N. Y.

CARTER MOVES SPOT - Carter Products (Arrid, Rite) switching its radio and tv spot advertising budget from Sullivan, Stauffer, Colwell & Bayles, New York, to Ted Bates Inc. Latter agency always had part of Carter account. SSG&B will continue to handle firm's radio and television network advertising.

ALLIS-CHALMERS BUYS - Allis-Chalmers Mfg. Co. (farm equipment), Milwaukee, signs to sponsor NBC Radio's hour-long program of tribute to Prime Minister Sir Winston Churchill Nov. 28, 7-8 p.m. (EST). Agency: Burt S. Gitman, Milwaukee.

At deadline

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Month after month after month...

<table>
<thead>
<tr>
<th>Month</th>
<th>Top 15 One-A-Week Shows</th>
<th>Top 10 Multi-Weekly Shows</th>
</tr>
</thead>
<tbody>
<tr>
<td>April '54</td>
<td>7 out of 15</td>
<td>4 out of 10</td>
</tr>
<tr>
<td>May '54</td>
<td>8 out of 15</td>
<td>6 out of 10</td>
</tr>
<tr>
<td>June '54</td>
<td>9 out of 15</td>
<td>6 out of 10</td>
</tr>
<tr>
<td>July '54</td>
<td>12 out of 15</td>
<td>7 out of 10</td>
</tr>
<tr>
<td>Aug. '54</td>
<td>11 out of 15</td>
<td>7 out of 10</td>
</tr>
<tr>
<td>Sept. '54</td>
<td>11 out of 15</td>
<td>6 out of 10</td>
</tr>
<tr>
<td>Total 6 Mos.</td>
<td>58 out of 90</td>
<td>36 out of 60</td>
</tr>
</tbody>
</table>

*Based on The Atlanta Telepulse, April-September, 1954

It takes more than coverage to get your television message across. It takes viewers, too. In the great Atlanta market, Telepulse tells the story.

For 6 consecutive months WAGA-TV led by nearly 2 to 1 the other two Atlanta stations combined—in top weekly shows and in top multi-weekly shows.

Here is proof aplenty that your television dollar gets more viewers day in and day out, month in and month out, when you use WAGA-TV—Channel 5—CBS-TV in Atlanta. Get the full story from our representatives.

Represented Nationally by the KATZ AGENCY, Inc.

Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22 • Bob Wood, Midwest National Sales Manager, 230 N Michigan Ave., Chicago
Networks, AFTRA in Accord On Pension, Welfare Plan

ALMOST two months of negotiations were at virtual end Friday, following agreement of four television networks and American Federation of Television & Radio Artists on industry-financed pension and welfare plan for tv performers, said to be first of its kind in entertainment talent field.

Pension plan, which covers only tv although radio had also been included in original AFTRA demands, will be highlight of new two-year contract covering network radio and tv, spokespersons for new industry and union confirmed that no other benefits will be written into new contract, terms of which have been substantially agreed upon.

Pension and welfare plan will require employers to contribute 5% of “gross compensation” due each artist, but talent will make no contribution. Assuming $50 million is spent annually for tv talent by advertising agencies and networks, pension and welfare plan would realize about $2.5 million per year.

Overall AFTRA contract, when signed, will cover both tv and radio networks. Pension plan will cover tv networks and their local station operations in New York, Chicago and Los Angeles. AFTRA is reported to have about 10,000 members potentially eligible but it is not known how many will participate. Six trustees—three representing AFTRA and three representing management—will be named to administer plan, which is still subject to ratification by board of directors and membership. It is slated to become effective on or after Nov. 15 this year.

Radio portion of new contract, it was reported, will be “substantially the same” as in old pact, which expired Nov. 15.

NARTB Intensifies Efforts In News Freedom Campaign

DECISION to broaden its efforts for equal access of radio-tv at public hearings was made Friday by NARTB’s Freedom of Information Committee, meeting at Ambassador Hotel, New York.

Committee agreed to (1) take part in American Bar Assn.’s projected conference with radio-tv heads on revision of Canon 35 which bars broadcast data from courtrooms, (2) request personal talks with Senate-House Rules Committees’ chairman on equal access at Congressional committee public hearings, (3) ask Radio-TV News Directors Assn. to designate member to sit in with it at future sessions, and (4) urge broadcaster associations to set up counterpart committees at state level.

WWCO Waterbury, Sold

SALE of WWCO Waterbury, Conn., by co-owners Marcus Koster, William G. Wells and James H. Shoemaker for $75,000 to New England Broadcasting Corp., subject to FCC consent, reported Friday by Mr. Wells. New England is headed by Lawrence Brandon, New York City broker; Morris Bergreen, New York attorney, and Ivan R. Drechsler, Baltimore publishing executive. Sale arranged by Blackburn-Hamilton Co.

KIDS’ RESPONSE

IN LESS than three weeks, contest for youngsters, conducted over WRCRA-TV New York, attracted more than 120,000 entries, station spokesman reported Friday. Response was said to be “remarkable” because contest has been conducted on early-morning Kids Today show, featuring Herb Sheldon (Mon., Fri., 6:45-7 a.m.). Contest, which involved writing letter on “What Thanksgiving Meants to Me,” ended last Friday.

United Front in News Access Urged by RTNDA in Chicago

RECONSTITUTION of its Freedom of Information Committee empowering chairman to represent group in liaison with NARTB, American Bar Assn. and other organizations on censorship fight adopted Friday by Radio-Television News Directors Assn.

Committee report, under Chairman Charles Roeder, WCBM Baltimore, warned that freedom of information is in “tenuous position” and forecasted unified front in fight for equal news access. It cautioned that “warriors for freedom in radio-television must be well armored both for the trying crises and for the outright clash.”

Russ Van Dyke, KNRT Des Moines, elected president for RTNDA in 1955, succeeding James Byron, WBAF Fort Worth. Other officers: Paul White, KFMB San Diego, vice president (program); Harold Baker, WSM-TV Nashville, vice president (radio), and Charles Harrison, WFIL Philadelphia, vice president (television).

In talk prepared for luncheon delivery Saturday, Dr. W. R. G. Baker, vice president of General Electric and general manager of RETMA Electronics Division, said new “electronic tools” (recorders, video tape, portable tv cameras, small transmitters), will help speed flow of information to public. He doubted color tv will affect basic tv coverage any more than color has affected theatre newstands, and felt radio-tv newsmaking “has grown continually more mature.”

Fairmont Tv Control Sold

SALE of 75% interest in ch. 35 WIPB-TV Fairmont, W. Va., by J. Patrick Beacom for $147,000 to Donn Baer announced Friday by Blackburn-Hamilton Co., subject to FCC consent. Mr. Baer is Cincinnati investor public accountant. Mr. Beacom owns WTFF New Martinsville, W. Va., and WBUT Butler, Pa., retains 25% share.

UPCOMING

Nov. 22: Tennessee Assn. of Broadcasters, Pusten Hotel, Chattanooga.

For other upcomings see page 129

PEOPLE

FRANK YAHEMER, formerly with Blow Co. and Young & Rubicam, appointed vice president and account supervisor on Campbell Soup Co. tv, pork and beans account. Mr. Yahemer previously supervised advertising for Procter & Gamble’s Joy and was senior account executive at Y&R on Borden, Bristol-Myers and other accounts.

DUANE M. WEISE, chief engineer, KOMU-TV Columbia, Mo., appointed to similar capacity for WTTW (tv) Chicago, forthcoming educational tv outlet, assuming new duties Dec. 13.

LEONARD H. LEVITT, sales manager, WTNJ Trenton, named sales director on Ted Steele Show on WOR-TV New York.

Shopping Guide Publishers Get Canton Uhf Grant

MORE local live programming, better studios and less concentration of control of mass media of communication are basic reasons cited Friday by FCC Examiner Panney N. Littel in 118-page initial decision recommending grant of ch. 29 at Canton to Tri-Cities Telecasting Inc. Ruling, to establish first local tv service, would deny competitive bids of Brush-Moore Newspapers Inc. (WHBC) and Stark Telecasting Corp. (partial common ownership with WCMW).

Tri-Cities is headed by Norton Frank who with Mrs. Frank owns nearly 28% of applicant. They publish two area “shopping guide” newspapers.

Because of Brush-Moore’s ownership of only local daily papers and control of other papers in area plus WPAY Portsmouth, tv examiner concluded firm must be “greatly disfavored” on mass media issue. She also criticized past operation of WCMW, citing failures to comply with various regulations on keeping logs, timely filing of ownership reports.

KJH Operates Despite Strike

KJH-AM-TV Hollywood was operating normally on radio and about to be normal on tv, station said Friday, despite Thursday strike by IBEW technicians. Supervisory employees replaced striking technicians, stephangers, lighting personnel, prop men and building engineers. IBEW claimed “100% backing” of local AFL Central Labor Council. Stations said other personnel were coming through picket lines. KNXT (tv) not affected, though it leases half of KJH Vine St. building, station spokesmen said.

ABC Hollywood Cutbacks

CUTBACK of ABC Hollywood operation continues [87, Nov. 8] with four more engineers from radio-tv pool discharged last week. Three large studios in network’s Vine St. radio building have been shut down since no ABC participation show presently originates from West Coast. “Many small Vine St. studios are still in use,” according to network.

Vitamin Corp. Buys Blair Group

VITAMIN Corp. of America, Newark, subsidiary of Rexall Drug Co., Los Angeles, signs for John Blair & Co.’s new National Saturation Group plan for one year from Jan. 10, longest deal for which property has been sold. Agency, BBDO, Los Angeles. Sale handled by Carleton Coveney and Ted Johnson of Blair Los Angeles office.

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the week in brief

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BIRD LORE

Few living things have better right to pessimism than the domesticated turkey, not to be confused with a Broadway flop or the Australian bustard. Yet, in sacrificing his carunculated head to man's appetite, the turkey achieves a moment of greatness, with or without cranberry sauce, worthy of the most incorrigible optimist. Sartorially gaudy, with a taste in plumage completely lacking in restraint, the male bird frequently forgets his tame status and struts with the cuss abandon of his wild progenitors.

Centuries before the turkey was discovered by Europeans in 1518, the Pueblo Indians of the Southwest used him, not as food, but to supply feathers for burnt offerings. These were plucked from the live bird and probably made him even wilder. In 1782 Benjamin Franklin urged Congress to use the turkey, unplucked, as a national emblem. Although the eagle clique won out, the turkey, without Franklin sponsorship, achieved doubtful distinction as a succulent symbol of Thanksgiving Day.

Turkey raising is big business in WMT land. The young turkey is a hell of a lot of trouble to raise, but once out of the woods, so to speak, he pays off with cash-type money. The 1954 crop is kind of nervous and won't stand still for accurate counting, but it's around four million, which is a lot of white meat.

WMT and WMT-TV
Mail Address: Cedar Rapids
CBS for Eastern Iowa
National Reps: The Katz Agency
LAUGHS!
STARS!
SONGS!

Something different and exciting every week...

to capture the most responsive audience in TV history! With Cantor alone, the show would be terrific! Add music, girls, dancers, starlets and guest stars like Brian Aherne, Don DeFore, Pat Crowley and many more, and the series is absolutely irresistible! Here indeed is a most magnificent triumph in TV entertainment!

MUSIC...
all special arrangements
by DAVID ROSE
(of "Holiday for Strings" fame)
to make sales sizzle for you!

ZIV's
GLORIOUS NEW TV EXTRAVAGANZA

"THE EDDIE CANTOR COMEDY THEATRE"

HURRY! Capitalize on the Cantor name and fame NOW before your market is closed.
In San Antonio, Texas

KGBS
TV and RADIO
NOW...

KENS
TV and RADIO

EXPRESS-NEWS STATIONS

KENS-TV
CHANNEL 5 100,000 WATTS

KENS-Radio
680 KC. 50,000 WATTS

OWNED BY EXPRESS PUBLISHING CO. SAN ANTONIO, TEXAS
ROBERT MONTGOMERY PRESENTS

WELL, NOW, it seems that the term co-existence is much in the news these days and it might be time to raise the question whether TV and those broad, panoramic classics which have been appearing rather frequently on the nation's tv screens can co-exist.

With Robert Montgomery's two-part telecast of The Hunchback of Notre Dame just completed last week, it might not be amiss to ask whether the 17-in. or 21-in. tv screen is the proper vehicle for presenting the character-packed, action-packed, scene-packed classics of those who wrote in the grand manner (Shakespeare, Fielding, Dickens, Tolstoy, Bennett come to mind).

Victor Hugo's Hunchback of Notre Dame is a huge, rambling story of dozens of characters in the rowdy, teeming, fetid Paris of the Middle Ages. Each character is delineated over dozens of pages and the tone of old Paris is communicated to the reader over dozens of chapters.

How fared Mr. Montgomery in his presentation of this classic? The telecast of the Hugo work was made in two parts, each running one hour and separated from each other by seven days. The essence of medieval Paris was distilled in five scenes (the square in front of Notre Dame, the court of the Provost of Paris, the inn of the beggars, the hovel in which the gypsy dancer and her poet lived, and the belfry home of the bell-ringer).

The characters were projected in short scenes with much of their background amplified by Mr. Montgomery's between-the-acts narration.

Thus, the saga of Quasimodo—which in the novel is fleshed with the myriad details of great writing—seemed episodic and one-dimensional on the picture tube. That may be the limitation inherent in tv. It cannot paint the sweeping canvases of the great classics. The picture tube is not large enough; the time allotted not long enough.

Viewing the Montgomery production as television, however, we would say it was of a very high order. Within the confines of the medium, Mr. Montgomery managed to tell the story of this misshapen bell-ringer with artistry and with some of the great compassion which is the soul of the Hugo book.

Robert Ellenstein was splendid as the hunchback. To one whose picture image of Quasimodo is that of the Chatty Mr. Ellenstein's characterization implied a humanity that overshadowed the physical grotesqueness of the portrayal.

Bramwell Fletcher as Frollo, the archdeacon of Notre Dame, was successful in inducing an element of compassion to serve as a counterpoint to the ugly brutality of the city, the mob and the nobles.

Hurd Hatfield as Gringoire, the poet, grew in his part so that his portrayal of the physically weak but noble in sentiment versifier attained stature.

We were somewhat disappointed in Esmeralda, as played by Celia Lipton. Where was this wan gypsy whose attractions so fatally inflamed her three suitors? Miss Lipton in her characterization seemed more bland than fiery.

The other portrayals must be described as adequate.

Staging, settings and camera work were more than adequate and in some scenes showed inspired creativeness.

There's no question that torture was an accepted form of justice in those days. But, we were somewhat shaken at the showing of the use of the vise on Esmeralda, and for what seemed so long a period.

Undoubtedly, any classic performed on tv is going to have an audience. Just the fact that it is a classic is bound to attract those who feel they must see it. It is good that in those which have been attempted the calibre has been high, regardless of medium shortcomings.

Adapted from Victor Hugo's novel, "The Hunchback of Notre Dame," by Alvin S. Pinckley.

Production costs: Estimated at $40,000 per program

Sponsors: S. C. Johnson & Son through Needham, Louis & Broby (Part I); American Tobacco Co. through BBDO (Part II).

Executive Producer: Robert Montgomery; Production Supervisor: Joseph W. Bailey; Assistant: Hank Coleman; Director: Norman Felton.

Scenery: Syrajala; Make-up: Robert O'Bradovich; Costumes: Jane Burroughs; Casting: Doris Sharp.

Cast: Robert Ellenstein, Hurd Hatfield, Celia Lipton, Mary Sinclair, Scott Forbes, Tom Duggan, Bramwell Fletcher, Fred Worlock, James Milhollin.


THEY STAND ACCUSED

THAT old standby in the realm of unrehearsed courtroom dramas, They Stand Accused, has been dusted off by the DuMont Television Network after a two-years' absence and revived with the acknowledged advantage of a commercial sponsor.

The case aired on the Nov. 11 stanza involved an alienation of affection suit, in which an architect sued a woman, an intimate friend of his estranged wife, for attempting to break up his home.

The uniqueness of this series lies in the fact that viewers are treated to a full-hour courtroom trial during which no scripts are utilized, either by the principals, portrayed by professional actors and actresses, or the attorneys, played by Chicago lawyers. The case is completely ad libbed—the commercials are not.

The revival of Accused has been achieved with only moderate success, due largely to uneven camera work, but that is not to say that the ingredients are not there. Also, in this particular case, the professional actors, notably Lee Phillips as the architect, were too articulate and their testimony too pat to ring true.

Picturewise, the camera work might have been improved with better closeups of the prosecuting and defense attorneys trying their cases before the jury. When properly executed, there is nothing more dramatic and compelling.

On the other hand, it was entirely adequate in closeups of the women in Mr. Lang's life as one after the other took the witness stand.

The commercials, on behalf of Lanolin Plus lipstick, shampoo, skin cleanser and other products, were tastefully delivered throughout the hour.

Production costs: $9,000.

Sponsor: Consolidated Cosmetics Inc. (Lanolin Plus products) through Frank E. Duggan Adv., Chicago.

Network: DuMont Tv—Thurs., 7-8 p.m. CST

Produced by: Leslie Urbach

Associate Producer: Richard Von Albrecht

Directed by: Sheldon Cooper

Written by: William C. Wines

Announcer: Jim Bannon


Origination: Chicago.
BCM-1A AUXILIARY MIXER CONSOLE. For large AM and TV studios. It triples the microphone inputs of the BC-2B—up to 16 microphones can be connected—8 can be used simultaneously. Enables you to "block-build" as required.
T-12B PROFESSIONAL TAPE RECORDER (CONSOLE TYPE). Same as RT-11B and includes all the design features of the rack-mounted unit—but is ideal for use near RCA Consolette or turntables in control rooms or studios where rack space is not available.

BCS-11A MASTER SWITCHING CONSOLETE. For broadcast stations requiring master switching facilities for three channels. Can be used for pre-set master switching—up to 10 program sources.

FREE technical brochures on RCA Broadcast Audio Equipments—from your RCA Broadcast Sales Representative. Ask for the bulletins you desire by the numbers given below:

ITEM NUMBER
BC-4A Audio Control.......................... 8.1112
BC-2B Studio Consolette....................... 8.1100
BCM-1A Auxiliary Mixer Console............... 8.1108
BCS-11A Master Switching Console.......... 8.1116
BQ-1A Turntable............................... 8.1616
BQ-7OF Deluxe, 3-speed Turntable........... 8.1600
RT-11B Professional Tape Recorder for Rack Mounting........ 8.1700
RT-12B Professional Tape Recorder (Console Type).......... 8.1700
BTC-1B Transmitter Control Console........... 23.6256

PIONEER IN AM BROADCASTING FOR OVER 25 YEARS

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

BTC-1B TRANSMITTER CONTROL CONSOLE. Handles all audio mixing and transmitter switching for AM station operation. Add-a-unit design does away with obsolescence enablers you to add control turrets and desk sections as your station grows.

RT-11B PROFESSIONAL TAPE RECORDER FOR RACK MOUNTING. Designed for applications where precision timing and reliability are prime factors. RT-11B provides push-button control, automatic tape lifters, quick starts and stops in 1/10 second, and easy cueing.
over 9,700 programs and spots in the past 22 years... exclusively for Kroger over WMC, Memphis!

That, my time buying friend, is a rather imposing record of a successful campaign—in anybody’s league.

Since 1932, the Kroger Company, through its agency, Ralph H. Jones Co., has run a heavy program and spot schedule in Memphis exclusively over WMC.

It’s an old Southern custom to listen to WMC.

For more than 31 years, this pioneer station of the Mid-South has “keyed” its programs to the needs and wants of its great listening audience. Dick Voorhis or any Branham man will be glad to give you more details.

MEMPHIS

300 KW Simultaneously Duplicating AM Schedule
First TV Station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal
National representatives, The Branham Company
The Houston story you know by now: how it doubles every 10 years, how it's got a million people, how it's far and away the biggest city in the booming South.

What maybe you don’t know is this:
That million has money . . . business is fine . . . the town's still reaching and stretching and sprawling out onto the prairies, buying, buying, buying.

The picture's plain; the facts are famous.

And full in the foreground of the picture is a rootin', tootin', shootin' cat, the mascot of Channel 13, KTRK-TV. He's a sure shot.

Why so sure?—obvious:
The ONLY prime time in Houston's on ABC's newest outlet, KTRK-TV, Channel 13, The Chronicle station. Availabilities are yours fast from BLAIR-TV or KTRK-TV.

* The one thing we're not sure of is how long the availabilities will last. Seems every time a KTRK-TV salesman makes a call, the prospect turns into an advertiser with the word "SURE!" We love the word, but we thought you ought to know.
Get that feeling of Euphoria*
Have your films made in PEORIA
(of all places!)
by
CTI
*eu-pho'ri-a n.
A sense of well-being
—like getting
Top TV Film
Commercials at
Very Low Cost!

Central Telefilms, Inc.

Why Peoria? We planned it that way! We wanted to get away from "big city" overhead—and we did! Here our production costs are significantly lower, so that we can turn out beautifully executed film commercials at definitely lower prices. We offer unusually complete facilities for producing every type of commercial, including expert cameramen, top flight animators, sound and laboratory technicians, modern sound stages and equipment—even mobile units for location shooting.

In addition, we have ready access to outstanding talent—vocal, instrumental and acting. We have the facilities, experience and the creative staff to guarantee high viewer-interest for your commercials—at the lowest cost.

For your next commercials, may we suggest ideas and quote prices?

OPEN MIKE
writers, six producers and ten executives and agents. You're safe. We'll never let that time-space, Hopper machine find you, start clawing up you and your lovely mink coat."

For Jimmy Durante, I could only think of the old Orpheum circuit of the twenties where twice a year he'd be sharing top billing, or maybe the Ziegfield Follies. It was pathetic to see him being cut up into 20-second takes—a great guy watered down to mediocrity. George Gobel seemed more designed for the new medium of television. He's like the rest of us, intimidated by all salesmen, even vending machines.

What I'm trying to say is television somehow has to free itself from the boring similarity of writer-producer patterns, designed to fit the clock and competition.

Saturday night or Sunday afternoon should offer me the choice of the Orpheum, the symphony, a Burton Holmes travelog, a sports event or dancing party or a review of the news with a discussion of world affairs. Enough of one or the other to really entertain me, or make me think. But not all crammed into one pink pill with more vitamins than the system can possibly absorb within a limited time.

I don't pretend to have a solution. But I am interested.

R. L. Smith
Beekman Tower Hotel
New York City

Jubilee's Triumph
EDITOR:
The validity of your highly critical review of Light's Diamond Jubilee in your Oct. 18th issue is questionable when reviewer is not astute enough to recognize sportscar in Air Force bit as Triumph TR2, not Jaguar. Realize my observation comes late but birth problems of our great new station puts normal prompt reading of Broadcasting • Telecasting a little behind.

John P. Brophy, Program Director
KUTV (TV) Salt Lake City, Utah

Tv Bingo
EDITOR:
Found the feature on telephone Bingo quite interesting (B&T, Nov. 15). Telephone Bingo is no newcomer to TV as you can see from the enclosed Video card. Video is a variation of Bingo originated by me early in 1956, when I first produced a program by that name on WHEN (TV) Syracuse, N. Y.

The show was highly successful and enjoyed a two-year run under the sponsorship of P & C Cooperative Family Foods . . .

Ned Ryan
CBS Television
New York

[EDITOR'S NOTE: The Video card's 25 spaces displayed pictures of famous grocery products—Sunset lemons, Blue Goose peas, Libby's peaches, etc.—instead of the customary numbers.]

The Other Side
EDITOR:
Being on the other side of the Pacific, it makes for interesting study to see the trends in radio and television in the U. S. . . . I must commend your publishing house on your issue of the 1954 Broadcasting Yearbook. It was a colossal task handled magnificently. I am looking forward to the Telecasting Yearbook which no doubt is in one of the Adelaide post office's mailbags awaiting its destination.

John Warwick
Adelaide, South Australia

Broadcasting • Telecasting
There is a
DIFFERENCE
between
Radio and Radio

The astute users of radio today operate on a very clear principle. They tap radio's great opportunity . . . talking to people intimately and frequently . . . by the surest and most economical means. They distinguish between run-of-the-mill radio stations and great radio stations.

There can be a tremendous difference between two stations in the same market. A station's programming, management, public service and facilities make it mediocre or good or great.

A great station amasses huge and responsive audiences, because the character of its operation earns the confidence of its community.

The radio stations we represent are great stations in important markets—stations whose character has earned them significant leadership. Their time is not cheap, but the solid values they deliver bring you the full economy of radio.

We are always ready to discuss with you the application of great radio to your sales objectives.

THE HENRY I. CHRISTAL CO., INC.
NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO
Representing Radio Stations Only

WBAL Baltimore (NBC)
   The Hearst Corp.
WBEN Buffalo (CBS)
   Buffalo Evening News
WGAR Cleveland (CBS)
   Peoples Broadcasting Corp.
WJR Detroit (CBS)
   The Goodwill Station, Inc.
WTIC Hartford (NBC)
   Travelers Broadcasting Service Corp.
WDAF Kansas City (NBC)
   Kansas City Star

KFI Los Angeles (NBC)
   Earle C. Anthony Inc.
WHAS Louisville (CBS)
   Louisville Courier-Journal & Times
WTMJ Milwaukee (NBC)
   Milwaukee Journal
WGY Schenectady (NBC)
   General Electric Company
WSYR Syracuse (NBC)
   Herald-Journal & Post-Standard
WTAG Worcester (CBS)
   Worcester Telegram-Gazette
They Stayed with a Winner!

Everybody loves a winner—and WILK is the most consistent winner in "Buy-Conscious" Northeastern Pennsylvania. These smart advertisers know that WILK gives them most for their advertising dollar. By staying with WILK, they're staying with a PROFITABLE schedule!

For three consecutive years, WILK has carried exclusively for the ATLANTIC REFINING COMPANY their Baseball and Football broadcasts in Pennsylvania's 3rd market. They reach the people they want when they want 'em through the selling power of WILK.

Last Spring Nestle's Instant Coffee took a saturation news package on WILK. That campaign was so successful that Nestle's Instant Coffee came back this Fall for another saturation buy including both Newscasts and Weekend Sports Features. They supplement this extensive program with a regular spot schedule . . . and they get RESULTS! These advertisers are staying with the winning team.

Join us—we've got the audience for you—a buying audience that stays with WILK.

CALL or WRITE

AVERY-KNODEL, INC.

• NEW YORK • CHICAGO • LOS ANGELES
• SAN FRANCISCO • ATLANTA • DALLAS

WILKES-BARRE
An ABC Affiliate


ANYONE who watched television's coverage of the Army-McCarthy hearings will want to read this book to compare his own reactions to what went on during those exciting 36 days in the Senate caucus room with those of the author. Editor of the New Republic, Mr. Straight is admittedly opposed to Sen. McCarthy, his philosophy and his actions. He is also, however, a good reporter and a colorful writer and his book is good reading whether or not the reader agrees with the author's conclusions. Robert Osborn's caricatures of the principal participants make pertinent illustrations for the text.


THIS is the second edition of a book which is described by its author, an instructor at RCA Institutes, as "a comprehensive course in television, including color television, for radio servicemen and technicians . . . a suitable text for television courses that follow a course in radio fundamentals." The volume is profusely illustrated with photographs, charts and diagrams.


THIS slender volume, subtitled "How to Create and Produce Effective TV Advertising," seems likely to become the standard text for students in this field. The author, a veteran commercial producer-writer, now vice president in charge of tv commercials for McCann-Erickson, sets forth the basic principles of the art in simple, easy-to-understand language, profusely illustrated by pertinent clips from actual tv commercials. Mr. McNahan's book is required reading for the beginner in video advertising and the experienced practitioner will find it interesting and informative.


In his introduction, Mr. Wade describes his book as "a combination manual, scenic shop companion and 'how-to-do-it' guide . . . for those artists, technicians, inexpert production facilities directors and general studio assistants who . . . are involved in tv staging and faced with the problems of planning and executing sets and accessories." Living up to that theme, the volume is practical and down-to-earth, avoiding generalizations and concentrating on the specific details the man-on-the-job needs to know. The hundreds of illustrations, in keeping with the text, range from overall views of network studios to details of hardware for tv scenery. The author, freelance set designer and tv art consultant, for nearly 10 years was art director of NBC-TV.


THIS is a complete revision of the original work published 14 years ago and reflects the many technological advances that have raised television to a major industry. Special features of this new edition are detailed discussions of color tv and a comprehensive study of industrial tv and other related topics. Special emphasis is placed on the two fundamental elements of the tv system—the camera tube and the kinescope.
Measure of a Great Radio Station

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

Represented nationally by
Henry I. Christal Co., Inc.

New York — Boston — Chicago — Detroit — San Francisco
ALMOST, but not quite, a quarter-century ago, a young Washington, D. C., agency head kept telling himself, "This radio thing is going places." Steeped in newspaper advertising experience, he decided that any client who bought radio deserved the services of a specialist who knew how to pick stations and time, and how to make them pay out in terms of results.

Henry J. Kaufman, at that time a substantial part of the Henry J. Kaufman Adv. personnel, had become radio conscious because the public was buying sets in vast quantities and because he was handling the Capitol Radio Engineering Institute account.

First step toward radio expansion came in 1932 when the young agency operator (26) hired Jeff Alts, with this admonition, "You're radio director. You'll soon know as much about it as anybody else."

The agency ventured into the new medium with a 6-6:15 p.m. participating sports program on WOL Washington.

Soon the agency was deep in regional networking for the Abner Drury Brewery, acquiring Washington, Baltimore and Richmond listeners with whatever could be said on behalf of prohibition beer. Next came Arthur Godfrey, sun-riser on the old WJSV Washington (now WTOP). Arthur started kidding one of the Kaufman clients, Joe Chernier, Ford dealer. "Uncle Joe" rapidly became a Washington byword and the account blossomed into a flossy orchestra-vocalist production.

In the depression-struck early '30s, many agencies were competing fiercely for business and fee practices were on the rugged side. Far-sighted Washington stations were operating with a general rate, and cheerfully paying 15% fees to agencies. This good thing didn't escape agency eyes, and newspaper users found themselves feeling their way into the new medium.

The Kaufman agency has grown with radio. It now has a staff of two-score persons, at least a half-hundred accounts (many of them national) and a multi-million-dollar billing. One radio account alone—the CIO program on 175 ABC stations—is reputed to be close to the million-dollar bracket.

Henry Julian Kaufman is a Washington native (born Dec. 17, 1906). He attended two local colleges, George Washington U. and National U. of Law, plus the Management Institute at Westport, Conn. From 1922 to 1929 he worked in the advertising departments of the old Washington Herald as well as the Times.

In 1929 he served as branch office manager for Dombrow Adv. Agency, performing as a one-man agency. The job convinced him that the best spot for an advertising man was in his own agency, and Henry J. Kaufman Adv. was formed. One room proved quite adequate for the first few months. The agency was reorganized in 1946 as Henry J. Kaufman & Associates, with key executives joining in ownership and management. Its 25th anniversary was celebrated last Sept. 14.

Mr. Kaufman is still a firm believer in radio, particularly daytime and morning schedules. "Radio's resistance to the onslaughts leveled at it by other media," he said. "Some stations are more successful than ever. Daytime and morning radio are as strong as in the past. It has one big advantage over competing media—people, homemakers and bread-winners, can do things while they listen.

"Is radio a dead duck? Anything but! It will continue to be strong as far ahead as anyone can see."

Having grown up businesswise with radio, Mr. Kaufman is alert to the power and potentialities of television. The agency produced what has been called the first Washington tv commercial program, starting on WTTG (TV) about the time that station took the air (Jan. 1, 1947) as the Capital's first video outlet. The program was a fashion-magician production sponsored by Potomac Electric Power Co.

There's one tv problem that has Mr. Kaufman worried—the high cost of time and talent. He finds many large sponsors having trouble adjusting their advertising budgets to the rising expenses. He believes split time, in which spon-
os share a program, has a disadvantage that will make this idea fail of its own weight. This disadvantage is the lack of consistency and persistence, in which exclusive identity is absent.

Mr. Kaufman has been a member of the Steering Committee of the National Advertising Agency Network for a number of years. He is a past vice president of Advertising Federation of America; past president, Washington Ad Club, and member of the Washington Board of Trade and American Public Relations Assn.

A soft-spoken person, he goes about his business quietly and efficiently. His interests include travel, outdoor sports, social service, literature, philosophy and the history and practice of business. His list of social and business affiliations includes Woodmont Country Club, United Community Services board of trustees, ex-director of American Cancer Society and Better Business Bureau. He married the former Irma Ney, also a Washington native, in 1930.

Once a dyed-in-the-wool newspaper addict, Mr. Kaufman has kept abreast with media progress and still holds to his original theory that media buying should be handled by specialists. The theory has merit—outstanding merit—judging by the success of Henry J. Kaufman & Associates.

Broadcasting • Telecasting
Everyone has something he does best...

Behind the stroke of an editor's pencil lies the accumulated knowledge of years spent doing one job particularly well. That's what makes an expert in any field, including ours — specialization in quality representation of quality TV stations, to the exclusion of any other medium. How well we do this is best reflected by the caliber of stations we serve. The reasons that led them to select Harrington, Righter and Parsons may be the same ones you want in your representation.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the only representative devoted only to television

WAAM  Baltimore
WBEN-TV  Buffalo
WFMY-TV  Greensboro
WDAG-TV  Kansas City
WHAS-TV  Louisville
WTMJ-TV  Milwaukee
WMTW  Mt. Washington
the big figures tell the big story

7 OUT OF
For national advertisers, the big story is a national story. And nationwide, NBC-TV consistently delivers bigger audiences than any other television network.

The most recent report of Nielsen Television Index—the accepted yardstick of national audience measurement—shows NBC-TV dominating the top-ten with seven shows:

- MARTHA RAINEY SHOW—51.3 (14,313,000 homes)
- BUICK-BERLE SHOW—49.7 (13,986,000 homes)
- DRAGNET—43.1 (12,184,000 homes)
- GROUCHO MARX—YOU BET YOUR LIFE—42.0 (12,016,000 homes)
- COLGATE COMEDY HOUR—37.9 (10,748,000 homes)
- THIS IS YOUR LIFE—37.8 (9,824,000 homes)
- CAESAR'S HOUR—37.5 (9,025,000 homes)

No NBC Spectaculars fell within this report period. But in September, SATINS AND SPURS (11,300,000 homes) and LADY IN THE DARK (11,347,000 homes) both earned top-ten size audiences.

And that’s not all. The average evening program on NBC-TV is seen in 900,000 MORE homes than the average evening program on the second network. For national advertisers, that’s like getting all the families of both Philadelphia and St. Louis, thrown in as a bonus!

The big story for national advertisers is NBC-TV’s undeniable national audience leadership, another reason why more advertisers use NBC-TV than any other network!

SOURCES: Nielsen Television Index, October Report, 1954. The accuracy of the above data has been verified by the A. C. Nielsen Company.

*Based on Special Nielsen Tabulation covering the entire program.
More people watch KWFT-TV
CHANNEL 6
more hours every day
than any other
TV station!

*CBS & DUMONT TELEVISION NETWORKS

FREDERICK RUSSELL RAYCROFT
on all accounts

IN Frederick Russell Raycroft, appointed Nov. 1 as vice president and director of radio and television for Robert W. Orr & Assoc., New York, is a combination of veteran, pioneer and "developer."

As a veteran, Mr. Raycroft, known throughout the business as Russ, was radio-bred at WGN Chicago, which he joined in 1936 as "sound man" on the old Orphan Annie Show.

In 1947, already experienced as a director and producer of programs with emphasis on musical shows, he joined Dancer-Fitzgerald-Sample in Chicago where he advanced from director of radio commercials to supervisor of radio commercials to television commercials in New York (he made the city-switch in 1949).

At D-F-S, Mr. Raycroft helped develop Falstaff Brewing Corp.'s Baseball Game of the Week on ABC-TV and, with MCA, the latter's TV film property, Rod Cameron and City Detective (also sponsored by Falstaff). In radio, Mr. Raycroft had a hand in the General Mills-sponsored Cal Tiney Show on ABC Radio and worked on General Mills' Lone Ranger radio and TV series. Other TV shows were Beulah (Procter & Gamble) and the Stu Erwin Show (Procter & Gamble) on ABC-TV. For music lovers (he's one himself, having traveled with dance bands in his youth), he produced Music from the Heart of America, Chicago-originated for NBC.

Mr. Raycroft, noting patterns and use of radio have changed and that broadcast media buys are a matter for the individual advertiser's needs, feels (1) "radio is not dead by any standard" and (2) there's too much worry about color—particularly color TV film.

Then there's the personal story about Mr. Raycroft (born in Detroit, June 3, 1914), which started with the loss of his father, Fred Raycroft, an old-time minstrel man and soft shoe dancer, when Russ was 13. There followed a life at "wonderful" Mooseheart, Ill., where he and his mother lived through his high school days, and where he tasted radio at Mooseheart-founded WJJD Chicago.

It extends to service during World War II as a licensed radio operator on a tanker; 10 years lecturing a radio writing course he designed at Northwestern's Medill School of Journalism; marriage to Frances Hart, whose parents were stars of light opera, and a home in South Norwalk, Conn., where the Raycrofts live with their four children: Fredricka, 10; James, 7; Andy, 4, and Danny, 3.

It also includes a workshop (he's rebuilding his house), music for relaxation and boating.
with 2 great area stations

Now advertisers can develop a new, one-two punch to sell the TV-conscious Carolinas as Jefferson Standard opens a second top-power, VHF area operation with transmitter located in Florence, South Carolina.

WBTW will debut as a mature station fortified with WBTV experience, WBTV-trained management and staff, top equipment and facilities, and a ready-made audience of 100,000 set-owning families. Rapid growth is assured because WBTW has the only VHF allocation in a 7.5 mile radius. Its projected 100 uv/m contour embraces an area with 1,000,000 people and effective buying income nearing $1 billion.

Together WBTV and WBTW create a television market comparable to the 8th largest in the nation. Choice time franchises on WBTW are rapidly being taken. For best remaining availabilities contact your nearest office of CBS-Television Spot Sales today.

The Television Services of
JEFFERSON STANDARD LIFE INSURANCE COMPANY
Represented Nationally by CBS TV Spot Sales
Granny Drives
But Won't "Shift"

Saw Grandma Taylor parking her 1924 Franklin out front the other day. Neat as a pin, hub caps gleaming—the whole car is just as shiny as it was the day she bought it 30 years ago.

Then I stopped and looked again—for there, hanging on the spare tire was a sign: "This car NOT for sale."

Asked Granny what was going on. "Joe," she says, "it's this craze for old cars. Everybody wants to buy my Franklin. But it has served for years and it's not for sale at any price."

From where I sit, it's strictly the new cars for me—but Grandma Taylor, and others, are certainly welcome to their "old faithfuls." It's simply a question of preference. Same with a choice of beverages. For instance, I like a temperate glass of beer with supper. You may prefer coffee. Fine! The important thing is that we respect each other's choice—and "ride along smoothly" together.
YOU GET THE *cream* on wdef-tv

WDEF-TV Average on Network Shows over 41.0

U. S. Average on Network Shows under 30.0 except Top Show

WDEF-TV Average on Syndicated Shows 41.6

U. S. Average on Syndicated Shows under 20.0

Based on Nielsen Survey Nov. 1, 1953
Plus RETMA to September 1, 1954

Harold (Hap) Anderson, Manager
Carter M. Parham, President

INTERCONNECTED . . .

NBC · CBS · ABC · Dumont
105,200 WATTS VHF

Contact THE BRANHAM COMPANY

* taken From the NATIONAL TELEPULSE AUGUST 1-7, 1954 TOP FIFTEEN SHOWS

103,021 SETS

CHATTANOOGA

Broadcasting • Telecasting November 22, 1954 • Page 31
America's funniest comedy team stars in 52 hilarious films, in the style that has kept them on top for 15 years!

39 half-hour films, featuring America's No. 1 musical favorite and a famous female guest star vocalist each week.

Over 200 films in this high-rated anthology of comedy, mystery, adventure and drama, featuring Hollywood stars.

Charles Bickford hosts and narrates 39 half-hour thrilling, true life dramas... presented in documentary style.

Fresh, crisp film highlights of top sports events of the previous week, air expressed to you every Monday.

Alan Hale, Jr. and Randy Stuart star in 26 half-hour films of international mystery and intrigue.

Ralph Bellamy stars in 82 exciting films made expressly for TV... realistic, action-packed adventures that every member of the family will enjoy.

78 neatly produced 15 minute dramas, each with a surprise twist ending. Available first run in over 100 markets.

George Raft as a metropolitan police officer in 26 hard-hitting films of drama and mystery. A top rating-getter in leading markets.
no one...anywhere...can match MCA-TV's 12 top-rated film shows!

a show for any product...any market...any budget!

Here they are! 12 top-rated shows on film — proven audience getters! Made especially for TV, they run the gamut from comedy to mystery, adventure and melodrama — All prestige-builders for your product!

These shows are available now, in many leading TV markets. Contact the MCA-TV Office nearest you today!
DON'T "PICK BLIND"
IN SHREVEPORT!

There's no gamble to picking the big Shreveport radio value—it's KWKH, hands down. Latest Hoopers show how much the home folks love us—and Metropolitan Shreveport represents only about 15% of the fans in our total coverage!

Look at KWKH's Hoopers!

Look at KWKH's Sams Area!

KWKH delivers 22.3% more daytime homes than the four other Shreveport stations, combined! KWKH's cost-per-thousand-homes, however, is 46.4% less than that of the second Shreveport station!

KWKH
50,000 Watts • CBS Radio

A Shreveport Times Station
The Brasham Co. Representatives
Henry Clay General Manager
Fred Watkins Commercial Manager
IN THE WIND: GUILD FILMS MAY BUY DUMONT NETWORK

If preliminary discussions, now in progress, lead to something concrete, the present network structure would be dissolved with a film combine taking over. Meanwhile, DuMont and Westinghouse are getting closer in negotiations over WDTV (TV) Pittsburgh. More wheeling and dealing: Storer buys a Miami tv; CBS buys WCAN-TV plant, sells WOKY-TV property to Lou Poller.

ACQUISITION of the DuMont Television Network's productions and its production facilities by Guild Films Co. is under preliminary discussion, B&T learned last week.

If the contemplated arrangement were made, it would be one of the fundamental changes in the four major tv networks and the emergence of a powerful new film combine, embracing both production and exhibition facilities. Guild would sell its filmed programs to national sponsors and exhibit them on the member stations of Vitapix Corp. Last month Guild and Vitapix entered into a cooperative production-distribution agreement [B&T, Oct. 25, Nov. 8].

As a corollary to the discussions with Guild for disposal of its network operations, DuMont reportedly was drawing near a decisive point in its negotiations with Westinghouse Broadcasting Co. over sale of DuMont's WDTV (TV) Pittsburgh. DuMont-Westinghouse conversations have been in intermittent progress for some time. Last week the gap between DuMont's asking price and Westinghouse's offers was said to be narrowing, with the possibility advanced that a sale might be closed at around $10 million. The DuMont-Guild and DuMont-Westinghouse discussions were only two of a whole series of maneuvers among major television interests last week—maneuvers which seemed destined to lead to profound changes in the ownership pattern of U. S. television and in the relative positions of surviving tv networks. Many of these maneuvers were still in the skirmishing stage, but two of them reached conclusion.

* Storer Broadcasting Co. filled its television portfolio by acquiring its seventh station, the maximum ownership allowed by the FCC rules. Storer closed its FCC-approved purchases of Empire Coil's tv properties—vhf WXEL (TV) Cleveland and uhf KPTV (TV) Portland, Ore.—and made a new deal to enter uhf in Miami. Storer through purchase of ch. 23 WFTL-TV Fort Lauderdale and of the CP for ch. 27 WMIE-TV Miami. A total of about $9 million was involved. (See story page 36.)

* Confirming reports first published in B&T Nov. 8, CBS bought the physical plant of WCAN-TV, its present uhf affiliate in Milwaukkee, and sold to WCAN-TV's owners, Lou Poller and associates, the physical plant of uhf WOKY-TV for a net consideration of about $300,000. CBS bought WOKY-TV a month ago and, assuming FCC approval, will operate it on ch. 19 from the present WCAN-TV plant. Mr. Poller will operate WCAN-TV—probably as an independent—from the present WOKY-TV facilities. (See story page 37.)

Although only the Storer and CBS-Milwaukee deals got to the closing or contract signing stages last week, others—of even more significance to the television industry, its advertisers and its agencies—were known to be under consideration.

In terms of station ownership and network structures, television was passing from its immediate post-freeze period of claim-staking to an evolutionary period in which original claims will be bought and sold in a struggle for dominance among networks and other multiple-station owners.

In Pittsburgh last week, more clearly than in any other major U. S. city, were observable the vestiges of the claim-staking period and the portents of the period of claim-trading. Pittsburgh has one operating vhf station, DuMont's lucrative, pre-freeze WDTV. Two other vhf's are allocated there, but both have been tied up in competitive hearings.

If Westinghouse were to buy the ch. 2 WDTV, Pittsburgh would emerge almost overnight from the claim-staking period into the period of economic struggle among the giants. A Westinghouse acquisition of ch. 2 in Pittsburgh would remove Westinghouse from the current competition for Pittsburgh ch. 11. A merger of the two remaining applicants, WWSW and WJAS, would follow immediately, with a quick FCC grant to the merged organization considered inevitable. It is known that a tentative arrangement between WWSW and WJAS has already been reached. Under it, WWSW would have operating control of the vhf facility.

A merger with the attendant probability of an early grant of ch. 11 might precipitate a merger among the five applicants now seeking the third Pittsburgh vhf, ch. 4, it is believed, or, lacking merger of the five, some other solution which would eliminate one or more of them and leave a coalition group to obtain a speeded grant.

Thus the three Pittsburgh vhf allocations would be occupied, one affiliation for each major network—assuming DuMont makes a deal with Guild and CBS decides not to buy in the Pittsburgh area. It is in the ultimate distribution of network affiliations and/or ownerships in Pittsburgh that the struggle for power will be most evident.

It is believed that Westinghouse has virtually assured itself of an NBC-TV affiliation in Pittsburgh, whether it buys a station or obtains one by grant. In return for that assurance, Westinghouse and NBC are practically sold out in all choice time periods, it can reasonably be expected that any new business benefits from a dissolution of DuMont could only supplant present billings with little variation in overall totals.

WHERE WOULD DUMONT'S BILLINGS GO?

<table>
<thead>
<tr>
<th>Network</th>
<th>CBS</th>
<th>ABC</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDTV</td>
<td>$102,928,404</td>
<td>31,535,105</td>
</tr>
<tr>
<td>WOKY</td>
<td>$88,208,365</td>
<td>88,208,365</td>
</tr>
<tr>
<td>Total</td>
<td>$222,671,774</td>
<td>119,835,265</td>
</tr>
</tbody>
</table>
proceeds with that purchase, the grantees of ch. 4 and ch. 11 in Pittsburgh will be competing for an ABC-TV affiliation. One will lose.

Plainly, the economic squeeze is on in Pittsburgh. But it is also on all over the United States. The DuMont-Guild Films discussions of last week were a result of it. That the DuMont-Guild discussions were under way was reluctantly admitted by several sources close to them. A high DuMont official conceded that "preliminary" talks had been held, but he said that DuMont intended to stay in the network business.

