IN THIS ISSUE:
- Decry "Waste" At Conventions
  Page 31

- Networks' Yearend Sales At New High
  Page 32

- Goldsmith Develops System for Ratings
  Page 35

- BRE-TV's 1,000 Kw Ready to Start
  Page 84

FEATURE SECTION
Begins on page 39

24TH year

THE NEWSWEEKLY OF RADIO AND TV

KPRC-TV Channel 2

YOUR BEST COST-PER-THOUSAND BUY!

To be first and STAY first requires EXPERIENCE.
KPRC-TV has it ... 469 years of it! A staff of 127 people (many of them with the station since it telecast Houston's first program in 1949) keeps KPRC-TV first. They maintain KPRC-TV's excellence in performance and market-wise programming. They make KPRC-TV the best buy in the Gulf Coast area ... morning, afternoon, evening ... all the time, day after day, and year after year.

aggregate TV experience total
WBRE-TV NOW AMERICA’S MOST POWERFUL STATION WITH

One Million Watts

WBRE-TV has to its record some outstanding “Firsts” but none greater than being the FIRST MILLION WATT TV STATION IN THE NATION. WBRE-TV applied for and received the first million watt tv station grant from the F.C.C. It is a source of satisfaction that we have been able to fulfill this grant in less than two years.

The thirty years of great engineering, programming and selling know-how that went into our remarkable radio record is now achieving phenomenal feats of merchandising and selling for our TV clients. Full schedule of NBC shows in black and white and color . . . outstanding local shows . . . news and sports coverage of local, regional and national interest makes WBRE Channel 28 the Powerful, Programming, Audience-delivering buy in Television.
you'll
MISS PROVIDENCE

without WHIM!

Largest Daily Audience of Any Providence Station

—Pulse, October, 1954

WHIM PROVIDENCE

REPRESENTED BY HEADLEY-REED KETTELL-CARTER OF BOSTON

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., DeSales St., N.W., Washington 6, D.C. Entered as second class matter March 14, 1933, at Post Office at Washington, D.C., under act of March 3.
Presenting the Super-powered CHAMPION

WGAL-TV
NBC CBS DUMONT
LANCASTER, PA.

316,000 Watts

WGAL-TV makes every blow tell, every advertising dollar you spend count. Use WGAL-TV to reach a vast, enthusiastic audience — three and a quarter million people who have an annual effective buying income of more than $5 billion, who spend almost $3 billion for retail goods annually. Win everytime with WGAL-TV.

The Channel 8 Mighty Market Place

York        Harrisburg        Reading
Hanover     Lebanon           Carlisle
Gettysburg  Sunbury          Pottsville
Chambersburg Lewistown        Lewisburg
Waynesboro  Lock Haven        Shamokin
Hazleton    Westminster       Bloomsburg
Frederick   Hagerstown        Martinsburg

Representatives
MEEKER TV, INC.

NEW YORK  LOS ANGELES  CHICAGO  SAN FRANCISCO

STEINMAN STATION
Clair McCollough, Pres.
BINGO QUESTIONED • Tv bingo type show, called Play Marco, is under FCC microscope. Proposition planned to make formal inquiry via "McFarland letter" forthnight ago of KTLA (TV) Hollywood, one of stations carrying show, then decided to let staff write first. Reply is pending. KTLA claims format avoids lottery aspect, already has been cleared by local legal authorities.

HALF-DOZEN radio-tv executives of Blow Co., plus clerical aides, resign effective Jan. 1 to join McCann-Erickson which at that time formally takes over $5 million plus Bulova account under direction of C. Terrence Clive, who becomes senior vice president of M-E. Among them: Christian Valentine, senior tv producer; Tom Byrne, account executive on administration; Milford Fulton, chief timebuyer; Ferd Ziegler, account executive for sales promotion; Bruce Enderwood, tv creative supervisor, and Herman Zwada, art director.

SECOND LOOK • Subscription tv was discussed by FCC for second time within fortnight at meeting last Tuesday. Result: Matter will come up again at first meeting in January, with prospect that very broad statement will be issued eliciting comments on box office proposals preparatory to consideration of rule-making proceedings, if any.

WHAT WOULD it cost merely to experiment with subscription tv in one or two major markets on a commercial basis? best guess is it would entail $10 to $20 million. Hence it’s concluded that even if FCC authorized “commercial experimentation” as proposed by Zenith’s Phoned Vision, it would take many months before even single market could be readied.

MILWAUKEE REVISITED • New chapter in "Milwaukee story" involving tv may be written shortly. Acquisition of WTVV (TV) (ch. 12) which went on air Oct. 27 by Hearst (WSN) reportedly is in negotiation. If it jells, Hearst will drop application for ch. 6 at Whitefish Bay, Milwaukee suburb, leaving two applicants contesting for facility: Cream City Broadcasting Co. (WMIL) and Independent tv Inc. (Jack Kahn, president).