It was known that the proposal for Guild acquisition of DuMont productions and studio facilities first was explored last Tuesday at a New York luncheon attended by representatives of both sides. This was followed by a dinner meeting Thursday, attended by Ted Bergmann, director of the DuMont network; Reub Kaufman, president of Guild Films, and Kenyon Brown, WABD-TV Wichita Falls, Tex., president of Vidapix Corp.; a financial expert of Allen B. DuMont Labs whose identity could not be learned, and at least one other.

If DuMont were to sell its network productions to Guild and its Pittsburgh station to Westinghouse, it would retain ownership of WABD (TV) New York and WTTG (TV) Washington, its other broadcast properties. Both would become members of Vidapix and hence would become eligible to participate in the Guild-Vidapix plan.

Under that plan, which was approved last Oct. 30 by Vidapix stockholders, Guild handles production, sales, distribution, traffic and service functions; Vidapix handles station relations and time clearance.

The expanded operation that would result from acquisition by Guild of DuMont properties would not, in the legal sense, constitute a film network. As a practical matter, however, the organization would be in a business similar to networking without interconnection.

Guild Films was organized two years ago. Recently it became a publicly-owned stock company.

Vidapix was formed in October 1951 by tv stations as a cooperative means of obtaining film programs. Its member stations now number more than 40, including some of the major properties in the country.

The DuMont-Guild discussions last week followed a fruitless conclusion of earlier discussions concerning a possible deal between DuMont and ABC [B*TV, Nov. 8].

In the discussions with ABC, DuMont was understood to have taken the position that at worst it was considering a suspension of network operations, in the hope that conditions would eventually become more favorable to the existence of four networks and that DuMont could then reopen for business.

That DuMont was still reluctant to abandon networking altogether was evident last week as the Guild talks took up where those with ABC had founded.

Of the three other networks, ABC stands to gain the most from a DuMont suspension or dissolution. In the view of competent observers, the elimination of DuMont would relieve ABC of many station clearance problems which on occasion have made sales difficult and would put the network in a more advantageous position to compete with CBS-TV and NBC-TV.

At present, DuMont and ABC block each other off in many station clearance situations. With one of them out of the way, the other would be able to work out much more impressive station lineups.

The relative ability of the four networks to clear stations was summarized last May by DuMont's Mr. Bergmann when he testified before the Senate Communications Subcommittee in single or dual station markets.

At the same hearing, Dr. Allen B. DuMont, president of DuMont Labs, offered three plans designed to equalize the position of the four networks. While differing widely in detail, the three plans had the common objective of creating comparable distribution of uhf affiliations among the networks.

In his testimony, Dr. DuMont said that the continued existence of more than two networks hinged upon the success of uhf.

STORER'S SEVENTH

HARD on the heels of the $12 million closing of its purchases of Empire Coil Co. and its two tv stations and of WWJ Cleveland, and the sale of its San Antonio radio tv properties, Storer Broadcasting Co. is now known to have acquired its second uhf television station—in Miami, Fla. This would give Storer the maximum of five vhf and two uhf tv outlets permitted under one ownership by the FCC.

Purchase of WMIE-TV Inc., which holds a construction permit for ch. 27 in Miami, and the assets of WFTL-TV Fort Lauderdale, operating on ch. 23 there, was announced jointly by George B. Storer, chairman of Storer Broadcasting Co.; E. D. Rivers Sr., WMIE-TV Inc. owner and former governor of Georgia, and R. H. Gore, chairman of Gore Publishing Co. (Fort Lauderdale Daily News) and 79% owner of WFTL-TV.

Storer is paying $35,410 for WMIE-TV's permit. This is understood to repay Gov. Rivers his "out of pocket" expenses. Storer is paying $390,000 for the WFTL-TV assets. Both transactions are subject to FCC approval.

The plan calls for Storer to locate WMIE-TV's antenna on the Miami tv antenna "farm," north of the city, using WFTL-TV's ch. 23 instead of WMIE-TV's present ch. 27. Owners of WFTL-TV will then surrender their permit, it was understood. Noran E. Kersta, executive vice president and general manager of WFTL-TV and former NBC tv executive, will continue to operate the Storer-owned, Miami station, it was reported. Mr. Kersta is a 21% owner of WFTL-TV.

WFTL-TV began operating May 5, 1953. It is affiliated with NBC and is represented by Weed Television. Last month, Mr. Kersta announced a $500,000 expansion program, calling for erection of a 1,000-ft. tower, increase of power to 250 kw by the end of this year, antenna adjustment for color tv, and a future increase in power to 1,000 kw [B*TV, Oct. 4].

Last month, the FCC proposed to substitute ch. 39 for ch. 27 in Miami [B*TV, Oct. 25]. This was done at the request of WFTL-TV in order to permit it to move its ch. 23 transmitter to the Miami antenna farm. The Storer purchase of both of the stations involved in the rufling making proceeding passes a recommendation that ch. 39 be assigned to Fort Lauderdale instead of to Miami, it was understood.

The joint announcement Thursday spoke of the two-way transaction as "in effect" a merger of WMIE-TV and WFTL-TV. It also said an order for a 50 kw RCA transmitter was being placed, contingent on FCC approval of the purchases. Mr. Storer said that an increase of transmitter power from the present 20 kw to 276 kw before Christmas was planned. Million watt power and 1,000-ft. antenna were planned as the next step, he said.

Storer owns WGBS-AM-FM Miami, affiliated with CBS. It is a situation which will probably be given the WGBS-TV call. It was the FCC's refusal to accept WGBS's application for ch. 7 in Miami—on the ground that Storer already had the limit of five tv stations—that triggered Storer's appeal to the U. S. Court.

The Lion's Share of DuMont's Network Business

Clefts and Pharmaceuticals Inc.—Rocky King Detective (Sun., 9-9:30 p.m.)

Serutan—Life Begins at 80 (Sun., 9:30-10 p.m.)

Miles Labs—Morgan Beatty and the News (Mon. thru Fri., 7-15-7:30 p.m.)

Admiral Corp.—Life Is Worth Living (Tues., 8-8:30 p.m.)

H. J. Heinz Co.—Studio 57 (Tues., 8:30-9 p.m.)

Walter H. Johnson & Co. (candy) — Capt. Video (Thurs., 7-7:15 p.m.)

Consolidated Cosmetics Inc.—They Stand Accused (Thurs., 8-9 p.m.)

DuMont Labs—What's the Story? (Thurs., 9-9:30 p.m.)

Pharmaceuticals Inc.—The Stranger (Fri., 9-9:30 p.m.)

P. Lorillard and Lenthrie—Chance of a Lifetime (Fri., 10-10:30 p.m.)

in its investigation of uhf [B*TV, May 24].

At that time, Mr. Bergmann said, NBC was clearing 82 of the top 100 markets, using 20 uhfs of which 15 were in single or dual station markets. CBS-TV was clearing 76 markets, using 20 uhfs of which 14 were in single or dual station markets. ABC-TV was clearing 51, using 31 uhfs of which 17 were in single or dual station markets. DuMont was clearing 39, using 23 uhfs of which 12 were
of Appeals in Washington against the Commission's right to set a specified maximum station ownership in its multiple ownership rules. The case was argued several weeks ago [B+T, Nov. 8].

Earlier last week, Storer consummated its purchase of Empire Co., Inc., owner of Ch. 8 WXLN (TV) Cleveland and Ch. 27 KPTV (TV) Portland, Ore., for $8.5 million [B+T, Nov. 1], and of WJW-AM-FM Cleveland from William O'Neill for $330,000 less quick net assets, and the sale of its KGBS-AM-TV (now KENS-AM-TV) San Antonio to the Huntress-San Antonio Express interests for $3.5 million [B+T, Nov. 15].

The closings took place in Cleveland and involved payment of $8,611,279 in cashier's check to Herbert Mayer and wife, owners of Empire Co., Inc., plus the extinguishment of a $713,964 obligation Empire Co. owed the Bankers Trust Co. Payment to Mr. O'Neill was in the form of $361,255 in cash in cashier's check plus two notes in the amount of $25,000 each, bearing no interest, one of which expires in one year, the other in two years. The sale of Storer's assets is subject to provisions written into the agreement to protect the former owner of KTSU-AM-FM was consummated with a $3,185,399 cashier's check with a $500,000 balance to be paid off in seven years, at 6 1/2%.

George R. Storer Jr., vice president in charge of finance, represented Storer Broadcasting Co. at the closings. He was accompanied by John E. McCoy, company secretary, and Paul A. O'Bryan, of Dow, Lohnes & Albertson, Storer's Washington attorneys.

In addition to the Miami, Cleveland and Portland stations, Storer now owns WJK-AM-FM-TV Detroit, WSIP-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBC-S-AM-FM-TV Birmingham and WWVA-AM-FM Wheeling, W. Va.

COLUMBIA'S FIRST U
THE MILWAUKEE-CBS picture clarified this week with the filing of an application by the network for FCC approval of the $335,000 purchase of ch. 19 WOKY-TV Milwaukee from its present owners, Bartell Broadcasters Inc. [B+T, Oct. 25].

The application followed an agreement with Lou Poller and associates, owners of Ch. 25 WCAN-TV Milwaukee, the present CBS affiliate there, to exchange facilities. CBS will pay $786,000 for WCAN-TV's Schroeder Hotel rooftop tower, antenna and transmitter equipment, plus its Town Hotel studios, and will take over the WCAN-TV lease for a new studio building to be completed Dec. 10. In exchange, Mr. Poller's group will pay CBS $286,000 for WOKY-TV's facilities. This is a net price of $500,000 [B+T, Nov. 8]. However, both stations will retain their present channels. Blackburn-Hamilton handled the transaction between WCAN-TV and CBS.

For every month before April 22 that CBS disaffiliates, the network will pay Mr. Poller $30,000, the agreement provided. WCAN-TV's affiliation with CBS runs out April 22, following the normal six-month cancellation notice.

WCAN-TV, operating with 234 kw, began Sept. 5, 1953. It is a 6 1/2/3% owned by Mr. Poller, 33 1/3% by Cy Blumenthal and 5% by Alex Rosenthal. Last week Mr. Poller received FCC approval for the $187,500 sale of his WPWA Chester, Pa. (1590 kw with 1 kw to Eastern Broadcasting Co., a subsidiary of Delaware River Ferry Co., which operates the Chester-Bridgeport, N. J., ferry [B+T, Oct. 25]. Major stockholder of the Ferry company is Louis Kapelski.

Mr. Poller and his associates also own WCAN Milwaukee (1250 kw with 5 kw), and daytimer WARL Arlington, Va. (Washington, D.C., area), which broadcasts on 780 kc with 1 kw.

WOKY-TV operates with 20 kw from the WEMP-FM Milwaukee tower. It began in October 1953. It is owned by Gerald A. Lee and David Bartell, who also own WOKY Milwaukee (which is not involved in the transactions), WMV (TV) Madison and WAPL Amiteon, both Wisconsin.

Most recent balance sheet showed that Bartell Broadcasters Inc. had total assets of $429,769 and liabilities of $329,735.

The cost of the physical changeover of WOKY-TV to the CBS television facilities was estimated by CBS to be about $379,350. It was announced that the new manager of CBS-owned WOKY-TV, when approved by the FCC, will be Edmund C. Bunker, general sales manager of CBS-owned KNXT (TV) Los Angeles.

It is understood that WCAN-TV will continue to use the Schroeder Hotel tower for its antenna.

Purchase of the uhf WOKY-TV was CBS's first move in the direction of additional stations under the FCC's new multiple ownership provisions permitting the ownership of up to five uhf stations and two uhf stations. CBS recently disposed of its minority interests in WTOP-TV Washington to majority owner The Washington Post Co. (Washington Post & Times-Herald), and in WCCO-TV to Cowles Publishing Co. (Minneapolis Star and Tribune). It also has been reported negotiating for the purchase of ch. 9 WSTV-TV Steubenville, Ohio, covering the Pittsburgh market [B+T, Oct. 25 et seq.]. CBS now owns WCB-TV New York, WBBM-TV Chicago and KNXT (TV) Los Angeles.

AAAA EASTERN MEET TO SPOTLIGHT COLOR

Both CBS and NBC will give color tv presentations, including a color kinescope. Three-day meeting opens today in New York.

PRESENTATIONS on color television — including the showing of a color kinescope — will be among highlights of the eastern annual conference of the American Assn. of Advertising Agencies which opens a three-day meet- ing at New York's Hotel Roosevelt today (Monday).

NBC-TV will present this afternoon the first large-scale showing of a color television kinescope, according to a network spokesman. In another session, Barry Wood, executive producer in charge of color television at NBC, will direct a "live" demonstration of the production elements involved in creation of a color tv program, and WABC-TV will present, also this afternoon, a special color tv closed-circuit demonstration consisting of a sequence on color television commercials and a specially prepared color film, "A Visit to CBS Color Television."

The conference agenda also includes a radio tv panel today featuring Edgar Kohak, station owner, business consultant and Advertising Research Foundation president, who is slated to speak on "Radio: Very Much Alive in '55;" Rodney Erickson, vice president in charge of radio-tv account planning, Young & Rubicam, on "Around the Work with Script and Stop-watch," and Walter Thomas Co., on "1955 Talent Union Problems and Predictions."

Participants in a meeting on media Tuesday afternoon will include Adrian Murphy, president of CBS Radio, and Ted Bergmann, managing director of the DuMont TV Network, as representatives of radio and television, respectively [B+T, Nov. 8].

Theme at the marketing session will be "The Role of Advertising Agencies in Today's Marketing Problems," Sidney W. Dean, vice chairman of McCann-Erickson's advisory committee on manpower, and chairman of the marketing session of AAAA, reported Friday. In his announcement, Mr. Dean asserted that agencies must become full partners in client marketing problems, and pointed out that:

"Marketing today has two jobs. They are to get the goods to the consumer and get the consumer to want the goods. Advertising agencies who have concentrated on only the second of these jobs must be prepared to raise their sights and to become full partners in client marketing problems. Mass communications applied to promotion represents the easiest way to lower selling costs. Today, advertising agencies are the principal available counsel for keeping mass selling in step with the technology of production."

ADVERTISERS & AGENCIES

Ben Duffy's 35th

MORE than 1,000 BBDO employees helped celebrate President Ben Duffy's 35th anniversary with the agency by presenting him with a 15-foot scroll designed by all BBDO employees depicting Mr. Duffy at the beginning of his advertising career as an office boy on Nov. 1, 1919. The scroll was presented to Mr. Duffy by a junior BBDO employee disguised in Western Union attire. At the same time the agency's executive vice presidents, Charles H. Brower, J. Davis Danforth and Fred Manchesky, broke into a song to the tune of "Oh, What a Beautiful Morning."

Mortimer of General Foods
Lauds Role of Advertising

THE IMPORTANCE of advertising in helping to bring about the revolutions in the kitchen and on the farm which, through modern food processing and distribution methods, have freed the American housewife of much of the drudgery in feeding her family, was stressed Thursday by Charles G. Mortimer, president of General Foods Corp., in an address before the National Press Club of Washington.

"Too often these days the validity of expenditures for advertising as part of food distribution is questioned," Mr. Mortimer said. "Those who raise this question lose sight of
the fact that advertising, which is an economical form of selling, is needed to bring product and market together—especially in these times of self-service food stores.

"Technologists may perfect the product and the public may be subconsciously ready for it, but without advertising to create appetites and stimulate the conscious demand, the rapid growth of new products, with its accompanying benefits to farmers, processors, and consumers, would not take place."

$17.9 Million Budget

Asked about his company's use of advertising media, Mr. Mortimer replied that despite what one might think, "tv and radio are a lesser part of our budget than newspapers and magazines."

General Foods is nonetheless a heavy user of the broadcast media and in 1953 spent $6.8 million for radio network time and $11.1 million for tv network time, according to Publishers Information Bureau data. This total of $17.9 million for radio-tv does not include the company's expenditures for spot radio and tv during 1953.

PIB records the 1953 GF magazine advertising expenditures as $8.1 million and the ANPA Bureau of Advertising lists the company as spending $8.6 million for newspaper space—making a print total more than $1 million below the sum GF spent for time on the broadcast networks. The national newspaper figure, however, does not include the large volume of cooperative advertising for General Foods products placed at local rates by food retailers.

Marlboro Account to Burnett

PHILIP MORRIS & Co., New York, last week named Leo Burnett Co., Chicago, to handle its Marlboro cigarettes, with an estimated advertising budget of $1.5 million effective immediately.

The account will be serviced by the agency's Chicago office but the New York and Hollywood offices will supplement primarily in tv production.

Marlboro currently is being introduced as a popular-priced, filtered, long cigarette in four regions of the United States: Dallas-Fort Worth, Tex., Providence, R. I., Rochester, N. Y., and Minneapolis.

The cigarette account has been serviced by Cecil & Presbrey, which closes its doors on Dec. 31.

Arnold Cohan to Head N.Y. Office of MM&N

MUMM, Mullay & Nichols, Columbus, Ohio, effective Jan. 1, will open a New York office to be headed by Arnold Cohan, president of the Arnold Cohan Corp., New York agency, Michael H. Sloman, president of MM&N agency, announced last week. The Cohan company will cease functioning as an advertising agency Dec. 31 but will continue to operate in packaged television and radio and allied broadcasting activities.

Mr. Cohan has been elected vice president and a member of the board of Mumm, Mullay & Nichols. He will be in charge of all television and radio for the agency in New York.

Mr. Cohan will continue to service the Gerald O. Kaye Assoc. account at the MM&N agency. Kaye Assoc. is the co-sponsor of Starline on ABC-TV.

Schaefer, American Tobacco Buy Dodgers Radio-tv in '55

F. & M. SCHAFFER BREWING CO. (Schaefer beer) and the American Tobacco Co. (Lucky Strike) again will share radio-tv sponsorship of the Brooklyn Dodgers baseball schedule for 1955, it was announced last week.

WOR-TV New York will telecast the games for the sixth full season, according to Gordon Gray, general manager of the station. It was understood that WOR-TV this year will receive $175,000 for the games.

In radio, WMGM New York again will broadcast the games, Arthur M. Tolchin, the station's director said, with the sponsors sharing commercial time equally. Mr. Tolchin also said renewals for Warm-up Time and Sports Extra, which are programmed on WMGM before and after each game, respectively, are running ahead of the past year with a "complete sellout" near.

IBC Decision Could Alter All Sports Radio-tv—Barnes

DECISION in the pending International Boxing Club case, argued before the U. S. Supreme Court last fortnight, may be of great importance to the radio-tv industry, Judge Stanley N. Barnes, Assistant U. S. Attorney General in charge of Anti-Trust Division, stated in KNXT (TV) Hollywood newsreel interview last week.

Following an address to the Los Angeles Bar Assn., Judge Barnes made the newsreel recording, stating: "If the Supreme Court reverses the position it took in the original baseball ruling (that baseball is a sport, not a business), the Anti-Trust Division will be extremely interested in present arrangements for broadcasting and telecasting baseball, football, wrestling and boxing."

He pointed out that the question of whether other sports fall within the exemption from anti-trust laws previously granted baseball constitutes a problem in Sherman Law enforcement. "The original baseball decision was granted many years ago, before broadcasting and telecasting of sports events," he said.

"Today, in certain sports, revenue received from

Alcoa Renews 'See It Now', Reiterates Program Policy

ALUMINUM Co. of America, New York, renewed See It Now Tuesdays on CBS-TV, effective Nov. 23. Alcoa has underwritten the program since its inception in December 1951. "At no time during the course of the program has Alcoa had any control over the subject matter to be presented on the program, nor the treatment of that material," the company said in announcing renewal. "Neither do any of the subjects presented by Mr. Murrow, or the treatment accorded the subjects by him necessarily reflect Alcoa's opinions. Alcoa's only participation in the preparation of any See It Now program has been to produce the commercial messages. . . ."

Fuller, Smith & Ross, New York, is the Alcoa agency.

Tv Sold Via Tv

WHAT was said to be the first public telecast of an advertising agency's recommendations to its client for the next six months' advertising plans, including the submission of two 15-minute films titled Fame complete with commercials, was made last Tuesday. The agency was BBDO, which submitted its presentation to the National Gypsum Co. in Buffalo through WBUF-TV, a uhf station on ch. 17 in Buffalo but which does not normally telescast during the day.

Program went on the air at 11 a.m. and the studio telecast was available to any of the television homes in the Buffalo area which might have tuned to ch. 17 at the time.

Melvin Baker, board chairman of the National Gypsum Co., and the management group including J. D. Elgin, director of advertising and sales promotion, witnessed the presentation in the director room at the company's Buffalo headquarters. The company approved of the Fame series, which will be shown under National Gypsum sponsorship in 19 retail markets beginning in February.

TESTING to see how their products will look on color tv is done via closed-circuit at WTMJ-TV Milwaukee by these representatives of Swift & Co. and McCann-Erickson Inc., both Chicago. L to r: Harold Rorke, M-E account executive; Neale V. Bakke, sales manager, WTMJ-AM-TV; Margaret Raffles, M-E director of home economics; Martha Logan, Swift & Co., and Lois Mark, M-E radio-tv dept.
broadcasting and telecasting often exceeds actual gate.

Mr. Weintraub, a veteran of the broadcasting and telecasting world, has been a key figure in the industry for many years. He has also been active in the advertising industry, serving in various capacities.

Arthur Cobb, founder of DCS&S, died at 64 after a long illness. Cobb was a pioneer in the television industry, founding the company that would become DCS&S. His contributions to the industry were significant, and he will be remembered fondly.

Toigo Named Exec. V.P., Will Head Blow Planning

JOHN TOIGO, vice president, has been appointed executive vice president of the Bow Co., responsible for all creative work. F. Kenneth Beirn, president, announced last week.

Mr. Toigo will head a new plant group to consist of all copy groups and department heads on the creative side, working with account representatives for preparation of all plans and campaigns of the agency, which will be known as Bow-Beirn-Toigo. Robert Bragarnich, vice president, has been appointed a senior vice president of the agency, Mr. Beirn also announced.

Keck to NL&B; Shaw succeeds

JOHN (SCOTTY) KECK, vice president and radio-tv director of Henri, Hurst & Mendenhall, has been appointed successor to Mr. Keck, who had been with the agency since January 1950. Mr. Shaw has been with the agency for five years.

LATEST RATINGS

TRENDEX

Nov. 1-7

1. Jackie Gleason (CBS-TV) 40.3
2. You Bet Your Life (NBC-TV) 36.1
3. Medici (NBC-TV) 35.5
4. Dragnet (NBC-TV) 34.8
5. Exit & Return (CBS-TV) 34.2
6. I've Got a Secret (CBS-TV) 32.4
7. Beat the Clock (CBS) 30.6
8. Disneyland (ABC-TV) 30.3
9. What's My Line (CBS-TV) 30.2
10. This Is Your Life (NBC-TV) 30.2

NOTE: SPECIAL EVENT, Eisenhower-Nixon, Mon., Nov. 1, 9-9:30 P.M. Ratings: 29.0

NIELSEN

Two Weeks Ending Oct. 9 (Radio)

Rank Program

Evening, Once-A-Week

Average for All Programs

1. People Are Funny (NBC) 2,775
2. The Lux Radio Theater (NBC) 2,705
3. Amos 'N Andy (CBS) 2,566
4. Dragnet (NBC) 2,422
5. People Are Funny (CBS) 2,379
6. Gunsmoke (MON.) (CBS) 2,237
7. Jack Benny Show (CBS) 2,186
8. You Bet Your Life (NBC) 2,066
9. Bergen & McCarthy (CBS) 2,006
10. Our Miss Brooks (2000) (CBS) 1,959

Evening, Multi-Weekly

Average for All Programs

1. One Man's Family (NBC) 2,126
2. Amos 'N Andy (CBS) 1,743
3. News of the World (NBC) 1,493

Weekend

Average for All Programs

1. World Series (MBS) 3,000
2. This Is Nora Droke (B. Myers) (CBS) 2,286
3. Steele Dallas (TNT) (NBC) 2,023
4. Mo Perkin (CBS) 2,023
5. Road of Life (CBS) 2,023
6. Helen Trent (Amer. Home) (CBS) 2,192
7. Younger Wifler Boys (NBC) 2,163
8. Our Gal, Sunday (Amer. Home) (CBS) 2,146
9. Steele Dallas (Sterling) (NBC) 2,146
10. Guiding Light (CBS) 2,146

Day, Sunday

Average for All Programs

1. Love Scene (CBS) 1,073
2. Sunday Gatherings (CBS) 1,026
3. Gables Minstrel Show (Gen. Foods) 933

Day, Saturday

Average for All Programs

1. World Series (MBS) 2,000
2. World Series Roundup (MBS) 1,866
3. City Hospital (CBS) 1,603

Sat. Viewing Highest

SATURDAY leads the rest of the week in daily tv viewing potential, according to a survey made by Nielsen Television Index for July and August. The study showed that average U. S. tv viewing was 3 hours and 37 minutes of television fare per day on weekdays, 3 hours and 29 minutes on Sunday and 4 hours on Saturday.

The NTI rating report for the new season reveals that the average evening tv show is reaching a half million homes this fall than last. The report states that a once-a-week evening show is seen in some 5,638,000 homes as compared to 5,100,000 for the same period last year.

Reticence to Buy Color Sets

Indicated in L. A. Tele-Census

WHILE nearly 30% of respondents in the 12th semi-annual Tele-Census survey indicated that they had a stronger desire for a color tv set in their homes than last year, another 60% stated that they were not interested in purchasing color video. Survey is conducted by Los Angeles educator Hal Eby as an impartial study of tv's impact on living habits.

However, in another question on why they would rather have tv today than a year ago, 27.5% gave "more color programs" as an answer while another 20.6% stated "color is more enjoyable."

A series of questions on subscription tv indicated nearly 60% would pay $1 a program for first quality movies on their sets. Though the novelty of video has worn off, a majority of 42.8% nevertheless found programs more interesting than previously, 13% less interesting and 37.2% the same as when the set was purchased.

Tea Council Promotes Two

APPOINTMENT of Gerald L. Brant, promotion director of the Tea Council of the U.S.A., to the newly-created position of assistant executive director of the organization was announced last week by Anthony Hyde, executive director. Mr. Hyde also announced that John M. Anderson, assistant director of promotion for the Tea Council, has been promoted to the post vacated by Mr. Brant.
Election Survey Shows Radio's Drawing Power

HIGH AUDIENCE appeal of radio in covering news events is pointed up in a survey conducted for WNYC New York by The Pulse Inc. on the listening and viewing habits of adults in the New York metropolitan area on election night. The study, conducted among 1,000 New Yorkers on Nov. 3 (the day after elections), shows that 5,681,750 people used radio to keep pace with the election returns, according to The Pulse. A breakdown provided by The Pulse disclosed that 18.7% heard returns on radio only; 27.6% viewed results on tv only; 36.9% did a combination of listening and viewing, and a total of 35.6% of all adults listened to the returns on radio during the course of the evening.

According to WOR, the study showed that among those who listened to the returns on radio, WOR was "the favorite station."

Oil Companies Buy Opera

TEXAS Co. and McColl-Frontenac Oil Co. have signed to sponsor Saturday afternoon broadcasts of the Metropolitan Opera, starting Dec. 4. ABC Radio will carry the broadcasts in the U. S. for Texas Co., while in Canada the programs will be heard via CBC.

FACTQuo! Network Report Lists Food Advertisers First

FOOD and food products companies led all other categories of advertisers in sponsoring radio and television network programs during October, according to the current issue of The FACTQuo! published by Executive Radio-TV Service, Larchmont, N. Y.

In television, The FACTQuo! showed that a total of 33 food and food products advertisers had regularly-scheduled network programs, followed by home furnishings and product advertisers, 28 sponsors, and automobiles and accessories firms, 18 sponsors.

Food and food products firms led among network radio sponsors with a total of 25, according to The FACTQuo!. In second place was religious groups with 13 sponsors, followed by drug and drug product companies, 12.

A breakdown provided in the current issue of The FACTQuo! shows that in October 1954 there were 183 sponsors of network television shows and 119 sponsors of network radio programs.

Cough Drops on Radio-Tv

AN EXTENSIVE radio-tv campaign is being used by Maryland Pharmaceutical Co. to introduce a new product, Rem Cough Drops. Most of the radio-tv will be directed into network except for one independent station—WITH Baltimore. The product is being marketed through the Reson Sales Corp., handled by the Nyburg Advertising Agency of Balti- more. Maryland Pharmaceutical has used radio for many years for its products, Rem and Rel.

Nielsen Adds Subscribers

ADDITION of station and advertiser subscribers to its local area radio-tv audience measurement reports was announced Tuesday by A. C. Nielsen Co., Chicago. Stations purchasing Nielsen Station Index service are WCAU-AM-TV and KYW Philadelphia; KFI, KABC-TV, KCOP (TV), KLAC, KMPC and KNX Los Angeles; WBBM Chicago; KMOX St. Louis, and KOMO-AM-TV Seattle. Procter & Gamble and Carter Products are the new advertiser clients.

New High for Cathodes

SALES of cathode ray picture tubes for tv sets by manufacturers set a new monthly record in September, totaling 1,149,791 tubes compared to 855,191 sold in August, according to Radio-Electronics-Tv Mfrs. Assn. Nine-month sales totaled 6,476,566 tubes compared to 7,552,862 a year ago. RETMA reported sales of receiving tubes totaled 40,996,063 units in September compared to 35,167,272 in August. Nine-month sales of receiving tubes were 266,050,907 tubes compared to 347,152,450 a year ago.

Direct Mail Shows Gain

ESTIMATED dollar volume of direct mail advertising used by American business in September was $108,698,520, according to figures released by Direct Mail Advertising Assn. The report presents a gain of 8.9% over the amount spent in the same month in 1953. Increase of 6.77% was reported in sales volume for first nine months of 1954 compared to same period last year.
Morning Radio is UP in IOWA

UP on WHO!

The chart — taken from the 1954 Iowa Radio-Television Audience Survey — tells the story.

The two top lines show morning radio listening in 1954 as compared with 1953 — UP for all stations in Iowa.

The two lower lines are for WHO alone — UP for 1954, over '53 — and we hope you'll note that, at certain times, WHO alone accounts for as much as 45% of all the radio listening in the State!

The complete 1954 Survey will be out very soon, now. Write for an early copy — or ask Free & Peters!

PERCENT OF HOMES TUNED IN, MORNINGS — 1953 VS. 1954

WHO

for Iowa Plus!

Des Moines . . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives
IN INLAND CALIFORNIA (AND WESTERN NEVADA)

THE Beeline DELIVERS MORE FOR THE MONEY

These five inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . and at the lowest cost per thousand! (SAMS and SR&D)

Ringed by mountains, this self-contained inland market is 90 miles from San Francisco and 113 miles from Los Angeles. The Beeline taps a net effective buying income of almost 4 billion dollars. (Sales Management's 1953 Copyrighted Survey)

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA  •  Paul H. Raymer Co., National Representative
FAN MAGAZINES
THEY USED TO FEED OFF MOVIES; NOW THEY'RE GORING ON TV

By Earl B. Abrams

ANY frequenter of newsstands must have noticed in recent years a new crop of periodicals. These are the fan magazines which feed off that newest and rising art, television.

These are read by people, mostly female, whose daily chores consist of going to an office or a factory and whose most bewitching evenings are the weekly Saturday dates with the boy friend. Such lacklers have always had an avidity for the famous and the glamorous. The spate of movie fan magazines is the best indication of that.

The new tv fan magazines are aimed at this same audience. They lure the glamorous with words and pictures about the enticing, tempting, captivating, enchanting personalities of studio, microphone and camera. Radio never had it like this.

The transition from Hollywood to tv has not been difficult. After all, the ingredients are the same, whether the subject is a Hollywood film star or a New York tv star. In many cases they are the same person. The recipe for a fan magazine calls for several personality stories, some cheesecake, something about a rising young juvenile, and a vast amount of articles about programs, producers, directors, and backstage gossip.

It’s the fact that the gossip—which would pass as just that on any six-party line in rural Vermont—is backstage (or a reasonable facsimile thereof) that makes for the reader’s titillation.

She is a part of that world—while she reads the magazine.

Today, a well-filled newsstand has an entire row of its periodical rack filled with flashy covers containing television in the title somewhere. Some of the better known are: TV, TV Album, TV Annual, TV Fan, TV-Movie Screen, TV Stage, TV Boxing, TV Spotlight, TV Girls & Gags, TV Fun, TV Views, TV Weekly, TV Yearbook, TV Headline, TV Life, TV Movie-Starland, TV People, TV Radio Mirror, TV Revue; TV Star Parade, TV World, Movie & Television Magazine.

Above and beyond these purveyors of tv lure is one weekly publication which has proved the pulling power of the sight and sound medium. This is TV Guide, now sold in a quantity undreamed of a few short years ago, and which has a potential circulation double, triple and possibly ten-fold that of today.

So heady is this future potential for the tv program listing type of periodical that the second such publication is due to appear early in 1955. This is to be TV Program Week, to be published by no less than the Curtis Circulation Co., a subsidiary of the Philadelphia publishing giant (Saturday Evening Post, Ladies’ Home Journal, Country Gentleman, Holiday).

TV Guide and the projected TV Program Week are built on a backbone of solid information—program listings which readers can actually use. While they also contain a few fan-type articles, they are usually somewhat more restrained than those appearing in the straight fan publications.

Take, as an example of the regulation fan book, the January 1955 issue of TV People (published, incidentally, in October 1954).

TV People, Vol. 2, No. 5, sells for 25 cents and is published by the Non-Pareil Publishing Corp., 655 Madison Ave., New York City; Martin Goodman is the publisher, Monroe Froelich Jr. is the business manager, and Bessie Little is the editor.

Non-Pareil is part of the Atlas group, which also publishes TV World, Filmland, Movie World, Screen, Screen Stars and Movie Annual.

The January 1955 issue of TV People is chockfull of tv personalities. There are pieces on Julius LaRosa (“Has the Kid Made Good”), Doug Edwards (“Suburban Love Life”), and George Sanders (“Steel Magnolias”;

(Continued on page 50)
In more and more client-agency huddles, decision-makers are

SOLD ON

Super Anahist and its agency, Ted Bates & Company

are sold on Spot as a basic advertising medium!

If your product has peak selling periods, like Super Anahist, Spot broadcasting should be your medium, too. Super Anahist’s entire advertising budget goes into Spot...both radio and television...and, after only two years on the market, it is now the nation’s fastest growing cold remedy.

Your advertising agency can show you how Spot broadcasting, used as a major advertising medium seasonally or throughout the year, can fill your particular selling needs.

With Spot, you can support your salesmen sectionally as well as seasonally...market by market, according to your estimates of sales potential. And only Spot broadcasting allows you to adjust your long-range promotion plans to last minute selling conditions, quickly and economically.

In 11 major markets...rich markets that account for almost half the nation’s retail sales...NBC Spot Sales represents top radio and television stations. Why not find out how Spot in these markets can work for you as it does for Super Anahist and thousands of other successful advertisers.

More top-level executives are sold on Spot because more products are sold on Spot...

...and some Spots are better than others

NATIONAL SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

representing RADIO STATIONS:

| WRCA | New York |
| WRCA-TV | New York |
| WMAQ | Chicago |
| WNBK | Cleveland |
| KNBC | San Francisco |
| WRCA-TV | New York |
| KSD | St. Louis |
| WRCA-TV | New York |
| WRC | Washington, D. C. |
| WMAQ | Chicago |
| WNBK | Cleveland |
| WNBO | Cleveland |
| WTAM | Cleveland |
| KPTV | Portland, Ore. |
| KNBC | San Francisco |
| WAVE | Louisville |
| KSD-TV | St. Louis |
| WAVE-TV | Louisville |
| KSD | St. Louis |
| KONA-TV | Honolulu, Hawaii |
| KSD-TV | St. Louis |
| WKMB | Honolulu, Hawaii |
| KSD-TV | St. Louis |
| WRC-TV | Washington, D. C. |

representing TELEVISION STATIONS:

© 1954 BY NATIONAL BROADCASTING COMPANY, INC.
SPOT

MAC DONALD DUNKAR,
Media Group Supervisor,
Ted Bates & Company, (left)

J. S. HEWITT,
Executive V. P.
Asahi Company, Inc.

C. L. MAC NELLY,
Account Executive,
Ted Bates & Company

PHOTO BY ROBERT FRANK
STANTON DISSECTS JOURNALISM IN '54

HE IDENTIFIES THE ROLES OF RADIO, TV, THE PRINTED PRESS

Electronic journalism had to be born twice as TV followed radio into the world, but it is old enough for an inventory and for comparison with printed journalism, Frank Stanton, president of CBS Inc., told the Sigma Delta Chi convention in Columbus Nov. 13 [\*T, Nov. 15]. Mr. Stanton dissected the two types of media, comparing and contrasting their elements. Following is a condensation:

The journalism of the printing press and of the electronic tube are often today thought to be competitors—and commercially they are. Professionally, however, they draw closer all the time, for they work with the same raw materials. They are forever taking it on the chin together, at the same time, from the same people, about their faults.

For both of us there is the matter of straight reporting: there was a crisis in Pakistan, an investigation in Washington, or a fire in Chicago. Somebody got the Nobel Prize, and somebody got caught evading his income tax. This sort of thing was for years the exclusive domain of the newspaper. Then radio edged in—at first inadequately just by reading aloud some rudimentary dispatches with little or no attempt to help the listener understand what they meant. But soon, radio was able to bring more comprehension to the news, and to add to it some analysis of what the news probably meant.

In a program like CBS Radio's World News Roundup, wherein every weekday morning we can switch our listeners around and among four or five world capitals, and highlight the news from all of them in 15 minutes, we move with enormous efficiency and dispatch. Here, radio has contributed importantly to a news form.

When television came along adding pictures and motion to sound, we could hardly wait: it seemed in the beginning as if the television camera would add a great scope to the reporting of straight news. But we reckoned without something, and that was the high proportion of the day's news that lies in the realm of ideas. And ideas are hard to photograph.

So, excellent though much television reporting has become, after a slow start, I think most people will agree that a further refinement of invention is still due here. A man seen reading aloud is not enough. Yet if we weight him down with too much apparatus of maps, or film clips, or other baggage, we get the thing too bulky and we can slow it up too much while waiting to get our documentary material in. When, some day, we can fully add the services of the television camera to a radio news program like the World News Roundup we shall have something very impressive indeed.

What about news features? Here I think it is not at all modest to point to Ed Murrow and See It Now. Here the television camera has joined the procession as a full and equal partner. Here we have something that stems from the tradition of the finest Sunday roundup feature, or let us say, the cover story of the news magazine—but where broadcasting has added something unique to itself, and to that extent is neither copyable by, nor stemming from, the journalism of the printed page. Here, it is possible, not to photograph ideas, but to make the camera reinforce them, or add point to discussion, in a most impressive way.

What about the operations of the intellect in our media? Our problems here are very different. The best newspaper pundits, the men who think hard and write lucidly and demand of their audiences that they pause and take real thought—these men can and do, on the printed page, command the attention of their readers for 20 minutes at a time. But the very greatest pundit-columnist, reading his column aloud to a microphone, with or without benefit of camera, would be switched off by the hundreds of thousands before he had talked a minute. Has he written to be read, not to be listened to. Not enough of our pundits have given enough thought to the subtle differences between what the reading eye and the listening ear will accept, even when both are connected to the same brain. And perhaps we of broadcasting are at fault for not having studied enough, and coached enough, to translate the best of political-intellectual newspaper columns into broadcast terms. Here I think the advantage rests with you, and it is up to us to catch up to the extent possible within our ground rules.

But, what about the speech, as a matter of vital record? Here I think the terms are reversed. Only the biggest metropolitan newspapers give full transcripts of important speeches; the rest content themselves with excerpts. And a verbatim transcript, the day after, can look dull, whereas radio and television have the inestimable advantage of being instantaneous with the real event. If the speaker is to be cheered or booed or shot at; if he is to say something tremendous or put his foot into a terrible mess, the audience is there waiting for it to happen.

As with the speech, so with the panel, so with the discussion, under the eyes and ears of camera and microphone. The debates, the round tables, the critical and sometimes very rough quizzing of public figures for the benefit of a nationwide audience of citizens, are to me among the most significant of improvements on the town hall meetings, the Lincoln-Douglas Debates of an earlier America, wonderfully extended, brought up-to-date, and made available to all. The daily paper has been astute—and generous—enough to make its best reporters available to take part in the interrogation process. The collaborative quality of our media here is at its most impressive. In general, broadcasting has furnished the electronics, the forum and the arrange-
ments, and press journalism has provided most of the point, penetration and bite.

Along about here, there rises a basic question: can a broadcaster properly utilize the great opinion-molding power of that newspaper institution, the editorial? At CBS we think he can, and should. In fact, just back in August we made the first network attempt at it, and I happened to be the editorializer. My subject was something deeply important to electronic journalism. It was the right of the radio microphone and television camera to have equal access to an event with the other tools of journalism—this particular case their right to follow the reporter's notebook into the hearings of the Watkins Select Committee of the Senate that was sitting on the matter of possible censure for Senator McCarthy. I shall repeat my arguments here. Because broadcasting is properly committed to the proposition of "fairness and balance" in the presentation of controversial issues, we invited Judge Harold R. Medina to present a contrary view. Our view did not prevail with the Committee, so radio and television were barred. I strongly regret this. But this regret is independent of what seemed to be the successful innovation of what we called the CBS Editorial, and to which from time to time we are going to return.

So: we are borrowing from newspaper technique here. Can newspapers borrow from us? I spoke of the fairness and balance proposition to which broadcasting is committed. This is a bully thing to administer; it needs discretion and causes headaches, but on the whole it is thoroughly good. I think some newspapers could properly imitate it with more attention to the proposition of "balanced space."

Let us think now for a moment of events as they happen—whether planned or accidental. The television camera cannot get to the outbreak of the fire, or catch the moment the fire- fighter hits the rock. And the light-traveling reporters of press and radio, I suppose, will always get there first. But the slower-following camera will in the future, I think, make the reporter tell his stories better. If so, here is competition at its best in raising standards of professional service.

But there is something else the television camera cannot do: it cannot sit in the halls of Congress all day waiting for something to happen. But a wire service reporter can, and does. He suffers to listen to a thousand inconsequential things for the sake of the two or three of national importance. Television admires and envies, and so far cannot emulate—not without solemnly and extravagantly recording everything and then throwing 99% of it away.

TV CHAPERONES THE PRESS

Senator Mundt's observation, at the close of the Army- McCarthy hearings, that it had been a good thing to have had television to chaperone the press, was perhaps a good remark. Yet those hearings were a major demonstration of how much a television camera needs a competent editor. If a television camera is infallible, it is also non-discriminating. Some day, it may not be too much to hope that the discrimination of the trained human reporter can be better added to the cold infallibility of the machine—and vice versa—for on-the-spot coverage. When that day comes, we will certainly have had a wedding of two separate branches of journalism as will make a human record by which mankind, let us all pray, can guide himself more wisely than he has been able to in the past. Current events are not history and current events are not wisdom, and even a deep and exhaustive knowledge of current events does not make a philosopher—but it helps. For events are the raw materials of even the most rarefied and delicate thought. Philosophers and intellectuals may, and often do, look down on us—but they're there because we're here.

We hear a great deal about the obligations of the journalists, publishers and editors. It is right that we should. But there is one obligation that is not as much discussed as most of the others... an obligation equally imperative on both branches of our profession, and another thing that unites us.

The obligation I am talking about is the obligation to make money while serving the nation and the public with our particular skills. There are some very handsome profit-and-loss statements in this business-industry-profession-art of ours—and there are some rather appalling ones, too. Actually, the obligation on us to be profitable is just as commanding as the obligation to be fair and truthful. Without this oil, the lamps go out. Without profits, the free press no longer free.

But the obligation to be profitable does not lie primarily on the shoulders of the business office. The profitability of a publication, or of broadcasting, or of being a newspaper, must spring straight from the freewheeling range, the courage, and the innovative power of the creative, the editorial, departments. When an organization is young, everyone down to the office boy is aware of the daily struggle to survive and grow, and the importance of his part in it. When an organization enters its middle years, with much of its success already taken for granted, the need for this daily struggle becomes much less apparent to the younger men and women. To help this second generation keep alert and inventive is one of the most difficult problems any of facts face, but face it and solve it we must.

ART AND PROFITABILITY

I speak of our activity, not as a business, but as a business-art. Without art, there is no enterprise at all, and without profitability, you have only two alternatives: bankruptcy or subsidy—the latter just as deadly, in a young and dynamic society, as the former.

It is wrong, and stupid, to decry or apologize in the slightest degree for the profit motive. What we have to do instead, with the full benefit of the profit motive, is to become more and more experimental, more and more bold. We can't be bold without it. And without being bold, we can't progress. We in broadcasting enjoy one enormous and almost unfair advantage. The technology of our industry-art is young, vigorous, and dizzyingly swift. We have a riches here that is almost embarrassing. In contrast, the technology of press journalism has moved at a pace for which the printed word is stately.

As a result of this advantage, broadcasting feels an enormous freedom of format. But the newspaper feels a heavy restriction on format. I am using this word not just to describe sizes and styles of type, but in its broadest sense of the way things get presented.

Think, if you will, of last election night, 11 days ago. It was a hair-raising experience. I am not forgetting some of the close races or even reversals of the past—but in the number and diversity of photo finishes, the elections of 1954 stand unique. For the first time in this Century it looked as if Democracy just couldn't make up its mind about who was in and who was out, and even Univac was led into a wilderness. The voice of the People is the voice of God—but Judgment Day was mighty late in coming, last week.

What I want to focus on is the physical picture of that night and morning, in newspaper and broadcasting offices. Every communication medium, large or small, becomes part of a huge, voluntary nationwide interlock—of newspapers, of radio and television stations, of networks, of the great wire services, of the colossal grid of the telephone and telegraph system. But that is not the most remarkable thing about it. The most remarkable thing is what the public does. Putting aside all other considerations, the public gives its eyes and ears to newspapers, loudspeakers and television tubes; seeing everything, hearing everything and—heaven help us all—believing everything. The picture of the United States on election night is the picture of a mammoth democracy, the world's greatest political entity, utterly absorbed, and utterly confident in, every medium of communication it possesses. So perhaps we must have some good points after all. If so, the least of these might be that we give America its daily consciousness of being a Nation. If it weren't for us, private individuals all, and private businesses all, America would not know where it stood or what it felt.
In California, good mornings begin with...

PANORAMA
Here's an early morning television program that looks great even with your eyes half-open.

Informal, relaxed and easy-going, PANORAMA PACIFIC has been created especially for western tastes and buying habits.

Red Rowe, as master of ceremonies, sets the morning mood with his gentle good humor weekdays from 7 to 9 am on the CBS Television Pacific Network.

Then there's sprightly wake-up music, interviews with celebrities, the latest in foods, fashions and fads, frequent weather reports and time checks—and a complete roundup of world and local news every half-hour.

PANORAMA PACIFIC, like everything out West, is big...covers a 20 billion dollar market — 90% of California—with the three top stations: KNXT Los Angeles, KPIX San Francisco and KFMB-TV San Diego.

Real eye-opener is PANORAMA's big audience—four times bigger than the other network competition at 60% of the cost!

Put your brand out West on the CBS Television Pacific Network with the morning show you can't beat...

...PANORAMA PACIFIC!

PACIFIC

Monday through Friday
7 to 9 am
(Continued from page 43)

Scoop”), Joan Caulfield (“Me and My Marriage”), Perry Como (“Mr. Nice Guy”), Betty White (“The Saga of Young Bess”), and Randy Merriman (“Why Randy’s a Merry Man”).


And, departments. “TV Talk,” paragraphs and photographs of the stars at home, in night clubs, at premieres, at parties, etc.; “Studio Secrets,” gossip about personalities; “TV Mail Bag,” which pays $10 for the best letter, $5 for the next best, etc.

The advertising in the January issue of TV People is varied and intriguing. There are ads for reducing or for gaining weight. There are any number of coupons which, wrapped around a dollar bill, will get you Christmas tree lampshades, or 1,000 pictures of the stars, or popular new phonograph records. You can make money selling dresses to your neighbors or friends, by addressing and mailing postcards at home. You can overcome back trouble, sell your poems, learn how to repair your own set, make your eyes glamorous, learn shorthand in four weeks.

And, you can buy can-can petticoats, Christmas cards, learn to play a musical instrument overnight.

Above all there are the anatomical ads:

“Sensational, new scientifically designed (pat. pend.) bras for LARGE, Medium and small busts. Free 10-day trial, plus glamour bust line course.”

“Breasts losing firmness? Use Liftee Bra.”

“Bust Creme.”

“Young-Form Bra.”

Among this welter of urgency, there are even sustainers: “Give to Cerebral Palsy Fund”; “Give to American Cancer Society.” Each one of the fan magazines runs the

THE CONSIDERABLE COVERAGE OF ‘TV GUIDE’

TV GUIDE’s 26 editions cover most of the television stations in the more populated areas of the U. S. However, there still are some sections which have not been brought into the national program log fold. There is no reason why they should not be included in the near future. The TV Guide editions are:

Northern California—San Francisco, Sacramento, Monterey, Salinas and Stockton. Southern California—Los Angeles, Santa Barbara, San Diego. Chicago. Chicago, Milwaukee, Rockford, and South Bend and Elkhart (Ind.). Cincinnati—Cincinnati, Columbus, Dayton, and Charleston, Huntington, Parkersburg (W. Va.). Cleveland—Cleveland, Akron, Youngstown, Cleveland, Columbus, Dayton, and Charleston, Huntington, Parkersburg (W. Va.).

Cleveland (Ohio). Detroit—Detroit, Lansing, and Toledo (Ohio).

Florida—Miami, Orlando, Ft. Lauderdale, Fort Myers, West Palm Beach, Hollywood, Jacksonville, Palm Beach, St. Petersburg. Indiana—Indianapolis, Terre Haute, Muncie, and Bloomington and Champaign (Ill.). Illinois—Illinois section, Quincy, Bloomington, Champaign, Peoria, Rock Island, Springfield, Decatur, and St. Louis and Davenport (Iowa). Iowa section, Cedar Rapids, Waterloo, Davenport, and Rock Island and Rockford (Ill.). Central Iowa section, Cedar Rapids, Cedar City, Des Moines, Fort Dodge, Waterloo, Ames and Austin (Minn.). Nebraska section, Omaha, Lincoln, Holdredge, and Sioux Falls (S. D.) and Sioux City (Iowa).


Page 50 • November 22, 1954

Broadcasting • Telecasting
We asked the Mayors to be the judges...

What does WFAA-TV's tenfold power increase [to 274,000 watts video] mean to advertisers

...who need to reach viewers in the rich North Texas market? How clear is Channel 8’s powerful new picture? How bright? How does it compare with competition?

We asked the Mayors of more than a score of towns in WFAA-TV’s former “fringe” area to be the judges.

Results: These leading citizens gave a solid vote of approval to Channel 8!

★ 78.9% stated that WFAA-TV’s picture is unsurpassed by any other channel!
★ 80.9% said WFAA-TV’s picture is sharper...
★ 85.7% noticed an increase in brightness...
★ 95.2% found Channel 8’s high band signal is less affected by common causes of interference (ignition systems, appliances, etc.).

Conclusion: You reach more people (see the latest Telepulse) with a crisper, sharper presentation of your sales story when you sell the Dallas-Fort Worth market via the most powerful video signal in Texas!

The quotes below are representative of comments the Mayors heard from townspeople. Notice that three of these four are beyond Channel 8’s new “B” contour:

1. “...say reception’s better than ever before.”
   S. L. Hardwick, Mayor of Decatur
2. “...everyone is pleased!”
   S. B. Braziel, Mayor of Emory
3. “A lot better than before.”
   A. Dupree Davis, Mayor of Waxahachie
4. “100% better along the line.”
   C. C. Sapp, Mayor of Corsicana

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., Natl. Representative
Television Service of The Dallas Morning News

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., Natl. Representative
Television Service of The Dallas Morning News
REPETITION

and WCOP's cost per thousand permits
GETS RESULTS!

the highest frequency saturation in Greater Boston.

Even the dumbest bunnies know that frequency breeds results. That's why the smartest advertisers take advantage of spot radio's amazing ability to multiply sales thru the economy of frequency saturation.

In the compact Greater Boston market, WCOP's one-minute saturation plan provides the incredibly low cost per thousand of just 19¢. Thus, in America's second most concentrated market, WCOP provides more frequency of impression and MORE RESULTS per dollar than any other Boston station.

If you want to know why America's smartest spot buyers are using WCOP, ask your station or WEED representative to show you the fact-revealing story "HOW TO SELL THE CREAM MARKET OF NEW ENGLAND."

Keep good company on WCOP

Pepsi Cola
Jello
Instant Maxwell House
Minute Tapioca
General Foods
Philip Morris
Parliament
Herbert Tareyton
Ballantine Ale
Blatz
Chevrolet
Ford
Packard
Lincoln-Mercury
MGM
Robert Hall Clothes
Ce-Lect Baking Co.
Jordan Marsh
Filene's
Beacon Wax
H. P. Hood
Liggett-Rexall Drug Stores

Sets per dollar delivered in Greater Boston by Boston stations, on minute package basis:

WCOP...........5,262
Station B ............3,333
Station C ............2,176
Station D ............1,867
Station E ............1,785
Station F ............1,470

Willy the cop
5,000 Watts on 1150
same gamut. Actually, when you’ve seen one you’ve seen ‘em all. But each has its market.

One of the posers in the periodical distribution trade is that although these magazines come and go, the total number remains substantially unchanged. Last year there were more than 30 such titles in the news companies’ lists. Today there are still more than 20.

Some of them rank up in the top level of sellers. The S&M Box Office report for the first six months of 1954 shows that *Motion Picture & Television Magazine*, with 606,937 circulation ranks 26th among newsstand sellers. *Radio-TV Mirror*, with 527,919 copies, ranks 32nd, and *TV Star Parade*, with 264,104, ranks 69th.

The S&M report is put out by the New York news company of that name and is based on Audit Bureau of Circulations newsstand sales. Newsstand circulation is the bread and butter of such periodicals; subscriptions are of no importance to any of them.

*TV Guide* is in a different category. Essentially it is a use book, where readers can find tv program listings for a week. It also contains feature articles, but these are subsidiary to its main purpose.

*TV Guide* came into being early in 1953 when Walter A. Annenberg, president of Triangle Publications Inc., bought three of the struggling weekly program books in as many cities. Triangle, which is the parent company of the *Philadelphia Inquirer*, *WFIL-AM-FM-TV*, *Seventeen*, *Official Detective*, *Morning Telegraph*, *Daily Racing Form*, published *Radio Guide* before World War II. This was a fan magazine, but carried national program listings. It folded during the paper shortage days of the war.

Almost from the inception of commercial television, following the end of World War II, local entrepreneurs foresaw the need for a weekly program guide. Throughout the country, whenever a tv station went on the air, these booklets made their appearance.

That tv program listings made circulation was proved several times. Nationally, the now-defunct Cowles pocket guide, *Quick*, added a reported 250,000 circulation when it included a New York tv program listing in its East Coast edition and a Hollywood tv program listing in its Pacific Coast issue.

Mr. Annenberg bought three of the most successful of the local program guides. These were New York’s *TV Guide*, Chicago’s *TV Forecast*, and Philadelphia’s *TV Digest*.

With these as a nucleus, extensive plans were made to publish 10 editions. By April 1953, these were in being and a circulation of 1 million copies was guaranteed to readers.

Since then, *TV Guide* has moved on. Today it publishes 26 editions and only a month ago raised its circulation guarantee to 2 million. Already, this is exceeded by almost 500,000, it is reported.

What this means can best be illustrated by again turning to S&M’s Box Office report. For the first six months of 1954, the leading magazine in newsstand sales was the *Ladies Home Journal*, with 1,786,455 copies. In second place was *TV Guide*, with 1,647,039 copies.

Other newsstand giants are *Saturday Evening Post* with 1,616,577, *McCall’s* with 1,525,328, *Better Homes & Gardens* with 1,508,586, and *Life* with 1,115,110.

Plans for the future of *TV Guide* encompass more and more growth. After all, there are more than 30 million tv homes in the nation; why not a *TV Guide* in every tv home?

Of course, the Curtis *TV Program Week* is bound to put a dent in that goal—but even if both split half the total tv homes (and those are increasing each year), that would mean 7.5 million copies each. A substantial circulation, to say the least.

There are two parts to *TV Guide*: the national section and the program section. The national section (wrap-around, it’s called in the trade) is printed 10 days before publication date at the Triangle Publication press in Philadelphia. It is mailed in bulk to the offices of the local editions. The program section is set up and printed locally on Mondays. On Wednesday of each week, *TV Guide* goes on the newsstands—and on sale also at super markets, drug stores, cafeterias, small grocery stores. You’re likely to find it anywhere.

Priced at 15¢, *TV Guide* pays the vendor 4¢ on each copy. This is considered pretty good in the trade. And returns are unlimited. This makes dealers like it all the more.

A typical *TV Guide* is that for the week of Oct. 30-Nov. 5. The color cover is of Joan Caulfield and Barry Nelson (*My Favorite Husband*, CBS-TV, Sat., 9:30–10 p.m., EST).

The national section contains articles, some with color photographs, of Robert Montgomery and President Eisenhower ("The Producer and the President"); a cheesecake picture story ("Return These Beauties") about tv gals who’ve been snapped up by Hollywood; tri-dimensional tv in Mexico ("Fun with 3-D TV Down Mexico Way"); June Havoc ("Havoc’s Here"); station identification picture story ("You Are Tuned To . . ."); recipes ("TV Snacks"), and two program reviews (Medic, NBC, Mon., 9-9:30 p.m., EST; and the Ray Beer Show, ABC, Fri., 9-9:30 p.m., EST).

There is also an editorial on Spectaculars (they serve to get tv out of the run-of-the-mill rut) and a column "TV Teletype," from New York and Hollywood.

The local insert starts with a comments column, has a special sports program listing, a tv log for the future of the show. *TV Guide* gives one better. It gives a story line for every program. This makes the listing authoritative and useful to readers.

In the Philadelphia headquarters of *TV Guide* there is a library containing capsule information on 15,000 feature films, syndicated series and serials. Into this center comes condensed production information about live shows, including resumes of sketches, plots, situations, etc.

What this means is that a tv station need only furnish the local *TV Guide* editor with the titles of its programs for the week. The information about each program is furnished by the Philadelphia headquarters. *TV Guide* maintains a national teletype communication network.
Federal's
F-5918-A
Serves with distinction in the
"VOICE OF AMERICA" transmitters
of Crosley Broadcasting Corporation

The power triode that's small in size
but BIG in power and dependability

DAY and night the "Voice of America" radios its messages of truth, hope and
friendliness to millions of listeners. It is the shout heard round the world!
AT WLW, Cincinnati, two Federal F-5918-A power triodes are used
in each of three "Voice of America" transmitters... to provide 200 KW for the
steady stream of programs broadcast from this vital link in the vast "VOA" chain.
"We find these tubes very satisfactory for the international band," says Crosley
Broadcasting Corporation. "They are stable in operation... easy to neutralize
up to our highest frequency of 21.65 mc without using grounded grid operation."
Federal's F-5918-A is amazingly rugged... providing maximum
dependability. Its thoriated tungsten filament results in longer life...
lower costs. Each tube delivers more output (100 KW) with less than half
the filament power required by pure tungsten types.
The F-5918-A also is particularly suitable for 100 KW induction
or dielectric heaters. An air-cooled version of this rugged performer is
available in Federal's F-5919.

"Federal always has made better tubes"

Federal Telephone and Radio Company
A Division of INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION
COMPONENTS DIVISION 100 KINGSLAND ROAD CLIFTON, N. J.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

Prime Features of the F-5918-A
Heavy Wall Anode provides improved
heat dissipation... allows conservative
plate dissipation ratings.
Kovar Grid, Filament and Anode Seals
increase ruggedness... for industrial and
other applications.
Specially-treated Grid permits high heat
dissipation... has recuperating power,
which prevents destruction by momentary
overload.
Low Grid-plate Interelectrode Capacity
allows easy neutralization at frequencies
up to 22 mc.
Thoriated Tungsten Filament results in
reduced operating temperature of all tube
parts.
Full Voltage safely applied to cold fila-
ment... no step-starting or high reac-
tance transformers needed.

For Complete Technical Data on Federal's
F-5918-A
write today to
Dept. K-69
system with each of its editors for this very purpose.

For example, if one station lists Badge 714, chapter 17, for the week, the Philadelphia office tells the local TV Guide editor exactly what the plot and action of that segment is about.

A corollary of this practice has been that recently more and more newspapers have been using a new organization known as TV Keys which furnishes condensations of programs to tv program log editors. These are used generally in the highlights boxes on the radio-tv pages.

Advertisements in the national section of TV Guide in the Oct. 30-Nov. 5 issue numbered only two. These were Pall Mall (American Tobacco Co.) and Seagrams. Other national advertisers who have appeared in TV Guide include big names in American business—Borden Co., Chrysler, Dow Chemical, Florida Citrus Commission, GE, General Mills, General Motors, Green Giant, Household Finance, Lanolin Plus, Liebmann Breweries, Miles Labs, Parker Pen, Philco, RCA, Singer Sewing Machine, Standard Oil, Texas Oil, U. S. Steel, Whitehall Pharmacal.

Note that all are good tv sponsors.

On the local level, TV Guide carries station advertising for local programs and some institutional advertising from local sponsors, plus tv set sales and service ads. In several editions there also have been some motion picture ads.

National advertising is paid advertising. The local station program advertising, however, is on an exchange basis. Instead of paying cash for this promotion, stations give TV Guide spots on house shows or during station breaks.

TV Guide's big advertising pitch is based on a simple fundamental: Every reader is a tv viewer; ergo there is no waste circulation. A black and white page in TV Guide costs $4,200. Four-color page is priced at $6,300.

The editor of TV Guide is Mr. Annenberg. James T. Quirk, former promotion manager of the Inquirer and of WFLF, is the publisher. Merrill Panit, former Inquirer radio-tv columnist and Hollywood correspondent, is managing editor. TV Guide employs 300 people in its operations. About 100 are editorial workers.

As of now, TV Guide does a better job for telecasters than do newspapers, Mr. Quirk believes. The program listings are more accurate and more detailed than those run in newspapers, he says.

At the same time, the future seems assured, Mr. Quirk reasons, because more and more newspapers are giving less and less space to tv. Firstly, the broadcast medium is competitive and newspapers are getting touchy about that. Secondly, with newsprint prices going higher and higher, publishers are looking for ways to cut down space eaters. Tv and radio logs are in that classification, and in the changeover from current information will be in limbo, he is sure.

In another sense, TV Guide has been a boon to telecasters, Mr. Quirk believes. It has taken the place of station mailing lists, which are a headache to station promotion people.

Mr. Quirk is fiercely proud of TV Guide's editorial policy. It is not a fan magazine, he asserts with emphasis. All its material is "factual." Although the content seems to follow the fan magazine, it does not have the "puff" aroma which hangs so heavily over other tv consumer publications.

Reviews of TV Guide are serious compositions. No review is published until the reviewer has seen three consecutive shows. Also, Mr. Quirk instituted a procedure for reviews that he feels lifts TV Guide out of the possible danger of propinquity. Hollywood origins are reviewed by the New York office, and East Coast shows are reviewed by the Hollywood office.


Up in New York City, the TV Program Week executives are beginning to meet the buzz-saw that is inherent in the launching of a new publication.

Not much more than the fact it plans to start this competition to TV Guide has been announced by Curtis. First issue of the new tv program guide is due to contain program listings for the week of Jan. 8. TV Program Week will be similar in size and format to its Philadelphia opposition.


Initially, TV Program Week will be issued in four editions—New England (Boston), New York City, Philadelphia and Washington-Baltimore. Pre-publication circulation guarantee is 250,000.

Like TV Guide, the new book will have a national section, to be printed at the Curtis plant in Philadelphia, and a local insert to be printed locally.

Price of TV Program Week will be 15 cents. And, according to Mr. Wheeler, the magazine will be "readable, streamlined and with clean-cut layout." There will be no subscription list, Mr. Wheeler says.

Just why Curtis decided to enter the tv program field has not been explained. Speculation in the distribution trade leans toward this theory: Curtis has for years led all magazines as the top seller in newsstand sales; in fact, at one time three of its titles ran 1, 2, and 3. Now only the Ladies Home Journal sits on top, and TV Guide is pushing hard in second place.

Curtis fears, it is believed, that it is only a matter of time before TV Guide will rank number one. Prestige-conscious Curtis cannot allow this to happen. This is said to be why it has decided to enter the field.

With Curtis' entry into the tv program log field, there will be two national publications devoted to serving the tv viewer (and concurrently the tv station, advertiser and agency). But even so, there are still some 70 or 80 local program logs being published in various parts of the country. Their future is dubious, undoubtedly.

And, dubious, too, is the future of most of the fan magazines. That there always will be some such periodicals cannot be doubted, but just as the Hollywood fan publications have shaken down to the dozen regulars now being published, so will the tv books. That's the consensus of most news distributors who know their business.
FOOD on the table...
ORDER in the house...
FAYE STEWART on the job!

For more than four years, KPIX Kitchen, with Faye Stewart, has been Northern California's number one show for the gal-about-the-house. With a kitchen as up-to-the-minute as your wife wishes hers were, with a touch at cookery or skullery as deft as you wish your wife's were (and would be if she could watch Faye), our Miss Stewart makes husbands indirectly happy and wives and sponsors directly so. If you've a household product to sell in Northern California Faye has a spot for you...in her heart and on KPIX Kitchen.

Good Company
Here are some of KPIX Kitchen's current sponsors. They'll be happy to have you join them.

WESTINGHOUSE BROADCASTING COMPANY, INC.
SAN FRANCISCO, CALIFORNIA
Affiliated with CBS Television Network
Represented by the Katz Agency

kpix

CHIANNEL

November 22, 1954 • Page 57
TV SELLS THE FARMER

THE JOB IT DOES IS BEING PROVED BY MURPHY’S FEEDS ON KVTV

TELEVISION, mid-western farm style, in six short months has proved its value as an advertising medium for the concentrate feeds for livestock and poultry made by Murphy Products Co. of Burlington, Wis. Last April, Murphy launched a 13-week test campaign on KVTV (TV) Sioux City, Iowa, using three five-minute midday news and market reports a week.

KVTV was selected by the research department of Van Anden Bergland & Stevens, Chicago, agency for Murphy, “for many reasons,” John A. Malloy, the agency’s radio-tv director, told Broadcasting. “It has a reputation for top personnel; it is located in a good farm area; KVTV is interested in being of service to the farm audience and Murphy has good distribution in this area.”

The sponsor’s vice president in charge of advertising, Thomas C. Burchard, added that an investigation had shown that 67% of the farm homes in the station’s coverage area were equipped for TV reception, with another 19% indicating plans to buy sets during the summer. The nighttime market report was known to be of high interest to the farm audience.

When contracts had been signed for the sponsorship to start April 26, Mr. Malloy expressed the belief that “you can’t set up a Sioux City show sitting in Chicago.” Mr. Burchard agreed. On April 20 they arrived in Sioux City. Mr. Burchard began working out merchandising plans with the station’s advertising director, Donald D. Sullivan; Mr. Malloy headed for the studios to see how much space, how many cameras and what people were available.

Art work had to be made, a commercial set had to be built and commercials had to be custom-made to match both the psychological makeup of the farm audience of KVTV and the physical characteristics of the station’s facilities. With only six days before the first program, Mr. Malloy needed a lot of help. He got it, he told Broadcasting. The program manager, director, artist, photographer and set builders all worked closely with him to produce the best show possible in so short a time.

The first scripts were turned over to production on Sunday (the first show was on Monday). “Having the client’s advertising manager right there with you certainly saves a lot of time in getting script approval,” Mr. Malloy commented.

When the first program went on the air on Monday its most intent viewers were Messrs. Burchard, Malloy and Sullivan. “It was a good show,” Mr. Malloy recalled. “It was an interesting show. It was a commercial show. It was a little rough around the edges; it was a little more audio than video, but it was a good start and it brought a small amount is needed and the farmer who follows the Murphy way of feeding does not sell his grains off the farm, then buy it back at high prices in a feed. Instead, he uses his own grain and roughage and lays out cash only for essential food substances he cannot grow on his farm.”

The TV commercial continuity used on KVTV Nov. 8 very graphically illustrates how the Murphy story is being presented to the TV audience. Arresting attention with the opening guarantee, the commercial presents simple, step-by-step instructions for getting and testing Murphy feeds simultaneously to eye and ear, concluding with the names of the dealers handling the Murphy products.

How has it worked? Mr. Burchard gave this answer: “While it is not possible to point a finger at television being entirely responsible for increased sales, our sales territory in the KVTV area has consistently led the rest of the sales force during the period in which we have been using television.

“Television has added visual selling to our advertising. We believe that it is, in a large measure, responsible for the good sales enjoyed in the KVTV area.”

Backing up its advertising manager’s words most emphatically is Murphy’s TV history. Its original contract with KVTV for three five-minute shows a week ran its 13-week course and was renewed. At the end of the second 13 weeks, a new contract was signed, calling for five programs a week instead of three, each running ten minutes instead of five and the contract running 52 weeks instead of 39.

“In addition,” Mr. Burchard concluded, “we now plan on using seven other TV stations, in addition to KVTV.” He listed the additions as two TV stations in Iowa—WHO-TV Des Moines and KGLO-TV Mason City; two in Illinois—WREX-TV Rockford and WHBF-TV Rock Island; one in South Dakota—KELO-TV Sioux Falls; and two in Wisconsin—WKBT (TV) La Crosse and WBAY-TV Green Bay.
For the best buy in the Pacific Northwest

take a look at **KIRO**

Exclusive CBS Radio affiliate in Western Washington—50,000 watts

In one of the Nation's Fastest Growing Markets KIRO offers • • • •

- 248,000 radio homes beyond the Seattle TV area with—

- $548,000,000 more retail sales at—

- lowest cost per thousand of any medium

KIRO's listeners all over have remained loyal because, through the years, KIRO has performed more services for more people than any other station in this area. — See following pages —
DEMOCRACY IS YOU

Pioneering in a new field of radio public service, KIRO helps Washington communities help themselves by stimulating an interest in the now-famous University of Washington Community Development Plan. DEMOCRACY IS YOU dramatizes the plan by letting its audience listen in while a group of citizens analyze their community and map out a plan of cooperative effort to revitalize it. As a result of these spontaneous, unrehearsed broadcasts of self-study groups in action, many communities have adopted the plan.

FILE NUMBER FIVE

A dynamic documentary series that culminated in the passage of Washington's strengthened narcotics law, popularly known as the "KIRO Bill." By exposing this area's vulnerability to the drug traffic because of weak laws and lack of enforcement personnel, FILE No. 5 mobilized the community to take action thru the State Legislature. Although the Legislature was in emergency session to solve financial problems only, public sentiment, aroused by KIRO's expose, forced a consideration of a narcotics bill. Federal, state and municipal enforcement agencies have credited this series as a major force in building a dam to stem the flood of narcotics in the Pacific Northwest.

Picture shows Governor Arthur B. Langlie signing bill as KIRO Program Director Carroll Foster (left) and officers of State Broadcasters Association look on.
Mr. Saul Max
Radio Station KIRO
1550 Queen Anne Avenue
Seattle, Washington

Dear Mr. Max,

I have been waiting to write you for some time concerning the splendid effort being made by your station in the form of your weekly program entitled, "Democracy Is You!".

It is my very deep conviction that the battle for democracy will be won or lost in the local community, and that only a small fraction of the effort that should be made toward stimulating local initiative is now being made. Through your generous cooperation, KIRO is doing an outstanding job in this vital field of public service. I am constantly hearing comments from all parts of Western Washington complimenting your station on the excellence of this program, and mentioning the public-mindedness of KIRO which this program demonstrates.

During a recent trip to New York and Washington I had occasion to play some of the tapes from this program to a national committee of the Ford Foundation headed by Dr. Charles E. Elvehjem, and to a number of department heads having to do with the exchange of personnel programs of the state departments. All of them were exceptionally pleased at what they heard and expressed considerable amazement over the idea that we have in the northwest a radio station the size of KIRO that is so public-minded and willing to devote so much time to public service.

These programs will become, I am certain, a model for similar programs in other parts of the nation, and already are largely instrumental in bringing about plans for a 26-week series on democracy to be broadcast throughout Germany. These foreign broadcasts will be patterned along the lines of your program, but will be made by the teams of community leaders now taking part in the Port Angeles project.

There are no words adequate to express my appreciation to you in making this program possible.

Sincerely,

Richard W. Poulton
Director

January 3, 1953

KOREAN BLANKET PROJECT

Learning that Korean orphanages desperately needed knitted wool squares that could be sewed into warm blankets before winter set in, Judith Lane of KIRO's "Housewives, Inc." program relayed the appeal to her listeners. The goal set—3,600 squares. By the shipping deadline, KIRO had received over 6,000 squares knitted from remnants of wool yarn, enough for 150 blankets. This project is typical of the support given by KIRO programs the year-around to worth-while causes.
CBS Seattle KIRO One of the Nation’s Great Stations

Here are just a few of the more outstanding programs

LOCAL PROGRAMS and PERSONALITIES

that make KIRO one of the Nation’s Great Stations

SPORTS
Pat Hayes, sports authority and play-by-play network sportscaster for 14 years—originator of KIRO’s "Scoreboard" series.

LIVE MUSIC
Clifford & Clark, piano and organ duo—top-ran musical team in Pacific Northwest for more than 15 years.

GARDENING
Cecil Solly, area’s best known garden expert—on KIRO 5 days a week since 1945—Garden Editor of Seattle Times.

STOCK MARKET REPORTS
Area’s only regular and complete morning report of stock market quotations—broadcast direct from a Seattle brokerage firm.

WEATHER
State-wide forecasts, plus special marine reports, broadcast twice daily direct from Weather Bureau office—service established 1937.

NEWS & SPECIAL EVENTS
Don Courtnay, for years Chief of KIRO’s News Bureau which originates 11 daily newscasts and covers all important special events.

WOMEN & HOMES
Judith Lane, Director of “Housewives, Inc.”—covers cooking, decorating, nutrition, fashions, child care, community affairs—daily since 1941.
In one of the Nation's Fastest Growing Markets—
MANAGEMENT and PERSONNEL
make KIRO one of the Nation's Great Stations

BOARD OF TRUSTEES
Queen City Broadcasting Company, 
operators of KIRO

SAUL HAAS
President and General Manager
Founder and principal owner of KIRO. 
A director of the CBS Radio Affiliates Association representing stations in 
8 western states and all dependencies.
Former newspaper editor-publisher.

JOHN L. KING,
Secretary-Treasurer
Director of KIRO's Community Relations Department. Past President, University of 
Washington's Board of Regents. Former Director Radio and Research. Washington 
State Grange.

JOSEPH E. MUCKLEY
Vice-President and Treasurer, Simpson Logging Company. A director of 
Puget Sound Navigation Company. Former Vice-President, Seattle First 
National Bank.

JOHN M. PIPER,
National Sales Manager
Joined KIRO's sales staff in 1949 after previous advertising experience in mid-west radio and own 
business.

LINCOLN MILLER,
Assistant to the President
22 years in radio broadcasting. Formerly with KEX, Seattle (engr). 
International Broadcasting Division, Department of State (Assoc. dir). Sacramento Broadcasting Com-
pany, Oregon State System of Higher Education.

WILLIAM F. TUCKER,
Commercial Manager
22 years advertising and sales experience. Member of KIRO sales staff since 1942. Commercial Man-
ger since 1947. Formerly with Foster & Holker.

JAMES B. HATFIELD,
Chief Engineer
Active in radio engineering since 1927. KIRO Chief Engineer since 1937. Registered Professional Engi-
ner in Washington and Oregon. Practicing Engineer before FCC.

CARROLL B. FOSTER,
Program Director
Joined KIRO's Program Department in 1938. Director of Public affords Department since 1946. 
Previously with KEPT, Spokane; KEEL, Denver; WTAR, Norfolk.

JOHN C. HAGEN
Principal owner of Troy Laundry, American Laundry and City Dry Cleaners in Seattle and Crystal Launder-
ties in Spokane, Wenatchee and Yakima.

PAYNE KARR
Partner in law firm of Karr, Tuttle & Campbell. Past President, Seattle Chamber of Commerce. Former Chair-
man, Seattle Transit Commission.

CHARLES MOROWITZ
Partner in Seattle law firm of Preston, Bechgrimm & Nor-
witke. Former Trustee, Seattle Bar Association. Former lec-
turer in law, University of Washington Law School.

GEORGE P. HARDGROVE,
Chairman
A director of Puget Sound Navigation Company, Rapp's Ball Lines, Ltd. Black Ball Ferries, Ltd. Trustee, De 
LaSalle Institute. Co-founder of Perlis & Morgr cows, in-
vestment banking firm.

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JOHN M. PIPER,
National Sales Manager
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business.
COMPLETE
LOW-COST COVERAGE

One rate, from sign-on to sign-off

One rate for the same service for all advertisers

KIRO developed and still is exclusive in offering a "Fixed Position Preemptible" rate

KIRO is the easiest to buy because only KIRO offers all these features:

★ Combination of programs and announcements in computing discounts.
★ Non-contiguous program discounts.
★ All services, rates, discounts and "packages" are published in Standard Rate and Data Service.

Plus

AGGRESSIVE MERCHANDISING SUPPORT

65 of Greater Seattle’s top supermarkets actively participate in KIRO’s Merchandising Service Plan. Here is a plan that offers qualified advertisers preferred “island” or “dump” positions for a full week with tie-in newspaper ads by all participating chains. Personal attention for the product by KIRO’s expert merchandising field men … working directly with the broker or representatives … assures maximum results. More and more successful advertisers are taking advantage of this no-extra-cost service.

Send for KIRO’s new 18-page brochure illustrating the multi-billion dollar Western Washington market.

National Representatives FREE & PETERS, INC.
NEW YORK • CHICAGO • DETROIT • FORT WORTH • ATLANTA • HOLLYWOOD • SAN FRANCISCO
WALL Releases Second Radio-Newspaper Survey

SECOND annual independent mail survey commissioned by WALL Middletown, N. Y., to compare radio listening and newspaper readership of housewives in the city and its trading area, indicates a general increase in radio listening and a decrease in newspaper reading.

The survey, conducted by the Dayton Business Courses, shows the Middletown trading area housewives have increased radio listening and decreased newspaper reading from 1953 to 1954 and newspaper reading dropped from 8.1 to 6.1 for the same period.

NEW BUSINESS

Chattanooga Medicine Co. (Velvo cough syrup), Chattanooga, Tenn., is launching campaign in southern states with promotion over 28 radio stations spearheaded by Grand Ole Opry originating from WSM Nashville, Tenn. Agency: Noble-Dury & Assoc., Nashville.

Johns-Manville, N. Y., will succeed Revere Copper & Brass, same city, as an alternate-week sponsor with Pan American World Airways, that city, of Meet the Press, Sundays, NBC-TV, effective Jan. 9. Agency for Pan American and Johns-Manville: J. Walter Thompson Co., N. Y.


American Motors Corp., Detroit (Nash-Hudson), to sponsor segment of Amos 'n' Andy Music Hall, Nov. 24, 25, 26, on CBS Radio. Agency: Geyer Adv., N. Y.

Stork Blesses Agency

AGENCY personnel at Fletcher D. Richards, New York, could form a stork club of their own. Practically during a single weekend four staffers became proud fathers. A fifth had a blessed event two weeks earlier. The score follows:

Oct. 28, 7:50 p.m., born to Jim Kelly, timebuyer, a second child, Kathleen Mary; Oct. 29, 3:01 p.m., born to Bernice Eckstein, art director, a second child, Karen Dale; Oct. 29, 5:23 p.m., born to Jack McKenna, assistant production manager, a first child, Kevin John; Oct. 30, 7:55 p.m., born to Bob Colodzin, head of tv/radio production, a second child, Benjamin Mark; Oct. 12, ahead of others' schedule, born to Mikal E. Jansen, promotion art director, a second son, Mark Andrew. Cigars, anyone?
executive and assistant director of merchandising on national accounts.

Sam Petok, public relations office, Chrysler Corp., Detroit, to New York to head new office there on 56th floor, Chrysler Bldg., 405 Lexington Ave.

Harold J. Ackley, assistant advertising manager, product advertising, Sunkist Growers Inc., L. A., named advertising and sales promotion manager, with headquarters in Ontario, Calif.

John David Held, Ketchum, MacLeod & Grove, Pittsburgh, to Calkins & Holden, N. Y., as radio-tv producer-director.

Keith Matthies, assistant program manager and film director, WKY-TV Oklahoma City, named radio-tv director, Lowe Runkle Co., same city.

Lloyd Heford to Kenyon & Eckhardt, Toronto, as radio-tv director.

Michael Jackson to Wm. Orr & Co., Toronto, as radio director.

Lawrence H. Rubin, formerly service manager, Buchen Co., Chicago, appointed production manager, Rutledge & Lilienfeld, same city.

Howard F. Smith, administrative assistant to treasurer, Universal-International Pictures Inc., Studio City, Calif., to BBDO, L.A., as research director.


Ray S. Dow, account executive, Buchen Co., Chicago, to Norge Div. of Borg-Warner Corp., same city, as assistant to director of advertising.


Richard J. Winkler, copy director, Warner & Assoc., St. Louis, to copy-service staff, Krupnick & Assoc., same city.

Robert J. Elliot, promotion copy chief, CBS-TV, to creative staff, Ruthrauff & Ryan, N. Y.

James W. Loughran, national advertising and merchandising director, Tasti-Diet Foods Inc., Stockton, Calif., to sales promotion dept., Erwin, Wasey & Co., L. A.

Mort Sinow, owner, Hollywood advertising agency, named West Coast representative of Sherwin Robert Rodgers Agency, Chicago, with offices at 8506 Sunset Blvd.; telephone: Crenview 6-3860.

Paul Wallach, free-lance publicist, Hollywood, to Last Frontier Hotel, Las Vegas, Nev., as resident publicist, succeeding Harvey Diederich, who moves to Robinson-Hannagan Assoc. (public relations), as Nassau, Bahamas, representative.

James C. Morgan, vice president in charge of tv, Raymond R. Morgan Co., Hollywood, and producer, KHI-TV Los Angeles Queen for a Day, relinquishes latter post to concentrate on firm's expanding tv projects; Howard Blake, tv producer, Hollywood, assumes similar Queen for a Day duties.

Harry E. Nickelson, Nielsen Food-Drug Index, elected vice president, A. C. Nielsen Co., Chicago.

MCA Nears Acquisition Of UTP Film Catalogue

Parties are negotiating for the right price. Deal should be settled in next fortnight.

ARRIVAL at the right price is the only factor holding up the deal for Music Corp. of America to acquire United Television Programs' catalogue of tv film shows [B&T, Nov. 15], according to a UTP spokesman in Hollywood. The proposed purchase, which, he added, will be settled one way or another by next week, will give MCA more tv film product than any other film syndication outfit. UTP recently announced over $10 million will be represented in its catalogue for 1955.

Jack Gross and Phil Krasne reportedly have added over $6 million in tv film product since their purchase of the remaining two-thirds interest in UTP over a year ago, which for “over a quarter of a million dollars” made them sole owners [B&T, Oct. 5, 1953]. Messrs. Gross and Krasne, it is understood, want to concentrate solely on production. Currently filming are Lone Wolf, Mayor of the Town (in association with Rawlins-Grant) and NBC-TV's Big Town. Upcoming is an O. Henry anthology series.

Menkin Appointed Director Of Programs at Guild Films

APPOINTMENT of Lawrence Menkin as director of programs for Guild Films Co., New York, was announced last week by Reub Kaufman, president of Guild Films. Mr. Menkin resigned recently as program director of WOR-TV New York [B&T, Nov. 8].

Mr. Menkin will supervise all of Guild Films' expanded program activities. The company currently produces Liberace, Life With Elizabeth, Joe Palooka, Florian Zauche and Frankie Laine programs, and is scheduled to produce new shows, including The Goldbergers, Confidential Film, Bride and Groom, Dr. Norman Vincent Peale, Connie Haines and It's Fun to Reduce. Mr. Menkin also will create and develop new programs and serve as program liaison official with Vitapix stations. Guild recently executed a working agreement with Vitapix [B&T, Oct. 25].

Mr. Menkin, who has won honors for the “creative originality” of his television programs, began his broadcasting career as a writer with WLW Cincinnati, and has served CBS, NBC, DuMont, Ziv and the Office of War Information in various capacities.

Mr. Kaufman, who noted that the appointment of Mr. Menkin was part of an expansion program at Guild Films, also announced that the company has signed a 10-year lease for occupancy of the entire third floor at 460 Park Ave., New York. The transaction, which is said to involve $750,000 rental over a 10-year period, will give Guild Films more than 17,000 square feet of operating space. The company expects to be moved into its new quarters by mid-January 1955.

WHO PRODUCES IT? WHO SELLS IT?
see the BROADCASTING YEARBOOK!

USE the BROADCASTING YEARBOOK!

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To a TV sponsor
who's going in circles

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

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

Check your markets for Studio Telescription programs and spot availabilities. Find out today how these high audience shows can help you get the most from your advertising dollars.
TPA Fields Two-Platoon System for Sales

TELEVISION Programs of America announced last week it has created television's "first two-platoon division sales-manager system" and has appointed three sales executives to serve as the "alter egos" of the regular division managers in the three areas.

In explaining details of the new plan, Michael Sillerman, executive vice president, said the men will be "readily available to move into any market which TPA's sales staff cannot visit, be able to expedite local sales and serve in other capacities for the regional sales head." Mr. Sillerman noted that the recent expansion program has raised TPA's sales staff to 48 and present plans are to build the staff to 80 before September 1955.

'LONE RANGER' PLANS STEPPED-UP PROMOTION

Agency, advertiser and networks meet in New York to discuss increased merchandising campaign which includes February 'anniversary' show on ABC-TV and CBS-TV.

ADVERTISER, agency and networks held target practice last week in New York on plans for a stepped-up promotion and merchandising campaign for The Lone Ranger, who has been riding the range on radio for nearly 22 years.

The program, sponsored in its long history by General Mills, is heard thrice weekly on ABC Radio (and weekly on 15 stations in Canada), and seen weekly on two different TV networks (ABC-TV and CBS-TV).

Gordon Johnson of Dancer-Fitzgerald-Sample, New York, the agency which handles the account, disclosed plans in the making for an hour-long film, tracing the masked-man's history to be telecast in February on ABC-TV and CBS-TV as an "anniversary" show, sponsored by General Mills. The agency currently is working on station clearance and final agreement with advertisers whose time periods would be affected.

A dinner-cocktail party at the Hotel New Yorker—where merchandising and promotion displays were exhibited—featured talks by Mr. Johnson and Jack Wrathet, Texas industrialist and broadcast station owner who, along with associates, acquired the Lone Ranger property in September for a reported $3 million.

The program now claims an audience of nearly 40 million, of which 35 million are said to be TV viewers. It also claims to have a 55% adult and 45% juvenile audience.

Mr. Wrathet said he and his associates plan to "take advantage of the property's potential" and will begin a "big promotional push" in 1955. Also attending the dinner party was Mrs. Mitchel Alvarez, a stockholder in Mr. Wrathet's KFMB-AM-TV San Diego holding (he also is permittee for uhf WJDW (TV) Boston, not yet on the air).

With radio and TV programming the backbone of the Lone Ranger property, plans encompass increased listening and viewing as well as greater merchandising and promotion of its associated enterprises—comic books, novels, comic strips, accessories and recordings.

Writers Sue Leven, Rockhill

SUIT for $2,501.50 has been filed in Beverly Hills Municipal Court against Edward Leven and Rockhill Productions Inc. by Hollywood tv writers Nathan P. Monaster and Arthur Alberg.

The plaintiffs claim that a $2,500 check, made out to them as an advance payment for tv film scripts they were to write for a series starring Claudette Colbert, was not honored because Mr. Leven's signature on the Rockhill account was unauthorized.

A proposed sponsorship on NBC-TV by Toni Co. fell through in August when the star reportedly refused to do the commercials. The pilot film has since been acquired for syndication by United Television Programs.

Film Council Adds Lab V.P.

MAIL REFERENDUM of members of the National Television Film Council has approved an amendment under which the number of officers will be increased from ten to eleven to include a vice president in charge of the laboritories division of the trade organization, Melvin L. Gold, NTFC president, has announced.

Mr. Gold said the suggestion for a laboratories vice president had been made because the advent of color TV has brought into the organization many representatives of laboratories and film manufacturers. Among the duties of a laboratories vice president will be advising NTFC on improvement in service, quality and handling of films for television.

JON HALL, star of Ramar of the Jungle, confers in New York with officials of Television Programs of America, producers of the tv series. Present are (l to r): Kurt Blumberg, assistant vice president; Michael M. Sillerman, executive vice president; Peter Zanphir, TPA advertising consultant; Charles Goit, account executive; Mr. Hall; Stretch Adler, Kenneth Joseph and Ken Foy, account executives, and Jerome B. Copp, exploitation manager.
...proudly announcing...

A Color Television System for Film Reproduction

It is our pleasure to present a complete line of Color Television Equipment with excellent color fidelity ... and surprisingly low in cost.

Write Dage today for details.

DAGE TELEVISION DIVISION | THOMPSON PRODUCTS, INC., MICHIGAN CITY, INDIANA
BAB (SOON TO BE RAB) APPROVES $720,000 BUDGET; BAUDINO ELECTED

Name will be Radio Advertising Bureau as of Jan. 1. Westinghouse Broadcasting vice president succeeds Charles Caley of WMBD as chairman of the board; Kevin B. Sweeney re-elected president.

BROADCAST Advertising Bureau will become the Radio Advertising Bureau and launch an expanded program of radio promotion activities on Jan. 1 under a $720,000 annual budget approved by the board of directors last week. Joseph E. Baudino, executive vice president of Westinghouse Broadcasting Co., was elected chairman of the BAB (RAB) Board, and Kevin B. Sweeney was re-elected president. Kenyon Brown, KWFT Wichita Falls, was named to the executive committee chairmanship, generally regarded as stepping-stone to board chairmanship, and John S. Hayes, WTOPI Washington, was named chairman of the finance committee. William B. McGrath, WHDH Boston, was elected secretary, and Donald W. Thornburgh, WCAU Philadelphia, was named treasurer. William L. Morrison was re-elected assistant secretary-treasurer.

Other key features of the board meeting, held in New York Tuesday following the annual BAB membership meeting at which five new directors were elected and 24 re-elected, included:

- Plans for greater "personalization" of BAB's station services, through a vastly expanded schedule of both area sales clinics and community sales meetings.
- Increases in BAB membership dues, amounting to about 33 1/3% over a three-year period starting in 1956 and expected to push the RAB budget "very close" to $1 million that year.
- Allocation of up to $50,000 as a starter toward financing, probably with the radio network, rather than April-March basis. President Sweeney projected BAB's income to $800,000 before summer and outlined five principal objectives to be accomplished with the increased allocation.

The five objectives:

1. To avoid "research jobs" similar to the recent ARP-Politics radio and tv set census undertaken by BAB and the networks.
2. To decision to stage a two-day radio advertising conference in New York next October with advertisers and agencies playing a major role, plus acceptance of NARTB's invitation to participate in the NARTB annual convention again by providing a radio sales day.
3. The $720,000 budget for 1955, largest BAB has had and comparing to $675,000 for that current fiscal year, was authorized coincident with a change in the corporation's fiscal year to put it on a January-December structure for stations, rather than April-March basis. President Sweeney projected BAB's income to $800,000 before summer and outlined five principal objectives to be accomplished with the increased allocation.

The five objectives: the greater "personalization" of service to stations; more specific "how to use" information for members; the new "major research job," plans which are expected to be set by the first of the year with an eye to getting field work started in the spring; an increase in the number of specific presentations to national advertisers, and expansion of membership.

The change in name to Radio Advertising Bureau Inc., long planned [CLOSED CIRCUIT, July 12], was designed "to more clearly identify the organization with radio." It will also help in marketing to the new Television Bureau of Advertising (Tvb), which is expected to begin operations Dec. 1.

The expanded sales clinic and community meeting plans, based on the idea of "bringing the meetings to the members rather than the members to the meetings," call for sales clinics at least once in 76 cities and in 26 of these cities at least twice during 1955. They also call for sales committee activities, under which all BAB member stations in a community jointly solicit business from non-radio advertisers, to be expanded from 24 cities to 68, with time spent by BAB executive personnel in such cities to be extended to as much as five days in major markets.

The new schedule of clinics provides for BAB to conduct 10 a month for 10 months of the year, meeting at least once in every city where there are three or more members. Mr. Sweeney said this would save thousands of dollars of travel expense in every state and permit participation by hundreds of salesman who have not been able to travel to distant meetings.

The new dues structure increases the contributions of networks, station representatives, and associate members, and sets up a uniform structure for stations, all effective Jan. 1, 1956. Officials said the increase amounted to about one-third but pointed out its effect in three annual stages, starting a year from now.

Charles C. Caley of WMBD Peoria, retiring chairman and saluted by his fellow members for "outstanding and devoted service" in that post for more than two and a half years, estimated that "the increased funds which will result from this new dues structure will assure the RAB Inc. of a budget very close to a million dollars in 1956."

The board also heard of Thornburgh, as chairman of the plans committee, report on his committee's efforts to help management develop detailed plans for such radio problems as speeding up set sales, simplification of stations' internal sales procedures, and development of more effective presentations versus other media.

The newly-elected board chairman, Mr. Baudino, and other new officers will take over effective Jan. 1. Retiring Chairman Caley continues on the board, but three members are retiring as directors: Robert D. Sweeney of WDSU New Orleans, described as one of the "fathers" of BAB; Martin Campbell, WFFA Dallas, and H. Preston Peters, Free & Peters. New members named to the board in the membership meeting were: J. Elroy McCoy, whose interests include WINS New York and KYA San Francisco; Ralph J. McElroy, KWWL Waterloo, Iowa; Frank P. Schreiber, WGN Chicago; A. E. Spokes, WJOY Burlington, Vt., and Joseph J. Weed, Weed & Co.