W GAR CLEVELAND and CBS have gotten together on regular two-year renewal of affiliation contract, effective next April 1. There had been speculation that Cleveland affiliation would shift to WWJ, recently purchased by Storer Broadcasting Co., in light of impending shift of CBS TV from WEWS (TV) (Scripps-Howard) to WXEL (TV) (Storer) on March 1. Contract offered last week and will be signed today (Mon.) in New York by Herbert E. Evans, vice president and general manager, Peoples Broadcasting Corp., and Wm. A. Schult, CBS radio vice president for station relations.

RENEGOTIATION • Though not on agenda, renewal of contract of Harold E. Fellows as president of NARTB may be brought up at joint board meetings of trade association in Hollywood Beach, Fla., Jan. 26-28. Although Mr. Fellows’ five-year contract does not expire until June 1956 and is subject to renegotiation one year earlier, number of board members nevertheless feel that conversations should be undertaken promptly. Mr. Fellows is believed willing to negotiate new contract despite rigors of past three years.

ASSOCIATED Tulsa Broadcasters, which has incubated several projects to sell radio on local level with considerable success, plans to move into national field, citing fact that local radio sales generally are good if not zooming. New national pitch will be: "Every sale is a local sale—no matter who pays the bill."

SWITCHES IN SENATE • Two subcommittees—important to welfare of broadcasting—may be named shortly by Sen. Harley M. Kilgore (D-W. Va.) who becomes chairman of Judiciary Committee at next session. Sen. Kilgore can name himself chairman of Anti-Monopoly Subcommittee heard last session by Sen. William Langer (R-N. D.) but Sen. Estes Kefauver (D-Tenn.) is angling for chairmanship. If Sen. Kilgore takes monopoly chairmanship then Sen. Kefauver presumably will be named chairman of Juvenile Delinquency Subcommittee headed last session by retiring Sen. Robert C. Hendrickson of New Jersey.

IF SENATE Judiciary Committee decides on communications “monopoly inquiry” proposed by Sen. Kilgore, among those in forefront for consideration as committee counsel will be Leonard H. Marks, Howard L. Chernoff, asked by Sen. Kilgore to consult with him on probe, arrived in Washington last weekend for conferences with Sen. Kilgore and Mr. Marks, among others. (Story page 76.)

OLD FACES • Nostalgic note may be introduced at upcoming Radio Pioneers banquet to be held in Washington in conjunction with NARTB convention, week of May 22. Radio greats of yesteryear may be asked to return to mikes (some to make their tv debuts). Among these would be Correll and Gosden, Jessica Dragonette, as well as those durable old timers, Jack Benny, Bing Crosby, Frank Parker, etc. Plan is simply in formative stage, but is bound to develop impetus.

EFFECT of illness of Alabama Governor Gordon Persons on campaign by his friends for FCC commissioneership next June in doubt last week. Gov. Persons, former operator of WSFA Montgomery, suffered coronary thrombosis last Thursday, but was reported making swift comeback. Alabama broadcaster’s friends have urged him to seek post now held by Comr. Frieda B. Hennock, when her term expires June 30. He is brother of Maj. Gen. Winton B. Persons, deputy assistant to President Eisenhower, and retires at governor Jan. 1.

JOINERS • All of Westinghouse Broadcasting Co.’s radio and tv stations will become members of NARTB effective Jan. 1. Currently only KDKA Pittsburgh, WPTZ (TV) Philadelphia and KPIX (TV) San Francisco are members. New members will be: WBZ-WBZA Boston-Springfield and WBZ-TV Boston, KYW Philadelphia, WOWO Fort Wayne and KEX Portland, Ore.

IT’S understood that number of stations confused by Life Music Inc. solicitation of music licenses (see story page 99) have contacted BMI for clarification. As consequence, BMI plans to write inquirers, explaining numbers BMI has deleted and giving specific information on its titles.

PI SQUELCH • One group station operator figures he has answer to off-rate card and bargain basement pitches. When large agency suggested five spots per day with payment for three only, he agreed with understanding that company represented by agency would give him utility service it provided at three-fifths of going rate.

MAJOR exposition of broadcasting’s public service achievements slated for 1955 NARTB convention in Washington next May. This first display of radio-tv contributions to nation’s welfare will include series of special showings for Congressional guests and high Washington officials.
DON'T USE KTHS IF YOU SELL A
"Limited Market"
(Little Rock ONLY, for instance)

DO USE KTHS IF YOU SELL
most or all of Arkansas!

If you want the “white-tie-and-tails set” alone, in your National Spot Campaign,—don't use KTHS in Arkansas!