Re-elected to the board for one year, in addition to Barb chairman Caley, President Sweeney, and Messrs. Brown, Hayes, McGrath, and Thornburgh, were the following:

Charles T. Ayres, ABC; John P. Blair, John Blair & Co.; John C. Cohan, KSBW Salinas; Robert E. Dunville, WLW Cincinnati; William H. Finestribier Jr., NBC; Simon Goldman, WJTN Jamestown, N. Y.; George J. Higgins, KMBX Kansas City; W. W. Ingram, KHL Los Angeles; Edgar Kobak, WTWA Thomson, Ga.; Howard Lane, KOIN Portland, Ore.; James H. Moore, WSLS Roanoke; Adrian Murphy, CBS Radio; John F. Past, WJR Detroit; William B. Quarto, WTM Cedar Rapids; Robert A. Schmid, Mutual; George B. Storer, Storer Broadcasting Co., and Allen M. Woodall, WDAK Columbus, Ga.

WAITE TO HEAD SIGMA DELTA CHI

ALDEN C. WAITE, president of Southern California Associated Newspapers (Copley Publishing Co., OWCP-TV), Press, last week assumed presidency of Sigma Delta Chi, national journalistic fraternity which embraces radio and television newsmen in its 22,500 membership.

Mr. Waite was elected to succeed Robert U. Brown, president and editor of Editor & Publisher, at the closing session Nov. 13 of the fraternity's 45th anniversary convention in Columbus, Ohio. Mr. Brown automatically became chairman of the Board.

Roy W. Howard, chairman of Scripps-Howard (WCP-AM-TV Cincinnati; WEWS (TV) Cleveland; WNOX Knoxville, WMC-WMCT (TV) Memphis) was elected honorary presi
dent for the ensuing year. He succeeds John Cawles, president of the Minneapolis Star and Tribune and chairman of the Cable Co. (KRTN-AM-FM Des Moines [i]i
What's happened to the U. S. family in the “electric age”?

They use 3 times as much electricity—and pay less per kilowatt-hour for it

Since the Lyle Lohmillers of Milwaukee were married in 1939, family living has undergone a great change—in everything from housework to entertainment.

The Lohmillers, a typical U. S. family, have moved into the “electric age.” A measure of their change—they are using 3 times as much electricity today.

One reason is that electricity does more jobs for them. And the price is lower—the average family pays less per kilowatt-hour than in 1939. Another reason—there’s more of it. The electric light and power companies provide 3 times as much electricity. They are building new power plants and dams and lines all over the country ($10 billion worth) to keep well ahead of growing needs.

What’s coming? Still more electricity-at-work for the Lohmillers, and for everybody. Electric companies will add half again as much by 1960!

In spite of this abundance, some people still propose that the federal government build electric projects all over the nation—at the taxpayers’ expense, of course—even if it means waste and the threat of socialism.

You can help avoid such waste and extravagance by encouraging Congress to resist the pressure for unnecessary government power projects. The country’s electric needs can be met by America’s Electric Light and Power Companies.*

*Names on request from this magazine

“You are there”—CBS television—witness history’s great events
tional decision favoring grant of ch. 8); WNAX
Yankton, S. D., KVTV (TV) Sioux City, and
47% of WCCO-AM-TV Minneapolis).

Other officers elected were Mason R. Smith,
editor and publisher of the Tribune Press,
Gouverneur, N. Y., vice president for profes-
sonal chapter affairs; Ed J. Dooley, managing
editor, Denver Post, vice president for expan-
sion; Alvin E. Austin, head, journalism depart-
ment, U. of North Dakota, re-elected vice presi-
dent of undergraduate affairs; Bernard Kilgore,
president, Wall Street Journal, re-elected treas-
urer; Sol Taishoff, editor and publisher, B&T,
secretary.

Members of the Executive Council in addi-
tion to the officers are John W. Coll, managing
er, Kansas City Star (WDAF-AM-TV);
James A. Byron, news director, WBAP-AM-TV
Fort Worth (both re-elected); Robert Cavagn-
aro, West Coast executive, Associated Press;
Dale R. Spencer, U. of Missouri (KOMU [TV])
Columbia, and Ken Clayton, promotion depart-
ment, Chicago Tribune (WGN-AM-TV).

Chicago was selected for the 1955 convention
during November. An invitation from Louis-
ville for the 1956 convention was accepted by
the Executive Council at its post meeting ses-
tion, Sunday, Nov. 14.

The Executive Council also instructed its
committee to study possible awards for under-
graduate students in journalism, and to hold a
committee meeting that same week.

Newsmen Back Access Bill

BILL designed to promote freedom of informa-
tion, scheduled for introduction in the next
session of the Indiana Legislature, will be sup-
ported by the Indiana Radio-TV Newsmen,
the group decided at a Nov. 14 meeting held in
Indianapolis. The bill would permit recording
for broadcast of all public sessions of govern-
mental agencies and committees in the state.
Gov. George N. Craig has indicated he would
sign the measure if it passed.

CALL TO ACTION SOUNDING BY FELLOWS
TO PREVENT RADIO-TV NEWS CENSORSHIP

NARTB president, at the RTNDA convention, defines censorship and calls
for continued broadcaster vigilance. Paul White, executive
editor of KFMB-AM-TV San Diego, scores limitations on broadcast
access to news events.

NARTB President Harold E. Fellows last
Thursday sounded a clarion call for radio-
TV news executives to join in an industry-wide
cooperative effort designed to spot symptoms
of the "creeping paralysis of censorship" at
the community level.

At the same time Mr. Fellows:
• Related plans for asking NARTB's Free-
dom of Information Committee to reshape its
course of action to include participation by the
Radio-Television News Directors Assn. He
was slated to make the recommendation Friday
at a committee meeting in New York.
• Reported on a movement looking toward
re-evaluation on Canon 35 by NARTB, an
American Bar Assn. committee and representa-
tives of the American Newspaper Publishers
Assn. and American Society of Newspaper
Editors.
• Scored the "arbitrary action" of Sen.
Arthur V. Watkins’ (R-Utah) committee in
closing its doors to radio-TV coverage of its
sessions.

Mr. Fellows addressed a luncheon session of
the Radio-Television News Directors Assn.
nannual convention at the Sheraton Hotel in
Chicago last Thursday. He spoke on "The Final
Freedom.”

Radio and tv news editors, directors and
broadcasters from throughout the country at-
tended the three-day conclave, keynoted with
a talk Thursday morning by Paul W. White,
executive editor, KFMB-AM-TV San Diego,
Calif. He also scored limitations on broad-
cast access to news events.

Mr. Fellows played a return engagement,
having addressed the RTNDA convention last
week. Response of RTNDA delegates to his
speech was enthusiastic.

He noted a "kind of political myopia” by
many public officials this past election year,

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with respect “to the television lens,” and a
"befuddlement” about the function of electronic
media by those directly engaged in the conduct
of legislative hearings.

"In broadcasting it seems to me, can
gaze with some pride upon the organized
militancy with which our industry met the
efforts that might throttle its opportunity to
grow and expand in the news field,” the NARTB
president observed.

He remarked that a telecast of a recent
Presidential Cabinet meeting gave the people
an insight into the activity of the executive
family, whatever the political implications, and
was "a contribution to the cause for which
we struggle—equal access to the news.” He
noted sentiment for such broadcasts and tele-
casts on a monthly basis.

Arbitrary Notion

By contrast, Mr. Fellows continued, the
Watkins committee took negative action that
grew "out of an arbitrary notion . . . that the
people should be permitted to peek at public
events but perhaps not to look at them.”

Despite the flood of protests—telegrams, air
dominion, and other modes—the committee
held fast to its original decision, he pointed
out. "We made a good record of protest but
not a good record of accomplishment,” Mr.
Fellows observed.

The NARTB president defined censorship as
“any action which denies a public medium an
opportunity to publish or broadcast that which
it has a right to publish or broadcast. He cited
the New York State law banning radio micro-
phones and tv cameras in courtrooms as a
“limitation,” and the American Bar Assn.’s
Canon 35 as censorship “in a sense.”

He also felt it a form of censorship that a
municipality or state, by legislation or regula-
tion, would stipulate that a public medium
could not air advertising of a legal product
available to other competitive public media.
He suggested that if such authority exists, it
should be questioned.

These few examples of censorship, Mr. Fel-
loows continued, point up the “need for con-
tinued militant vigilance on the part of broad-
casters,” and particularly by professional
people like members of the RTNDA. He
asserted:

"Against the growing tendency toward
politicizing the industry in this area of news broad-
casting, as I say, we have taken sturdy
action in the form of protestation. The time has come,
however, when this is not enough. The time
has come when we must organize ourselves
as a positive force in anticipation of such
future efforts as may arise, and find reason-
able ways to prevent before the need for care
arises."

Mr. Fellows said he suggested to the ABA
that RTNDA be included in any representation
on discussions over Canon 35. He noted that
while ABA took the initiative on this matter,
broadcasters should assume it “in other areas
where censorship or the threat of censorship
exists—at all levels of government and at all
levels of professional self-regulation. Mr. Fel-
loows urged that all freedom of information
committees should join forces and establish
better liaison, perhaps holding joint meetings,

AT A RECENT Southern California Broadcasters Assn. meeting, where use of radio by
real estate brokers and home builders was discussed, Stanley Spero (l), sales manager,
KMPC Hollywood and SCBA sales committee chairman, listens to the three panel
speakers on the topic of response of radio to the National Association of Realtors and
builders to the broadcast spot campaign being conducted in the Los Angeles area.

Andrew Carpenter, vice president, Dan B. Miner Co.,
Los Angeles, Claude B. Leach Jr., owner of a Long Beach, Calif., advertising agency, and
George Still, partner, Still-Rouse Advertising, Los Angeles.
A pair of aces back to back...
and they Monday through on the CBS
Two of the biggest drawing cards in show business are now back to back on CBS Radio five nights a week:

**THE BING CROSBY SHOW** at 9:15 pm EST—fifteen minutes of songs and talk by a man with apparently no limitations whatever. Even with his feet on the desk, he can sing rings around just about everybody, and his interests (and guests) have the same wide range as his voice. Followed by:

**THE AMOS 'N' ANDY MUSIC HALL** at 9:30 pm EST—practically a full half-hour (there's the news at 9:55) with America's classic comedy team, now holding a musical court with their guests, in the Mystic Knights of the Sea Lodge—George "Kingfish" Stevens, proprietor.

Together, these shows are exactly what people want from radio this time of the evening... something relaxed and informal, to keep them company whatever they're doing, wherever they happen to be. Out in the kitchen. Upstairs. In the living room, workshop, car.

Scheduled back to back, Bing and Amos 'n' Andy build audiences for each other. And scheduled five nights a week, they accumulate audiences quickly. So these shows also fit in perfectly with what more and more advertisers want from radio: vast numbers of different people to talk to, at costs that make good sense.

turn up every Friday night Radio Network
You Can Make a MINT in FLINT!

THE BIG MONEY MAKER IS "RECORDS with ROCKWELL"

Voted Flint's No. 1 Disc Jockey!

What a selling combination! The most popular radio station in Flint and Flint's best-loved, most-listened-to disc jockey... Jim Rockwell! Nothing could be sweeter to lure business your way in Michigan's 2nd biggest income city. Folks just naturally tune to WKMF... Flint's only 24 hour station devoted exclusively to News, Music and Sports.

So, put your ad dollars where the listeners are! "RECORDS WITH ROCKWELL" is covering Flint's billion-dollar market like a tent!

WKMF—Flint... WKMH—Dearborn-Detroit... WKHM—Jackson

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!
AD COUNCIL TURNS GUNS ON DELINQUENCY, SLUMS

Plans for 15 campaigns for 1955, to be handled by $100 million in advertising facilities, announced at first Advertising Council Day in New York.

As part of its activities marking the first annual Advertising Council Day, the Council voted last Wednesday to allocate part of its $100-million-a-year advertising facilities to help alleviate two of the nation's most critical problems—juvenile delinquency and slum conditions. Plans for these and 13 other campaigns for 1955 were announced Wednesday night by Council Chairman Stuart Peabody, assistant vice president, The Borden Co., to 650 business leaders who attended a Council dinner at the Waldorf Astoria Hotel in New York. Earlier in the day, the two new campaigns received a vote of acceptance from the Council's Public Policy Committee, a group of 20 distinguished citizens from various professions and fields, headed by Paul G. Hoffman, chairman, The Studebaker-Packard Corp.

Mr. Peabody told dinner guests that by next spring the Council will have nation-wide advertising campaigns underway on radio and television and in newspapers, magazines, car cards and outdoor posters, in which the problems of slum conditions and juvenile delinquency will be described and immediate citizen action recommended. With the addition of these two campaigns, Mr. Peabody said, 13 projects will receive major support from the Advertising Council in 1955. The others are:

- Better Schools, Future of America, Civil Defense, Community Chests, Crusade for Freedom, Engineers Wanted, (home) Fire Prevention, Forest Fire Prevention, Ground Observer
- Community Chests, Crusade for Freedom, Engineers Wanted, (home) Fire Prevention, Forest Fire Prevention, Ground Observer

Mr. Peabody said, 13 projects will receive major support from the Advertising Council in 1955. The others are:

- First Annual Ad Council Day observance Nov. 17 saw this mahogany plaque, replica of the Advertising Council seal, presented to Council President Theodore S. Repplier by a committee representing the campaign funds which annually benefit from the group's programs. Present at the ceremony (l to r): Richard Reuter, CARE deputy executive director; Henry Toy, executive director of the National Citizens Commission for the Public Schools; Mr. Repplier, and Morton Sontheimer, assistant to the president of the American Heritage Foundation.
PLANS for participation in National Advertising Week, Feb. 13-19, by the Advertising Federation of America were formulated by these AFA committee members at a recent New York meeting (l to r): front row, Committee Chairman J. L. Van Volkenburg, CBS-TV president; Roger Pryor, vice president, Foote, Cone & Belding and head of the task force committee for the agency; Otis Winegar, FC&B vice president; Elon G. Burton, AFA president; second row, Tom Ragland Jr., WMBQ Memphis; John Yeck, Yeck & Yeck, Dayton, Ohio; Dick Messner, Morbridge Printing Co., New York; Richard Geismar, DuMont TV Network; back row, Howard Abrahams, National Retail Dry Goods Assn.; Fred Westin, Public Utilities Adv. Assn. president, and Jim Proud, assistant to the president, AFA.

**NCAA’S GRID HOLD MAY BE BROKEN IN ’55**

Feeling among college and broadcast officials is that next year will be one of decision.

**NARTB Sports Committee meets, feels out problem.**

ALTHOUGH leaders of the National Collegiate Athletic Assn.’s controlled tv plan ostensibly are adamant, there’s a rekindled feeling that 1955 will be a year of decision for the project.

Evidence continued to pile up last week of a new rebellion in the making among top football universities. The upshot may be an end-run around the association’s stand against unlimited—or at least regional—tv broadcast coverage.

Two developments in New York gave indication of (1) an increasing awareness in NCAA ranks that big-time football schools, particularly conference teams, will renew their attacks on the national tv plan with increased vigor, and (2) a feeling among broadcasters that this winter the NCAA tv log-jam at long last may be split wide open.

NCAA football topped the agenda of NARTB’s Sports Committee which met Wednesday at the Ambassador Hotel. That same day, Danny Hill, liaison officer for NCAA’s tv committee, addressed the Sports Broadcasters Assn. of New York.

While Mr. Hill held to a belief that a large majority of colleges will support NCAA’s current policy on tv, he acknowledged “more of a swing” toward regional telecasts than has been prevalent in past years.

Looking to NCAA’s January meeting, Mr. Hill predicted much discussion on regional vs. limited tv. But, he said, the policy of "restrictive" television, which the NCAA committee is convinced constitutes the best approach to a college football tv program, will be endorsed.

Thus Mr. Hill echoed the statement made recently by Asa Bushnell, director of the NCAA Tv Committee, that member colleges would not support regional tv or unlimited tv. Mr. Hill asserted that similar sentiment had been voiced to him by most college athletic officials in the country.

Bulk of broadcast talk at the NARTB committee meeting was on NCAA tv. NARTB again in January, when NCAA holds its annual meeting, will send an observer, as yet unnamed.

It was decided at the meeting that George J. Higgins, KMBC Kansas City, committee chairman, would accept an invitation to address the National Assn. of Professional Baseball Leagues’ (minors) Houston meeting next Monday. Mr. Higgins will talk on “What Radio Expects from the Minor Leagues.”

But what broadcasters can expect from NCAA dominated the discussion. Reference to ABC’s tv difficulty with sponsorship of this year’s games—which also underlay the talk by Mr. Hill—was made in the discussions.

The Sports Committee agreed Mr. Higgins should circulate a letter to broadcaster state associations urging the adoption of individual sports committees to work with schools and teams on the local level.

**Seeks Better Understanding**

Mr. Higgins’ letter to state broadcasting associations will state, in part:

“The Sports Committee of the NARTB, in its brief two years of effort, has done much to encourage understanding between national, amateur and professional athletic groups and the broadcasters—and although progress is slow, we feel the broadcasting industry is moving surely in the direction of better relations with sports authorities.”

“This effort could be measurably stepped up by similar activity at the state level. The formation of a Sports Committee in your Association would give us an opportunity to exchange materials, through the facility of ‘State Side’—the state association letter published monthly by NARTB. It would enable us also to work in close liaison and would encourage the establishment of uniform policy in industry recom-

**mandations in this particularly vital field of broadcasting.”**

A resolution was adopted by the NARTB group calling for widespread promotion and dissemination of success stories dealing with sports programming and attendant merchandising. It will be transmitted by Chairman Higgins to Broadcast Advertising Bureau (BAB) and Television Bureau of Advertising (TvB).

The resolution urges both bureaus to quickly compile statistics and material on sports success stories and circulate the information to their members as well as agencies, representatives and other interested groups.

Networks, stations and NARTB officials were represented at the meeting. Committee members taking part were Wesley Welser, WDGY Minneapolis; Robert O. Reynolds, KMPC Los Angeles; Ben Strouse, WWDC Washington; Gene Trace, WBBW Youngstown, Ohio; Robert B. Hanna Jr., WRGB (TV) Schenectady; Lawrence H. Rogers, WSAS-TV Huntington, W. Va.; Don Searle, KOA-TV Denver, and Robert R. Tincher, KVTU (TV) Sioux City, William B. McGrath, WHDF Boston, and D. L. Provost, WBAL Baltimore, were the only members not attending.

Network representatives were Lindsay Nelson, NBC; E. M. (Pete) Johnson, MBS; John Derr, CBS, and Tom McMahon, DuMont. NARTB delegation included Harold E. Fellows, president; John F. Meagher, radio vice president; Howard Bell, assistant to the president; Thad H. Brown, tv vice president and counsel to Tv Board; Robert K. Richards, consultant, and Abiah A. Church, attorney.

Although an invitation was sent to ABC-TV, which currently is telecasting the NCAA’s “game of the week” on tv each Saturday, for the network to send a representative to the meeting, it was reported that because of previous commitments connected with the current NCAA schedule, ABC-TV was unable to respond.

Eventual disposition of the NCAA tv weekly football telecasts was scored by sportscasters at the meeting addressed by Mr. Hill. It was noted that since ABC-TV has reported a loss on the series, tv network bids for next season could be expected to be reduced drastically.

Mr. Hill, in answer, said NCAA’s main concern was protection of member colleges and

**KEY PROBLEMS in sports broadcasting** were discussed Wednesday at the New York meeting of the NARTB Sports Committee. Here four committee members held a sideline discussion (l to r): seated, Robert O. Reynolds, KMPC Los Angeles; Chairman George J. Higgins, KMBC Kansas City; standing, Gene Trace, WBBW Youngstown, Ohio, and Wesley Welser, WDGY Minneapolis.
Faulty wiring and poor installation have always been a potential cause of fire. Yet you switch on your lights without a thought of fire—because fire insurance is always on the job protecting you. To safeguard your home against these hazards, fire protection engineers, together with the electrical industry and Underwriters' Laboratories, have established safe electrical standards which are used all over the country.

This is one of the jobs of the capital stock fire insurance companies—to protect you, your home, your family, job or business, every hour of the day and night.

Fires, explosions, windstorms are constant threats. You guard your health by seeing your family doctor and dentist. Be sure that you have adequate protection against loss by fire or other disaster. See another specialist regularly—your local capital stock insurance agent or broker. The protection he offers is essential to your security.
Only STEEL can do so many jobs so well

A Happy Marriage took place when housewares and USS Stainless Steel found each other. And today, you get the benefit of the mating...pans, pots and other household articles that are not only bright and beautiful in appearance and virtually indestructible, but easy to clean and safe, too...because this shining metal is so easy to keep free from contamination.

Steel Takes to the Air. In Arizona, there's a sandy river bed where flash floods frequently occur. A gas pipe line had to cross the river bed. So, to avoid the flash flood danger, the 30-inch welded gas pipe line took to the air for 1020 feet. Pipe and supporting structure were fabricated and erected by U.S. Steel.

Something New for Snow or Mud. When the going gets tough in deep snow or mud, the motorist's life-saver now is frequently those new tire traction clips of heavy wire, which clip easily to tires, furnish grip enough to get you out of trouble, and are then simply removed by prying. Clips are made by American Steel & Wire Division of U.S. Steel.

Everybody Knows the progress American railroads have made in their passenger services these past years...in spite of arbitrary limitations. But it is not so well known that their freight services have been making enormous progress, too...as witness the 170,000 modern freight cars like this that have been built with USS Cor-Ten Steel in the past 20 years...a high strength steel that allows freight cars to carry more payload and last longer with lower maintenance cost.

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

AMERICAN BRIDGE...AMERICAN STEEL & WIRE and CYCLONE FENCE...COLUMBIA-GENEVA STEEL...CONSOLIDATED WESTERN STEEL...GERRARD STEEL STRAPPING...NATIONAL TUBE
OIL WELL SUPPLY...TENNESSEE COAL & IRON...UNITED STATES STEEL PRODUCTS...UNITED STATES STEEL SUPPLY...Division of United States Steel Corporation, Pittsburgh

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

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that fees for tv rights to games are worked out by colleges taking part and the networks' sponsors and agencies. The matter of fees, he noted, is secondary to the overall position of NCAA of a "limited" approach as the most feasible for its tv play.

The association's luncheon meeting was presided over by its president, Dean Miller, sports editor, United Press Radio Division. Members voted to present sportscasters Clem McCarthy and Bill Slater with life memberships.

Krause, Allen Warn NCAA
To Revise Sports Practices


Dr. Allen declared an "enforcer" is needed for rules dealing with subsidization and proselytizing of athletics. Mr. Krause said it is unfair to blame tv for any decline in college football attendance.

"We should use tv as an ally, not an enemy," Mr. Krause said in addressing the AP group, meeting at Tampa, Fla. "I believe we should sell our game to the people. I think we could televise as many as 50 games on a Saturday. It's the only way to lick the problem."

Mr. Krause added that professional football attendance is up as a result of widespread telecasting of games but emphasized that Notre Dame had no intention of withdrawing from NCAA over the tv problem.

Dr. Allen said the cause of lax enforcement of NCAA regulations can be traced to college presidents who "do not want to surrender power. They don't want to admit college athletics needs a policeman. It does. Money over or under the table is the worst evil in colleges. I say the boy in college doesn't need extra money. No boy on a scholarship can afford to drive a car."

LA. BROADCASTERS ELECT EDGAR STERN

EDGAR B. STERN JR., WDSU-AM-TV New Orleans, was elected president of Louisiana Assn. of Broadcasters at its concluding session Nov. 13 [6*7, Nov. 13]. LAB met at Jung Hotel, New Orleans. Other officers elected were Robert Earle, WBR Batou Rouge, vice president; Clarence E. Faulk, KRUS Ruston, secretary-treasurer.

Board members for 1955 are Willard Cobb, KALB-AM-TV Alexandria, La., retiring president; Tom E. Gibbens, WAFL-AM-TV Baton Rouge; Paul H. Goldman, KNOE-AM-TV Monroe; Dierrel Hamm, KANE New Iberia; Ed Hoerner, WWL New Orleans; T. B. Lamford, KRMZ Shreveport; Maxwell J. Thomas, KSFG Crowley; John A. Chauvin, KEUN Eunice.

Resolutions adopted by LAB called for a vote next spring on a proposal to admit tv stations to membership, condemned barring of cameras and microphones from Congress and supported a bill introduced by Rep. Martha W. Griffiths (D-Mich.) to permit telecasts of sessions; extended condolence to the widow of P. K. Ewing, Louisiana station operator who died Oct. 27. Henri F. Wehrmann, WTPS New Orleans, was chairman of the convention arrangements committee.

Speakers at an associated Press meeting Nov. 13 were Gene Nelson, WLCS Baton Rouge; Frank Ford Jr., KENT Shreveport, and E. V. Brinkerhoff, Brinkerhoff Agency, New Orleans.


RETMA UNIT HEARS PLANS FOR 1955 RADIO-TV WEEK

Chicago meetings discuss subscription tv, excise taxes, budget reorganization.

DISCUSSIONS for active dealer participation in National Radio & Television Week in 1955 were laid before the public relations and advertising committee of Radio-Electronics-Television Mfrs. Assn. in Chicago last week. The proposal was broached by A. W. Bernsohn, managing director of National Appliance & Radio-TV Dealers Assn., who asked for RETMA support on a project similar to one held a few years ago. Settlement at the RETMA and dealer level was reported as most favorable.

Mr. Bernsohn also explained his plan to the association's sales managers committee.

The dealer campaign was one of several matters discussed during a three-day series of RETMA committee-division-section meetings at Chicago's Palmer House Nov. 17-19. Other topics explored were subscription tv, RETMA's campaign for easing of excise taxes on tv receivers and a plan for revision of organizational budget procedures.

The public relations and advertising committee, headed by Julius Hauer, heard a progress report on the annual Voice of Democracy contest, co-sponsored by NARTB, the U. S. Junior Chamber of Commerce, and RETMA. Other matters on the combined agenda included plans for a tv service film, high fidelity exhibits and Mr. Bernsohn's proposal for a radio-tv dealers bureau in connection with NARDA meetings.

The session on toll tv, conducted by the special committee on subscription television under Glenn McDaniel, was described as harmonious and amiable. Committee members exchanged views with representatives of Zenith Radio Corp., Televi-Sonic and Skiron Corp.—producers of the three major tv systems; RETMA is expected to take a stand on this controversial issue once the FCC sets hearings.

RETMA's tax committee pledged itself to renew the fight for a reduction in excise taxes on monochrome receivers from 10% to 5%, and for elimination of excises on color sets. Taxes already have been scrapped on other major appliances.

A score of other committees and units met during the three-day conclave, which ended Friday noon with a board meeting under Chair- man Max Balcom.

Satellite Standards
Considered by RETMA

PROPOSED standards for operation of satellite or booster television stations may be submitted to FCC by the Radio-Electronics-Tv Mfrs. Assn. early next year.

This possibility emerged last Wednesday as RETMA's Satellite & Special Services Tv Broadcast Stations Committee, headed by Ben Adler, National Appliance Labs, held an all-day meeting in New York to work on the standards proposals. They are being evolved to a great extent on the basis of experience of existing satellite type operations—RCA's at Vicksburg, Miss.; Sylvania Electric Products at Emporium, Pa., and the Adler organization's at Waterbury. Discussions of these occupied much of the session.

Mr. Adler expressed hope his group could follow a timetable that will permit completion of the proposed standards and clearance through the RETMA organization for submission to FCC shortly after the first of the year.

Edward W. Allen Jr., FCC chief engineer, was present for the meeting, attended by 17 committee members and other experts. An FCC inspection of the Adler Waterbury satellite was slated later in the year.

Under the Commission's present policy, which became effective Sept. 1, a local tv station may establish a uhf outlet to rebroadcast its shows in an area that has no tv service, but all such applications now are considered on a case-to-case basis. First commercial grant under the Sept. 1 policy change went to KIMA-TV, Yakima, Wash. (ch. 29), for a station at Pasco, Wash., to rebroadcast its programs on ch. 19. (Also see story on Lufkin satellite grant, page 80).

Harriman Praises Radio-Tv
For Diversity of Opinion

MEMBERS of the "fifth estate," as they were called by New York Gov-elect W. Averell Harriman, were hosts Wednesday to the state's newly-elected chief executive at a Radio & Television Executives Society luncheon at New York's Roosevelt Hotel.

In his first public address since the election, Mr. Harriman complimented the broadcast industry for differences of opinion which still exist on the airwaves as compared to what he saw as a more organized opinion in the press. "Television," he said, "will play an increasing part in our political life." He said he would like to appear in a discussion-type tv program in which he could report periodically to the people of the state on the progress of his administration.

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Timebuyer ‘Basics’ Highlight RTES Meet

ADDITIONAL standardization of grade coverage claims of tv stations would be an aid to the timebuyer, Robert L. Coe, manager of DuMont TV Network's station relations department, said Tuesday.

Mr. Coe and E. M. (Pete) Johnson, vice president in charge of station relations for Mutual and WOR New York, presented the "basics" of what the timebuyer should know about station engineering data at the fourth in a series of Radio & Television Executives Society luncheons making up this season's "timebuying and selling seminar." The luncheon was held at the Toots Shor restaurant in New York.

Mr. Coe also reminded that while admittedly there are many technical problems in tv, "we would not have the more than 30 million tv sets and the radio saturation of today, if we didn't have the business with faith and go-ahead. . . ."

Alluding to problems in uhf, Mr. Coe said many in the tv industry are prone to "forget the skepticism" of vhf station operation which marked pre-froze days. Broadcasting him, he said, is highlighted with continual development of equipment for utilizing higher frequencies, a process still going on in uhf. "Uhf will prove itself," he said.

As tv stations go on the air, the timebuyer will have to concern himself more with the factor of interference, Mr. Coe said, explaining differences of adjacent channel and co-channel interference. He noted that modern tv receivers have reduced the problem of adjacent channel interference so that today it is less a factor than the co-channel difficulty.

In comparing uhf and vhf in any market, he warned, the timebuyer, as well as the engineer, must study the individual station situation, case-by-case, avoiding generalization. He noted the many factors, including power, frequency and antenna height, which affect coverage.

Mr. Johnson outlined groundwave and skywave radio signal transmission, touching upon these determinations of "greater radio station coverage": higher power, lower frequencies, areas of high conductivity, directional antennas and many more. He explained what radio stations mean when they claim certain coverage advantages, differences in nighttime and daytime patterns, clear channel coverage, etc.

Moderator of the panel, "How to Engineer a Good Buy," was Frank E. Pellegrin, vice president of H-R Representatives and H-R Tv Inc.

$600 Million for Tv Predicted by Doherty

TELEVISION broadcast revenue during 1954 will reach $600 million, Richard P. Doherty, president of Television-Radio Management Corp., predicted Friday in an address to the North Carolina Broadcasters meeting at Southern Pines. The figure compares with FCC's 1953 revenue figure of $431.7 million.

Radio broadcast revenue will be approximately $475 million, he predicted, a slight decline from 1953 and the first time in the history of commercial radio that a decline has been forecast. He expects the growth to be resumed next year. FCC has not yet announced its 1953 radio broadcast revenue figures but the report is expected within a fortnight. [Radio net time sales in 1953 were estimated at $498.4 million in the BRT 1954 Yearbook.]

Mr. Doherty cited these 1954 trends: National radio spot will be off slightly; national tv spot will show a healthy advance over last year; local radio income will continue to be the most impressive; plus of the medium; next year will prove that radio "still possesses a strong upward growth trend"; radio station profit margins (before taxes) will be down from 1953; overall tv station profit margins for tv stations will increase in 1954 although there may be "sharply divergent trends among such groups as prerecord and postfreeze, vhf and uhf."

While radio local and national spot are down, Mr. Doherty said, station network income also is declining.

Radio's slight dip in 1954 local revenue, he said, can be traced to a drop in level of general business plus the first year's impact of tv in many markets. He ascribed the loss of "a few million dollars" in radio's national spot to tv national spot.

Despite these overall national trends, many individual stations have achieved rising income, primarily in local sales, he said. Tv broadcast revenue was found "up sharply" in all departments—local, national spot and network.

Cincinnati IRE Plans Meet

THE NINTH Annual Spring Technical Conference, sponsored by the Cincinnati Section of the Institute of Radio Engineers, will be held April 15-16 at the Engineering Society of Cincinnati Bldg. Requests for advertising and exhibiting privileges should be referred to Clyde G. Haehle, 6310 Stover Ave., Cincinnati. Registration and banquet reservations should be sent to Mr. Stuhlbarg, 1853 Glendon Pl., Cincinnati.

Foreign Tv Competition

PROBLEM of overseas price competition in the radio-tv set and equipment manufacturing field, and ways to combat it, were discussed at a meeting of Radio-Electronics-Tv Mfrs. Assn.'s International Dept. Thursday in New York.

A committee of 30 leading set makers, under chairmanship of Ernest A. Marx, of DuMont's International Div., met on this problem and also on methods to be taken by U. S. manufacturers to promote sales of their sets and equipment in foreign markets. Recommendations were to be sent to RETMA's board meeting Friday in Chicago.

VOD Awards Donated

MANUFACTURERS have donated 51 tv and radio receivers to be used as awards to winners in the annual Voice of Democracy contest, according to James O. Seveteen, VOD chairman and executive vice president of Radio-Electronics-Tv Mfrs. Assn. Twenty-three manufacturers have donated the receivers. State winners in the contest will receive tv sets, with all-wave radios going to winners in the territories. National awards to the four sectional winners will be made during National Awards Week, Feb. 18-25.

N. Y. Ad Club Class Elects

IN ELECTIONS of the 1954-55 advertising and selling class of the Advertising Club of New York, Paul Spiller, International General Electric, was chairman; Ethel Rose, Kamany Assoc., vice president, and D. Parke Gibson, Interstate United Newspapers Inc., secretary-treasurer.

Tv Is Movie Industry Ally, Says Goldenson

Carolina Theatre Group told of medium's value in developing new talent. AB-PT president also urges use of radio and tv to advertise theatre's merchandise.

MOTION picture industry was urged last week by Leonard Goldenson, president of AB-PT, of which ABC is a division, to utilize television as an ally in the form of an advertising medium and a training school for future staff.

In the keynote speech before a meeting of the Theatre Owners of the North and South Carolinas in Charlotte last Monday, Mr. Goldenson said that there are evidences that television already is being used as a promotional outlet and as a talent-building agency for the motion picture field. He recommended these efforts be intensified as a means of building audiences.

"What the producer must do," he said, "is widen the appeal of motion pictures for the younger movie-goers—and equally important, develop and continue development of new young stars. Where formerly this was done through 'B' pictures, it may now have to be done through television or secondary leads in feature pictures."

Mr. Goldenson warned that the motion picture industry must not restrict itself to past methods of exploitation and showmanship. He pointed out that "this new generation" has grown up with television and said tv can be "used with tremendous effect to advertise our merchandise." Television, he continued, provides "a perfect opportunity for us to bring a sample of our product right in the homes of millions of potential movie-goers."

Mr. Goldenson contended the motion picture industry has not yet taken "complete advantage" of television to advertise its product, but cautioned that a program of experimentation should be followed to determine the most effective ways of using tv.

The exhibitor must encourage the distributor and the producer to do more of television, and radio as well, to advertise and merchandise motion picture pictures, he asserted. "And we must be prepared to participate wherever practical."

"Right now my theatres associate in AB-PT have a committee composed of our most experienced exhibitors, who are making a study of the problem. Mind you, I am not trying to deprecate other forms of advertising and exploitation. While there may be new approaches in using the accepted media, they are still important. However, I am convinced that merchandise by radio and by television in particular, is one of the most important answers to our problems of how to attract larger audiences and the new younger generations to our theatres."

Danielsen Joins BAB

KENNETH P. DANIELSEN, account executive at Ross Roy Inc., New York, has joined Broadcast Advertising Bureau as a reporter-writer on the national promotion staff. He will be in charge of two regional publications, National Radio Salesman, published weekly, and Radio Advertising Newsletter, published monthly. Prior to his association with Ross Roy, Mr. Danielsen was a reporter and feature writer for a chain of newspapers owned by Westchester County Publishers (WFAS White Plains, N. Y.).
NOW! the new

Eliminates extra manpower requirements

opaque and transparency projector

REMOTE OR LOCAL CONTROL
CHECK THESE NEW FEATURES

- Completely automatic...utilizing features contained in the now famous Telop and Teloprojector...Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading...additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves...superposition of two slides...and slide changes.
- Shutter type dimming permits fades without variation of color temperature...opaque copy cooled by heat filters and adequate blowers...assembly movable on base which permits easy focus of image.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3½" x 4" glass slides, strip material, and 2" x 2" transparencies when Teloprojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the
Gray Autograph and FilmAutograph.

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WORLD PLANNING
SEVEN NEW SHOWS

To be released Jan. 1, new package of 12 hours weekly is described as largest effort in firm's history.

WORLD BROADCASTING SYSTEM last week announced plans to make available a series of seven new musical programs offering almost 12 hours of programming per week, and described the package as "the biggest" single bloc of shows distributed in its 20-year history.

Pierre Weis, World general manager, said the package will be made available to more than 1,000 World affiliates on Jan. 1. It consists of three half-hour and four quarter-hour programs, designed for five-day-a-week programming, and featuring local personalities in musical shows.

The new series, according to Mr. Weis, will provide stations with an opportunity to sell a total of 111 one-minute spot announcements per week, plus sponsor identifications at the beginning and end of each program. He said presentation packets, containing sample scripts for audition purposes, have been mailed to stations.

Included in the new series are Music Coast to Coast, half-hour show of production numbers by David Rose, Ray Bloch, Peter Yorke and Lyn Murray; Passport to Daydreams, half-hour show of mood music, featuring the Daydreamers Trio, Mack Stewart's Mellow Strings, the World Concert Orchestra and specialty artists; Guess Who? Guess What?, half-hour program combining music with radio games and questions, and quarter hour shows, titled Westward to Music, The Song and the Story, The Three Suns and Blackwood Brothers Quartet.

Gregory, Reeser Named
In WBS Sales Expansion

BECAUSE of a sales expansion, World Broadcasting System has added M. C. (Jim) Gregory and Gregory Reeser to its sales staff.

According to Dick Lawrence, World's sales manager, the additions are part of World's expanded sales effort begun last spring with full-hour, across-the-board programming featured. He said World now is making available to its

ONE-YEAR CONTRACT for sponsorship of Mr. District Attorney on WPTR Albany, N. Y., is agreed to by (r to l) Leo Rosen, general manager of WPTR; Frederick T. Jerom, president of sponsor Home Savings Bank there, and Mabel Perryman, radio-TV director of Heavenor Adv. Agency.

Hi-Fi Institute Plans
Promotion of Industry

AN ALL-INDUSTRY educational program designed to spread the story of hi-fi to "the richest potential market in electronics" is being planned by High Fidelity Institute Inc.

Jerome J. Kahn, institute commissioner, reported informal talks have been held with leading promotional, sales and advertising authorities on the proposed program. The institute's provisional board of governors still must approve the plan.

Actual formation of the institute, which was set up to promote hi-fi, was delayed for five months because of organizational difficulties stemming from an increase in board members from six to 12. The board has been cut back to six again and the other six will head up advisory committees and serve as consultants on the industry promotional program.

Power Adds Three Branches

OPENING of new offices in Detroit, St. Louis and New Haven, Conn., was announced last week by Jules Power Productions Inc., tv package firm.

Additional production facilities were set up to offer expanded service to national advertisers who favor local programming in individual markets, according to Jules Power, head of the firm. He stressed the importance of merchandising tie-ins.

The Power organization currently produces programs for NBC-TV (Watch Mr. Wizard) and DuMont TV Network (All About Baby) as well as local live shows in five markets.

ASCAP Launches New Service

NEW service to radio-tv stations titled "ASCAP Music on Records—Your Program Guide," was launched last week by ASCAP. The feature, containing listings of ASCAP music broken down into categories selected for timeliness, interest and variety, will be sent to stations monthly.

J. M. Collins, ASCAP sales manager, said the guide is designed to assist station and program managers in building better programs for their listeners. A binder, in which the monthly releases may be kept for a permanent reference, will be sent with the first guide, Mr. Collins stated.

ASCAP Names Devany

JOHN DEVANY's appointment as a member of the radio and television station relations division of ASCAP was announced last week by J. M. Collins, sales manager. With ASCAP for more than seven years as field representative in Philadelphia, Mr. Devany will continue in that city and cover stations in New Jersey, Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina and eastern Pennsylvania.

Roffman Assoc. Formed

FORMATION of Roffman Assoc., New York, radio and television production firm, has been announced by Richard H. Roffman, president. The firm will specialize in creation and production of radio and tv programs, according to Mr. Roffman, and its first project will involve coordination for a radio interview program featuring Alexander I. Rorke Jr., described as a writer-lecturer and civic leader in New York.
Art Baker captivates the curious with "You Asked For It"

People are naturally curious about such oddities as boxing kangaroos and Ping-pong-playing cats, so Art Baker puts them on TV. It really works. Just ask Skippy Peanut Butter. They've sponsored "You Asked For It" since it first went on the air, with results as remarkable as the show itself!

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

"Dollar A Second," sponsor and all, has moved to ABC

Jan Murray's highly original show disseminates its daffiness on ABC with its original sponsor, Mogen David Wine. A lively addition to our Friday line-up ... and added evidence (as if more were needed!) of the new vitality here at this fast-moving network.

You're in smart company on ABC-TV American Broadcasting Company
The Commission, by 3-to-1 vote, approves re-establishment of ch. 9 KTRE-TV Lufkin, Tex., to rebroadcast ch. 2 KPRC-TV Houston. Comr. Hennock dissents. Action is seen broadening FCC's earlier order announcing it would consider applications for new uhf stations which would not originate local shows.

**GOVERNMENT**

**TENSA TV GRANT EXTENDS SATELLITE POLICY TO VHF**

The Commission, by 3-to-1 vote, approves re-establishment of ch. 9 KTRE-TV Lufkin, Tex., to rebroadcast ch. 2 KPRC-TV Houston. Comr. Hennock dissents. Action is seen broadening FCC's earlier order announcing it would consider applications for new uhf stations which would not originate local shows.

**THROWING OPEN**

The door to what apparently will be a case-by-case consideration of bids for vhf permits as a minority case, was opened last week when re-granted ch. 9 at Lufkin, Tex., to Forest Capital Broadcasting Co. (KTRE-TV).

This action followed the grant of a similar re-grant of ch. 9 in Yakima, Wash., to Scoutbluff, Neb., which in part would rebroadcast another station and in part air local films. This was a permit for ch. 10 at Scoutbluff awarded to ch. 5 KFBT-TV Cheyenne, Wyo. [B&T, Aug. 23].

Comparative hearing apparently will be required by FCC to settle who gets a satellite outlet on ch. 3 in Mayaguz, P.R. Both ch. 2 WKAQ-TV and ch. 4 WAPA-TV San Juan have applications pending before the Commission for a ch. 3 repeater at Mayaguez [B&T, Oct. 18].

Following is the text of Comr. Hennock's dissent to the Lufkin satellite grant:

"By this action the Commission for the first time has authorized the use of a vhf channel by a station operating as a satellite of another vhf station, and it will open the programs of the parent station, which is licensed to serve a distant city. The satellite in this case is located at Lufkin, Tex., and will occupy the only vhf channel assigned there. The only other channel at Lufkin is an uhf channel. The parent station is located at Houston, 124 miles away. The permittee is not proposing any local programming and has no control over its programming. I dissent."

On Aug. 5, 1954, the Commission announced a new policy under which it was stated that it "will consider applications for stations in the uhf band which do not propose to originate any local programs." (Public Notice FCC 84-991). No reference was made in that policy statement to the possible use of vhf channels for satellite stations operating from uhf parent stations and carrying exclusively the programs of the latter. The grant in this case thus extends the scope of that order even further, and the limits then announced. The Commission's statement indicated that the new policy had been adopted with the purpose of eliminating the deterrents "for parties interested in constructing and operating uhf television stations."

In my lengthy dissent to the adoption of that policy I pointed out that, despite the allusions to possible help it might give uhf broadcasters, it in fact opened the way to developments which would finally seal the fate of uhf television. Today's decision to place a vhf satellite operation in a community which is thereby denied the important benefits of local programming and which erects an insurmountable barrier to the use of the uhf channel assigned to the community confirms the views I expressed in my dissent to the August 5th policy decision.

This action is an almost incredible departure from two of the most firmly established policies of the Commission which have heretofore always governed the grants of broadcast licenses in the public interest. One of these is that a station serve the particular needs and interests of the community in which it is licensed. The other is that a licensee maintain full control over the operation and programming of his station. I believe that the worst of both worlds is being conceived here. The Commission has now approved an application to operate on ch. 9 which does not even provide for local programming and thereby cuts off the community's chances for anything better than the "minimum" level of service which FCC has declared to be the "fair, efficient, and equitable distribution of radio service to each of the same." It has been firmly established, up until now, that...

**WORLD SUBSCRIBERS TO GET FREE CHRISTMAS PACKAGE**

COMPLETEN half-hour open-end dramatic program titled hit Wonders to Perform, will be distributed free to all subscribers of World Broadcasting System as the 1954 Christmas sales package. The announcement was made by Pierre Weis, World general manager.

In addition, the Christmas kit contains a number of outdoor features designed to attract sponsors and spot buyers among Christmas advertisers for local radio stations, Mr. Weis said.

More than 1,000 stations subscribing to World have received a promotion kit to help launch the Christmas programs. Included in the package is the dramatic show, starring Dorothy Lamour, ready for broadcast with the submission of the sponsor's message. Second feature offers season's greetings in languages of 12 other countries as a lead-in to spot Christmas messages from advertisers. A "Christmas shopping bag" is also included in the form of daily half-hour programs to be broadcast from Nov. 29 until Dec. 24. These include music, letters to commercials as well as Christmas stories.

The package also contains a series of jingles called "30 Shopping Days Til Christmas," recorded by the Jesters Trio with a new tune every day from Nov. 19 to Dec. 24.

Among other advertising vehicles, the program will be seen in advertising vehicles, and a series of four special holiday shows to be broadcast Dec. 24, 25, 30, and Jan. 1.

**OMSTED NAMES TWO**

RICHARD OLMSTED and Garrett Kaufman, son and step-son, respectively, of Henry Olmsted, president of the newly-formed Olmsted Sound Studios, New York, have been appointed vice presidents.

The studio opens at 1 E. 45th St. on Dec. 2, according to President Olmsted, who was a board member of the Princeton Film Center (tv distribution and production), where the younger Mr. Olmsted, an engineer, was active in sound work. The latter will be concerned with the technical end of production while Mr. Kaufman, a musical composer and arranger, will deal with the artistic, creative aspects of sound and film recording.

**PROGRAM SERVICES SHORTS**


RCA Record Program Services, N. Y., has released for second year tv film version of Hans Christian Andersen's The Little Match Girl.

**PROGRAM SERVICES PEOPLE**

Sherman A. Harris appointed assistant to president, The Lone Ranger Inc., Beverly Hills, Calif.

Peter J. S. King, West Coast representative, SESAC Inc., N. Y., resigns with future plans to be announced shortly.
Here’s a problem that taxes more than the imagination

The problem: what keeps these wheels turning?

You would expect the answer to be: demand for the transportation service that each provides. And, certainly, that is the primary requirement for a successful business.

But for three of the carriers represented, this is only a partial answer. Of equal importance in the rapid growth and successful operation of the big inter-city trucking corporations, the airlines and the barge companies, has been public financing of the facilities these carriers use. Thanks to public tax money, the airlines have had built for them some 2 billion dollars' worth of civil airports and airways. Waterways carriers make free use of a 4.3 billion dollar public investment in river and harbor facilities. As for the big inter-city truckers—they benefit from about 5 billion dollars' worth of highway construction and maintenance yearly.

On the other hand, the railroads do not benefit from public funds, but, rather, pay for and maintain their own rights of way, safety and signalling devices... in full. In addition, they pay heavy taxes, some of which is pooled with the public funds that aid those carriers competing with the railroads.

The clear fact that emerges from this lop-sided arrangement is that this country can no longer afford to have its railroads compete on such an unequal basis.

Railroad rates must include so many costs spared the other three carriers that it is becoming increasingly difficult for the railroads to improve their services and equipment adequately to meet the nation's need for superior railroad service. And this condition will continue until such time as the government treats all carriers equally. Such equality of treatment is a heritage of free enterprise in a free economy. It is vitally needed now if the nation's transportation is to be strengthened... Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.
A Small Town + Tv Repeater Idea: FCC Headache

Because a technically-ingenious tv appliance store owner in the small Chelan National Forest town of Bridgeport, Wash., rigged up a simple booster to pick up and rebroadcast the KXXL- TV, ch. 4 signals, the FCC is now faced with a senatorial recommendation that it hold rule-making proceedings to authorize—if possible—this kind of tv repeater equipment.

It all started when the hardy citizens who live in the rugged, north central area of Washington—about 130 miles from mountain-blocked Seattle on the west, and the same distance from open-visted Spokane on the east—decided to bring in tv on their own.

When the appliance store technician designed his equipment, four groups in as many communities laid out the cash to install the repeater. For about a month, tv set owners in the Columbia River communities of Bridgeport, Pateros, Brewster and Manson (on Lake Chelan) have been enjoying the UHF and DuMont programs.

Late in October, the FCC's Field Engineering and Monitoring Service began receiving complaints of interference to aeronautical and other non-broadcast services. KXXL, the source was traced by the booster operation and recommended alternatives: local tv station operation under present rules which permit network and film operation alone, community television system operation, and automatic repeater systems (these are not considered transmitters and thus require no FCC licenses). Sens. Magnuson and Jackson countered by suggesting that the FCC invite comments in a rule-making proceeding to discuss the use of automatic repeater equipment to be used to bring tv signals into the "more than 15,000 such situations in the U.S.".

That's where the matter stands today.

Again, the FCC warned that these were illegal transmitters. By then, the good citizens were up in arms and...

A Washington state attorney informed the FCC that it could not be a transmitter because it did not contain an oscillator.

The FCC replied on Nov. 3, with individual warning to all involved that further action would be taken unless the repeaters were silenced. It asked for replies within 10 days.

Last week, FCC Comm. Robert E. Lee met with Sens. Magnuson and Henry M. Jackson, both Washington State Democrats, to discuss the situation. Comm. Lee, with Broadcast Bureau Chief Curtis B. Plummer and General Counsel Warren E. Chamberlain, submitted a plan to the Senate of the booster operation and recommended alternatives: local tv station operation under present rules which permit network and film operation alone, community television system operation, and automatic repeater systems (these are not considered transmitters and thus require no FCC licenses). Sens. Magnuson and Jackson countered by suggesting that the FCC invite comments in a rule-making proceeding to discuss the use of automatic repeater equipment to be used to bring tv signals into the "more than 15,000 such situations in the U.S."

That's where the matter stands today.

McCONNAUGHEY'S CHANCES SLIMMING

There's little hope the FCC's new chairman will be confirmed by this Congress. How he would fare in a Democratic-controlled 84th Congress is another poser.

Chances looked slimmer than ever last week for Senate confirmation during its special session of the nomination of George C. McConnaughey to the FCC. Mr. McConnaughey presently is serving at FCC chairman under a recess appointment by the President. His nomination has been before the Senate since the special session began Nov. 8.

The time which might be left to bring up the McConnaughey nomination was shortened substantially Thursday when the Senate adjourned until Nov. 25, 1954, a decision which has been considered a motion to censure Sen. Joseph R. McCarthy (R-Wis.). The recess was called because of the Wisconsin Republican's absence from the Senate on account of illness.

McConnaughey's chances to push through the McConnaughey nomination had their hopes damped last week, too, when Sen. William F. Knowland (R-Calif.), majority floor leader, indicated agreement with earlier Democratic demands that controversial nominations be held over until the new Congress convenes Jan. 5.

Sen. Knowland had been designated to handle the nomination by Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee, upon the latter's departure last Monday for a tour of Australia with the Joint Congressional Atomic Energy Committee. Sen. Bricker the week before had attempted to re-open the nomination on the Senate floor, after ramming it through the Commerce Committee, but his move was blocked by the objections of Sen. Lyndon B. Johnson (D-Tex.), minority floor leader and a member of the committee.

Sen. Knowland made his statement Tuesday in a speech in which he said he had been notified which had been submitted to the special session by the President. He said that "in the case of controversial nominations, or when there is substantial opposition to them, to the other side of the aisle (Democratic side), it would not be feasible to consider such nominations at the present session of the Senate."

Prospects for consideration of Mr. McConnaughey's nomination were shortened by the Senate's 1-day adjournment period, since the Senate is committed to conclude its session on the McCarthy censure by Dec. 25. To this extent the time is thereby lessened for consideration of any other business.


Meanwhile, Democrats declared that presidential appointees, regardless of whether they are confirmed during the special Senate session, will have no trouble getting their pay.

They cited a 1948 decision by the U. S. Supreme Court which interpreted a special session of Congress as merely a continuation of the previous session, and not as constituting the "next session," within the meaning of Article II, Sec. 2, Clause 3, of the Constitution, so that commission members who had been given recess appointments prior to the special session may

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Broadcasting • Telecasting
When WWJ-TV, Detroit, wanted an automatic elevator in their new tower, Blaw-Knox went to work on the design of the tower... in close cooperation with the manufacturers of both the elevator and the control system.

The result is this tremendous triangular tower... 14 feet on each side, 1063 feet high and weighing 265 tons... with special structural features to rigidly support both the 102 foot antenna and the automatic elevator.

Ready accessibility to any part of the tower up to the 980 foot level is provided by special design, completely enclosed automatic elevator. It can be stopped by the operator at any level by means of low frequency inductive carrier control. In addition an auxiliary pushbutton station, located at the lower landing, permits manual control at that point. The two controls are interlocked so that only one can be operated at a time. A telephone provides ground-to-car communication.

The advanced design and fabrication of this tower for WWJ-TV typifies the kind of service which Blaw-Knox offers you... to meet your specific requirements.

For more complete information on all types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.
not be considered as having expired at the end of the special session.

Sen. Lyndon Johnson in the Tuesday floor discussions on the nominations said he hoped "the President will give consideration to the fact that the occupants of the offices to which nominations are being made can all continue to serve and can all be paid."

Sen. A. S. Mike Monroney (D-Okla.), who had objected to being "stampeded" into voting the McConnaughey nomination at the Senate Commerce Committee hearing Nov. 9, told B&T last week that legislative counsel has advised members of his party that Mr. McConnaughey's nomination will not be held up.

The Senate parliamentarian had told B&T in an earlier interpretation that such an appointment would die at the end of the special session, necessitating reappointment, under which pay would be held up until action during the next (84th) Congress.

The Democratic policy of withholding action on the nominations had been outlined by Sen. Monroney at the Nov. 9 Senate Commerce Committee hearing on Mr. McConnaughey's nomination. The nomination, however, cleared the committee two days later by affirmative vote of its seven Republicans, with Democrats abstaining.

Although Sen. Lyndon Johnson and other Democrats said they wanted the nominations held over to the next Congress so the Senate may get on with the business at hand (namely, whether Sen. McCarthy should be censured), the minority party's policy move was interpreted by Capitol Hill observers as a bid for power on the basis of Democratic election victories. With expected control of the Senate next year, Democrats can control confirmation of nominations through committee chairmanships, and possibly may want a Democrat named to the FCC instead of Mr. McConnaughey, a Republican.

Meanwhile, senators last week were in receipt of a letter from Harry R. Booth, Chicago, acting chairman of the Utility Users League, elaborating on his earlier objections to confirmation of Mr. McConnaughey's nomination [AT DEADLINE, Nov. 1].

Ohio PUC Representative

Mr. Booth said Mr. McConnaughey as a private attorney had represented AT&T subsidiaries in rate cases before the Ohio Public Utilities Commission and as such has "advocated principles destructive of effective regulation and the interest of the telephone subscribers." He said FCC has "broad responsibilities . . . to the forty million subscribers of the AT&T system," and that "it can hardly be in the public interest to have a Bell System lawyer head the FCC."

If Republicans make subsequent attempts to have the McConnaughey nomination confirmed when the special Senate session reconvenes, they still would have a tough row to hoe.

Sen. Knowland as majority leader could require that the Senate go into executive session, presumably after finishing the McCarthy censure business. The Senate cannot act on a nomination during a legislative session, such as a separate stage has been hearing the McCarthy issue, unless unanimous consent is given by senators. This is not likely if Democrats hold to their current policy on the nominations.

The proposal for an executive session would be put to a vote, without debate. If a majority of senators approved, Sen. Knowland then would ask that the nomination be made the "order of business." This normally would be approved, and the nomination then would be put in "unlimited debate," before a vote. Here, Democrats again could block the move by filibuster.

Before the nomination could be put on the calendar for consideration, it normally would lie over 24 hours, unless put on the calendar sooner by unanimous consent, with Democrats not likely to give this consent.

Jefferson Standard Denies Blocking WTHT

Insurance firm contends that Wilmington station's charges it influenced CBS in denial of affiliation are unfounded.

CHARGES of WTHT (TV) Wilmington, N. C., ch. 3 permittee, that Jefferson Standard Life Insurance Co. had a "secret understanding" with CBS to induce the latter to withdraw a CBS-TV affiliation [WTB, Nov. 15] were flatly denied Thursday by the insurance firm.

Jefferson Standard Broadcasting Co., broadcast subsidiary, stated through Joseph M. Bryan, president, and Charles H. Crutchfield, executive vice president, that neither the company nor any of its employees is guilty of any of the WTHT charges. WTHT is applicant for an extension of its completion date, having received its grant in February. It charged that Jefferson Standard has powerful bargaining power with CBS through ownership of about 96% of the preferred stock of Storer Broadcasting Co.

The Storer preferred stock, according to Mr. Bryan, is held only as an investment, without management interest in the Storer company. He cited an FCC letter of Dec. 2, 1953, holding this ownership does not confer any interest in Storer under multiple ownership rules.

Mr. Crutchfield, who also is general manager of Jefferson Standard Broadcasting Co., denied the company or any of its personnel had begun any of charges by WTHT.


The WTHT charges alleged that Jefferson Standard Induced CBS to enter into a conspiracy to violate the anti-trust law and Sec. 313 of the Communications Act as well as Sec. 3.636 of the Commission's rules governing multiple ownership. It charged that Sec. 3.658 of the rules, governing territorial exclusivity of stations engaged in chain broadcasting, had been violated. WTHT had asked a formal inquiry into the CBS-Jefferson Standard relationship.

KXLY-TV Petition Filed

KXLY-TV Spokane, Wash., the ch. 4 CBS-DuMont affiliate with transmitter atop snowy 3,878 ft. Mt. Spokane, petitioned FCC last week to relax its tv rules limiting maximum effective radiated power to 100 kw for antennas 2,000 ft. above average terrain in western Zone II so as to permit it to use full 100 kw with its antenna, 3,065 ft. above average terrain. At that height, KXLY-TV is limited to 48 kw. Station argues that while the 100 kw limit should be retained, stations which seek the most efficient antennas sites should not be penalized with lower power.

Two Tv Stations Deleted

DELETION of ch. 42 KTKA (TV) Topeka, Kan., and ch. 19 KNAL (TV) Victoria, Tex., was announced by the FCC last week. This raises the number of post-thaw tv stations to surrender their permits to 112. Of these, 21 are vhf and 91 uhf facilities.

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Broadcasting • Telecasting

VIRGINIA Gov. Thomas B. Stanley (center) turns disc m.c. for the Southern premiere of Columbia Records new album "The Confederacy," featuring music of the South during 1861-1865, on WRVA Richmond. Checking the governor's performance are Goddard Lieberson (r.), executive vice president of Columbia Records and album producer Carl Stutz, whose morning show initiated the album.

Peoria Initial Decision Favors WIRL Over WMBD

INITIAL DECISION proposing to grant WIRL, Peoria, Ill., a new tv station on ch. 8 there, and denial of the competing application of local WMBD was issued last week by FCC examiner Elizabeth C. Smith.

The examiner concluded that WIRL must be given preference for the ch. 8 facility on the bases of integration of ownership and management; experience in actual tv operation by a fulltime active stockholder; programs proposals; separate staffs and operation, and diversification of the ownership and control of broadcasting facilities.

In reference to the last preference basis, the examiner noted that Charles C. Caley, president-treasurer and 2/3 owner of WMBD, also is president and owner of about 25% of WDZ Docatur, Ill., and John E. Etzer, vice president and 1/3 owner of WMBD, owns and operates WKKO-AM-TV Kalamazoo, Mich.; KOLN-AM-TV Lincoln, Neb., and WJEF-AM-FM Grand Rapids, Mich.

Census Takers Visit Farms

CENSUS enumerators are visiting farms in all 48 states to collect data for the 1934 Census of Agriculture. Over 30,000 enumerators will cover farms, with field work to be completed by the end of the year. Farmers received census questionnaires in advance of enumerators' visits, cutting the time needed as well as the cost of the quinquennial farm count. Publication of county results will start early next year.
You are looking at the new RCA television camera tube for simultaneous color pickup—the camera tube that has made compatible "live" color pickup a practical reality.

The 6474/1854 has exceptional sensitivity and a spectral response approaching that of the eye. Designed to operate on a substantially linear signal-output curve, it is capable of producing a color picture having natural tone values and accurate detail. Furthermore, the 6474/1854 features a signal-to-noise ratio and contrast range commensurate with the exacting requirements of color reproduction.

Like all RCA tubes for broadcast and TV station operations, RCA-6474/1854 Image Orthicons are available through your local RCA Tube Distributor. Ask him about RCA's new Tube Inventory Maintenance Plan that enables him to function literally as a tube warehouse for your station.

RCA-6474/1854
Image Orthicon

SEALED for your protection

Every RCA-6474/1854 Image Orthicon for replacement use is sealed in its own sturdy, tamper-proof container. The unbroken red seal is your assurance that your tube is factory fresh.
LAMB RENEWAL CASE DRAGS ON AND ON

FCC Broadcast Bureau is up to witness No. 18 in effort to show owner of WICU (TV) Erie, Pa., had Red ties.

LICENSE renewal hearing involving attorney Edward Lamb's WICU (TV) Erie, Pa., dragged on last week in short sessions before FCC Examiner Herbert Sharfman as the Commission Broadcast Bureau produced the 18th witness in its frequently frustrated attempt to prove that Mr. Lamb had Communist associations contrary to his denial [B&T, Sept. 20 et seq.].

Mr. Sharfman asked Nelson Meagley, former secretary of the Workers Alliance in Ohio, testified that Mr. Lamb in 1934 or 1935 gave a sum of money for the legal defense of Ben Gray, then head of the Alliance, described as a "bona fide adjourn" of the American Federation of Labor. The witness said that "to my best knowledge" Mr. Gray was a Communist, but he had "no definite knowledge" that Mr. Lamb knew it.

Mr. Gray was involved in a sideline strike at the time to promote legislation for unemployment relief, Mr. Meagley said. The witness related that he personally had been a Socialist. He could not recall the specific amount alleged to have been contributed by Mr. Lamb, but he believed it was $10 and could have been $5 or $25. He said he and others went to Mr. Lamb's law office in Toledo to solicit the contribution.

Testimony Stands

Examiner Sharfman allowed Mr. Meagley's testimony to remain in the record despite protests by Russell Morton Brown, counsel for Mr. Lamb. Mr. Brown contended a man "can't be castigated" for contributing to someone's legal defense and charged Broadcast Bureau counsel with attempting to "besmirch" a lawyer because of the type of clients he represented.

Mr. Brown several times has observed that Mr. Lamb was a labor lawyer who represented many unions, some of which may have had Communist members, but that an attorney's professional capacity is privileged and distinct from his personal activity. In Thursday's argument he noted that the American Bar Assn. has always upheld the principle that a person is entitled to legal defense no matter what the charge against him.

Broadcast Bureau counsel, on the other hand, argued that if Mr. Lamb contributed to the legal defense of a Communist, "it would counter his statement that he had always been anti-communist."

Earlier in the week, Examiner Sharfman heard further cross-examination of Claudius Mace Russell [B&T, Nov. 13] and testimony of Irwin Bruhl.

Mr. Bruhl, who said his wife had been a member of the Communist Party in Toledo but he had not, recalled that Ernest Courey took him to a party picnic about 1940 and pointed out a man there as Mr. Lamb. Mr. Courey testified earlier that he was a private detective and "pimp" and had handled "lady business."

Under cross-examination, Mr. Bruhl admitted he had only Mr. Courey's word that the man identified was Mr. Lamb or even that the picnic was a Communist event. It could have been a Republican or Democratic picnic in fact, he acknowledged.

Although Lamb counsel moved to strike Mr. Bruhl's testimony as hearsay, the examiner allowed it to stand, but observed he could not make a finding on the basis of the testimony.

The Lamb attorney tested the memory of Mr. Russell at length on details of past employment, gambling and other personal affairs. Mr. Russell's witness frequently mumbled "I don't know" or "I can't recall," Mr. Brown noted Mr. Russell could not remember recent or important events but seemed capable to recall seeing Mr. Lamb once 10 years ago.

Mr. Russell, a Negro, and his attractive brunette wife, Loris, earlier testified seeing Mr. Lamb speak in 1944 at the dedication of Lincoln House, described as the headquarters of the Communist Party in Toledo. They both recalled Mr. Lamb pledged and gave money for the "upkeep" of the headquarters on that occasion, but differed on the amount involved.

Mrs. Russell testified they joined the Communist Party for several years in the 1940s because it "seemed more appealing" to mixed couples.

Under cross-examination Nov. 12, she admitted she and Mr. Russell came to Washington to testify to the same thing concerning Lincoln House. Last week, however, Mr. Russell denied they had agreed on prospective testimony.

"So if she says that you did that together, then either she is lying or you are lying, is that right?" Mr. Brown asked the witness.

"That is right," Mr. Russell answered.

Mrs. Russell also testified she knew how much Mr. Lamb contributed (she said $50) because a woman on the stage announced the sum as the speakers placed their contributions on a small table. Last week, Mr. Russell testified the speakers personally announced the amount.

Mr. Russell explained he joined the party at the behest of William Garfield Cummings and stayed in the party for several years because of Mr. Cummings' insistence. Mr. Cummings, the Broadcast Bureau's first witness, identified himself as an FBI informer in the party.

Mr. Russell, who has a Toledo barbershop and part interest in an adjoining pool room where he distributed ice and card games occur, said he and Mrs. Russell are still friends of Mr. Cummings. He cuts Mr. Cummings hair every two weeks, he said, but claimed to be a silent barber as far as the Lamb case is concerned.

Pressed about whether he discussed the Lincoln House event with Mr. Cummings, Mr. Russell replied, "Well, maybe I did . . . I don't know."

Mr. Russell told Mr. Brown he did not know Sunne Miller, manager of Mr. Lamb's WOTD Toledo, but recalled that Emmett Wheaton phoned and said he wanted him to meet one of Mr. Lamb's representatives. The witness said Mr. Wheaton told him he (Russell) "didn't know who Mr. Lamb was and that I didn't know he was a rich man . . . he said that I was just going along with Bill Cummings. He said I was nothing but a sucker. That is the way he put it."

The witness said he refused to see Mr. Wheaton and left home when he came around. Mr. Wheaton earlier was identified by Mr. Lamb's Erie Dispatch as the subject of a bribe attempt by Mr. Cummings. Mr. Wheaton is expected to be one of Mr. Lamb's witnesses when it comes turn for WICU to present its case.

Air-Way Management, Lamb Group Settle Differences

SETTLEMENT of differences between the management of the Air-Way Electric Appliance Corp. of Toledo and a stockholder group headed by broadcaster-publisher Edward Lamb and Harry S. Samuels was announced last week by Joseph H. Nutter, Jr., president, and Mr. Lamb. A fortnight ago the firm was joined by court action from interfering with a special stockholders meeting called by the Lamb group [B&T, Nov. 15].

Reason for the agreement was creation of a nine-man board of directors with equal representation for management and the Lamb group, plus a ninth member acceptable to both sides. The Lamb group, with proxies to control more than 210,000 of the 36,000 shares of the company. Mr. Samuels is a New York industrialist. J. Howard McGrath, former U. S. Attorney General and counsel for Mr. Lamb's WICU (TV) Erie, Pa., in its license renewal case at FCC, has been named general counsel for Air-Way.

Agreement also involved dismissal of pending litigation around the intra-corporate dispute, it was explained. This included Mr. Lamb's $500,000 suit for libel against former directors, it was understood.

Puerto Rico Chs. Assigned

FCC last week finalized proposed rule making and announced its tv schedule assignments by substituting ch. 6 plus for ch. 11 minus in Caguas, P. R., and substituting educational ch. 11 plus for educational ch. 6 in San Juan, both in Puerto Rico.

The new assignments are effective Dec. 31. Comm. Frieda B. Henockk dissembled.

The rule making is a result of the problem of sub-standard spacing resulting from the choice of sites specified by WORAY Mayaguez, applicant for new tv station on ch. 5 there, and the Department of Education of Puerto Rico, applicant for new educational station on adjacent ch. 6 at San Juan. Both sites are only 58.6 miles apart instead of the required 60 miles.

WTTP (TV) Sale Approved

SALE of ch. 71 WTTP (TV) Harrisburg, Pa., from Donald E. Newhouse to the local Patriot-News for $250,000 was approved by the FCC last week. The Patriot-News is owned equally by the Long Island (N. Y.) Daily Press and the Staten Island (N. Y.) Advance. All three newspapers are owned by Samuel J. Newhouse.

The Newhouse family also are owners of WSYR-AM-FM-TV Syracuse, N. Y., and 50% owners of KOIN-AM-FM-TV Portland, Ore.

Broadcasting • Telecasting

Nativig Gets Press 'Oscar'

MRS. MARIE NATVIG, Miami Beach public relations counsel who was a controversial witness in FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., [B&T, Oct. 18, 11], was named recipient of an editorial "Oscar" last week by the Florida Press Assn. during its annual meeting at Silver Springs, Fla. She was honored for her editorial on racial discrimination in the weekly Homestead News. It was quoted by Time magazine and radio-television commentators Fulton Lewis Jr. and Drew Pearson.
ANOTHER TRUSCON THOUSAND FOOTER GOES ON THE AIR

• Truscon builds them tall! Latest Truscon tower of strength to lift an antenna over the thousand foot mark now is on the air for WFMJ-TV in Youngstown. This Truscon triangular uniform guyed tower mounts an RCA antenna.

Your own tower requirements will be in well-qualified hands when you call on Truscon. Truscon knows towers. Truscon has engineered and constructed many hundreds of towers that now stand strong and tall in all parts of the world, in all kinds of wind and weather.

Truscon will build your towers tall or small...guyed or self-supporting...tapered or uniform in cross section...for AM, FM, TV, and Microwave transmission. Your phone call or letter to any Truscon district office or to "tower headquarters" in Youngstown will get your tower program started without delay.
U. S.-MEXICO TALKS 'ENCOURAGING'

But the delegates spent last week in dispute over secondary stations on the other nation's clear channels.

DIFFERENCES over assignment of secondary stations on the clear channels of the other country highlighted last week's discussions between U. S. and Mexican delegations in Mexico City, it was learned late Thursday.

The talks, still described as "encouraging," concern a prospective bilateral agreement to settle standard broadcasting (am) allocations between the two nations [B*T, Nov. 15]. The conference also was being attended by some two dozen U. S. industry observers as well as representatives of the Mexican broadcasting industry.

Mexico has indicated it would like to add a number of secondary stations there on the clear channels now under priority to eastern U. S. stations. On the other hand, the U. S. wants to bolster secondary assignments in the U. S. on Mexican clear, but would employ different interference and protection. The U. S. proposal would allow many present daytime outlets here to acquire nighttime assignments, it was evident.

Most of the talks last week dealt with concepts for establishing interference and protection, it was reported. Mexico generally prefers "station" protection while the U. S. wants to keep protection on a "channel" basis as heretofore, to the extent of the 1937 North American Regional Broadcasting Agreement.

In seeking to gain secondary stations on U. S. eastern clear channels, Mexico is said to seek use of an unsettled service contour for the protection point instead of the previous limitations of the so-called 650-mile rule or a specific signal strength at the border.

The Mexican argument, rebuffed by the U. S., is that the eastern clear channel outlets in America do not provide service in the West, hence is unrealistic to afford them arbitrary protection to the U. S. Mexican border and thereby preclude secondary station assignments in Mexico.

The U. S., it is understood, is willing to reciprocate on assigning secondary stations 650 miles on the border or a "reasonable" compromise, but Mexico does not feel this is realistic since only the U. S. could benefit.

The 1937 NARBA contained the 650-mile provision but this was restricted in the 1940 "gentlemen's agreement" which supplemented that NARBA in an effort to win Mexican ratification of the pact. These supplemental provisions keep the U. S. from making nighttime assignments on the Mexican channels even though those would be more than 650 miles from the border.

Mexico is not signatory to the 1950 NARBA, which awaits ratification by the U. S. Senate, but it has been hinted Mexico would like to have a new conference to negotiate a regional accord. It is doubtful the U. S. would accede to such a proposal in view of its promises to other nations under 1950 NARBA. A supplement to this treaty to bring Mexico into accord with its provisions may be an alternate suggestion, it has been stated.

Insurance Companies Challenge FTC Ruling

TWO health and accident insurance companies charged by the Federal Trade Commission were false and misleading advertising have told the FTC their advertising is both honest and free of deception and challenged the commission's jurisdiction over their activities.

Travelers Insurance of Omaha, Neb., and The American Hospital & Life Insurance Co., San Antonio, where is the first of the 17 insurance companies named in the FTC complaint last month to answer the charges [B*T, Oct. 25].

Eleven of the companies have been granted two-week extensions to reply and answers are being awaited from the others.

The two companies claimed the examples used by the commission had been "taken out of context." They argued that their advertisements adequately disclosed qualifying provisions of their policies and that purchasers of policies had been alerted to actual provisions of their insurance contracts.

Travelers Health asserted that its advertising was approved by the FTC as complying with "Trade Practice Rules Relating to the Advertising and Sales Promotion of Mail Order Insurance" issued by the commission in February 1950.

One of the insurance companies named in the FTC complaint is Bankers Life & Casualty Co., Chicago, which sells KCSI Spokane and KCSJ-AM-TV Pueblo, Colo.

Meanwhile, a third company asked the FTC to dismiss the charges against it. The Commercial Travelers Mutual Accident Assn. of America, Utica, N. Y., told the commission it is not engaged in interstate commerce within the definition of "commerce" in Sec. 4 of the Federal Trade Commission Act and therefore not subject to FTC jurisdiction.

AT&T Relay Comments Due at FCC by Dec. 15

AT&T was granted an extension of time by the FCC last week in which to file countercomments to broadcasters' unanimous approval of the FCC's intercity relay proposal filed two weeks ago [B*T, Nov. 18]. The new date for AT&T to submit its views on the statements made by broadcasters is Dec. 15; it was due Dec. 8.

Two weeks ago, broadcasters flooded the FCC with favorable reaction to its proposal to permit tv stations to build and operate their own intercity microwave relay systems without regard to the existence of common carrier facilities. They are qualified by the FCC to permit such ownership for stations in the less dense area of the country. Most broadcasters, however, urged that it be permitted to any broadcaster, no matter what the populace of his market. Gist of the broadcasters' comments was that private relays could be built and maintained at a fraction of the cost involved in leasing facilities from AT&T, and thus permit them to furnish network service to their audience which is now economically impossible or a financial burden.

FCC regulations permit a broadcaster to build and operate his own intercity relay only until such time as a common carrier installs a link. Then, the station must discontinue the use of its own intercity connection and use common carrier facilities.

Meanwhile, the possibilities of low power television relay stations for rural areas in Canada were outlined for Montreal engineers last week by Maurice Ponte, general director of the French Compagnie Generale de Telegraphie. Mr. Ponte outlined what is being done in France and Italy with such experimental tv relay stations which can transmit programs to rural areas. He suggested that with Canada's large area a similar system might be applicable, with programs coming from an urban transmitter. This automatic relay system is now being used in certain areas of western and northern Canada for relaying broadcast programs.

Midnight Sun Files to Buy Anchorage, Fairbanks Tvs

APPLICATION for the sale of KFIA (TV) Anchorage and KKFIF (TV) Fairbanks, both in Alaska, from Richard R. Rolls to Midnight Sun Broadcasting Co. was filed with the FCC last week.

Midnight Sun is licensee of KFAR Fairbanks, KENI Anchorage, KJNO Juneau and KABK Ketchikan, all in Alaska.

Consideration for the sale is 768 shares of stock, having a book value of $100,000, in Midnight Sun. The shares represent approximately 23% interest in Midnight Sun, which has agreed to elect Mr. Rolls to its board of directors.

KFIA presently is operating on its ch. 2 assignment, while ch. 11 KKFIF still is in the construction stage.

The application disclosed that Midnight Sun has offered to buy the 1% interest held by August G. Hiebert, president and 27.6% stockholder of Northern TV Inc., permitted of ch. 11, KTVF (TV) Fairbanks, for a new tv station on ch. 11 at Fairbanks.

Mr. Hiebert has refused to sell his 1% interest in Midnight Sun, the application disclosed. In seeking Commission approval to the sale, Midnight Sun has therefore requested waiver of the FCC duplyou policy which forbids ownership of any interest by any one entity in two stations in the same market.

New Ephrata, Pa., Daytimer Granted to Garden Spot Farm

NEW daytime am station at Ephrata, Pa., on 1310 kc with 500 w, utilizing a directional antenna, was granted a license to transmit by Garden Spot Broadcasters Inc. Principals include Samuel R. Yeuse, engineer at WLBK Lebanon, Pa., and John N. Norris, station manager of WGCB Red Lion, Pa.

Meanwhile, the Commission designated for hearing the applications of Mildred V. Ernst and Thermopolis Broadcasting Co., both requesting a new am station at Thermopolis, Wyo., to operate fulltime on 1240 kc with 250 w. The station was made a party to the hearing.

Mrs. Ernst is joint owner with her husband,
SEN. MAGNUSON WANTS ‘FULL REPORT’

If the Washington State Democrat gets Commerce Committee chair in new Senate, he expects subcommittees to make an accounting.

SEN. WARREN G. MAGNUSON (D-Wash.) said last week that if he becomes chairman of the Senate Commerce Committee under a Democratic organization of the Senate in the next Congress, he will call for a full report of activities by the Communications Subcommittee and other subcommittees.

The Senate Communications Subcommittee, under Sen. Charles E. Potter (R-Mich.), held hearings last spring on uhf troubles [B*TV, May 24, et seq.]. Although the hearings have been published, no report has been made by the subcommittee and no indication has been made that one is intended.

Protest of KTVH (TV) Is Renewed by KAKE-TV

REQUEST that the FCC issue a cease and desist order against KTVH (TV) Hutchinson, Kan., to prohibit it from identifying itself as a Wichita station was filed last week by KAKE Broadcasting Co., (Kansas City, Kan.).

KAKE claimed that KTVH's advertisements were designed to identify the ch. 12 Hutchinson station with Wichita. It submitted copies of trade paper ads and of one newspaper story which coupled KTVH and KEDD (TV) Wichita as Wichita stations.

Last summer, the merger of KTVH and KFBI Wichita was announced. Application for FCC approval was filed. KAKE filed a petition asking the merger be set for a hearing on the ground that the CBS-TV affiliated KTVH would increase its Wichita "emphasis" if the merger was approved, and also that KFBI would gain a CBS Radio affiliation, in place of its present ABC affiliation. Two weeks ago, the merger order was withdrawn [B*TV, Nov. 8, Oct. 18, Aug. 16].

KAKE-TV operates on ch. 10 and is affiliated with ABC. KAKE is affiliated with CBS.

WSAY Plea Dismissed

REQUEST of WSYA Rochester asking FCC to require WHAM-AM-TV there to negotiate right-of-way to WSAY's proposed tv transmitter site has been dismissed by the Commission since rules apply only to common antenna sites of fm or tv permits. FCC noted WSAY doesn't have fm or tv permit, was turned down by local zoning board on tower proposal.
KTRK-TV Start 'Ban' Denied to KGUL-TV

EFFORT of ch. 11 KGUL-TV Galveston, Tex., to block an authorization for ch. 13 KTRK-TV Houston to commence commercial operation (story page 102) was turned down by FCC last week but KGUL-TV was given an earlier hearing. The station, aggrieved by an economic protest filed against it by the Houston station.

The hearing, to commence today before Examiner John P. Poindexter, was ordered by FCC last month on the basis of a Sec. 309(c) petition filed by KTRK-TV against the Commission's grant to KGUL-TV for a move of the Galveston station's transmitter to a location nearer Houston [BcT, Nov. 1]. KTRK-TV claimed KGUL-TV was making the move in order to default with CBS-TV affiliation and cover both markets. KTRK-TV has an ABC-TV affiliation.

KGUL-TV argued that it puts a Grade A signal into Houston without moving its transmitter, hence coverage is not an argument. The Galveston station wanted to stay commencement of KTRK-TV in order to maintain the status quo pending its hearing, previously scheduled Dec. 7.

FCC Decisions Upheld in Two Court Appeals

THE U. S. Court of Appeals in Washington upheld the FCC in two broadcast cases last week.

In the one instance it upheld the Commission's right to order WGRD Grand Rapids, Mich., to cease broadcasting before local sunrise [BcT, Oct. 11], and in the other it affirmed the FCC's action in disallowing Colonial Television Inc., applicant for ch. 3 Montpelier, Vt. [BcT, Nov. 8].

WGRD's contention—that the Commission's order prohibiting it from broadcasting before local sunrise was a modification of its license—was denied by the court, with Circuit Judge Wilbur K. Miller writing the decision in which Circuit Judges Henry W. Edgerton and Charles Fahrenholz joined. The court also refused to accept WGRD's claim that there is a difference between "objectionable" and "undue" interference.

Both WGRD and WING Dayton, Ohio, operated on 1410 kc. The Commission ordered WGRD to cease operations when WING complained last year of interference to its own pre-dawn broadcasts.

In the Montpelier case, Colonial Television was permitted when it allegedly refused to enter an affirmative case against WCAX Broadcasting Co., seeking the same channel. It claimed it had a right to remain in the hearing to oppose the WCAX application. The FCC refused to accept this position and awarded the channel to WCAX; the station is now WMVT (TV) Montpelier. The court entered a per curiam decision affirming the FCC's action.

FTC Examiner Backs Ad

AN INITIAL DECISION by a Federal Trade Commission hearing examiner would dismiss the commission's complaint charging The Blanton Co., St. Louis, Mo., with representing Creamo oleomargarine as a dairy product in radio and print advertising. Referring to the company's representations that Creamo is made "with sweet fresh milk plus pure cream," the examiner held that the product does contain substantial quantities of skim milk and U. S. standard cream and that the questioned advertising states the product is oleomargarine.

NEWS DIRECTORS CONFER AWARDS

Four stations in U. S. and one in Canada among winners announced at last week's RTNDA convention.

FOUR U. S. stations were recipients of awards or citations presented by the Radio-Television News Directors Assn., at the banquet climaxing its annual convention in Chicago last week (see story, page 66).

KKRN Roseburg, Ore., received the "Outstanding Achievement Citation" for general radio news reporting, the only U. S. station to be cited in the radio category. CFCQ Saskatoon, Sask., won the "Outstanding Radio Operation" award for the second time in the history of the awards. Godfrey Hudson, news director, was cited for his work in that field.

The judges made no award for outstanding tv news operation, feeling that no stations qualified for the honor. They did, however, extend a major tv special events award to WBZ-TV Boston and News Director W. C. Whitmarsh for coverage of hurricane Hazel.

Additionally, two "Distinguished Achievement Citations" were meted out to (1) WSAZ-TV Huntington, W. Va., and its news director, Nick Basso, for tv news and (2) WJAR-TV Providence, R. I., and its Warren Walden for special events coverage.

The competition was conducted in cooperation with Northwestern U.'s Medill School of Journalism. Judges were Tom Eaton, WTIC Hartford, William Small, WLS Chicago, and Robert Rowley, Cleveland, Ohio, tv news editor.

NBC Shows Score Heavily in Christopher Awards

NBC Radio and NBC-TV shows dominated the Christopher Awards for radio-tv, announced Thursday by Rev. James Keller, M. M., director of the religious movement.

Radio awards went to producer-director Wallace Magill for the May 17 Bell Telephone Hour and to producer-director Albert McCreary and writer Ted Wear for "Proclaim Liberty," programmed July 4 on the Inheritance series. Both were on NBC Radio.

In television, NBC-TV took the "Great Expectations," shown June 14 and 21 in Robert Montgomery Presents (winners: producer Robert Montgomery, director Norman Felton and screenwriter Doris Follett), and with "Crusade Without Conscience," a Sept. 7 presentation of Fireside Theatre (winners: Frank Wisbar, producer-director, and Michael Foster, teleplaywright). Other networks cited were ABC-TV, with producer Louis Edelstein, director Sheldon Lewis and writers Alan Lipscomb and Bob Fisher, as awards winners for the April 6 play, "Birthday for Julia," presented on Make Room for Daddy which stars Danny Thomas, and CBS-TV, with Producer Felix Jackson, Director Franklin Schaffner and writer Reginald Rose as award winners for the Sept. 30 play, "12 Angry Men," presented on Studio One.

Other awards in the entertainment field were for songwriting—Irving Berlin for "Count Your Blessings"; and for movies—producer Arthur Freed, director Vincente Minnelli and writer Alan Jay Lerner for MGM's "Brigadoon," and producer Aaron Rosenberg, director Anthony Mann and writers Valentine Davies and Oscar Brodney for "The Glenn Miller Story" (Universal-International).

The Christopher movement, founded in 1945, presents semi-annual awards in the entertainment field in April and November to individuals "whose work reflects positive values and shows how a person can use his God-given talent for the benefit of all." Bronze medallions are presented to each winner with the Christopher motto inscribed.

Dawson of WOR Wins Award by Mennen Co.

SELECTION of Art Dawson, merchandising manager of WOR New York, as recipient of the semi-annual Achievement Award presented by The Mennen Co., Morristown, N. J., was announced last week by Leonard V. Colson, Mennen advertising director. Citation is "for intelligent and excellent cooperation in aiding our advertising efforts."

Awards are made by Mennen for cooperation with the company's advertising schedule. To participate in the WOR Merchandising Plan, Mennen bought a saturation campaign of station breaks during the 13-week summer period through Kenyon & Eckhardt, New York.

PRINCIPALS at the first annual awards dinner of the advertising industry and allied fields held at the Waldorf-Astoria in New York on Nov. 11 with network presidents as the awards winners, are shown above (1 to r): Sylvester L. Weaver Jr., NBC president; J. L. Van Volkenburg, CBS-TV president; Robert E. Kintner, ABC president; Ed Sullivan, CBS-TV Toast of the Town and toastmaster at the dinner; William B. Lewis, president of Kenyon & Eckhardt, chairman; J. Glen Taylor, Mutual vice president who represented President Thomas F. O'Neil; Adrian Murphy, president of CBS Radio, and Ted Bergmann, managing director of DuMont TV Network. The dinner was held under auspices of the Joint Defense Appeal of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

GOVERNMENT

Page 92 • November 22, 1954
Charlie Arndt's doing it again this year.
Not much doubt about Charlie's taste in holiday giving, is there? Catch that satisfied expression—and select armful! From experience he knows BROADCASTING • TELECASTING is top choice of business associates and friends in radio/tv. Charlie is well aware that B•T will come week after week as a live and useful reminder of his thoughtfulness.
Take a page from Charlie's book—list names and addresses on the reverse—at money-saving holiday rates.
BROADCASTING & TELECASTING
Yearbooks may be included with these subscriptions at additional cost of $2.00 per Yearbook. Kindly specify the subscriptions on which you desire Yearbooks. (Apart from a subscription. Yearbooks are $3.00 each.) These rates apply only in the United States, Possessions and Territories. Add $1.00 per year on all foreign subscriptions.

THESE REDUCED RATES GOOD ONLY THROUGH DECEMBER 31, 1954

Please send 52 issues of BROADCASTING • TELECASTING as my gift to:

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BROADCASTING • TELECASTING
1735 DeSales St., Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the January 3rd issue.

Please enter ____ subscriptions.

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**City Zone**
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PALSIE AWARDS
GO TO RADIO-TV
Cerebral palsy association presents plaques for industry's five-year support of fund drives at convention.

PLAQUES in recognition of five years' support of the cerebral palsy drives, sponsored by United Cerebral Palsy, were presented to the broadcasting industry, news services and representatives from related fields at a luncheon meeting in Washington last Thursday at the start of UCP's annual convention.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc. and president of UCP, presented awards to ABC; CBS; DuMont; MBS; NBC; Associated Press; United Press; International News Service; The Advertising Council; Alan E. Freeman, president of Deluxe Labs; Edward L. Hyman, vice president of United Paramount Theaters; Herman Robbins, president of National Screen Service, and Dennis James, TV star and m.c. on a number of palsy telethons.

Among those present at the luncheon were Theodore Reppier, Advertising Council president; Robert W. Sarnoff, NBC executive vice president; John M. Mitchell, MBS vice president; John Bachem, DuMont general manager; William C. Payette, VP director of television news; Hugo Seidler, INS; Louis Whiton, UCP chairman of the board and Prat-Daniel Corp. president; and Jack Hausman, UCP executive vice president, UCP board chairman in New York and president of M. Hausman & Sons.

Mr. Goldenson has served as UCP president since he helped form the organization in 1949. He announced at the luncheon meeting that he would not be a candidate for re-election although he intends to continue to take an active part in UCP.
AFM, AGVA REACH NON-RAIDING PACT

One condition of the agreement is that pending legal action in Canada by the guild will be dropped.

AMERICAN Federation of Musicians and the American Guild of Variety Artists last week signed a “non-raiding agreement,” which AGVA had canceled with the musicians in October 1953. One condition of the agreement is that pending legal action in Canada brought by the guild and certain of its members will be withdrawn immediately.

Renewal of the agreement, according to AFM, “forecasts the end of jurisdictional troubles that have plagued various segments of the entertainment industry in the U.S. and Canada for more than a year.” AFM and AFTRA have been involved in similar jurisdictional fracas during the past seven years, but an AFM spokesman said that no steps have been taken to effect a solution. The agreement is for a five-year term, renewable by either side for an additional five years. It lacks the 60-day cancellation clause of the previous agreement.

In Canada, results of the settlement between AGVA and AFM means that Canadian stations can bring in American singers, including Canadian groups and individuals who are members of AGVA in the U.S. AFM’s Canadian union had an arrangement under a new contract with the Canadian Broadcasting Corp. that its musicians would not play for AGVA members. As a result AFM had started an auxiliary union in Canada which AGVA members had to join at an initiation fee of $10 and half-yearly dues of $12. This auxiliary union is now to be disbanded and the fees to be returned to the former AGVA members, who will now rejoin AGVA.

WMAL-AM-TV Strike Ends

FOUR-DAY AFTRA strike at WMAL-AM-TV Washington ended early Nov. 13 after an all-night negotiating session. WMAL announced all disputed points had been resolved. Existing base pay for announcers under the new contract ranges from $60 to $110, the peak figure for seven-year employees. A graduated fee system was adopted, based on the number of spots announced per week. Taking part in the negotiations were Robert Jonscher, radio manager of Evening Star Broadcasting Co., representing Frederick W. Houwink, general manager of the stations; Harold Boyd, assistant to the business manager of the Washington Star; Mrs. Evelyn Freyman, executive secretary of the AFTRA local, and James A. Holden, federal mediator.

YOUNGEST member of American Federation of Television & Radio Artists, two-month-old Paula Ann Cook, is “congratulated” by (l to r) George Palmer, AFTRA Cincinnati local chapter president, Sgt. Merrill Cook, USAF, her father, Mrs. Peggy Cook, the mother, and Ruth Lyons, hostess of the 50-50 Club, daily two-hour show originating in Cincinnati over WLWT (TV). Paula Ann, who was awarded a lifetime AFTRA membership, was born in September during “Miracle of Birth,” program of the WLWT medical series Let There Be Life.

SWG Report Reveals Losses

LAST financial report of Screen Writers Guild, now part of Writers Guild of America West, shows that only $13,000 of a total $98,000 in assessments levied during the past year, based on SWG members’ writing income, came directly from tv writing.

The report, issued by SWG Treasurer Harold Greene, reveals the SWG-Tv Writer’s Group received only $30,200 in assessments during a three-year period, against $102,000 SWG had expended in the tv field during that period. However, with video writing presently a separate entity under the new WGA constitution, and with NLRB certification proceedings currently underway to permit national Writers Guild of America to assume representation in the tv field, the new group will be able to balance SWG-TWG losses in the past, Mr. Greene stated.

AFTRA Pays Actors Residuals

AMERICAN Federation of Tv & Radio Artists, Hollywood, is distributing $20,000 in additional payments to some 63 actors for use of 91 The Ruggles series kinescopes on KHI-TV Hollywood. AFTRA announced the payments, part of a prior agreement between Bob Reisbeck, series producer, and the union, bring the total residuals for this series to over $100,000.

SCREEN ACTORS TO ASK BOOST IN MINIMUM PAY

Sliding scale based on number of spoken lines may be among demands guild will make in forthcoming contract talks.

SUBSTANTIAL increases in salary minimums, with a possible new sliding scale based on number of spoken lines, will be asked for tv film performers by Screen Actors Guild in forthcoming negotiations with tv film commercial and program producers.

So stated John L. Dales, national executive secretary, at the annual SAG membership meeting in Hollywood last fortnight. He also told members that the union will seek “substantial changes and increases in formulas for tv repayments.”

To screen actors earning $7,500 annually, constituting 70% of SAG Class A (Senior) membership, tv now supplies 46% of income, according to a Guild employment survey, results of which were released at the meeting.

Kenneth Thompson, Guild tv director, announced that residual payments to SAG members reached $268,735 this year, paid on 480 film tv programs during 10 months since start of re-run payments (not including advance payments made to actors at time of employment) with an additional sum of $77,965 received from Allied Artists Pictures (formerly Monogram) for actors’ tv rights in theatrical pictures made since August 1948.

Construction of the new $200,000 SAG headquarters building in Hollywood, to start shortly, was described to the membership by SAG president Walter Pidgeon. Completion is expected next October.

Results of the SAG election [B&T, Nov. 8] were announced, with the entire administration slate elected by a safe majority. Guild officers, including Mr. Pidgeon; first vice president, Leon Ames; second vice president, John Lund; third vice president, William Holden; recording secretary, Paul Harvey, and secretary, George Chandler, were re-elected without opposition.