KTHS is 50,000 watts—CBS—broadcasts from Little Rock, the State Capital, in the center of Arkansas.

Automatically, KTHS could deliver a big and important audience throughout practically all the State. And KTHS does deliver because our News, Farm, Music and other departments supplement network fare with tremendously effective State-wide programming.

So we repeat. Don't use KTHS if you want to reach only a small market. Do use KTHS if you want a big Arkansas audience—big Arkansas results. Ask your Branham man for all the facts.

50,000 Watts . . . CBS Radio
Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Cley, Executive Vice President
B. G. Robertson, General Manager
McCANN-ERICKSON, MARSCHALK & PRATT MERGE TO ‘BROADEN CLIENT SERVICES’

McCANN-ERICKSON and Marschalk & Pratt Co., both New York, will merge Jan. 1. It was announced jointly last Friday by H. C. Marschalk, founder of Marschalk & Pratt, and Marion Harper Jr., McCann-Erickson president. Marschalk & Pratt will remain intact and operate as division of McCann-Erickson. It was said to be first time that large general-service agency has undertaken to run specialized advertising agency as division of company, and first time agency has set up another agency to operate as division in same city.

Estimated billings totaling roughly $120 million per year represented by two firms—about $6 million for Marschalk & Pratt and approximately $115 million for McCann-Erickson.

Purpose of merger is to diversify and broaden client services of merged operations, officials said. Marschalk & Pratt will bring specialized knowledge in industrial and business advertising to McCann-Erickson, while at same time having advantages to be gained from large agency with many specialized departments. New division will have access to central departments of McCann-Erickson, including research, television and radio among others.

Merger unites two of oldest agencies in field today. McCann-Erickson was founded in 1901 and Marschalk & Pratt in 1923.

Mr. Marschalk becomes chairman of new division; S. L. Meulendyke, formerly executive vice president of M&P, will be president of division; S. H. Gielierup, former vice president, becomes senior vice president, Curt A. Peterson and R. H. Jones remain as vice presidents of division. Messrs. Marschalk and Meulendyke also become vice presidents of McCann-Erickson.

Division will continue to operate at 535 Fifth Ave.


Of the Marschalk & Pratt accounts, three have been users of radio-television—Esso, International Nickel and Standard Oil of New Jersey.

“In the design of this merger,” Mr. Harper said, “McCann-Erickson had no hesitation in breaking with agency traditions and forming a separate agency division whose identity is preserved. We see no reason why the various forms of corporation organizations are not as readily applicable to the advertising agency business as they have been to other businesses and professions.”

Eastern Colleges Support NCAA Football Control

EASTERN Collegiate Athletic Conference voted Friday to adopt restricted TV football program similar to National Collegiate Athletic Assn. program in effect past three seasons, but suggested that sponsors and/or networks be permitted to select “game of the week” as late as five days before game's playing date. In resolution, ECAC stated it supported “the theory that maximum damage is done to a game's attendance by the telecast of an important contest in the same general area.”

Since Big Ten and Pacific Coast conferences have gone on record as favoring change to regional TV, heated discussion is expected to develop at NCAA convention in New York in January when football TV policy for 1955 will be formulated.

New and Renewed Sales Reported by NBC, DuMont

NINETEEN advertisers have renewed programs on NBC Radio for another 52 weeks for estimated gross billings total of nearly $18 million, it was disclosed Friday. Advertisers listed include Allis-Chalmers, American Tobacco Co., Chevrolet Div. of General Motors, Colgate-Palmolive, DeSoto Div. of Chrysler, Liggett & Myers, Miles Labs, Mytinger & Casselbarry, Procter & Gamble, R. J. Reynolds, Richfield Oil, Sterling Drug, Skelly Oil, Standard Oil of Calif., White King Soap Co., W. P. Fuller, General Mills, Coast Fisheries and Lewis Foods.

At same time, almost $7 million in gross business, new and renewed, is being announced today (Mon.) by John H. Bachem, DuMont Television Network’s general manager, who described period since Nov. 1 at DuMont to be "one of the most active in the network’s sales history." (For complete BTN listing of these renewals and new sales see story page 32.)

‘Look’ Awards Load NBC-TV

NBC-TV, with seven winners, led television networks in Look magazine’s fifth annual TV awards, announced as follows:

NBC-TV: George Gobel, best comedian; Fred Coo, best producer; Jack Webb, best director, Camel News Caravan, best news program; You Bet Your Life, best quiz or panel program; Ding Dong School, best children’s program, and Cavalcade of Sports, best sports program.

CBS-TV: Omnibus, best educational program; Garry Moore, best master of ceremonies; Toast of the Town, best variety program, and See It Now, best public affairs program.