Elected to the SAG board of directors for three-year terms were Hillary Brooks, Dick Chandler, Nancy Davis, Rosemary DeCamp, Ann Doran, Frank Faylen, Robert Keith, Frank Marlowe, Juanita Moore, Gil Perkins and John Russell; for two year terms, Philip Ober (no opposition), and one-year terms, Irving Bacon, Ted DeCorsia and Regis Toomey.

A-J (Junior) members elected to the SAG board for three year terms were Phil McCollough and Dorothy Phillips.

KNX Cancellation Move

Voted by WGAE Members

AT FIRST Writers Guild of America West election meeting in Hollywood last week [B&T, Nov. 8], membership unanimously authorized the WGAE council and radio branch board to serve KNX Hollywood with a 60-day contract cancellation notice, to clear way for possible strike action against the station.

Three month negotiations with KNX, in which Les Farber and Gomer Cool represent the new writers union, have revolved mainly around wages and material ownership for station news continuity writers.

Ballots on proposed WGAE constitutional amendments, of which one would bar communists or other persons before congressional committees from guild membership, were impounded at the request of Writers Guild of America East, New York. WGAE asked a vote count postponement when New
Along about this time of year, businessmen in the broadcast industry start to list heavily toward the adding and subtracting department to see how they've "cashed in". A lot of them don't.

That's true of any business, from shoe horns to salami. Why? There are hundreds of reasons... and nobody feels happy about any of them, from the mailboy to the owner.

But most times a "reason" that doesn't show up on the debit and credit sheets is a downright lack of good, consistent advertising and promotion in the right places.

Actually, the reason's pretty simple: Here it is—Independent surveys have proven over and over again that there's only one publication in a specialized field like broadcasting—and that, Harry J. Holmes, goes for television, too—that dominates the field.

Yes, there's always a B or Y or X or however the statisticians see him. But mostly he's an "in-curve"; he's nothing like old Mr. "A". The latter's a straight "mitt catch" that throws 'em out before they've thought of the word "first."

Mr. "A" is a N. Y. Times in his field; a St. Louis Post Dispatch, a TIME, FORTUNE, NEW YORKER or whatever you've got among America's great publications.

Mr. "A" has been around. He's walked with his industry in kneepants. His book is a sort of bible edged with crack reporting, editing and a phenomenal knowledge of his field. Mr. "A" has a monopoly on the right people you want to sell.

We're sorry, but they're the facts.

So, if you're in radio and/or television to make profits—and we'd be delighted to meet the man who isn't—your advertising and promotion belong in the pages of a magazine like Broadcasting • Telecasting, the most powerful, and predominant news weekly of its kind in the industry.

We hate to sound vain, but mere association with Broadcasting • Telecasting is, in itself, an unduplicated passkey to the eyes and minds of the men and women who make the decisions that decide your profits.

Remember—you're not in AM-TV if you're not in...

Broadcasting • Telecasting
1735 DeSales St., N. W.
Washington 6, D. C. ME 8-1022
York state corporation law complexities forced the group to delay its first meeting until Dec. 15 at which time WGAE also will vote on amendments.

At western meeting, Richard Breen was elected president; Paul Franklin, vice president; Curtis Kenyon, secretary-treasurer, and Julius Epstein, Sonya Levien, Ronald MacDougall and Frank Nugent, WGAW council trustees.

Elected radio writer branch officers were: president, David Friedkin; vice president, Anthony Ellis; secretary-treasurer, David Gregory, and as radio representatives to WGAW council, Mr. Cool, Don Quinn and Maurice Zimm.

Elected tv writer branch officers were: president, Fenton Barashaw; vice president, Dwight Babcock; secretary-treasurer, Morgan Cox, and as tv representatives to WGAW council, David Dorrort, Howard J. Green and Erna Lazarus.

Frances Ingles, former Screen Writers Guild executive secretary, was elected to a similar WGAW position.

Vote tally for board members of various individual branches—tv, radio and screen—were incomplete and will be announced later, union officials said.

WGN-IBEW Sign Pact

TWO-YEAR pact with IBEW covering radio-tv technicians at WGN-AM-TV Chicago, retroactive to Oct. 1, 1954, has been announced by Frank P. Schreiber, manager and treasurer. Technicians are granted a $7.50 weekly boost and additional equivalent increase effective Oct. 15. Starting scale for engineers is $55 per week and jumps to base pay of $157.50 over a four-year period.

Land Grant Schools Hear About Educ. Tv

THE Educational Television & Radio Center is furnishing five hours of programs weekly to eight "affiliated" educational tv stations, Dr. Harry K. Newburn, president of the Ann Arbor, Mich., organization, announced last week during an educational tv session at the 68th convention of the Assn. of Land-Grant Colleges & Universities in Washington's Hotel Statler Nov. 16-18.

These eight stations pay a "modest" fee for this service, Dr. Newburn said. He also spoke of renting programs to universities without tv adjuncts for use on local commercial tv stations.

In the Ann Arbor Center's exchange service, the center pays $5 per minute and all recording costs for programs it selects for exchange from the originating station, Dr. Newburn said. He also spoke of forthcoming exchange programs with Canadian Broadcasting Corp., British Broadcasting Corp., commercial film producers, commercial tv stations and the tv networks.

Iowa State officials discussed the experiences of its six-year-old quasi-commercial, educational WOI-TV Ames, Iowa. The ch. 5 station accepts "selected" network commercial programs, for which it receives the regular affiliate's rate, but does not accept local or national spot accounts.

WOI-TV covers half of Iowa's one million people, Dr. J. H. Hilton, president of Iowa State, said. He added that the income from network affiliation is used solely to defray the expenses of the school's radio-tv stations (WOI-AM-FM-TV).

In referring to the use of network programs, Dr. Hilton said they were used to "enlighten the people and to build audiences for our local educational programs."

Value of tv to farm extension programs was cited by Dr. Harold Gunderson, professor of entomology at Iowa State. Last year, he told his audience, he gave three 12-minute talks on rat control over WOI-TV. They required three hours preparation. More than 3,000 requests were received for material offered on those programs. He compared that result with his 1952 activity which consisted of traveling 23,869 miles, addressing 5,000 people at 108 meetings, and making 261 farm visits and 90 radio talks.

The Iowa State tv station began operation with an investment of $125,000 and five employees in addition to the staff of WOI, Richard B. Hull, Iowa State radio-tv director, said. There now are 100 on the staff of the tv station alone, he said.

Ohio has more than $1.75 million in cash and facilities for building educational tv stations in Oklahoma City and Tulsa, John W. Dunn, director of the Oklahoma Educational Tv Authority, reported. This consists of $575,000 from the state, $900,000 in cash and facilities from commercial telecasters, and $100,000 raised from private donors, he said.

Miss Frances Scudder, director, Home Economic Programs, U. S. Dept. of Agriculture Extension Service, reported that 372 home demonstration agents in 43 states participated in 1,600 tv shows in 1953. This year, it is estimated that they will participate in 2,500 tv shows, she said.

Others who participated in the educational tv sessions, which were held under the aegis of the Joint Committee on Educational Television, were:

Radio, TV, Movies Again Blasted by Publicist Bernays

RADIO, television and motion pictures were characterized last fortnight by Edward L. Bernays, consultant and public relations counsel, as "escape diversions" which discourage intellectual interests.

Mr. Bernays cited this as one of four "adverse" social trends that a must be fought by adult education if Americans would be well equipped to meet the requirements of a free society. He spoke at a panel session of the National Adult Education conference in Chicago.

Mr. Bernays has been prime mover behind various surveys purporting to show that Americans dislike TV commercials and certain programming of commercial TV stations.

Paul Sheats, president of Adult Education Assn., and George Fern, president of the Council of National Organizations, an NAE affiliate, received an award on behalf of NAE from the National Citizens Committee for Educational Television for stimulating the public interest in that medium.

Hofstra College Gets Grant

AN $11,000 grant has been awarded to Hofstra College, Hempstead, L. I., by the Educational Television and Radio Center, Ann Arbor, Mich., to help pay the production costs of the People series, which is produced by the college and telecast as a public service by WPXV (TV) New York (Mon., 9-9:30 p.m.).

The series, featuring Dr. Matthew N. Chappell, chairman of the psychology department of Hofstra, and his assistant, Dr. Herman Godberg, is produced by Worthington Gregory and directed by Jack Felice of the WPXV (TV) staff. Kinescopes of People will be forwarded to the television and radio center for distribution throughout the nation.

KQED (TV) Launches Drive

KQED (TV) Berkeley, Calif. (ch. 9), in a continuing program to sell the educational outlet to the general public, last week launched its first nine-county membership drive.

The campaign "Sign for Nine" will run for a month and will feature four live programs a week, each devoted to a city in the San Francisco Bay Area. Civic groups working to boost the $10,000 public subscription drive include the Junior Chamber of Commerce, American Assn. of University Women, the Parent-Teacher Assn., and various professional bodies.

KQED has been broadcasting on a three-nights-a-week schedule using only kinescope films from other educational and commercial stations. The "Sign for Nine" campaign is the first to emanate from the station's new studios.

EDUCATION PEOPLE

Al Preis, tv public relations counselor and researcher, Hollywood, named to faculty, telecommunications dept., U. of Southern California, L. A.


N. Y. FBA to Honor New Head And Copyright Representatives

THEODORE R. KUPPERMAN, newly-elected president of the Federal Bar Assn. of New York, will be honored Nov. 24 at the association's annual Thanksgiving luncheon at the Starlight Room of the Waldorf-Astoria in New York. Mr. Kupperman, general attorney for Cinerama Productions Corp., is a former member of NBC's legal department.

At the luncheon, distinguished service awards will be presented to John Schulman, counsel to the Songwriters' Protective Assn.; Sydney M. Kaye, counsel to BMI; Herman Finkelstein, counsel to ASCAP, and Edward A. Sargoy, special counsel to the motion picture industry. The awards—presented by Joseph A. McDonald, NBC treasurer, and Samuel W. Tannenbaum, president, Copyright Society of the U. S. A. and trustee of the FBA—are for representation of the U. S. at the Geneva Universal Copyright Convention which has been adopted by this country.

Bader Associated With HD&W

MICHAEL H. BADER has become associated with Halay, Dory & Wolfenberg, Washington law firm, in practice before Federal courts and agencies and specializing in radio-television matters, it was announced last week. With firm in other capacities for nine years, Mr. Bader received his LL.B. in 1952 from National Law School and his A.B. from George Washington U. in 1949. He was in the Army from 1952-54, leaving as second lieutenant.

This is the man that's such a favorite with young and old that all Rochester affectionately calls him "Uncle Eddie." This is the man "most-in-demand" in Rochester as master of ceremonies for all occasions. This is the man that's the favorite with sponsors, too, because of the sincere, effective way he "ad lib" his cash-register-tinging commercials.

This is the man whose ratings are far, far out-distance all competition. This is the man that CAN put your product over in Rochester!

The trick, of course, is to get time on his Monday through Saturday "Musical Clock." It does happen now and then. So why not query us before you buy in Rochester?

BUY WHERE THEY'RE LISTENING... ROCHESTER'S TOP-RATED STATION
RADIO GROWTH SHOWN BY CBS SPOT SALES

Presentation points out medium’s growth, citing increased audiences and homes reached figures for 1947-1954 period.

RADIO’s continued growth during television’s “most productive years” (1947-54) is underlined in the CBS Radio Spot Sales’ newest presentation, “Radio—A Continuing Success Story,” which was released last week.

As telling examples of the medium’s growth, the presentation cites increased audiences from 1947-54 for CBS Radio Spot Sales stations in New York and Los Angeles. During that period, it was pointed out, WCBS New York has increased 84.1% in the 6-7 a.m. time slot; 29.3% in the 8-9 a.m. period and 33.1 in the 9-10 a.m. segment. Similarly, KNX Los Angeles is reported as having enlarged its “homes reached” figures 64.3% in the 6-7 a.m. time period; 125% in the 7-8 a.m. slot; 70.9% in the 8-9:30 a.m. segment, and 69.2% between 5 and 6 p.m.

The major factor in the growth of radio, according to the presentation, is the medium’s mobility. It notes that two-thirds of all radio listening today is done outside of the living room, with such locations as the kitchen, bedroom, car, bathroom and working places contributing to a major share of listening.

The presentation points out that despite its “unexcelled penetration,” radio still an economical purchase. The brochure contains cost comparisons between CBS Radio Spot Sales stations in New York and Los Angeles and local television participations to buttress its contention that radio reaches more homes in these cities at a lower dollar cost per home than does tv.

For example, the presentation reports that in New York a local radio show with a rating of 3.6 has a cost of $157.50 for a one-minute participation announcement and reaches 962 homes per dollar, while a local tv show with a 2.9 rating and a cost of $308.75 per one-minute announcement reaches 349 homes per dollar. In Los Angeles, it is pointed out that a local radio show with a 2.0 rating and a cost of $42.63 per one-minute announcement reaches 306 homes per dollar, while a local tv show with a 2.1 rating and a cost of $66.50 reaches 480 homes per dollar.

The presentation asserts that “radio is still growing,” reporting that a total of 12,392,810 sets were sold last year, said to be 1½ million more than were sold in 1952, and almost double the amount of tv sets sold in 1953. It makes the claim that even in television homes, radio listening is on the rise. During the Sept. 1953-Jan. 1954 period, the presentation continues, tv families spent 5% more time with radio than they did during the same period of the previous season.

Time Inc. Stations Appoint Meyerson as Representative

APPPOINTMENT of J. I. “Jim” Meyerson as special national sales representative of all stations in which Time Inc. has an interest (KOB-AM-TV Albuquerque; KLZ-AM-TV Denver; KDYL and KVT [TV] Salt Lake City) (CLOSED) (TV) was announced last week by Wayne Coy, Hugh B. Terry and G. Bennett Larson, presidents-general managers, respectively, of the stations. Mr. Meyerson, formerly manager of KOB-AM-TV, will headquarter in the RCA Bldg., New York, and will cover major centers of national advertising for the stations. Mr. Meyerson will work closely with station sales managers, according to the joint announcement, bringing “improved and personalized service to advertisers, agencies and networks.”

THE FUTURE HOME of Paramount TV Productions and KTLA (TV) Hollywood is examined by Klaus Landsberg (l), station vice president and general manager, and William L. Pereira, of Pereira & Luckman, that city, architectural firm planning the $2 million reconstruction program on the 10-acre Sunset Blvd. lot, the former Warner Bros. studio building.

KNX Turns Witness

SUBPOENAED tape recordings of interviews by a KNX Los Angeles newscaster played a part in Los Angeles County Grand Jury deliberations of the current political hassle over the smog issue. The grand jury issued the subpoena after County Air Pollution Chief Gordon P. Larson denied Los Angeles Major Norris Poulson’s charge that Mr. Larson had requested the mayor declare a state of emergency last Oct. 14, when smog density reached major proportions. Mr. Larson said that tape-recorded interviews with both Mayor Poulson and himself, taken by KNX newscaster William Kennelly, would prove his point.

WTAQ Sets Completion Date For New Quarters Dec. 15

CONSTRUCTION, delayed considerably by damage from a recent flood, has resumed on the new building that will house WTAQ La Grange, Ill. Expected completion date is set for Dec. 15, according to Russ Salter, manager of the 1300 kc outlet. The new building, which will contain transmitter, studios and offices, will cost almost $100,000 and will be located at the intersection of U. S. Highways 66 and 45 a few miles southwest of Chicago. The station, which went on the air in 1950, will expand its high school sports and local events coverage under its new operating schedule and will operate from 6 a.m.-1 a.m. with 500 w day and night, Mr. Salter reported. WTAQ is owned by the La Grange Broadcasting Co. with Charles Sebastian and Mr. Salter as co-owners.

WTVH (TV) Goes to 214 Kw

WTVH (TV) Peoria, Ill., has reported an increase from 24 kw to 214 kw, with installation of a new RCA 12.5 kw transmitter. Boost went into effect Nov. 6 as Henry D. Glatz, president of Hilltop Broadcasting Co. (WTVH (TV) WTVH radio), threw the switch. Uhf station (ch. 19) recently celebrated its first anniversary on the air and added CBS-TV programs under affiliation pact effective Nov. 1. WTVH plans ultra-modern studios and currently is renovating its present studio site after acquiring Vidicon film chain and color tv equipment and adding AP Photosfax and CBS Newsfilm to its news facilities.

Peebles Buying WRCO

SALE of WRCO Richland Center, Wis., by Arthur Overgaard and Manager Tom Kelley for $75,000 to Hala Peebles was announced last week by Mr. Kelley. Mr. Peebles is a former motor court operator there. He will assume management of WRCO after FCC approval of the transfer. Mr. Kelley said. WRCO is assigned 250 w fulltime on 1450 kc.

KUTV (TV) Increases

KUTV (TV) Salt Lake City, Utah, is now operating with 45.71 kw, according to Frank C. Carman, president and general manager of the station. Station estimates are that its stronger signal reaches 181,500 tv homes, a 10% increase over its previous set count.
Police Head Sees Uses For New York-Owned TV

USE of the proposed New York City-owned TV station for various phases of police work is being evaluated by Police Commissioner Francis W. H. Adams. Appearing as a guest last Wednesday evening on Room 9, public service feature broadcast on WNYC New York, he agreed that the police department's need for such a station might aid in gaining city approval for the projected outlet.

Comr. Adams said success in using television in the police line-up system had led to hopes of expanded use of closed-circuit TV. He commented that if the station became a reality as he hoped it would, the police department would depend partly on a device which scrambles the impulses as they leave the transmitter and unscrambles them as they come in on the receiver. Hence these transmissions would not be available to the general public.

He also cited crowd control as another instance where television could be employed and expressed his gratitude for including the police department in the general plan of the city for its own TV station. WNYC-TV has been granted ch. 34.

D. J. Festival at WSM

WSM Nashville's Third Annual Disc Jockey Festival was held last Friday-Saturday in honor of the 29th anniversary of the Grand Ole Opry. Representatives of record companies, publishing firms, music publications, and industry artists highlighted the roster of events. Cowboy singer Gene Autry was host at the Saturday luncheon and was guest performer on the NBC portion of the Opry that night. The conversion of the Country Music Disc Jockey's Assn., which was organized at the 1953 festival, was held Thursday, a day prior to the two-day celebration.

K RCA (TV) Has Record Month

OCTOBER was the most financially successful month in the history of K RCA (TV) Hollywood, according to Thomas C. McCray, general manager. Gross income rose 23% over the previous month and 12% over October 1953, Mr. McCray said.

Horner Joins KEYD-TV

JACK HORNER, sports director of KSTP-AM-TV St. Paul for the past 10 years, last week joined KEYD-TV Minneapolis as sportscaster. KEYD-TV is planning an extensive schedule of sports programs which Mr. Horner will handle.

WGN-TV Plans Full Power From Prudential Bldg. Site

WGN-TV Chicago will boost its power from 120 kw to maximum 316 kw after it completes installation of a new 50 kw RCA transmitter and 311 ft. tower and antenna atop the now-under-construction Prudential Bldg. next spring.

Plans for the power increase were reported following an announcement by Frank P. Schreiber, manager of WGN Inc. (WGN-AM-TV), that FCC had approved its application to move the transmitter and antenna from Tribune Tower. The Prudential Bldg., now under construction, will permit an antenna some 304 feet higher off the ground level than at present.

Steel structure of the 41-story building is expected to be completed by mid-November. The tower and antenna will be put up after steel framework is completed on the 39th floor, 530 feet above street level. The transmitter will cost about $300,000 and be located on the 40th floor, on which the Chicago Tribune has obtained a 10-year lease for floor space.

Wiben Bans MacRae Records

BANNING of all Gordon MacRae records on Wiben Philadelphia has been announced by the station following an allegedly derogatory reference to radio by Mr. MacRae on the Sunday, Nov. 14 NBC-TV Comedy Hour, of which he is host. William B. Caskey, Wiben vice president-general manager, explained the ban this way: "If these artists think so little of radio, I see no reason why we should lend our facilities to promote and publicize them via their recordings."

WSJV (TV) Increases Power

WSJV (TV) Elkhart, Ind., last Tuesday increased from 20 kw to "in excess" of 250 kw with installation of a new RCA transmitter, according to the station. RCA engineers were quoted by the uhf ch. 25 station as indicating that increase extends station's Class A coverage out to 60 miles.

LOOKING OVER the unique agreement which covers a three station split of the home games of the Detroit Red Wing hockey team for the coming season are (l to r): Edwin K. Wheeler, general manager of WWJ-TV; Jack Adams, general manager of the world champion Detroit Red Wings; A. H. Ritter, vice president of Zimmer, Keller & Calvert advertising agency; H. S. Wagoner, vice president in charge of sales for sponsor Stroh Brewery Co.; Gayle V. Grubb, managing director of WJBK-TV, and James Riddell, president of WXYZ-TV. The Detroit stations will share the schedule with WXYZ-TV carrying 16 games and WJBK-TV and WWJ-TV 10 each.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

November 22, 1954 • Page 99
KOVR (TV) Bids in S. F.

In what appears to be a bid for the San Francisco market, ch. 15 KOVR (TV) Stockton last week announced several changes which will expand the station's operations into the Bay Area. A. E. Joselyn, general manager of the station, announced that he will spend several days of the week in the station's San Francisco offices and that he will be joined there by Gordon Grannis, former promotion and publicity director of ABC San Francisco, who has been named to a similar post with KOVR. KOVR, located just 30 miles east of San Francisco on Mount Diablo, claims it sends a strong signal into most of San Francisco and the adjoining Peninsula and North Bay Area.

WCGC Plans Dec. I Debut

WCGC Belmont, N. C., plans to go on the air about Dec. I operating on 1270 kc, 500 w daytime, according to Lucielle Hand, partner in the station, who additionally has announced the appointment of Robert R. Hiker as general manager. Mr. Hiker formerly was owner and chief engineer of WMAP Monroe, N. C., and more recently was associated with WLTC Gastonia, N. C.

WOW Broadcasts Hi-Fi

WOW Omaha on Nov. 5 inaugurated high fidelity radio transmission and claims to be the first Nebraska station to offer this service, it was announced last week by Frank P. Foggarty, vice president of Meredith WOW Inc. A new RCA transmitter has been installed that will pass tonal range frequencies from 30 cycles to 10,000 cycles, the station said. Area radio set dealers have made plans to stock higher quality sets that will give listeners the benefit of the finer transmission.

KBIF Builds New Facilities

STUDIOS and offices of KBIF Fresno will move to the ground floor of the Hotel Californian in downtown Fresno next week, while construction on a specially-designed 400-foot tower and new transmitter building on a newly-purchased 40-acre ranch site is nearing completion, George Nickson, station manager, has announced. When finished, the new site and transmitting tower will add 3,000 square miles to station coverage, Mr. Nickson declared.

Mountain to Mohammed

IT'S USUAL for a station representative to make an overture to a station but it is not often that a radio station makes a pitch to a station representative to handle the station.

Yet that is exactly what Tim Elliott, president and general manager of WCUE Akron, did. Armed with a 36-x-36-inch easel job extolling the merits of the station, including samples of programs, station personalities, history of the five-year-old station, etc., plus taped interviews with the mayor of Akron and members of the Chamber of Commerce explaining the public service job WCUE does for the community, Mr. & Mrs. Elliott and Jack Maurer, vice president and station manager, made the presentation to John E. Pearson, president of the John E. Pearson Co., station representatives, a fortnight ago in New York.

Mr. Pearson listened to the easel pitch, to the taped recorded interviews, saw a colored movie about the station, and couldn't resist. The representation will be effective Feb. 10.

WJMR-TV Taking More Space

ACQUISITION of a new studio building with more than 12,000 sq. ft. of floor space for expansion of live local programing, has been announced by George Mayoral, vice president and general manager of WJMR-TV New Orleans. The first telecast from the new studio has been tentatively set for Dec. 1.

The structure will house WJMR-AM-FM-TV, owned by the Supreme Broadcasting Co., and is located at 1422 Cleveland Ave., adjacent to the Jung Hotel where executives offices and transmitting rooms of the stations will remain.

New equipment, including the latest design of cameras, is being assembled and tested under the direction of Jack Petrik, chief engineer of WJMR-TV (ch. 61).

KSFO to Move in Jan.

KSFO San Francisco announced that its main studios and modernized offices will be housed on one floor of the Fairmont Hotel's California Street wing beginning in mid-January. A ten-year lease was negotiated by the station. Auxiliary studios will be maintained at the KSFO transmitter, Pier 92.
KVOO-TV Tulsa Aims For Early December

KVOO-TV Tulsa will begin regular, commercial ch. 2 operations Dec. 3 as a basic NBC-TV affiliate, it was announced last week. Operation will be from a temporary 225-ft. tower at Big Heart Mt. with 22 kw visual power pending completion of its 1,000-ft. tower at the same site early next year.

The station began test patterns Nov. 15 and has studios located at 311 S. Denver St., Tulsa. Plans are underway for a combined radio-tv studio and office building. It received its construction permit last July for 100 kw operation. Equipment is GE.

KVOO stations are owned by Southwestern Sales Corp. (owned by W. G. Skelly, oilman), 38.8%; Harold C. Stuart, Washington and Tulsa attorney and former assistant secretary of the Air Force, 12%; Sen. Robert S. Kerr (D-Oka.), 13.1%; Mrs. Graybe B. Kerr, 14.8%; Dean A. McGee, 7.4%; Travis M. Kerr, 6.8%; F. C. Love, 2%; C. B. Akers, 1.8%, and Oklahoma A&M College and Tulsa U., 1.5% each. There also is a group of non-voting stockholders.

Mr. Akers, who came to KVOO-TV from WEEK-TV Peoria, Ill. (controlled by the Kerr-McGee group), is general manager. Other executives are R. L. Lamb, ex-KMBC-TV Kansas City, sales manager; William Sadler, formerly of KTVH (TV) Oklahoma City and WFVA-TV Dallas, program director, and John Bushnell of KVOO, chief engineer.

Class A hour rate is $700 local and $650 on network. Station is represented by Blair-Tv Inc.

Blair Names Bassett To National Sales Post

APPOINTMENT of Mort Bassett as sales manager of the National Saturation Group of John Blair & Co., New York, was being announced today (Monday) by Robert E. Eastman, executive vice president of the representation firm. The National Saturation Group offers advertisers schedules of 24 minute participations weekly in local programs on Blair-represented stations, which are said to reach about half the population of the U. S.

Mr. Bassett has been with Blair since 1947 as an account executive. Prior to that time, he was timebuyer and assistant radio director for Morse International, New York, and assistant circulation manager for NBC.

WBBM Names Boswell in N. Y.

APPOINTMENT of Jack Boswell as eastern sales manager of WBBM Chicago was announced last week by H. Leslie Atlas, vice president in charge of CBS Central Div. and general manager of the station. He will headquarter at 501 Madison Ave., New York, in conjunction with CBS Radio Spot Sales, national representative for WBBM. Mr. Boswell joined the sales staff of the CBS O&O outlet in 1948 and rejoined the staff last August after a three years’ absence.

Bowl Bound on KMTV (TV)

OMAHA U.'s football team will go to the Tangerine Bowl, Orlando, Fla., with expenses of $10,000 for the trip underwritten by KMTV (TV) Omaha, Owen Saddler, station executive vice president and general manager, announced last week. The university is municipally owned and taxed supported. The station's offer "takes a big financial burden off our shoulders." Mr. Sail, university president said when he heard of KMTV's plans. Mr. Sail referred to the offer as a "tangible demonstration of the community spirit beyond the university."

The 1954 campaign provided the first undefeated, united football season in the history of Omaha U.

Three More TV Stations Add Color to Facilities

THREE MORE television stations were on the air able to transmit color last week. One of them—KTRK-TV Houston—became the first station to be equipped for local color origination from its first moment of operation.

Both the other starters are in Milwaukee. WTVW (TV) began color test pattern transmission last Wednesday, three weeks after going on the air Oct. 27. Test patterns will be shown daily. WTVW also has reported originating a color film on travel. The ch. 12 outlet employs a DuMont multicolor scanner and has an RCA transmitter equipped for color.

WMTI-TV Milwaukee began color film projection Nov. 14. The station, on ch. 4, reports it has completed color facilities and is equipped to handle live, network, slides and film in color.

KTRK-TV (ch. 13), which began commercial programming Saturday, will be carrying color seven days a week with a half-hour Color Coronet Monday through Saturday and a one-hour-long show on Sunday. John T. Jones, president, has announced. Equipment is DuMont.

Party Marks Transfer Of KFSD-AM-FM-TV

A PARTY at San Diego's Cortez Hotel last Monday marked transfer of KFSD-AM-FM-TV San Diego control from stockholders of Airfan Radio Corp., former station owner-operators, to the new operating firm, KFSD Inc., in which Fox-Wells Co., New York, has controlling interest.

Present at the fete were James G. Rogers, president; Glen McDaniel, secretary-treasurer, and William E. Goetzke, general manager of KFSD Inc., and John Moreno, station manager, KFSD-TV.

All stockholders of former Airfan Corp., who will retain minority interest in the new arrangement, were present, as were Thomas L. Saddler, Airfan president-general manager, and William L. Lane. Mr. Sharpe received an engraved silver lighter as a gift from the new operators.

Civic leaders, other media representatives and station personnel also attended the party to meet new management.

let's

talk

"turkey"

about transcription services.

It takes more than turkey to make a Thanksgiving dinner . . .

and it takes more than transcriptions to make a transcribed library

that's a complete program service.

Good cooks and smart broadcasters know this . . . that's why more

of them (the smart broadcasters, that is) are subscribing to SESAC

every day. Why don't you?

SESAC INC. 475 Fifth Avenue New York 17, N. Y.

"The Best Music in America"
KTRK-TV Goes on Air
As Houston's Second
KTRK-TV Houston made its debut last Saturday as that city's second operating commercial tv station. The ch. 13 outlet is affiliated with ABC and represented by Blair TV Inc. John T. Jones Jr. is president.

The opening celebration featured the tv debut of the Houston Symphony Orchestra and appearances, among others, by opera stars Marguerite Piazza and James Melton and Peter Donald, host of ABC-TV's "Masquerade Party." KTRK-TV will program a daily color show beginning Monday (see story page 101).

Reports from other stations:
WFMTZ-TV Allentown, Pa., on ch. 67, will inaugurate programming Dec. 4. Acting Mayor William S. Ritter has designated Dec. 4-11 as Allentown Television Week. Raymond F. Kohn is president and general manager. WFMTZ-TV will be Allentown's first tv.

WFIA-TV Tampa, Fla., expects to have a test pattern on the air by the first of the year with regular programming set for February. The station's 1,054-ft. antenna tower is under construction and work on the transmitter house is scheduled to start this week. George W. Harvey is general manager of the ch. 8 outlet and Blair TV Inc. is national representative.

WDXI-TV Jackson, Tenn. (ch. 7), the first tv there, is scheduled to begin programming March 1. Aaron B. Robinson is president and general manager and Burn- Smith Co. is representative.

WHTN-TV Huntington, W. Va. (ch. 13), owned by the Greater Huntington Radio Corp., expects to be on the air this spring.

Cox, Hanson Set Up Company
H. Quentin Cox and Merrill V. Rawson, former general manager and sales representative, respectively, of KGW Portland, Ore., have formed H. Quentin Cox & Assoc., same city, radio-tv station representative firm, with offices at 423-425 Terminal Sales Bldg.: telephone is Atwater 5191.

STATION SHORTS
WJAR-TV Providence, R. I., has available to tv stations at no charge one-hour film of hurricane Carol, obtainable, by writing Dody Sinclair, station director of public relations.

WJIT Chicago has announced opening of new offices and studios in Daily News Plaza at 400 W. Madison St.; telephone remains Franklin 2-0660.

KWIZ Drops Representative Fee, Boosts Agency Take
BY COMBINING its former representative's fee and the regular 15% agency commission, KWIZ Santa Ana, Calif., is offering advertising agencies 25% commission, plus a further 2% deduction for cash payment, on all contracts signed after Nov. 1.

KWIZ announced it has set up its own representative with Station Manager Hal Davis and Commercial Manager Don Spencer planning personal coverage of Los Angeles and San Francisco markets. Prospect of no national representation does not bother station executives, who told B&T that most such business is on "walk-in" basis anyway.

WABI-AM-TV Plans Start
Of Quarter-Million 'Tv City'
GROUND will be broken within the next three months for the building of a specially-designed $5,000,000 Television City to house WABI-AM-TV Bangor, Me., Leon P. Gorman Jr., general manager of the stations, announced last week.

Latest engineering developments for both radio and tv will be integrated in the studio design, Mr. Gorman said. He noted the City has been "long a dream of owner Horace Hildreth," who at present is U. S. Ambassador to Pakistan. The new quarters will be a three-story building containing four large studios. WABI is celebrating its 30th birthday this month.

REPRESENTATIVE APPOINTMENTS
WULA Eufaula, Ala., has appointed Indie Sales Inc., N. Y., as a representative.

KXXZ, Houston, Tex., has appointed Averlyn-Kindel Inc., N. Y.

WRFD Worthington, Ohio, appoints Robert Meeker Assoc., N. Y.

WAIR Winston-Salem, N. C., has appointed Robert Meeker Assoc., N. Y.


STATION PEOPLE

J. Paul Audet, coordinator of operations, WUSN - TV Charlotte, S. C., assumes additional duties of program-

Robert Stockdale, business executive, WTVJ (TV) Miami, Fla., to WEEK-TV Peoria, Ill., as assistant manager.

Robert S. Regan, host, KGB San Diego Man in the House program, adds duties as station program director.

Stephen W. Pozgay, general manager, WTVP (TV) Dechur, Ill., resigns, with William L. Shellbarger, president, WTVP, assuming his duties until announcement of successor. Mr. Pozgay is expected to announce future plans shortly.

H. Duncan Peckham Jr., formerly with NBC, appointed director of engineering, Spartan Radio- casting Co., grantee of WSPA-TV Spartanburg, S. C.
NEW NBC-TV POST GOES TO CULLIGAN

Becomes national sales manager for NBC-TV with Porteous succeeding him as sales manager of NBC Participating Programs department.

APPOINTMENT of Matthew J. Culligan to the newly created post of national sales manager for NBC-TV and the promotion of Roy C. Porteous to succeed him as sales manager of the NBC Participating Programs department, were announced last week by George H. Frey, NBC vice president in charge of television network sales.

In his new position, Mr. Culligan will supervise the entire national sales staff of NBC-TV, including all sales personnel in the New York, Chicago, Los Angeles and Detroit offices. He will report to Mr. Frey.

Mr. Culligan joined NBC in 1952. As sales manager of NBC's Participating Programs department, he is credited with having played a major role in compiling a total of more than $13 million in gross billings for 1954 for Today, Home and Tonight, NBC-TV’s trio of magazine concept programs.

Mr. Porteous, previously supervisor of sales unit for Today, joined NBC in 1942 as a member of the program department, advancing to other sales and promotion positions until he was appointed sales supervisor of the Today unit last March.

Walter Scott, administrative sales manager for NBC-TV, will continue his present duties without change, reporting to Mr. Frey. Reporting to Mr. Scott are the sales development, sales presentation, sales traffic and office services departments.

East Texas Network Links 12 Radio Stations

ORGANIZATION of the East Texas Network, a regional group of 12 radio stations, was announced last week by Joe B. Foster, president, and Hif F. Best Co., national representative for ETN. The following stations comprise the new network: KBUD Athens, KDTX Center, KIVY Crockett, KSIJ Gladewater, KSAM Huntsville, KEBE Jacksonville, KTXJ Jasper, KOCA Kilgore, KTRF Lufkin, KMH Marshall, KSFo Nacogdoches and KNET Palestine. Mr. Foster said there were 236,540 radio families and 201-422 radio-equipped autos in the 41-county area covered by the network, compared with only 28,405 tv sets. Annual retail sales for the area surpass $750,000, Mr. Foster claimed. ETN’s main office is in Center; regional offices are located in Dallas and Houston. Discounts up to 30% for the 12-station hookup are available, according to the announcement.

Barrimore Services Held

FUNERAL SERVICES were held last Thursday in Inglewood, Calif., for Lionel Barrimore, 76, star of CBS Radio’s Hallmark Hall of Fame, who died Monday of a congestive heart condition. In addition to his stage and movie accomplishments, he was star of the former CBS Radio Mayor of the Town series. His portrayal of Scrooge in Charles Dickens’ “Christmas Carol” has been an annual radio event during the past 10 Christmas seasons. Surviving is his sister, Ethel Barrimore.

Eulogy for the late Mr. Barrimore was to be presented yesterday on CBS Radio’s Hallmark Hall of Fame. Gene Fowler, writer and close friend of Mr. Barrimore, narrated the program. Eulogy was delivered by Dr. Norman Vincent Peale, minister of the Marble Collegiate Church, New York.
RADIO, TV NETWORKS
PLAN FOR THANKSGIVING

Parades, football games, documentaries and many programs on the traditional themes will be aired.

REGULARLY-SCHEDULED shows with Thanksgiving Day motifs and special holiday programming are planned by radio and television networks this Thursday in observance of Thanksgiving.

ABC-TV will televise the 28th annual parade put on in Detroit by the J. L. Hudson Co. department stores from 10:15-11 a.m. EST under sponsorship of the Chrysler Corp. The network also will carry the U. of Missouri-U. of Maryland football game from College Park, Md., beginning at 1:55 p.m. EST. ABC Radio will carry a special program titled Pilgrims' Thanksgiving (9:30-9:55 p.m. EST), described as a documentary tour of historical places, including the Church in Leyden where the pilgrims marooned prayed before sailing to the new world.

The radio network also will present the football game between U. of Pennsylvania and Cornell U. from Philadelphia starting at 1:45 p.m. EST.

Highlight of CBS-TV's coverage will be the sixth annual Thanksgiving Festival at 5-6 p.m. EST under sponsorship of Longines-Wittnauer Watch Co. The program will feature a pantoine ballet of the Grimm Brothers' "Sleeping Beauty." Agency for the sponsor is Victor Bennett Co. CBS Radio and NBC Radio will not provide special programming but various shows will revolve around Thanksgiving themes.

Parade, Football

NBC-TV will present the R. H. Macy Co. Thanksgiving Day parade in New York on its Home network (live 11 a.m.-12 noon EST) under sponsorship of eight participating advertisers.

The DuMont Television Network will televise the professional football game between the Detroit Lions and the Green Bay Packers from Detroit starting at 12 noon. The contest will be sponsored by Plymouth Div., Chrysler Corp., through N. W. Ayer & Son.

Mutual also will carry the Lions-Packers game under sponsorship of Plymouth. In addition, the network will broadcast a special

**30th Anniversary Month at KOA**

**COMING SOON!**

**Starring Bob Hope**

Bob Hope will be here, and we wish you could be, too! The celebration of KOA's thirty years of service to the big, booming Western Market! KOA has maintained a 30-year dominance in 302 counties of 12 states...that's a record!

Great shows...top personalities...endless success stories are recorded in the history of the "Single-Station Network." KOA is still growing every day with the growing West...selling through service to this vast, rich market! You, too, can celebrate success with KOA!

**WEAVER CITES COLOR VALUES AT BALTIMORE**

NBC president speaks to Baltimore Ad Club, says the network's affiliates can bring color to 85% of the populace. He foresees 350,000 color set owners next year.

CALL for advertisers to use color tv "now," in order to gain the promotional value of this new dimension which has become "the conversation piece" of America was made by Sylvester L. (Pat) Weaver, NBC president, last week to 400 members of the Baltimore Ad Club meeting at the Emerson Hotel, Baltimore.

In conjunction with Mr. Weaver's speech, WBAL-TV Baltimore, the NBC-TV affiliate in that city, originated a live, one hour color show from its studios. The show was the regular, five-times-a-week Homemakers' Institute. It was seen by the ad club audience on five color receivers—two of the new RCA 21-in. consoles, two Motorola 21-in. consoles and a Westinghouse 15-in. receiver. The color rendition on all sets was good and brought favorable comment among the Baltimore advertising men and women.

Mr. Weaver said that NBC now has 80 affiliates equipped to carry network color, reaching 85% of the populace. He forecast an audience of 350,000 color set owners in 1955, compared to the 7,000-8,000 in operation now. He said more than 2 million people have seen color tv.

**60 Million Viewers**

NBC's "spectaculars" have been seen by 60 million people, Mr. Weaver said. He said NBC's goal is for every set in the country to be tuned to one or more of the spectaculars next year.

Color tv will cost more, he warned, but this is due to the three to five times increase in lighting needed, additional equipment investments by stations, longer rehearsals, etc. He figured that production costs would be 10% to 25% over comparable black-and-white programs, and that time charges might be increased from 2% to 10%. But, he said, the "trip-hammer" impact of color tv cannot be measured.

NBC's "magazine" concept of tv advertising, whereby more than one sponsor may buy into a program or alternate in the sponsorship of a program, is designed so that an advertiser with a small budget can afford to enter tv advertising, Mr. Weaver emphasized. This principle also works to prevent a monopoly of tv advertising by the few, well-heeled advertisers, he added. He expressed doubt that more than a few advertisers could afford to sponsor programs alone, as in radio.

Although WBAL-TV would not charge to the participating sponsors of its Homemakers' Institute color program, it has announced a 10% premium charge for color originations. Two weeks prior to last week's production, WBAL-TV used color on a ten-minute segment of the same program. The station has one RCA color camera and associated equipment. There are an estimated 60 color receivers in Baltimore.

**Blue-Gray on NBC-TV, MBS**

ANNUAL Blue and Gray football game from Montgomery, Ala., will be telecast by NBC-TV for the first time on Christmas Day, and carried by Mutual, both under sponsorship of Gillette Safety Razor Co. Agency: Maxon Inc., N. Y.
Confusion About TV Ratings Analyzed by NBC's Beville

CONCLUSION over television program ratings stems primarily from "simple misunderstandings of the function of TV surveys and misinterpretations of their findings," Hugh M. Beville, NBC director of research and planning, said last Thursday night in a talk before the Advertising Club of New York.

Mr. Beville stressed that the various ratings services all use helpful, but singled out Nielsen Television Index for special praise. He said NTV "produces ratings which are projectable to total U. S. television homes to produce the size of the audience in millions of homes."

On the question of audience breakdown, he said Nielsen is the "only service which can give a comprehensive answer, since it has all the pertinent data on each home with one of its audimeters."

NBC will continue to use the various rating services, Mr. Beville continued, though they will not constitute "the be-all and end-all for distinguishing program success from program failure" but will be used as tools to "temper and reinforce judgment."

CBS-TV to Initiate New Volume Discount

A NEW dollar volume discount will become available to CBS-TV advertisers on Dec. 1.

Offered in substitution for other discounts it will amount to 25% and will be available to any advertiser who maintains, over a period of 52 consecutive weeks, $100,000 in gross time billings weekly on CBS-TV. Currently about six advertisers are in that category.

NBC-TV also has a volume discount for advertisers who maintain a minimum of 200% of the hour rate.

ABC-TV Adds Two Affiliates

In Marinette, Lexington

ADDITION of WMBV-TV Marinette, Wis., and WLEX-TV Lexington, Ky., as ABC-TV affiliates, bringing the total affiliates to 216, was announced Thursday by Alfred R. Beckman, ABC-TV's director of station relations.

Ch. 11 WMBV-TV is owned by the M & M Broadcasting Co. Joseph Mackin is general manager. WLEX-TV, on ch. 18, which affiliates with the network on the first of the year, is owned by Central Kentucky Broadcasting Co. Earl L. Boyles is general manager.

NBC-TV Sets Saturday Series

NBC-TV last Saturday was set to launch a trio of half-hour Saturday morning programs slanted specifically toward children's audiences. They are: Happy Felton's Spotlight Gang (10-10:30 a.m. EST); Paul Winchell Show (10:30-11 a.m. EST), and Funny Boners (11:15 p.m. EST). The latter is a stunt show starring ventriloquist Jimmy Weldon and his hand puppet, Webster Webfoot.
RCA, GE Denied Stay In Zenith Litigation

ZENITH RADIO Corp. reported last week it will gather pre-trial depositions in proceeding with its $16 million malpractice-liability suit against RCA and General Electric Co.

The Chicago manufacturer received the green light Tuesday from the U. S. Circuit Court of Appeals, which sustained a district court decision denying an RCA petition for a stay this summer. An appellate bench of three judges refused to vacate Judge Michael Igoe's order for Zenith and ruled he did not exceed his discretionary power last June 14.

Zenith announced it will shortly gather pre-trial depositions for the trial, which probably will not be held until well into next year. There was no immediate indication from RCA's Chicago attorneys—Kirkland, Fleming, Green, Martin & Ellis—what action it would take. Last week's decision is said to be unappealable. Other principals involved in the suit are Western Electric Co., on the side of RCA, and Rauland Corp., Zenith's cathode-ray tube manufacturing subsidiary.

In his opinion, Judge Elmer Schnackenberg said, "I do not think it is true that Judge Igoe "exercised his judgment and even if he arrived at an erroneous conclusion, which we do not now decide, he was not guilty of an abuse of discretionary power. He added that Judge Igoe undoubtedly had the power to stay or refuse to stay the proceedings.

The court should not grant a writ of mandamus or any other writ directing the district court to vacate the June 14 order, or directing it to stay the proceedings, Judge Schnackenberg asserted.

Judge Philip Finnegan concurred in the findings, claiming that in many such cases a petition for writ, when not well-grounded, "has become simply a handy delaying or harassing tactic." He noted that RCA and GE earlier had resisted a similar move by Zenith in the Wilmington, Del., District Court, where a patent suit also pends, and said that its action stands as a "refutation" of its present position. What's more, he noted, both claimed it was unappealable. He branded such a petition as a substitute for "unauthorized review."

Zenith and Rauland charged that since 1919 RCA and others have engaged in a conspiracy to monopolize the electronics field and Zenith has been frozen out of competition in Canada and other foreign markets.

Zenith filed the treble-damage suit last January as an amended counter-complaint to RCA's original suit. Judge Igoe ruled last June, over RCA's claims, that the Chicago case should proceed without regard to any litigation in Delaware, and RCA subsequently petitioned the court of appeals to vacate the order. The three-judge court heard oral arguments a fortnight ago [B&T, Nov 8]. J. Earl Major was the third judge in the case.

Retail Radio-Tv Dealers Increase—REMTA Census

THE NUMBER of retail radio and tv dealers in the U. S. increased from 95,400 in 1952 to 107,100 this autumn, according to a census by Radio-Electronics Industry Assn. Last year there were 105,150 dealers.

Sixty tv and 61 radio receivers were sold by the average dealer during the year ended last June 30, RETMA found. This compares with 69 tv and 74 radios a year prior, according to the census, and follows the general decline in set sales that occurred during the period.

REMTA found that 43.9% of retail outlets selling radio-tv sets were radio-apppliance stores; 18.9% furniture stores; 11.1% hardware stores; 10.1% department and general merchandise; 16% miscellaneous types of stores. Geographically, 20,950 stores are located in the North Atlantic region, 13,050 in South Atlantic, 35,850 in Midwest, 21,650 in Southwestern and 15,600 in Far West.

FLOW OF COLOR SETS IN 2 YEARS—MCLIWAIN

Hazeltine executive speaks on the National Television System Committee before the American Standards Assn. annual meeting.

"THE THUMB is about to be pulled out of the dike" and "presumably in two years hence we will have a regular flow of color receivers," said Mr. McLiwain, Hazeltine Electronics Corp., predicted last week.

Mr. McLiwain reported on the "National Television System Committee as an example of systems engineering and industrial standards" during a Wednesday session on color television held by the American Standards Assn. at its 36th annual meeting in the Roosevelt Hotel, New York.

In reviewing the work of NTSC, which set up the compatible color tv standards now in use, he said the committee built in its standards" room for further improvement and change" and that he believed the system "will stand the test of time."

In another report, J. W. Wentworth, RCA, explained the "derivation of the FCC color television standard," remarking during his technical explanation of the NTSC standards, that "a successful broadcast system must have standardization" and in the standards adopted there still is room for progress in the design of both transmitter and receiver equipment.

An earlier session was held on the effect of international standards of the American electrical industry. Among speakers were Leon Polsky, Sprague Electrical Co., who gave a progress report on components for electrical circuits; Virgil Graham, RETMA, who outlined new developments in electron tubes, and Dr. Harold S. Osborne, president of the International Electrotechnical Commission, who observed the future for International Standardization in the field.

DuMont Sets Company Record

ALL-TIME record for sales of DuMont television receivers was set in October, William H. Kelley, vice president of marketing, Allen B. DuMont Labs, reported last week. During that month, Mr. Kelley said, DuMont sold 70% more units than in the same period of 1953 and 10% more than in 1950, which has been the record sales month until now.
Color Equipment Slowdown Cited by Zenith's Brown

INDUSTRY has been able to develop an "acceptable set of color tv broadcasting standards" but has lagged behind with equipment to implement those standards, particularly in color reception, J. E. Brown, chief engineer at Zenith Radio Corp., asserted last week.

Mr. Brown spoke Tuesday before the Chicago Junior Assn. of Commerce on color tv developments and prospects.

The public is not buying color receivers in quantity, he declared, because the price is too high, sets are difficult to tune and keep adjusted, service costs are higher than for black-and-white, and people "now know that any color set they buy today is already obsolete by new developments."

Mr. Brown said "color will be here when 21-inch sets are selling for something like $300" and when tube prices come down to $100 or less and cost of other components is reduced proportionately.

Color to Lag Says Admiral In Issuing Quarterly Report

COLOR tv will not be a factor in the television business for several years to come and current 19-inch color receivers being offered to the public are "just as obsolete today" as 15-inch sets were last spring, John B. Huaris, Admiral Corp. executive vice president, reported last week.

He said that 15-inch receivers have failed to move "even at half the price." He added that Admiral has been unable to maintain tv production consonant with orders and that back orders of tv receivers for uhf areas "continue to mount despite increased production of these models."

Admiral also announced higher earnings and lower sales for the third quarter of 1954. Profits reached $1,823,325 or 77 cents a share compared with $1,892,696 or 76 cents per share for that period in 1953. Sales dropped quarterly from $58,633,597 to $51,265,777.

Total sales for the first nine months this year hit $156,467,275 as against $189,856,035 last year.

Transistor Conference Set For Philadelphia Feb. 17-18

SCIENCE and Electronics Division of American Institute of Electrical Engineers and the Institute of Radio Engineers' professional group on circuit theory will sponsor a two-day National Conference on Transistor Circuits, Feb. 17-18 in Philadelphia.

The conference will feature four consecutive sessions with papers on both linear and nonlinear transistor circuit applications. H. E. Tompkins, Burroughs Research Center, Paoli, Pa., is program committee chairman. Since an evening informal round-table discussion is being considered, Mr. Tompkins suggested that those interested in participating contact him with their ideas on discussion topics. U. of Pennsylvania will be host to the conference, with meetings to be held in its Irvine Auditorium.

GIP Develops Tv Systems

DEVELOPMENT of two new tv receiver deflection systems has been announced by the F. W. Sickles Div. of General Instrument Corp., Chicopee, Mass. The systems, now in production for set manufacturers, make possible smaller, lighter and less expensive large screen

THE NEW General Electric 45 kw uhf transmitter, presently under construction and destined for WILK-TV Wilkes-Barre, Pa., is inspected by (l to r): Ronald Reagan, host and program supervisor of the General Electric Theatre tv series; Harrison Van Aken, general manager, communication equipment; William J. Marlock, general manager, commercial equipment, and Paul L. Chamberlain, general manager, broadcast equipment. The new transmitter will make WILK-TV the first tv station with 1,000 kw.

Philco's Nine-Month Sales At Quarter-Billion Mark

SALES of Philco Corp., for the first nine months of 1954 totaled $249,726,000, and net income was $2,275,000 or 53 cents per share of common stock, James H. Carmine, president, has announced.

In the first nine months of 1953, sales totaled $355,710,000 and net income from operations was $10,135,000 or $2.61 per share. The lower level of sales and earnings for the 1954 period was attributed to the strike which closed the firm's electronic plants for 45 days in May and June and caused a late start in production on the fall radio and tv line, Mr. Carmine said.

Sales for the third quarter of 1954 totaled $75,050,000 compared to $96,649,000 for that period in 1953. The decrease is due to the late start in tv production, the announcement pointed out.

Fairchild Hi-Fi Amplifier

NEW 50-w power amplifier for high fidelity applications was announced Monday by the Fairchild Recording Equipment Co., White- tone, N. Y. Fairchild claims the model, which measures 12" wide, 7" deep and 1½" high, to be the smallest 50-w chassis now on the market.

The amplifier features a self-contained "balance control," permitting adjustment for minimum distortion, proper phase inversion and "dynamic balance" of the output tubes to be made aurally without test equipment, according to the firm. Also announced by Fairchild: a new cartridge series (220), described as "an outstanding innovation in high fidelity magnetic cartridges," and claimed to have higher compliance and "improved characteristics" above other currently available cartridges.

Transmitting Equipment

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<thead>
<tr>
<th>Station</th>
<th>Power</th>
<th>Band</th>
<th>Use</th>
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<tbody>
<tr>
<td>General Electric Co.</td>
<td>WBBM-TV Chicago</td>
<td>50 kw</td>
<td>tv (ch. 2)</td>
</tr>
<tr>
<td>Alabama Educational Tv Commission</td>
<td>WFTV (TV) Montgomery, Ala.</td>
<td>50 kw</td>
<td>tv (ch. 4)</td>
</tr>
<tr>
<td>for WEDM (TV) Munford</td>
<td>WSBB-TV Chicago</td>
<td>50 kw</td>
<td>tv (ch. 2)</td>
</tr>
<tr>
<td>KTVI (TV) Fort Dodge, Iowa</td>
<td>12 kw</td>
<td>tv (ch. 2)</td>
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<tr>
<td>OTHER EQUPMENT: GE also reported shipment of a dual variable audio switch in KFMA-TV Yankton, S.D. (ch. 28).</td>
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</tbody>
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SELLING . . . America's 21st Market In Per Capita Income

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

November 22, 1954 • Page 107
COMMUNICATIONS sound systems, consisting of an RCA public address sound network, radio and television facilities, and intercommunications, has been installed in the Cathedral of The Sacred Heart in Newark, N. J.

As announced by RCA, the entire system required more than two years for planning and installation and is considered a major feature of a recently-completed $6 million remodeling program at the Cathedral. The communications facilities, designed and fabricated by Commercial Radio-Sound Corp., distributors of RCA sound products in the New Jersey area, provide for a sound network for the congregation, including concealed outdoor loudspeakers for accommodation of overflow crowds; a complete radio broadcasting system, which is connected to WSOI at nearby Seton Hall U., and can be tied in with other stations, and a separate RCA audio system for use in television broadcasting, as well as for video and audio connections for mobile television equipment.

George L. McKenna, marketing manager, theatre and industrial department, RCA Engineering Products Division, said that with the exception of six microphones, all equipment and their eight miles of interconnecting wires are concealed, with visible microphones specially gold-plated to blend with the decor.

He added that the installation also provides for a separate radio control booth above the nave, a portable television sound control desk, a portable unit for controlling the congregation amplifiers and a television monitor screen. The system is interconnected with telephone linkings, plus an intercommunication loudspeaker system for the organs.

IDECO Now Dresser-Ideo

REORGANIZATION of Ideco, formerly a division of the Dresser-Stacey Co., into a separate corporation under the name of Dresser-Ideo Co., has been announced by John L. Pausch, Ideco president. The firm will continue under its present management and as a subsidiary of Dresser Industries of Dallas, Tex., suppliers of structural steel products, oil, gas and chemical equipment. Dresser-Ideo's plant and offices are at Columbus, Ohio. The firm designs and constructs tv and radio towers and other industrial and commercial buildings.

INVENTORS TOUR Princeton

TOUR of RCA's David Sarnoff Research Center at Princeton, N. J., was made Friday by the National Inventors Council, headed by Dr. Charles F. Kettering. Several demonstrations were presented for the group, including showings of techniques and equipment in color television, transistors, acoustical electronics, electron microscopy, and magnetic memories. A luncheon with representatives of the RCA Lab staff followed the tour.

Playback Pace Changer Shown at Chicago Meet

DEVICE which permits the playback of a recorded speech or music in a shorter or longer period of time than the original without change of frequency was demonstrated by Dr. W. L. Everett, dean of the U. of Illinios' College of Engineering, at the Western Society of Engineers in Chicago Nov. 19.

Method for time or frequency compression and expansion of speech highlighted a joint demonstration of the Chicago Acoustical and Audio Group. Method, based on fact that listening can be faster than speaking, alternately permits transmission of messages at either lower or higher frequencies without changing the original time.

Dr. D. E. Weigand, Armour Research Foundation, delivered a paper on "A Flux-Sensitive Head for Magnetic Recording Playback."

SEPTEMBER TV SHIPMENTS TOP MILLION BEAT 1953'S

TELEVISION set shipments to dealers passed the million mark in September, according to Radio-Electronics-TV Mfrs. Assn., bringing the nine-month total to 4,459,596 compared to 4,434,456 in the comparable 1953 period. September tv shipments to dealers totaled 1,005,725 sets compared to 664,698 in August and 825,008 in September 1953.

A total of 853,788 tv set shipments to dealers for the first nine months of 1954:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
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<tbody>
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<td>Alabama</td>
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<tr>
<td>Nevada</td>
<td>5,319</td>
<td>New Hampshire</td>
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*U. S. TOTAL 4,459,139

Mica, Radio-TV Raw Material, To Be Produced Syntheticly

WORLD'S FIRST plant for the manufacture of synthetic mica is being constructed at Clifton, N. J., and it is thought that production will begin early in 1955, according to Jerome Taishoff, president of Mycalex Corp. of America.

About 1,000 tons of high grade synthetic mica, a material vital in the manufacture of radio, tv and high-priority defense equipment, are to be produced. The figure is 5-10% of the nation's current requirement. Some 90% of the current supply of natural mica comes from India and it is feared that this source of supply might be cut off in time of emergency.

MANUFACTURING SHORTS

Radio-Electronics-TV Mfrs. Assn., Washington, has prepared booklet, "Fundamentals of Color TV for Service Technicians," covering main ideas needed to understand color receiver operation and intended to be used in conjunction with color on set types.

Electronic Pub. Co., Chicago, has announced tv-radio repair book, to be sold to service technicians through distributors.

Avco Manufacturing Corp., N. Y., has established West Coast division with headquarters in Los Angeles to handle sales of firm's industrial and defense products in that area. James R. Kerr, former U. S. Air Force colonel, has been appointed director.

British Industries Corp., N. Y., has announced availability of S. G. Brown precision headphones in U. S. High Fidelity Type K or Precision Headphones. Earphones are designed to be miniature and high fidelity dynamic loudspeakers, designed to reproduce full orchestral range from 50 to 10 kc, adaptable to any sound system, amplifier, radio, phonograph, tape recorder or similar equipment.


Technical Appliance Corp., Sherburne, N. Y., has new coaxial cable line-tap, designated Tacomplex Catalog No. 1599 Automatic Line-Tap, that can be installed while eliminating coaxial line cutting and preparation for terminal connections, according to company.

MANUFACTURING PEOPLE


George Caddoo, appliance sales dept., Philco International Corp., Phila., appointed sales promotion manager, succeeding Victor Alin, who has been put in charge of special sales.

John H. Skehan, Sylvania Electric Products Inc., N. Y., named southwestern sales representative, headquarters in Dallas.

PRIVATE STATIONS URGED FOR MARKETS NOW RESTRICTED TO CBC-TV OUTLETS

Competitive allocations in six areas advocated by CARTB in brief to Canadian cabinet. Association also reiterates stand for an independent regulatory board for all broadcasting.

IMMEDIATE authorization of independent TV stations in the six Canadian major markets where only the Canadian Broadcasting Corp. now operates stations and the early establishment of an independent tribunal to handle regulation of all broadcasting in Canada were highlighted in a brief presented by the Canadian Assn. of Radio & Television Broadcasters to the Canadian Cabinet at Ottawa early this month.

The CARTB board of directors, headed by President Finlay MacDonald, CJCH Halifax, N.S., met with Canada’s Prime Minister Louis St. Laurent and a group of cabinet ministers. They pointed out in their brief that “the point has long been passed when grant of television licenses in all areas of Canada without exception was visualized by recommendations of the Massey Commission and by announced government policy.” Their brief urged immediate licensing of competitive independent television stations in Vancouver, Winnipeg, Toronto, Ottawa, Montreal and Halifax.

“This would provide alternative Canadian television service in these areas,” the brief stated and “tend to attract more Canadian viewers to the Canadian television stations than is now the case, encourage full development of this great new art in Canada on a Canadian basis, and stimulate greater demand for television receivers, thus providing increased employment.”

Cite Recommendation

Regarding the establishment of an independent regulatory board for all broadcasting, the CARTB directors pointed out that this was recommended by a Parliamentary Committee report two years ago. They stated at present the CBC is litigant, prosecutor and judge all at the same time, placing that body in a compromising and incongruous role.

The brief showed that in Canada and in other democratic countries independent boards not connected with any operating bodies regulated such services. Examples given were the Canadian Air Transport Board, the Board of Transport Commissioners and Provincial Public Utilities Boards. (The Canadian federal government also operates airlines and railways which are regulated by the first two of these independent boards.)

The CARTB directors pointed out that an independent regulatory board for broadcasting not connected with any operating broadcaster would “meet the widest public support, the widest possible degree of freedom from suspicion that unfairness exists, and permit in a harmonious atmosphere the full and complete development of Canadian radio and television broadcasting in the service of Canada.”

New Am Application, Power Boosts on CBC Dec. 3 Agenda

ONE new radio application and a number of applications for power increases will be heard at the Dec. 3 meeting of the Board of Governors of the Canadian Broadcasting Corp. at CBC headquarters, 354 Jarvis St., Toronto.

Arthur K. Oron is requesting a 250 w station on 1510 kc at Tillsonburg, Ont. CKMR Newcastle, N.B., is asking for increase from 250 w on 1346 kc to 1 kw or 1790 kc, and CKCL Truro, N.S., is requesting an increase from 250 w on 1400 kc to 1 kw on 600 kc.

CHSJ-TV St. John, N.B., is seeking increase from 27.8 kw video to 100 kw video, and from 13.9 kw audio to 50 kw audio on ch. 4. CKCH-Hull, Que., is requesting increase from 1 kw to 5 kw on 970 kc.

U. S., Canadian Shows Split Honors in Fall E-H Ratings

FIRST fall ratings of network radio evening shows, based on listening in October, has been released by Elliott-Haynes Ltd., Toronto. Our Miss Brooks leads the evening network programs with a rating of 16.4, followed by Radio Theatre 13.1, Wayne & Shuster (Canadian) 10.7, Share the Wealth (Canadian) 8.6, NHL Hockey (Canadian) 8.5 and Championship Fights 8.

Daytime U.S. programs lead, with the first five being Ma Perkins 13.5, Guiding Light 12.8, Pepper Young’s Family 12.4, Road of Life 12.3 and Right Time 10.8.

On the French-language evening network, leading five programs, all Canadian origination, were Un Homme et Son Peché 37.6, La Canaille 27.6, La Plonge 27.0, Le Survivant 25.4, Tambour Battant 20.7 and Colette et Roland 17.3.

Daytime French-language network programs were led by Rue Principale 31.6, Les Joyeux Troubadours 27.8, Je Vouz ai Tant Aime 27.1, Francine Lavaul 24.6, and Vies de Femmes 24.1.

Radio-TV Farm Techniques Studied by Latin Americans

GROUP of 15 Latin American radio- and television brewers are on tour of U. S. stations, now prompted to study agriculturral information techniques, according to the U. S. Dept. of Agriculture, which is participating in the technical assistance program of the Foreign Operations Administration.

Group is on tour under the direction of Layne R. Beatty, former radio farm director at WBAP Fort Worth, Tex., now USDA technical consultant. Cooperating organizations include National Assn. of Television & Radio Farm Directors, American Assn. of Agricultural Editors, Newspaper Farm Editors Assn. and land-grant colleges.

Various members of the Latin American group, which arrived in the U. S. in mid-Octo- ber and will remain through mid-December, will visit different stations and papers, USDA explained, depending on their particular interests. Itineraries include visits with: W. A. (Doc) Ruhmann, WBAP-AM-TV Fort Worth; Sam Schneider, KVVO Tulsa; John McDonald, WSM-AM-TV Nashville; Herb Plambeck, WHO-AM-TV Des Moines; Jack Jackson, KCMO Kansas City; Phil Evans and Bob Riley, KMBC Kansas City (also KMBC farm at Stan- ley, Kan.); WDAF-AM-TV Kansas City; Wes Seyler, WIBW-AM-TV Topeka, Kan.; Harold Schmitz, KFEO St. Joseph, Mo.; Lloyd Evans, KWTO Springfield, Mo.; Ed Mason, KXXX Colby, Kan.; Jack Timons, KKKH Shreveport, La.

Entire group is to meet in Chicago later this month for NATRFD convention Nov. 26-29 plus 4-H and other farm events. They also will visit WLS and WBBM-TV farm shows there and make a side trip to Milwaukee for inspection of the Allis-Chalmers plant and the advertising agency which handles its broadcast advertising, Bert S. Gittins Adv.

In early December, the group expects to visit network farm operations in New York City, USDA indicated.

TELMA Returns to Air

As Morocco Plans More TV

FIRST television station on the African Continent, TELMA, resumed expanded operations on Sept. 1 after a short shut-down in the summer. TELMA, in Casablanca, now has 4 kw, and claims it covers an area with a diameter of 100 miles. A second station, in Rabat, which recently started operations, is linked to Casa- blanca by relay line and has a 4 kw transmitter, too.

Weekly program schedule of 30 hours fea-

Nears Million Mark

CANADA is now near the million mark in number of TV receivers. Latest com- pilation from figures of the Radio and Television Manufacturers Assn. of Canada and All-Canada Television shows that as of Sept. 30 there were 935,518 TV sets in use in Canada with 544,725 in Ontario and 281,958 in Quebec.
Tv in West Germany Grows; Set Count Past 50 Thousand

SOUTHWEST German Radio will add two buildings to its present facilities, each for a new tv transmitter that will go on the air before the end of the year. Transmitters are located at Koblenz and Raichberg. Hornsgrinde tv transmitter of same organization is on the air with test transmissions.

The number of tv set licenses reached 53,377 on Oct. 1 and the number of sets in operation is estimated to be close to 100,000.

According to latest statistics, West German tv set manufacturers are amidst an export boom with a high percentage of 25% of total production going into export. Manufacturers estimate that at least 120,000 to 140,000 television sets will be shipped this year.

At the same time, the West German Postal Authori-
ties bought some cars equipped with specially-designed direction finders to trace some of the 50,000 tv set owners not paying their license fees.

Radio set production is heading for an all-time record in West Germany. Total will be close to 3,000,000 units.

Latest reports indicate the number of set licenses is growing at an annual pace of about 700,000.

CBHT (TV) Begins Dec. 1

CBHT (TV) Halifax is expected to be on the air about Dec. 1, the seventh tv station operated by the Canadian Broadcasting Corp. The ch. 3 outlet will have 100 kw video and 50 kw audio. Class A rates start at $200 an hour.

RESULTS?
THAT’S US

CHNS
HALIFAX—NOVA SCOTIA
Maritimes, Busiest Station
5000 WATTS—NOWI

Interested? Ask
JOS. WEED & CO.
579 Fifth Ave., New York

SECOND EUROVISION CHANGE UNDERWAY

Experience gained in first tests earlier this year contributing to current success.

SECOND Eurovision period started on Nov. 1. Under the second Eurovision plan, television stations in seven different European countries are exchanging a total of 20 tv programs within a period of two months.

Participating countries are Great Britain, France, Belgium, Holland, West Germany, Switzerland and Italy.

The first Eurovision hookup that ended on July 4 of this year, proved to attract well above normal audience interest though some technical difficulties were encountered. European tv station managers think that this second Eurovision period is only the start of longer and more regular European tv cooperation.

For American tv stations, the advance of Eurovision means that if and when NARCOM, the trans-Atlantic relay system, is opened there will be an efficient tv network rather than single national tv systems having no experience in international program and technical cooperation.

A yet-unsolved problem is where commercial European stations will take their place in European hookups. Non-commercial European tv networks are wary about cooperating with commercial stations in matters of international program exchange.

However, commercial tv in Britain is just around the corner, and on the continent more stations are actively planned and will become a reality before long. It may well be that these commercial stations in Europe will either form a network of their own or participate in one form or the other in Eurovision network programing, even if some of the present contributors to Eurovision should not like it.
RADIO-TV PLUGS THE PRESS

WVWW-WIPB-TV Fairmont, W. Va., simulcast a 45-minute program, "A Salute to the Press of Fairmont," two weeks ago when the Fairmont Newspaper Publishing Co. (The Fairmont Times, The West Virginian, The Sunday Times-West Virginian) moved into a new half-million dollar building. J. Patrick Beacom, president of Beacom Broadcasting Enterprises, operators of the stations, arranged the program, devoted to Fairmont and its progress as exemplified by the construction and occupancy of the new plant. Walter J. Mason, general manager of the newspaper company, C. E. Smith, editor of The Times, and Richard Parrish, editor of The West Virginian, were featured on the program. Mr. Beacom said, "Television and radio recognize the importance of a free press, and the value of its contribution to the welfare of the entire social structure. We want the people to know what a splendid move the Fairmont Newspaper Publishing Co. has made in building this fine new plant."

'THE MILWAUKEE STORY'

BOOKLET with the lead sentence of "Lots of things are unusual about Milwaukee... and not only the sensational Braves attendance" has been sent to advertisers and agencies by WMIL Milwaukee. Titled "The Milwaukee Story," the booklet stresses the difference of Milwaukee audiences, describing their characteristics and habits, and why WMIL with its programming, "unique in radio," holds the most appeal for them. The station says it has "No Eddie Fisher... no Bing Crosby... no Perry Como... no Dinah Shore" and then lists its card of local personalities, who are "...the warp and the woof of Milwaukee." The brochure also lists results several advertisers have achieved from using WMIL.

'KLACGIVING'

SECOND annual "KLACgiving" party will be staged tonight (Monday) by KLAC Hollywood, with a guest list of 1000 local advertising agency executives, advertisers, recording and motion picture personalities, radio executives and press representatives. The station also has chartered a TWA Constellation to fly 56 San Francisco agency executives to Los Angeles for the party.

KABC MYSTERY SERIES

TWO new radio series, D-24 and Crime Club, produced and transcribed in Australia by Dorothy Crawford of Hector Crawford Studios, Melbourne, share a half-hour segment of the Monday-through-Friday KABC Hollywood Murder in the Afternoon program. D-24 scripts are based on actual cases from the Melbourne police department files, while Crime Club is a dramatized account of detective work in other lands.

MANISCHWITZ WINE MAILING

EMIL MOGUL Co., New York, sent out an unusual mailing promotion piece for its client, the Manischewitz Wine Co.: a one dollar bill attached to a four page folder headlined "Man, Oh Manischewitz Means More Money for You." The promotion was sent to the salesmen's home addresses in order to dramatize the fall advertising campaign for Manischewitz Wine to the men who are selling it. The folder notes that the wine firm has placed its television jingle on 90 tv stations, 428 times a week, and the radio jingle on 158 radio stations, 3,876 times a week.

SCOTCH-LITE sign marking the site of the new home of WIBC Indianapolis, Ind., is being used at the same time as a promotion for its personalities. Each week a different personality has his name featured on the display. WIBC's new building, at 2385 N. Illinois St., will contain three studios and cover a total of 7,000 sq. ft. of floor space.

NBC TRIBUTE TO 'SYMPHONY'

IN a special tribute to the Symphony of the Air (formerly the NBC Symphony), NBC was to present a special one-hour broadcast Nov. 14 from 7-8 p.m. during which a recording made by the orchestra will be played. The record, which will not be offered for public sale, will be given as a souvenir to all persons who contribute $10 or more to the fund for the new organization, which is incorporated as a tax-free foundation under the name of Symphony Foundation of America, at room 134, Carnegie Hall, New York. The orchestra, which was created by NBC for Arturo Toscanini and which performed under his direction for 17 years until he retired last April [B+W, April 51, has made recordings and has given a concert during the past few months. It functions without a conductor.

'BLESS THIS HOUSE'

SERIES in leadership training, sponsored by the Church Federation of Greater Dayton, in conjunction with the National Council of Churches, is being carried each Sunday by WLWD (TV) Dayton, Ohio. Titled Bless This House, the program enrolls viewers, either as
leadership discussions are held among families or individuals, into its study of family life. Study groups gather in churches and homes to watch the program each week and later discussions are held under the supervision of leaders trained by the Church Federation. There are presently over 100 such study groups in an area reaching as far as 50 miles away, the station reports. The Federation includes "some 20 different Protestant denominations in the southeastern part of Ohio. However, the weekly series is designed to appeal to all families, regardless of faith." The Dayton area was selected by the National Council for the country's "first experiment in leadership training via television" after study of various regions in the country, according to WLWD. Kinetoscopes of the series, the study course of which has been prepared by "many of the top religious educators in the nation," are being made to use as reference for other groups throughout the country.

**BOWLING CONTEST**

**PIN TOURNAMENT**, with a top prize of $1,000 to be awarded to the winner among male bowlers in the Chicago area, is being sponsored by Pete De Met, automobile dealer and sponsor of Championship Bowling on WNBQ (TV) Chicago. The competition is conducted in cooperation with the Bowling Proprietor's Assn. of Greater Chicago. Elimination contests are held in 16 bowling alleys in the area, with the semi-finals slated for Nov. 20. The top bowlers will appear on a telecast Nov. 27 for the prize.

**CONTEST PULLS 46,040 REPLIES**

During the week of Nov. 1 a total of 46,040 cards was received by ABC's Breakfast Club in a mystery guest contest run as a feature of the show's one-week stay in New York. A cash jackpot of $1,000 daily was offered in the contest, which required a postcard entry bearing the contestant's name, address and telephone number. Five celebrities were interviewed by m.c. Don McNeill as the mystery guests at the Breakfast Club broadcasts. Following the interview, a drawing was made from the postcard entries. If the contestant could correctly identify the mystery guest in his phone conversation with Mr. McNeill, he won the day's $1,000 prize.

**TEENAGE CONTEST ON WFEA**

ROUND TRIP to either Paris or Rome via KLM Airlines is the grand prize in a contest being sponsored for teenagers by WFEA Manchester, N. H., Hill's Department Store in that city and KLM. The contest centers around Hill's High Time, sponsored daily on WFEA by the Hill store. Each day the show features a different teenage disc m.c. who selects records to be played and visits Hill's to gather material for commercials. A write-in vote will determine the winner. Second prize winner will be treated to a round trip weekend visit to New York.

**WCBS-TV ADDS PARTICIPANT**

ADDITION of the Grand Union Supermarket Chain, located in New York, New Jersey and Pennsylvania, as a participant in WCBS New York's "Supermarket" plan has been announced by Henry Untermyer, sales manager, and Howard Lally, merchandising director of the chain. The Grand Union Chain of more than 145 stores will join the WCBS plan on Jan. 1. Mr. Untermyer noted that the addition of Grand Union will give participating sponsors in WCBS' merchandising plan a tie-in with most of the large retail food outlets in and around New York in the promotion of their products.

**CKVL BIRTHDAY CAKES**

To mark its eighth birthday, CKVL, Verdun, Que.,-Nov. 8 distributed birthday cakes with eight candles to agencies and advertisers in the Toronto and Montreal areas. The inscription on the cakes mentioned the birthday and the station's increase to 10 kw in power. The cakes were delivered by messengers, who lighted the candles upon bringing them to the agency executives.

**DOUBLE COVERAGE**

Two announcers are assigned to cover the play-by-play of 14 local high school football teams by KWIZ Santa Ana, Calif., with one sportscaster calling all the offensive plays of one team during a game. The station reports favorable listener response, with the audience able to follow the game easier because two different voices call each team's play.

**WMOU CELEBRATES BIRTHDAY**

To celebrate its eighth birthday, WMOU-AM-FM Berlin, N. H., decided to operate differently for a day. Announcers on the station were replaced by their wives, female employees turned disc m.c.'s, and the engineering staff, somewhat nervously, became salesmen. The Mayor of Berlin, the chamber of commerce, and the police force all wished the station a happy birthday.

**GOVERNOR RESPONDS**

A former convict, wearing a black mask, faced a panel of criminologists on the Operation Progress program of KWK-AM-TV St. Louis to tell of poor conditions existing at the Missouri State Penitentiary when he spent three years there. The next day Gov. Philip Donnelly announced that he would appoint a committee to study prison conditions and recommend methods to prevent riots and rehabilitate inmates.

The ex-convict on the program was a prison inmate in September when a riot there caused four deaths and resulted in an estimated $3 million damage. He charged the prison is a "colony for crime," and that the penal system offers no rehabilitation program.

The panel exchanged criticisms and offered suggestions directed at the prison system. Justin Faherty, public affairs director of KWK Inc. and assistant to the publisher of the Globe-Democrat, served as moderator.
LYNN CLEARY, who coordinates DuMont's complex National Football League tv coverage, has active knowledge of the game. As a youngster, she quarterbacked a neighborhood team and nursed ankle sprains. She can throw a flat pass, maneuver a jump pass, dropkick or punt.

She talks, too. One day on the New York Giants team train, she caused the coach's eyelids to flip wide open when he noticed the slender, attractive woman more than holding her own in a pre-game bull session attended by gridiron beef and sportswriters.

She says she's that knowledgeable because of a dad—a football fan (and now her severest critic), who wanted her to understand the man's game so that she would not ask "dilly questions about it like a woman."

In big-time football and in big-time tv, she knows answers to questions which come from all parts of the country, from advertisers, their agencies, football management, engineers, production staffs and cameramen. Now, in the middle of the season coverage, she's "Miss Touchdown," on tap, in person or at the telephone, as games are covered. DTN, which has broadcast rights to nine of the 12 NFL teams, telecasts the league's Saturday night and Sunday afternoon games.

When the season ends in January, she takes a deep breath and starts all over again (she's been doing this stint for DuMont for the four years it has been in professional football coverage). From February until September, she blocks out which stations can carry which games; figures air-time costs for prospective clients (with costs varying according to area, time and the number of games); computes program costs; figures out originations and remote pick-up points and works out regional and national commitments.

After this tentative schedule, she must re-work it at least twice before the firm schedule is set. In-between this charting, Miss Cleary works with traffic on cable allocations; attends sales meetings, blocks out commercials and sets up production mechanisms for commercials—usually complicated by the fact that commercials rarely originate from the same point. Also, one game can have several sponsors with as many commercial origination points and announcers, all of which must be coordinated. And, some Sundays, DuMont covers two or three different games at the same time.

During the season, she spends time on planes and trains. When at a game, she briefs the director, production assistants and announcers, and talks with the station handling the commercials.

Miss Cleary, who has a 12-month a year football job, got into radio via WIZ (now WABC) New York and learned operations and sales. She joined DTN in 1947. Her "title" is business manager for network sales department. She got into football coordinating when she expressed thoughts on how the job could be done and it was bequeathed to her.

A native of New Rochelle, N. Y., with a degree from Miami U. (Oxford, Ohio), Miss Cleary since March 31 has been Mrs. Charles Christenson, the bride of a ship's captain on the Grace Lines. They live in Montclair, N. J. Watching a tv game, that DuMont is not covering, is "relaxation."

But this woman of quick decision and line-backer at trick coverage set-up takes little credit. Reason she cites: it's the cameramen and production crew who "make" DTN's football telecasts.

GLOBAL AUDIENCE

LOUIS G. COWAN Inc., New York, reports that its Conversation program (NBC Radio, Sat., 8-8:30 p.m.) show will be heard in virtually every English-language speaking country in the world. CBC began carrying the recorded show Nov. 18 on the entire network. MacQuarie Broadcasting Service, largest network in Australia, and the largest station in Johannesburg, South Africa, have requested discs.

SALES MANAGER HONORED

COCKTAIL PARTY honoring Donald S. Newbury, newly-appointed sales manager of KFH-AM-FM Wichita, Kan., was staged Nov. 5 at the Hotel Lassen in that city. The celebration served a two-fold purpose: It introduced Mr. Newbury to a hundred businessmen of the city and out-of-town guests and it gave Wichitans the opportunity to view the CBS animated cartoon film, "Tune in Tomorrow." The KFH Ark Valley Boys and singer Kay Stalker entertained the guests and Dorce and Bill Post of Your Nearest Neighbor presented a music and comedy show.

Western States. Los Angeles

7501 Sunset Boulevard
Telephone: Hollywood 2-6351

FOR ALL BROADCAST EQUIPMENT NEEDS

November 22, 1954 • Page 113

PRIME ADJACENCY to the Cleveland Browns football schedule to be carried by WGAR Cleveland is signed for by Mark Zettlemeyer of McDonough Motors, Desoto-Plymouth dealers. Witnessing are (1 to r) Ken Coleman, announcer of Coaches Corner program; Ken Patmore, WGAR sales executive, and Lloyd Schlieger of Ohio Advertising. WGAR originates the Browns games for a 20-station network, sponsored by the Carling Brewing Co. [B+T, Sept. 20].

MERCH head and the owner of the station were recruited for news shows. A news program aired in French was handled by the regular announcer's wife. The appearance of a Berlin girl, born on the same day the station began operation, highlighted the day. She was designated WMOU-AM-FM's "Birthday Twin" and given a three foot doll as a birthday present. The station reported a happy response from listeners and sponsors.

Miss Cleary
Newfoundland, Ind.-Southern Ind. Brokers, Inc. amended bid for new station on 1310 kc 1 kc daytime to specify in Pemberton, Ont. Filed Nov. 12.

MOREHEAD, Ky.—KY Radio Corp. amended bid for new station on 1360 kc 1 kc daytime to specify Location in Shell Rock, Iowa. Granted Nov. 16.

Pompeot City, Md.—Walter F. Harris Jr. amended bid for new station on 1250 kc 1 kc daytime to specify location in West Jefferson, Ohio. Filed Nov. 10.

HOPKINSVILLE, Ky.—P.W. Brown amended bid for new station on 850 kc 1 kc daytime, to change name to Suburban Bcstg. Corp. Filed Nov. 12.

Existing Am Stations . . .

ACTIONS BY FCC

WBHI Newark, N. J.—May Radio Broadcasting Corp. granted CP to install new transmitter and change studio location to 155 Washington St. Newark. Granted Nov. 8; announced Nov. 16.

WTHR Indianapolis, Ind.—West Tenn. Radio Service granted Mod. of CP to change studio location to 113 W Washington St. Granted Nov. 8; announced Nov. 16.

WFCN Dallas, Tex.—K.FIZ-FM Bcstg. Co., granted CP to change transmitter location to Scott St., Dallas, under terms. Granted Nov. 16; announced Nov. 16.

AUGUSTA, ME.—WKKG-KFTR RM, granted voluntary transfer of control to Mr. & Mrs. Willard Marquis, in exchange for transfer of 60% of stock of station. Granted Nov. 17.

KWKX Glendive, Mont.—W2XQX Inc. granted CP to change licensee to McManus Bcstg. Corp. Granted Nov. 16; announced Nov. 16.

WMGA Columbus, Ga.—Southern Ga. Brokers, Inc. granted CP to change licensee to Mr. & Mrs. J. C. Mathews, in exchange for transfer of 50% of stock of station. Granted Nov. 16; announced Nov. 16.

WWTN Highland, Ind.—W15TQX granted CP to change transmitter location to 305 N. Main St., Elwood, Ind. Granted Nov. 16; announced Nov. 16.

KWMU St. Louis, Mo.—O'Neill Bros. Inc. amended CP to change transmitter location to 105 E. St. Louis Blvd. Granted Nov. 8; announced Nov. 16.

Sportsama, Ind.—WNTQX Inc. granted CP to change transmitter location to 302 S. Indiana Ave., Sportsama, Ind. Granted Nov. 16; announced Nov. 16.

KJoram Miami, Fla.—K-TOR Bcstg. Co. granted CP to change listen area for transmitter to Florida. Granted Nov. 16; announced Nov. 16.

KFJZ-AM and -FM Fort Worth, Tex.—W2IOX Inc. granted CP to change transmitter location to 912 W. Vickery Blvd., Ft. Worth, Texas. Granted Nov. 8; announced Nov. 16.

FRANKFORT, KY.—W2SLX Granted CP to change transmitter location to 746 South Broadway, Frankfort, Ky. Granted Nov. 16; announced Nov. 16.

AUGUSTA, Me.—WKKG-KFTR RM, granted voluntary transfer of control to Mr. & Mrs. Willard Marquis, in exchange for transfer of 60% of stock of station. Granted Nov. 17.

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FRANKFORT, KY.—W2SLX Granted CP to change transmitter location to 746 South Broadway, Frankfort, Ky. Granted Nov. 16; announced Nov. 16.
Routine Roundup

November 12 Applications

ACCEPTED FOR FILING

Remote Control

WSSB Stillwater, Minn.—St. Croix Bestg. Co.—(BMP-6516).

WWMH-Hornell, N. Y.—The W. H. Greenhow Co.—(BMP-5616).

KARL—Salt Lake City, Utah, William W. Phillips—(BMP-565). Modification of CP

KBIC-TV Los Angeles, Calif., John H. Poole tr/s John Poole Bestg. Co.—Mod. of CP—(BPTC-1365) as mod. which authorized new tv station to extend completion date to 5-28-55 (BMPCT-2601).

WKRT (TV) Henderson, Ky.—Ohio Valley Tele- vision Co.—Mod. of CP (BPTC-1024) as mod. which authorized new tv station to extend completion date to Jan. 1955 (BMPCT-2606).

WKEF-TV Asheville, N. C., WISE-TV Inc.—Mod. of CP (BPTC-1149) as mod. which authorized new tv station to extend completion date to 6-26-55 (BMPCT-2601).

WAKR-TV Akron, Ohio, Summit Radio Corp.—Mod. of CP (BPCT-195) as mod. which authorized new tv station to extend completion date to 6-14-55 (BMPCT-2596).

WKBN-TV Youngstown, Ohio, WKBN Bestg. Corp.—Mod. of CP (BPTC-2757) as mod. which authorized new tv station to extend completion date to 3-18-55 (BMPCT-2598).

KGNV-TV Las Vegas, Nev., Globe-News Pub. Co.—Mod. of CP (BPTC-769) as mod. which authorized new tv station to extend completion date to 3-8-55 (BMPCT-2597).

WFAA-TV Dallas, Tex., H. Belo Corp.—Mod. of CP (BPTC-1401) as mod. which authorized changes in facilities of existing tv station to extend completion date to Sept. 1955 (BMPCT-2596).

WJTV-TV Green Bay, Wis., Valley Telecasting Co.—Mod. of CP (BPTC-1147) which authorized new tv station to extend completion date to 5-10-55 (BMPCT-2601).

KETC (TV) St. Louis, Mo., St. Louis Educational Television Commission—Mod. of CP (BPTC-20, as mod. which authorized a new noncommercial educational tv station) to extend completion date (BMPCT-55).

November 15 Applications

ACCEPTED FOR FILING

License for CP


WHAO San Juan, P. R., Continental Bestg. Corp.—License to cover construction permit (BP-8309) as mod. which authorized a new standard broadcast station (BL-5506).

KROI, Seattle, Wash., Seattle Bestg. Co.—Modification of construction permit (BP-6008) which authorized change from employing day and night time only use to day and night use only (BMP-6890) for extension of completion date.

Remote Control

WBDW-Augusta, Maine, Radio Augusta Inc.—(BMP-570).

WJNW Sheboygan, Wis., WISL Inc.—Operation by remote control from Focete Hotel Blvdg., N. 8th St., Sheboygan, Wisconsin (BRCHE-110).

WJTN-FM Jamestown, N. Y., Jamestown Bestg., Co.—Operation by remote control from Hotel Jamestown Bldg., 116 West 2nd St., Jamestown, N. Y. (BRCHE-921).


WLKE Lesburg, La., WLEC Inc.—(BR-2211).

WMNS Raleigh, N. C., Merchants & Farmers Station—(BR-3007).

WAPA San Juan, P. R., Jose Ramon Quinones—(BR-1494).


Renewal of License

WFLA-FM Tampa, Fla., The Tribune Co.—(BR-2246).

WDAE-FM Tampa, Fla., Tampa Times Co.—(BR-6069).


Modification of CP

KBAK-TV Bakersfield, Calif., Bakersfield Bestg. Co.—Mod. of CP (BPTC-1145) as mod. which authorized new tv station to extend completion date to 6-18-55 (BMPCT-2596).

WDXI-TV Jackson, Tenn., Dixie Bestg. Co.—Mod. of CP (BPTC-1555) as mod. which authorized new tv station to extend completion date to 6-28-55 (BMPCT-2604).

November 16 Decisions

BROADCAST ACTIVITIES

The Commission, by the broadcast Bureau, took the following actions on the dates shown:

Actions of November 12

Modification of CP

The following were granted extension of completion dates as shown:

WKBN-TV Youngstown, Ohio, to 6-10-55; KETC (TV) St. Louis, Mo., to 5-30-55; WENY (TV) Alumi, N. Y., to 5-20-55; KTVK (TV) Denver, Colo., to 6-10-55; WCOV (TV) Colonie, N. Y., to 5-30-55; WJTN (TV) Westfield, Wis., to 5-30-55; KRIZ (FM) Hillside, N. J., to 6-10-55; WATF-WB (FM) Baum Beach, N. J., to 5-30-55; WBLF-KC (FM) Kalamazoo, Mich., to 5-30-55; WBT-EV (TV) Westfield, Wis., to 4-24-55.

Because of the above

November 16 Applications

ACCEPTED FOR FILING

Modification of CP

KFWB Los Angeles, Calif., WFBF Inc.—Mod. of CP (BP-5501) as reinstated and mod. which authorized new standard broadcast station for extension of completion date (BMP-6891).

WABJ Adrian, Mich., Gerity Bestg. Co.—Mod. of CP (BP-6225) as mod. which authorized change in frequency, hours of operation, power, installation of new transmitter and DA for day and night time and change location for extension of completion date (BMP-6892).

Renewal of License

WNNC Newton, N. C., Southern Radiocasting Co.—(BR-1099).


License for CP

WAPB Pritchard, Ala., Pritchard Bestg. Co.—License to cover CP (BP-9717) which authorized new standard broadcast station (BL-5512).

WADP Kane, Pa., Northern Allegheny Bestg. Co.—License to cover CP (BP-9718) which authorized change in frequency (BL-5511).

(Continued on page 121)
Help Wanted—(Cont'd)
Production-Programming, Others

Writer-announcer: To write all copies and do some some- menc covering for leading spots. Wonder- ful winter climate. $80 salary to start for experi- enced man. Send sample copy, background and audition. Box 385F, B-T.

Copywriter—traffic: Virginia independent. Un- usual opportunity for right man. All replies confidential. Box 397F, B-T.

Newman with good voice. Ability to gather and write local news. Box 386F, B-T.

News director—gather, write, broadcast local news. Live-wire Pennsylvania independent with strong news string organization. Must have good voice. Handle tape recorder. $75. Box 411F, B-T.

Executive producer. Excellent opportunity for stable, experienced program manager to head dual am-tv programming operation in midwest. Must be capable of handling administrative as well as programming phases. Send complete resume, photo, first letter. Box 418F, B-T.


5000 watt 24 hour station immediately needs ex- perienced copywriter. May do some announcing. Would be interested in complete information and recent picture first letter to John R. Mage, Manager, K5K, Muskegon, Michigan. No phone calls please.

Situations Wanted
Manager

Manager, fully experienced in program, promo- tion, sales. Excellent record and recommenda- tions. Presently employed. Fifteen years execu- tive experience. Desires a secondary opportunity to opportunity to produce. Box 5F, B-T.

Commercial manager—seeking opportunity larger market in sales or management. Solid back- ground, national, regional, local sales. Excellent radio experience all phases (but technical), married, two children. Top references. Box 386F, B-T.

General manager: Experienced with network and independent operation can make your your station the best sounding in the area; your books the best looking. Box 381F, B-T.

Commercial manager television station with opportunity to participate in ownership or top position in allied field. 20 years broadcast experience, last 8 in development, ownership and management of radio and tele- vision stations. Excellent engineering and sales background. 39 years old, family man with best references. Presently managing medium market radio and television station. Would relocate almost anywhere but prefer west coast, northwest, mountain area or assignment in Mexico City with American firm. Box 388F, B-T.

General manager—successfull all phases radio. Successfully managing small market midwest, desire permanency medium market. Will build your station and station operation. Open cut, hard working sales and administrative executive, mar- ried—two children. Immediate change desired. Box 412F, B-T.


Salesman

Salesman—announcer, 25, married, desires change, college graduate. Available February. Prefer south or southwest. Box 385F, B-T.

Illinois only! 14 years sales. Immediately available. Reliable, loyal, trustworthy. Box 38F, B-T.
RADIO

Situations Wanted—(Cont’d)

Announcers

Superior, experienced announcer available: family. Good salary, working conditions required. Box 360F, B-T.

Basketball announcer. Excellent voice, finest of references. Seven years experience. Box 259F, B-T.

Very good negro staff man, still developing, currently working in the south, would desire to relocate presently, preferably in the north. Box 279F, B-T.


Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself as an asset to your station. Sober dependable. Tape and resume on request. Box 359F, B-T.

Staff-sports announcer available immediately. Ready to handle upcoming basketball schedule if desired. Four years commercial experience. Tape, photo on request. Box 257F, B-T.

Program director, currently employed, seeking larger market, desires to locate aggressive station at PD and/or all market to present commercial experience. Top music, news specialty. Present income $600 a month. Have you to offer? Tape, resume on request. Box 339F, B-T.

Big Ray, needs pay, don't delay, write today! Box 352F, B-T.

Announcer: 2½ years, strong news, commercial delivery. Act, character voices. Box 358F, B-T.

Available January 15 announcer and/or program director. Prefer Florida or North Carolina. Will consider all. Six years experience. Single, sober. Box 347F, B-T.

EX-Minor league baseball player with one year announcer experience, plus four years non radio sales, desires salesmen-announcer with year or two play-by-play including minor league baseball. Married, 29, college. Box 369F, B-T.

Radio-ty announcer. Staff control, strong hillbilly DJ, commercial newscasts. Resume, tape, references. Box 379F, B-T.

Staff announcer—all-around. Recent radio school graduate. Hard worker. Box 371F, B-T.


Staff announcer with two years experience seeking progressive market. Air check on request. Box 371F, B-T.


New radio personality available February 1st. Prefer south or southwest. DJ, sports, farm, excellent training. For details write Box 388F, B-T.

Major market—top disc jockey with am-tv. Consider all dawn slot. Box 352F, B-T.

Present employer suggested moving to larger market. Seven years experience. Top play-by-play and sports man in state. Interested in straight sports. Will do staff if necessary. Married and one child, available January 1st. Details on inquiry. Box 359F, B-T.

Announcer, station staff, light experience, high potential, good news, smooth commercials, pleasing personality. Excellent opportunity. Box 401F, B-T.

Announcer, station staff, light experience, high potential, terrific personality DJ, saleable commercial, smooth news, seeking permanent connection. Travel, tapes, references. Box 401F, B-T.

TELEVISION

Situations Wanted—(Cont’d)

Technical

Engineer—six years experience transmitter, console, recording, remotes. Box 352F, B-T.

 Experienced chief engineer combo, maintenance, remotes, installation. Box 357F, B-T.

Engineer, 12 years broadcasting experience. Available January 16th. Prefer midwest, west coast, television or radio studio. Box 363F, B-T.

Television and radio engineer: last class phone license. Experienced in all phases of TV and radio. Studio and transmitter operator and maintenance. Microwave links. Available immediately. Box 405F, B-T.


Production-Programming, Others

Not fair, fat and 40, not trembling and 20 either. Just young enough to want a good, challenging job. Gal with experience in copy, traffic, air work, available for right job. Prefer Kansas, Oklahoma or Colorado location. Box 325F, B-T.

Seeking supervisory position: Programming, production, continuity. Six years experience, including radio-television PD. References include current, previous employers. Available for personal interview or immediate employment. Box 349F, B-T.


Good writer, creative and commercial ability. College, radio school. Good typist, dictation. Resume, photo, samples. Box 369F, B-T.

Top audience station in market has opening for experienced energetic salesman to handle local tv sales for 100,000 watt NBC-ABC Dumont station in Midwest. Send complete information, Box 423F, B-T.

Announcer

Texas television station has immediate opening for announcer, director, with special emphasis on imaginative solinnets. Medium market with complete studio set-up. Send letter and picture with experience, salaries, boxed references that can be contacted. Excellent opportunity for young man with talent and willing to work. Box 415F, B-T.

RCA-2A 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey
TELEVISION
Help Wanted—(Cont’d)

Technical

Wanted . . . Ambitious engineer with medium or large experience in installation and maintenance of video equipment. Excellent opportunity for management as assistant to our Director of Engineering. This company operates two radio and tv stations in the midwest. Must be willing to work hard to learn all phases of engineering administration, including planning of new installation, supervision and maintenance of new station, supervision of operating engineers, and handling correspondence. Please write a complete description of experience, including data on educational qualifications. Incomplete or unsolicited letters will be disposed of. All information held confidential. Box 373F, B-T.

Wanted: First class tv technician with actual video experience. This position is permanent and offers good salary and ample opportunity for advancement. Write giving complete employment record and education. Include photo. Box 390F, B-T.

Production-Programming, Others

Accountant—experienced in budget and cost control, prefer radio or tv background. Opportunity to advance in established South Carolina tv-radio operation. State age, experience, salary. Box 336F, B-T.

Program director. Must have successful background in similar capacity, at station level: be able to conceive and produce reality-type local programs on a modest budget; must be experienced in film making and in installation. Must have executive ability and be strong on promotion. Detail your complete story, including earnings and salary expected. New York Metropolitan location. Confidential. Box 319F, B-T.

Young woman needed to do woman's program in addition to other duties at tv station in central Pennsylvania. A home economics background preferred but not necessary. Send resume and picture to Box 303F, B-T.

Situations Wanted

Managerial

Program director, assistant manager, operations manager. Excellent qualifications. Long, successful am-tv experience. Seek contacts with new or established tv requiring key man of proven executive and creative ability. Box 272F, B-T.

Station—commercial-sales manager with outstanding uhf success story. Put station in black with excellent record. Previous experience with local and major market vhf and radio. Proven sales ability and sales personnel can bring experienced sales and staff personnel. Operate on low overhead. Age 35, married, college graduate. Seeking permanent position. Will accept proposition on straight percentage, stock options, and percentage arrangement or any combination thereof. Presently employed. Box 306F, B-T.

"The test of a man is what he does (and has done) in 10 years of television and radio experience qualifies me to manage your station's production department. Box 360F, B-T.

TELEVISION
Situations Wanted—(Cont’d)

Salesmen

Salesman now employed in tv desires position offering both opportunity for advancement and salary. Excellent references. Box 385F, B-T.

Announcer

Top-flight seasoned announcer—program man, major market, 4 years successful. Excellent references and hard work in exchange for program and/or production staff opening with opportunity for advancement. Box 372F, B-T.

Technical

Engineer, 1st phone, married, veteran, experienced on studio and microwave. RCA Institutes graduate, prefer northeast states. Excellent references. Box 364F, B-T.

Engineer, thoroughly experienced in all phases of the industry. Present employer 8 years Ex-Navy CRT. Desires permanent position with vhf-station maintenance. Preferred. Excellent references. Box 306F, B-T.

Qualified cameraman, floor manager, boom operator, with wide training in directing and audio-visual operation, desires position with good organization. Good network and small station experience. Box 399F, B-T. Knowledge and experience. Ace. Age 26, veteran, single. Reliable. Box 404F, B-T.


Production-Programming, Others

Seeking supervisory position: Programming, production, continuity. Six years experience, including radio-television FD. References include current, previous employers. Available for personal interview or immediate employment. Box 386F, B-T.


Mr. New Station Owner: Have you found that top-notch production manager yet? Look over these qualifications: 1. Can hire, train and manage local people in all phases of stage work. Camera, lighting, carpentry, set-design, mike- boom. 2. Tell us exactly what you want in localcast. What shows as fast as your salesmen can sell them. 3. Four years tv experience. Family man, home-owner. 4. Interested only in progressive operation with strong emphasis on local programming. 5. Making good salary. Desire to work on incentive or bonus plan for results. Best references including present employer. Box 385F, B-T.


FOR SALE—5000 WATT FULLTIME Network Station in Southwest

Absence ownership and serious illness of manager only reason to dispose of valuable station. Solid in community, founded 1946, good frequency, completely modern, no real estate. Price: $175,000.00. Will require very little cash to handle, prefer 10 year payment for balance. For sale by owners direct to reliable and successful radio man. Will phone details immediately upon receipt of bonafide inquiry. Reason for blind ad, is to prevent raiding of good accounts by competition. Immediate possession.

Write or Wire Box 419F, B-T.

TELEVISION
For Sale

Stations


Radio station in one of Wisconsin's top markets priced at $90,000. Box 363F, B-T.

250 watt radio station, full time operation, located in eastern North Carolina. Reply Box 387F, B-T.

Free list of good radio and tv station buys now available. J. L. Smith & Associates, 4558 Melrose, Los Angeles 26, California.


Equipment Etc.

For sale, at a bargain, one brand new 446 ft. pancake EMSCO type B-37 tower. 40-lb. wind loading, to support 12 bay turnstile antenna on channels 7-13, including A-4 lighting, completely fabricated, ready to ship. Make offer. Write Box 386F, B-T.

$13,000 Johnnie Andrews 650 foot guyed tower for $12,500. Complete tower including guys, lighting, etc. For further details, contact Box 309F, B-T.

Federal type 10IC field intensity meter, brand new, in original case. At cost. $1,071.00. Write Box 425F, B-T.

Magnecorder tape recorder $27 6-JAH in excellent condition. $250.00. Ken Kilmer, KBOE, Oskaloosa, Iowa.

RCA 70A vertical-lateral turntable. $100.00. KFRO, Longview, Texas.

306 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings and prices. For further details, contact Box 309F, B-T.

Two Ampex 41-A tape machines, used but in excellent condition. Cases included. $450.00 each. KTHT, Houston, Texas.

WE transmitter—presently operated at 250 kw, original 500 kw. Will work on channels 8 through 11. Good condition, reasonably priced. Box 342F, B-T.

RCA 70A vertical-lateral turntable. $100.00. KFRO, Longview, Texas.

Two Ampex 41-A tape machines, used but in excellent condition. Cases included. $450.00 each. KTHT, Houston, Texas.

Commercial crystals and new or replacement broadcast crystals for Bilkey, Western Electric, RCA holders, Conelrad frequencies, crystal, re-grinding, etc., fastest service. Also monitor and frequency measurement service. Ettin Electronic Co. Temple, Texas. Phone Prospect 3-3001.

Two RCA 7C-C turntables, complete—two Frost 6N recorders—three Ampex 400 tape recorders—one Magnecorder turntable. See below. Write for complete list, Northwestern Recording, 411 S.W. 13th St., Portland, Oregon.

Tape recorder. Flexo latest model, 2 case portable. 3 channel mixer, used 70 hours. Sacrifice $450.00. E. L. Osborn, 1366 S. Campbell, Springfield, Missouri, or call collect 5-1453.

Wanted to Buy

Stations

Experienced, well financed owner-operator is in the market for a radio property in a major market. Send details. Box 311F, B-T.

WANTED TO BUY—(Cont’d)

Equipment Etc.

Wanted 50kw fm transmitter and associated equipment. Package deal preferred. Send reply to Box 301F, B-T.

Needed immediately—used 250 watt transmitter regardless of condition for Consoland and stand-by purposes. Rush details to Box 334F, B-T.

Complete equipment for new 250 watt fm station transmitter, monitors, boards, tables, remote control gear and 150' tower. Box 362F, B-T.

Wanted to buy 5000 watt fm transmitter less than five years old. Must be in excellent condition. State price and full particulars in reply. Box 374F, B-T.

Wanted to buy: A used 500 watt or larger fm transmitter and accessories. Box 378F, B-T.

1 to 3 kw fm transmitter modulation and frequency monitor antenna and cable. Have one 250 watt fm TEMCO and one Gates 250-500 watt am would like to trade on above fm equipment. Box 414F, B-T.

One G. E. frequency monitor for use on 96.9 megacycles “fm”. WOP1, Inc., Bristol, Tennessee.

Wanted—used studio disc recorder in good condition. Forward description and price to Artta Woodward Entertainments Agency, 2300 Scheffer Street, Saginaw, Michigan.

INSTRUCTION


RADIO

Help Wanted

COMPLETE STAFF

... for new daytime station approximately December 1st.

Sales Manager Anouncers (specializing in popular and hillbilly disc jockey shows, with or without first class ticket.)

Program Director (with air qualifications)

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 tape or disc of recent work.

C. LESLIE GOLLIDAY

Radio Station WEFM

Martinsburg, W. Va.

Salesman

TV and RADIO SALESMAN

Immediate opening for aggressive, strong, successful TV and radio salesman for well-located network station in competitive two-station Illinois market. Must have car. Fine salary and compensation.

Box 406F, B-T

CANCELLATION

G. F. Roberts of KGFL, Roswell, N. M., writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B-WT, but we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your stations, why not try B-WT and see what results we can get for you, too.

FOR SALE

WANTED

One frequency monitor

WANTED

five kw fm

ANNOUNCERS

VERSATILE TV ANNOUNCER

6 years radio, over year tv. Age 27. Experienced in news, commercials, weather, mail. Work now employed in Southeastern regional VHF. Unhappy with city. Family man and would like to settle in any other city.

Box 394F, B-T.

Hate to lose him, help need place him. I have a hard working, dependable staff announcer, DJ, staff changes compel his release. Want to see him well placed. Versatile top drawer man—pops—concern—country. Good st dialects which sell. 2 1/2 years commercial experience, all phases. Available about November 30th. Contact E. M. Allen, General Manager, KWNQ, Okeechobee, Florida.

FOR THE RECORD

(Continued from page 116)

KURY Edinburg, Tex., KURY Inc.—License to cover CP (BP-8723) which authorized change hours of operation and installation of directional antenna for night use (BL-5013).


Renewal of License

WTAN Clearwater, Fla., Clearwater Radio Bcstrs. Inc.—(BR-2148)\


WBJC Durham, N. C., Southern Radiocasting Co.—(BR-5019).


Remote Control


WAYB Wayneboro, Va., Wayneboro Bcstr. Corp.—(BR-375).

WTV Two Rivers, Wis., Two Rivers Bcstr. Co.—(BR-374).

License for CP


Modification of CP

WRAP-FM Fort Worth, Tex., Carter Publications Co.—Cancels a CP (BPM-699) which authorized changes in licensed station for extension of completion date (BPM-699).

November 17 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda H. Hennock

Chief Broadcast Bureau—Granted petition for extension of time to and including Nov. 26 in which to file answer to petitions filed by Jackson Bcstr. & TV Corp., Parsma, Mich., to discontinue operation of WBC, Mich. State Bd. of Agriculture, and petitions of Jackson and Triad to enlarge the issues in re proceeding for ch. 10 (Dockets 11169 et al).

Fremo, Calif., KARM The George Harsh Station—Cf. Inland Bcstr., Co.—Granted petitions for extension of time to and including Nov. 26 within which replies may be filed to exceptions to initial decision in re applications for ch. 12 (Dockets 1160, 11605) (Action taken 11/12).

By Hearing Examiner R. Gifford Irton

KGDV-TV Galveston, Tex., Gulf TV Co.—Continued from Nov. 16 to Nov. 26 in re applications for ch. 45, 86, 89 (Docket 11297), because of other commitments of Hearing Examiner.

The Examiner, on his own motion, continued without date the hearing held for ch. 15 in re applications of Radio Station WSOQ Inc. et al. for ch. 9 in Charlotte, N. C. (Dockets 6637 et al).

By Hearing Examiner Basil F. Cooper

Orlando, Fla., Mid-Florida TV Corp.—Denied petition to enlarge the issues with respect to the financial qualifications of WMT Inc. in re applications for ch. 9 (Dockets 11681, 83).

By Hearing Examiner Herbert Sharfman

Miami, Fla., L. B. Wilson Inc.—Ordered that the time for filing initial proposed findings in re applications for ch. 10 (Dockets 11685 et al.) be extended to Dec. 31, with optional replies due 30 days thereafter.

By Hearing Examiner Charles J. Frederick

Ordered that the hearing in re applications of City of Jacksonville, et al., for Channel 12 in Jacksonville, Fla., be closed but that the record be kept open until Dec. 1 for the purpose of receiving certain exhibits (whose contents are known to the parties) and for the further purpose of issuance by the Examiner of an Order embodying certain requested rulings (Dockets 80023 et al.).

Hastings, Neb., The Scout Pub. Co.—Continued hearing sine die in re application for ch. 5 (Docket 80030) because court involved in re involving a proposed petition of applicant to amend its application (Action taken 11/16).

By Hearing Examiner James D. Cunningham

WEBD Atlanta, Ga., Radio Atlanta Inc.—Granted petition to reopen for the purpose of receiving in evidence WEBD’s Exhibits No. 65 (Dockets 10438 et al.), in re application for station facilities, and the record was thereafter closed.

November 22, 1954 • Page 121
The Word Gets Around...Buy Puget Sound!

Quick Facts and Figures of the Puget Sound Market

Population Distribution in KTNT-TV's "A" Contour (based on 1950 census)

- City of Seattle: 38%
- Balance of King County: 21%
- Pierce County (including Tacoma): 22%
- Balance of area north, west and south (including Everett, Bremerton and Olympia): 19%
- 100%

IT'S A VIBRANT, GROWING AREA
The entire Pacific Northwest has enjoyed a steady, healthy growth... and it is still growing. For example, the combined population gain for the five cities shown in the above map is 18.4% from 1940 to 1950 (U.S. Census), and 14.1% from 1950 to April 1, 1954.

KTNT-TV "A" Contour OVER 1,200,000 Population

KTNT-TV INFLUENCE AREA
(Over 2,000,000
Able-to-buy People)

Of all Puget Sound Television Stations, Only KTNT-TV Covers These Major Cities in its "A" Contour:

SEATTLE • TACOMA • EVERETT
BREMERTON • OLYMPIA

BEST over Puget Sound

KTNT TV
CHANNEL ELEVEN
316,000 WATTS
ANTENNA HEIGHT
1000 FT. ABOVE SEA LEVEL
CONTACT WEED TELEVISION

CBS TELEVISION for PUGET SOUND

KTNT-TV, 11th & Grant, Tacoma 5, Washington
**TELESTATUS**

Tv Stations on the Air With Market Set Count And Reports of Grantees’ Target Dates

Editor’s note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (△) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B-T estimate. Stations not preceded by triangle (△) are grantees, not yet operating.

**ALABAMA**
- Birmingham—
  - WABT (9B) ABC, NBC, DuM; Blair: 283,120
  - WBCB-TV (8) ABC, CBS, DuM: 226,494
  - WWDN-AM (100.7) Unknown
  - WEGB (△) 10/12/54-Unknown
- Decatur—
  - WSML (9) NBC; Walker: 17,600
- Dothan—
  - WTYY (9) 7/25-12/25/54
- Mobile—
  - WALA (10) ABC, CBS, NBC, Headley-Read: 85,000
  - WKAB-TV (48) See footnote (d)
- Mobile—
  - KBAL-TV (10) ABC, CBS, NBC, Headley-Read: 85,000
- Montgomery—
  - WCore-AM (20) ABC, CBS, NBC, DuM: Raymer: 50,000
  - WSFA-TV (12) NBC: Headley-Read: 7/25/54-12/25/54
- Munford—
  - WRDM (△) 6/25/54-Unknown
- Selma—
  - WSMA (8) 2/24/54-Unknown

**ARIZONA**
- Mesa (Phoenix)—
  - KVAR (12) NBC, DuM: Raymer; 98,814
  - Phoenix—
    - KOOL-TV (9) ABC, Hollingerby: 105,570
    - KPHX-TV: DuM; Katz: 99,824
  - Tucson—
    - KOPO-TV (13) CBS, DuM; Hollingerby: 32,260
    - KVOV (4) ABC, NBC: Raymer; 54,068
    - Yuma—
      - KIVA (11) NBC, DuM; Grant: 24,631

**ARKANSAS**
- El Dorado—
  - KRBB (10) 2/25/54-Unknown
- Fort Smith—
  - KPSA-AM (12) ABC, NBC, DuM: Pearson: 19,828
  - KNAC-TV (5) Rambeau: 6/3/54/1/5/5
- Hot Springs—
  - KTVP (9) 1/30/54-Unknown
- Little Rock—
  - KARK (4) NBC, DuM; Petry: 77,233
  - KETV (22) 10/20/53-Unknown
- Northwest Arkansas TV Co. (11) 11/14/54-Unknown
  - KATV (△) (See Pine Bluff)
- Pine Bluff—
  - KATV (7) ABC, CBS; Avery-Knodell: 71,233
  - Texarkana—
    - KCME-TV (6) See Texarkana, Tex.

**CALIFORNIA**
- Bakersfield—
  - KBDC-TV (29) ABC, DuM: Forjee: 82,000
  - KEBO-TV (19) ABC, DuM, Avery-Knodell: 128,596
- Berkeley (San Francisco)—
  - KERO (6)
- Chico—
  - KCHU (12) ABC, CBS, NBC, DuM; Avery-Knodell: 46,062

**COLORADO**
- Colorado Springs—
  - KXTC (11) ABC, CBS, DuM: Hollingerby: 252,253
  - KRDO (13) NBC, DuM: Hollingerby: 32,000
- Denver—
  - KBTV (9) ABC: Free & Peters: 237,198
  - KFEL (2) DuM: Blair: 237,196
  - KLLR-TV (11) CBS; Katz: 227,186
  - KOA-TV (4) NBC: Petry: 237,198
  - KXMA (11) 11/14/54-Unknown
- Grand Junction—
  - KFXJ-TV (5) NBC, ABC, DuM; Holman; 5,000
- Pueblo—
  - KSCT (5) NBC: Avery-Knodell: 48,587

**CONNECTICUT**

**Bridgeport**—
- WLBT (△) 11/14/53-Unknown
- WNUC (133) ABC, DuM: Young: 72,260

**Kentucky**
- WCWF (24) 1/25/53-Unknown
- WGTK-TV (18) ABC, DuM: B-R: 203,670
- New Britain—
  - WOKH-TV (7) CBS: Bolling: 210,422
- New Haven—
  - WHEL-TV (9) H-L: 6/24/53-Unknown
  - WHNC (18) ABC, CBS, NBC, DuM: Katz: 702,032

Directory information is in following order: call letters, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Above: Total sets on air in U. S. and possessions: 413; total cities with stations on air: 271. Both totals include XEJ-TV Juarez and XEFT-TV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 35,194,646. *indicates educational stations.

*Cities not interconnected to receive network service.

(a) Figure does not include 553,013 sets which WBBN-TV Buffalo reports it serves in Canada. (b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952. (c) President Gilmore N. Nunn announced that construction of WLTV has been temporarily suspended [B-T, Feb. 22]. CP has not been suspended.

(b) The following stations have suspended regular operations but have been turned on for CP: WBLA- TV Mobile, Ala.; WKBD-TV Fresno, Calif.; KTRE (TV): El Paso, Tex.; UTV: El Paso, Tex.; WBBJ-TV Mobile, Fla.; KYT  (TV): Fort Worth, Tex.; WHLY-TV Providence, R.I.; KXMB (TV): East Lansing, Mich.; WTVN (TV): Columbus, Ohio; WOR (TV): Newark, N.J.; WSYR (TV): Elmira, N.Y.; WIFE (TV): Dayton, Ohio; WLSI-TV (TV): Norfolk, Va.; WJAZ (TV): Vestavia, Ala.; (e) Sheehan Transport Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim TV Corp. [KSLA (TV)].

**FOR THE RECORD**

**South Bend — Elkhart Market**

An exclusive UHF Market. Now with 204,103 UHF TV families

WSJTV-NBC in South Bend-Elkhart and the rich St. Joseph Valley

For availabilities and rates see your H-R TELEVISION MANAGER

November 22, 1954 • Page 123
FOR THE RECORD

IOWA

Beloit (St. Louis, Mo.)— WTVI (54) ABC, CBS, DuM; Radio TV Representative: 205,000

Bloomington— WBLN (18) McGUll: 133,842

Champaign— WCOA (5) CBS, NBC, DuM; Rollingbary: 370,000

WLYC (12) 11/4/53 Unknown

Chicago— WBBM (2) CBS; CBS Spot Slne.: 1,871,800

WMEQ (1B) ABC; DuM: 1,606,215

WGN-9 (DuM); Rollingbary: 2,050,000

WFLD -TV (90) 1/4/53 Unknown

WINF-TV (15) 7/24/53-Unknown

WQED (9) NBC; CBS Spot Slne.: 2,045,000

WOPR (45) 1/10/54-Unknown

WTTW (11) 11/4/53-Fall '54

Davenport— WDAN-TV (84) ABC; Everett-McKinney: 30,000

Des Moines— WTVI (17) ABC, DuM; Bolling: 140,000

Evansville— WYLE (32) 8/12/53-Unknown

Harrisburg— WSHL-TV (22) ABC; Walker: 30,000

Joliet— WJOL-AM (48) Holman; 8/21/53-Unknown

Peoria— WQEX (43) ABC, CBS, NBC, DuM; Headley-Reed: 303,000

WQV (15) ABC, DuM; Petry: 130,000

WQRL Co. (8) Initial Decision 11/7/54

Quincy (Hannibal, Mo.)— WQBC-AM (10) ABC, NBC; Avery-Knodal: 242,300

KHQA-AM (1) See Hannibal, Mo.

Rockford— WHEY (13) ABC, CBS, H: R: R: 219,257

WQVO (38) NBC; DuM: 90,000

Rock Island (Davenport, Moline)— WQBE-TV (4) ABC, CBS, DuM; Avery-Knodal: 268,947

Springfield— WICS (20) ABC, CBS, DuM: Young: 85,000

INDIANA

Bloomington— WTIQ (4) ABC, NBC, DuM; Meeker, 567,082

( Also Indianapolis)

Ekhart— WLSJ (52) ABC, NBC, DuM; H: R: 204,103

Evansville— WHE (62) ABC, CBS, NBC, DuM; Venard: 73,307

WREF-AM (16) ABC, NBC; Evansville TV Inc. (7) Initial Decision 10/4/54

Fort Wayne— WGLG-AM (33) NBC, DuM; Rayiter: 112,185

WZNL (16) See Waterfioch; NBC

WANE-AM (68) Bolling: 3/29/54-Unknown

Indianapolis— WISH-AM (6) CBS; Katt: 562,000

WSYI-AM (8) ABC, CBS, NBC, DuM; Bolling: 363,000

WTIU (6) See Bloomington

Lafayette— WLSM-AM (9) ABC, CBS, NBC, DuM; Ram- beau; 64,500

Muncie— WLBC-AM (29) ABC, CBS, NBC, DuM; Hol- man; Walker: 84,700

Notre Dame (South Bend) — WNDU-TV (46) NBC: 8/12/54-Unknown

Princeton— WRAY-TV (52) See footnote (d)

South Bend— WSBT-TV (34) CBS, DuM: Rayter: 302,015

Terre Haute— WTHI-TV (10) ABC, CBS, DuM; Bolling: 144,567

Waterfioch (Fort Wayne)— WINT (15) ABC, CBS, NBC: DuM: 94,500

AMES—

— WOI-TV (5) ABC, CBS, DuM: Weed: 247,500

Cedar Rapids—

— KCRG-TV (9) ABC, DuM: Venard: 116,335

— WMT-TV (2) CBS; Katt: 246,120

— Davenport (Moline, Rock Island)—

— WOC-TV (8) NBC; Free & Peters: 286,811

Des Moines—

— KGTY (17) ABC; Rollingbary: 78,500

— WHO-TV (15) NBC; Free & Peters: 258,000

Cowles Broadcasting Co. (8) Initial Decision 8/26/54

Port Dodge—

— KQTV (21) ABC; Pearson: 42,100

Mason City—

— KGLO (5) CBS, DuM; Weed; 170,523

Sioux City—

— KCTV (38) 11/4/53-Unknown

— KTVV (4) NBC; Rollingbary

— KTVV (9) ABC, CBS, DuM; Katz: 120,123

Waterlo—

— KWKL-TV (7) NBC, DuM; Headley-Reed: 127,635

KANSAS

Great Bend—

— KCKT (2) Bolling: 3/3/54-11/28/54

Hutchinson—

— KTVE (12) CBS, DuM; H: R: 151,725

Directory Information is in following order: call letters, channel, network affiliation, national representative; market set point for operating sta- tions; date of grant and commenceInt target date for grants.
WINDY, the bright spirit of television in Central Kansas, is getting a good look at the situation — and now he knows the secret to KTVH’s success!

According to WINDY’s findings, “KTVH caters to the Kansas audience. KTVH interprets the Central Kansas pulsebeat with a programming policy geared to the particular area. No outside influences are allowed to interfere. KTVH IS KANSAS TV — one and the same — in more than 230,140 prospective homes!”

Learn how you can associate yourself with this ideal condition!
WHERE CLEAR-CUT REPRODUCTION REALLY COUNTS

find you'll the TURNER 80


There's no room for garbled or misunderstood directions here. That's why WMT-TV chooses the Turner 80 in its control rooms. This small, convenient microphone has a Bimorph moisture-sealed crystal, mechanical and shock proofed to deliver true and clear reproduction every time.

A good example of versatility... The Turner 80's styling, compactness, convenience and performance make it one of the most versatile microphones available. It's non-directional with a response of 80-7000 cps. sensitivity around -54 db. Count the many uses for interim microphones in your Broadcasting or Telecasting organization. That's the capacity of the Turner 80 can work for you.

MSISSIPPI

Biloxi— Radio Assoc, Inc. (13) Initial Decision 7/1/54
Columbus— WBCJ-TV (4) McGilliard; 7/28/54-Early '55
Jackson— WTJY (50) CBS, DuM; Katz: 59,305
        WJBD (3) NBC; Hollingerby: 58,672
        WJGI (12) ABC; Weed: 56,600
Meridian— WOCQ (30) See footnote (d)
        WOTO-KY (11) ABC, CBS, NBC, DuM; Headley-Reed: 44,300

MISSOURI

Cape Girardeau— WTVS-TY (15) CBS
        K9PPO-TV (30) 2/5/53-Unknown
Columbia— KOMO-TV (8) ABC, CBS, NBC, DuM; H-R: 52,048
        K5MVT (42) 2/12/53-Unknown
        K5MVT (54) See Belleville, Ill.
        K5TUI (54) See Belleville, Ill.
        K5UQO (6) Forjoe: 59,000
        KYTV (3) ABC, NBC; Hollingerby: 50,670
MONTANA

Billings— KOOL-TV (3) ABC, CBS, NBC, DuM; Headley-Reed: 40,696
        KOPH-TY (4) See footnote (d)
        KXLF (6) No estimate given.
Great Falls— KBFB-TV (5) CBS, DuM; Headley-Reed: 17,500
        KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna: 14,000
NEBRASKA

 Kearney (Holdrege)— KHOL-TV (13) ABC, CBS, DuM; Meeker: 31,600
        Lincoln— KOLN-TV (10) ABC, CBS, DuM; Avery-Knoedel: 30,125
        K4ONZ (12)
        K5JQY (3) ABC, CBS, DuM: Petry: 233,150
        KWQO (6) NBC, DuM: Blais: 233,150
Scottsbluff— KSTF (10) 8/15/54-Unknown
NEVADA

Henderson— KKLJ (12) Pearson 7/2/54-13/1/54
Las Vegas— KLAS-TV (8) ABC, CBS, NBC, DuM: Weid: 16,728
        KZTV (8) ABC, CBS, NBC, DuM: Pearson: 16,500
NEW HAMPSHIRE

Keene— WNEC-TV (45) 4/22/53-Unknown
Manchester— WNUR-TV (9) ABC, DuM: Weid: 211,278
        WMTW (8) See Poland Spring, Me.
NEW JERSEY

Asbury Park— WRGB (58) 10,500
        WJTV (46) See footnote (d)
Atlantic City— WPEP (46) See footnote (d)
        WOCN (32) 1/19/53-Unknown
Camden— WCDN (17) 1/28/54-Unknown
Newark (New York City)—
        WELV (13) Petry: 4,150,000
        WGLV (119) 12/4/53-Unknown
NEW MEXICO

Albuquerque— KOAT-TV (7) ABC, DuM: Hollingerby: 50,000
        KOB-TY (4) NBC: Brannam: 49,289
        KGGM-TV (13) CBS: Weid: 49,289
Roswell— KSWB-TV (8) ABC, CBS, NBC, DuM; Meeker: 24,842
NEW YORK

Albany (Schenectady, Troy)— WPTV (23) 6/10/53-Unknown
        WROW-TV (41) ABC, DuM: Bolling: 125,000
        WTRI (30) CBS: Blair: 114,000
        WTIZ (+)* 1/7/24/52-Unknown
        WNYF (17) ABC, CBS, NBC, DuM: Hollingerby: 44,000
        WQSY (46) 8/14/52-Unknown
        WINR-TV (40) 9/29/54-Unknown
        Bloomington (Lake Placid)— WIRI (3) Young; 12/2-30/12/55
        Buffalo— WENY-F (4) ABC, CBS, NBC, DuM, Hollingerby, Righter & Parsons: 82,500. See footnote (a).
        WBFZ-TV (17) ABC, CBS, NBC, DuM: Hollingerby: 44,000
        WGR-TV (2) ABC, NBC, DuM: Headley-Reed: 42,557
        WTVF (+)* 1/7/24/52-Unknown
        WNYC (31) 5/12/54-Unknown
        WOR-TV (9) WOR: WOR-TV: 41,800
        WPXU (11) Fee & Peters: 4,800
        WRCA-TV (4) NBC: Spot Sia: 4,100
        WAT (13) See Newark, N. J.
        Rochester— WCFL (15) 6/10/53-Unknown
        WHAM-TV (5) NBC: Hollingerby: 335,000
        WHHC (10) ABC, CBS; Everett-McKinney: 225,000
        WRNY-TV (27) 4/2/53-Unknown
        WHRC (+) 7/24/52-Unknown
        WTVT (10) ABC, CBS: Bolling: 255,000
Schenectady (Albany, Troy)—
        WRGB (6) ABC, CBS, NBC, DuM: Spot Sia: 365,490
        Syracuse—
        WHEN-TV (8) ABC, CBS, DuM: Katz: 34,530
        WBYT (15) 9/30/53-Unknown
        WSYR-TV (3) ABC, Headley-Reed: 241,000
        Utica—
        WKTV (13) ABC, CBS, NBC, DuM; Cooke: 131,000
NORTH CAROLINA

Asheville—
        WMSE-TV (42) CBS, NBC: Bolling: 31,560
        WLOS-TV (13) ABC, DuM: Venard: 255,872
        Chapel Hill—
        WUNC-TV (+)* 9/30/53-Late '54
        Charlotte—
        WAYS-TV (36) ABC, NBC: Bolling: 56,738
        WBTY (3) CBS, NBC, DuM: Spot Sia: 140,276
        Durham—
        WTVD (11) ABC, NBC; Headley-Reed: 185,680
        Fayetteville—
        WFBF (18) 4/13/54-Unknown
        Gastrovia—
        W3BY-TV (48) 4/7/54-Unknown
        Greensboro—
        WFMY-TV (3) ABC, CBS, DuM: Harrington, Righter & Parsons: 242,765
        Greenville—
        W4NT (9) ABC, CBS, NBC, DuM: Pearman: 80,800
        Raleigh—
        WNAO-TV (28) ABC, CBS, DuM: Avery-Knoedel: 112,600

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.
Getting your share of this near BILLION DOLLAR market?

North Carolina

WNTC is the only TV station completely covering this prosperous Eastern Carolina regional market.

Population about a million. Retail sales about a billion. WHAT'S YOUR MARKET POSITION HERE? Good, bad or indifferent, WNTC can help improve it. Write, phone or wire (collect) for complete facts and figures.

PRIMARY
CBS AFFILIATE

Operating on 100,000 watts full time
A. Hartwell Campbell, General Manager


James S. Ayers, S.E. Rep., Atlanta

November 22, 1954   Page 127
As the Navy goes...

so goes the world

27,300 sailors
8,500 civilian

having a combined payroll of

$5,000,000

per month

are based in Charleston

Another reason why we have over 100 advertising success stories in our first year of operation.
WILMINGTON

Bellingham—
\(\text{KVOS-TV (12) DuM; Foroe; 127,653}\

Pasco—
\(\text{KOMP-TV (11) 11/29/54—Unknown}\)
Seattle (Tacoma) —
\(\text{KING-TV (9) ABC; Blair; 358,300}\)
\(\text{KOMO-TV (4) NBC; Hollingbery; 378,300}\)
\(\text{KCCS (16) 1/29/54—Dec. 54}\)
Forbes (17) 1/29/54—Unknown
Spokane —
\(\text{KXLY-TV (6) NBC; Katz; 92,310}\)
\(\text{KXLY-TV (6) CBS; DuM; Avery-Knodell; 91,515}\)
\(\text{KREM (6) Petry}\)
Tacoma (Seattle) —
\(\text{KCTV (8) 12/10/53—Unknown}\)
\(\text{KNTV-TV (11) CBS, DuM; Weed; 378,300}\)
Vancouver —
\(\text{KXAN-TV (21) Bolling; 8/25/54—Unknown}\)
\(\text{KATH-TV (22) ABC, CBS, DuM; 30,789}\)

WEST VIRGINIA

Bluefield—
\(\text{WHIS-TV (4) Katz; 10/28/54—Unknown}\)
Charleston —
\(\text{WCHS-TV (3) CBS, DuM; Branham}\)
\(\text{WVNC-TV (3) ABC, ABC; DuM; Gill-Fernando}\)
Huntington —
\(\text{WSAZ-TV (9) NBC; Katz; 446,252}\)
\(\text{WTOR-TV (13) 9/3/54—Spring '55}\)
Oak Hill (Beckley) —
\(\text{WYAT-TV (4) ABC; Weed; 6/25/54—Dec. '54}\)
Parkersburg —
\(\text{WTAP (16) ABC, DuM; Foroe; 30,000}\)
Wheeling —
\(\text{WVTW (5) 12/11/54—Unknown}\)
\(\text{WTRF-TV (7) ABC, NBC; Hollingbery; 281,811}\)
\(\text{WSTV (9) See Steubenville, Ohio}\)

WISCONSIN

Eau Claire —
\(\text{WBAU-TV (13) ABC, NBC, DuM; Hollingbery; 71,000}\)
Green Bay —
\(\text{WGBB-TV (2) ABC, CBS, DuM; Weed; 310,000}\)
\(\text{WFRV-TV (5) 9/10/54—Unknown}\)
\(\text{WMBV-TV (11) See Marinette}\)
\(\text{Le Crosse —}\)
\(\text{WXBT (5) ABC, CBS, NBC, DuM; Rayner; 27,300}\)
\(\text{WTLB (108) 12/18/54—Unknown}\)
Madison —
\(\text{WMAA-TV (2) Alix}\)
\(\text{WKMV-TV (27) CBS; Headley-Reed; 65,000}\)
\(\text{WMEU (3) ABC, NBC; DuM; Bolling; 30,000}\)
\(\text{Badger Television Co. (3) Initial Decision 7/10/54}\)
\(\text{Marinette (Green Bay) —}\)
\(\text{WMBV-TV (11) ABC, NBC; Venard; 175,000}\)
\(\text{Milwaukee —}\)
\(\text{WJIM-TV (25) CBS; Rosenman; 408,500}\)
\(\text{WOKY-TV (19) DuM; Bolling; 301,150}\)
\(\text{WITI-TV (4) NBC; Harrington, Righter & Farrell; 708,155}\)
\(\text{VTWV (12) ABC, DuM; Poty}\)
\(\text{Nemadji —}\)
\(\text{WNAM-TV (4) ABC; George Clark}\)
\(\text{Superior (Duluth, Minn.) —}\)
\(\text{WSYM-TV (5) CBS, DuM; Free & Peters; 70,000}\)
\(\text{WKLJ (3) ABC, DuM; 3,300—Unknown}\)
\(\text{Wausau —}\)
\(\text{WBAU-TV (7) CBS; Meeker}\)

WYOMING

Cheyenne —
\(\text{KBCW-TV (5) ABC, CBS, NBC, DuM; Holling-}
\text{bery; 40,100}\)

ALASKA

Anchorage —
\(\text{KFWA (1) ABC, CBS; Weed; 12,000}\)
\(\text{KFWA (11) NBC; Duriv; 10,000}\)
\(\text{Fairbanks —}\)
\(\text{KFIF (3) ABC, CBS; 7/11/54—Unknown}\)

HAWAII

Honolulu —
\(\text{KGBM-TV (9) CBS; Free & Peters; 68,000}\)
\(\text{KONA (11) NBC; Spot Sia; 60,000}\)
\(\text{KULA-TV (4) ABC, DuM; Young; 62,000}\)

PUERTO RICO

San Juan —
\(\text{WAPA-TV (4) ABC, NBC, DuM; Caribbean}\)
\(\text{WKAQ-TV (3) CBS; Inter-American; 41,000}\)

CANADA

Calgary, Alta. —
\(\text{CHSC-TV (1) CBC; All-Canada, Weed}\)
\(\text{Edmonton, Alta. —}\)
\(\text{CFCF-TV (1) DuM; Foroe; 127,653}\)
Hamilton, Ont. —
\(\text{CHCH-TV (11) ABC; CBS, CBC; All-Canada,}
\text{Young; 86,500}\)
Kitchener, Ont. —
\(\text{CKCO-TV (13) CBC, ABC, CBC, NBC, DuM;}
\text{Hardy; Weed; 91,530}\)
London, Ont. —
\(\text{CFPL-TV (10) ABC, CBS, NBC; All-Canada,}
\text{Weed; 60,000}\)
Montreal, Que. —
\(\text{CHEZ (1) CBC French; CBC; 221,216}\)
\(\text{CCHF (4) CBC; CBC; 221,216}\)
\(\text{Ottawa, Ont. —}\)
\(\text{CBOT (4) CBC; CBC; 38,500}\)

UPCOMING

Nov. 22: Tennessee Assn. of Broadcasters, Patten Hotel, Chattanooga.
Nov. 28: Communion breakfast. Catholic Apo-
Nov. 29: NARTS Am Radio Committee, May-
flower Hotel, Washington, D. C.
Nov. 30: NARTS Pn Radio Committee, May-
flower Hotel, Washington, D. C.
Dec. 3: Board of Governors, Canadian Broadcast-
Corporation, Toronto.

Here's where WMBV's mail came from during its first three weeks of telecasting. Most of this mail en-
closed money for recipes and household needs of-
ered on WMBV's afternoon Home Show and in late evening offers.

For Attractively Low Rates and Unduplicated Coverage See
VENARD, RINTOUL & McCONNELL, INC.
New York — Chicago — Los Angeles — San Francisco — Boston

WMBV-TV

Radio-Television Park, Marinette, Wis.
Green Bay Phone HEmlock 5-9389
Milwaukee Phone WOODruff 4-3587

November 22, 1954 — Page 129
**Competition: Color Added**

IN THE stiffening inter-media competition which will be the inevitable corollary of color television development, television will have to brace itself for a fight. As we commented here last week, tv is beginning to do that through the organization of Television Advertising Bureau.

But radio, too, may expect new attacks in the period ahead. As television, with its added dimension of color, begins to eat into budgets that newspapers, magazines and other visual media have monopolized, these other media are going to look in all corners for new advertising money. In one corner they will find radio.

Hence the action taken last week to beef up the Broadcast Advertising Bureau may be viewed with particular gratification. BAB, or rather the Radio Advertising Bureau as it will be called after Jan. 1, should be in good trim to join battle on behalf of radio.

In a sense, of course, TVB and BAB will be the combatants competitive. But they will find their principal antagonists among the other media. Color tv will introduce far more difficulties for newspaper and magazine space salesmen than it will for radio men, for color will be particularly useful to users of the visual media.

It is in the ensuing effort of these visual media to capture new accounts as a replacement for business lost to color tv that radio is bound to feel some shocks. These shocks will be survived only if radio is buttressed by a strong promotion program.

In its relatively few years of existence, BAB has had a double job on its hands—not only to sell radio to advertisers but also to sell BAB to broadcasters. Of the two jobs, BAB has done the second better, and it was necessary that it should. It can now be said that BAB has enlisted a strong and growing membership. With the substantial dues that are now assured, it will be able to concentrate more attention on its other job—selling radio to advertisers.

For the good of both air media, a strong TVB and a strong BAB will be essential.

**'NAB'-In Name Only**

THERE'S a new "NAB" in the broadcasters' lexicon—the National Audience Bureau. The first chapter was activated in Los Angeles a fortnight ago with the purpose of "maintaining high standards in tv programming" but with an ear toward radio, too.

Because of past experience with pressure groups and do-gooder projects they always have been suspect with us. Most have been paper outfits seeking public contributions.

The prime mover of "NAB" is Peter Goelet, former owner of WGNY Newburgh, N. Y., identified with one of the country's most prominent banking families. He is well-known in broadcast circles. He has been a free-enterpriser, who abhors censorship or government interference with business.

The NAB project contemplates formation of chapters in major cities. It extends the hand of cooperation to broadcasters. Mr. Goelet disclaims "big stick" aspirations. He wants to get at the "willful minority" through public opinion.

We're still from Missouri, even though the project appears to have points to recommend it. It will bear watching. Without the cooperation of broadcasters and advertisers, NAB will go the way of all reformer flesh—as another misguided pressure outfit.

**Taking the Starch Out of ANPA**

MR. ALLEN B. SIKES regards cost-per-thousand as a "meaningless" yardstick. This is scarcely news of stop-the-press type, a term of which Mr. Sikes undoubtedly will approve. Mr. Sikes is field director of the Bureau of Advertising, American Newspaper Publishers Assn., and everybody knows where the lowest cost-per-thousand can be found.

We suspect Mr. Sikes is galled by the broadcast media's continuous, and rightful, emphasis on their lower costs-per-thousand. He took to the rostrum of the Advertising Club of New Haven a few days ago to let fly at comparisons made on this basis [B&T, Nov. 15]. It was a speech which we should like to complete.

Mr. Sikes cites a television program which he says is generally popular throughout the country and reaches 40% of the tv homes in Cincinnati and 7% in Dallas-Ft. Worth. He figures this might be a good buy for a brewer but a waste of money for "the guy selling chili con carne, which is highly popular in the Southwest."

We venture the chili con carne vendor would find it profitable too, if he is interested in increasing his market. There must be somebody in Cincinnati who would develop a taste for chili—and we venture the cost-per-thousand would work out favorably.

Mr. Sikes makes a point that print advertising is read because people are interested in the product advertised, but that radio-tv audiences tune in for the programs, not the commercials. In the latter we think he is correct and that this is the surest way of getting the commercial across—and of reaching people who didn't want the realization they were interested in a product as well as those who are.

And can't print advertising readership also be classified as "incidental"? Can't whole magazines be read without an advertisement getting attention?

Mr. Sikes also cites the Daniel Starch research organization's findings that the average tv commercial is seen—we think Mr. Sikes meant "is recalled"—by 41% of the program viewers. Mr. Sikes should update his own research. More recent Starch figures hike that 41 to approximately 60.

**McConnaughey Block**

BAPTISM of George C. McConnaughey before the Senate Interstate Commerce Committee on his confirmation as a member and chairman of the FCC was nothing to write home about. But it's evident that Democratic members expected him to become expert on all things involving FCC policy in the short month he had served.

Mr. McConnaughey was the innocent victim of partisan by-play. The Democrats had decided to block confirmation of all "controversial" Eisenhower appointments at this special McCarthy censure session, anticipating control of the Senate next January.

Mr. McConnaughey's record as an administrator, both in Ohio as chairman of its Public Utilities Commission, and for nearly a year as chairman of the Renegotiation Board in Washington, was good. His expressed philosophy of regulation in the broadcast field has been forthright—he's for a minimum of government interference.

Because Mr. McConnaughey didn't seem to know all the answers on uhf, intermixure of uhf and vhf in the same markets, and subscription tv, he may be in for some rather rigorous examination at the next session. His nomination must be resubmitted.

But, even after three months, he could not conceivably know all the answers in so highly complex a field as telecommunications.

It was for this reason that we urged the Administration to retain the then status quo on the chairmanship and allow the new appointee to familiarize himself with problems and procedures, "rotating" the chairmanship perhaps after a year of indoctrination.
. . . on WWJ, of course!

Everybody benefits from WWJ's emphasis on comprehensive 15-minute newscasts, strategically scheduled throughout the day. Listeners hear more news. WWJ gets more audience. You reach more people, sell more goods.

Best-equipped in Detroit for this kind of job, WWJ features the town's top radio reporters, backed by leading wire services and The Detroit News, Michigan's largest daily newspaper.

Complete 15-minute newscasts—telling all the worthwhile news—is further evidence that WWJ is, as always, Detroit's leader in building and broadcasting programs of solid substance and listener loyalty. A limited number of newscasts are available for complete sponsorship or participation.

WWJ

AM-FM Basic NBC Affiliate

AM—950 Kilocycles—5000 Watts
FM—Channel 246—87.1 Megacycles

Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • OWNED AND OPERATED BY THE DETROIT NEWS • NATIONAL REPRESENTATIVES: THE GEORGE P. HOLLINGBERY CO.
ON THE AIR FROM 7 A.M. TO 1 A.M.

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

ED WILSON 6:15 - 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.

KW K-TV