DuMont: Life Is Worth Living, best religious program.

ABC-TV: U. S. Steel Hour, best dramatic program.

• BUSINESS BRIEFLY

KING SIZE CAMPAIGN • P. Lorillard & Co. (Old Gold filter king size cigarettes), through Lennen & Newell, N. Y., placing radio-television campaign in 60 markets starting Jan. 24 for six weeks.

BETWEEN GAMES • R. J. Reynolds Tobacco Co. (Camel cigarettes) will sponsor, for second year, Sports Highlights, film review of American sports events in 1954, on NBC-TV between coverage of Cotton and Rose Bowl football games on New Year's Day. Rose Bowl game slated to begin on NBC-TV at 4:45 p.m. EST.

BEFORE GAME • R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., will sponsor program on ABC Radio and ABC-TV on Jan. 1, 1:45-1:55 p.m. EST, immediately prior to networks’ coverage of Sugar Bowl football game. Agency: Wm. Esty Co., N. Y.

DRAMA FOR POND'S • Though Kraft Foods has merged its hour-long Kraft Theatre on ABC-TV, another J. Walter Thompson Co. client, Pond's Extract Co. (women's toiletries), N. Y., is expected to pick up same time slot (Thurs., 9:30-10:30 p.m. EST) with same type of dramatic series.

DRAW EIGHT • Liebmann Brewers, N. Y. (Rheingold beer), to sponsor New Year's Eve Guy Lombardo show on eight New York stations: WRCA, WABC, WINS, WMGM and WOR, 11:30 p.m.-12:30 a.m. EST; WNEW, 11:35 p.m.-12:30 a.m.; WMCA, 11:30 p.m.-12:05 a.m.; and WCBS, 11:30-11:59 p.m. Agency: Foote, Cone & Belding, N. Y.

SHULTON RENEWS • Shulton Toiletries, N. Y., through Wesley Assoc., N. Y., renewing spot announcement campaigns in its 10 basic radio markets.

JELLO ON TV • General Foods (Jello pudding and pie filling) planning television spot announcement campaign to start Jan. 17 for six weeks, using evening and daytime. Agency is Young & Rubicam, N. Y.

VASELINE ON RADIO • Vaseline Hair Tonic, through McCann-Erickson, N. Y., buying one-minute E. T.'s for early-morning radio spot announcement campaign to start Jan. 1 and run for 26 weeks in number of markets. Firm also is placing test saturation spot campaign in two cities for 12 weeks.

EVEREADY SPOTS • Eveready Batteries, through Ruthrauff & Ryan, N. Y., is planning radio spot announcement campaign to begin Jan. 17.

NBC Signs Cy Howard

CY HOWARD, after 15-year association with CBS and producer of My Friend Irma and Life With Luigi, has been signed by NBC to develop new comedy series which will originate in Hollywood. NBC is announcing today (Mon.). Fred Wilk Jr., vice president in charge of programs at NBC Pacific Division, said Mr. Howard’s approach will represent “an entirely new departure in TV comedy.”

December 13, 1954 • Page 7
NOW . . . .
Toledo's WSPD-TV
has maximum power!

Audio
160,000
24,000 watts

Video
316,000
48,000 watts

Maximum Power in this billion
dollar market means 30% in-
creased coverage for SPeeDy's
advertisers.

Watch for complete market facts
soon to be released.
Green Bay Broadcaster Heads MBS Affiliates

JOHN M. WALTER, WIPG Green Bay, Wis., elected chairman of Mutual Affiliates Advisory Committee at meetings held Thursday through Saturday morning at Boca Raton, Fla. Ray Butterfield, WLOX Biloxi, Miss., elected vice chairman and J. W. Betts, WFTM Maysville, Ky., elected secretary. Meeting, described by MBS authorities as devoted to routine matters, was attended by Mutual delegation including President Thomas F. O'Neill; Vice Presidents J. Glen Taylor, Robert A. Schmid, E. M. (Pete) Johnson and B. J. Hauser; Station Relations Director Robert Carpenter, and Station Relations representatives Charles King and Tom Duggan.

WWSW Protests CBS Purchase, Move of WSTV-TV

CBS' $3 million purchase of WSTV-TV Steubenville, Ohio, and proposed move of ch. 9 outlet to Florence, Pa., just outside Pittsburgh, met with new opposition Friday as WWSW Pittsburgh attacked WSTV for disclaiming implications. Joining protest filed earlier by WJAS Pittsburgh, WWSW attacked CBS proposal as illegal (BT, Dec. 6, Nov. 29, 22).

WWSW and WJAS are remaining contestant for Pittsburgh ch. 11 after withdrawal of bid by Westinghouse Broadcasting Corp., operator KDKA there, which has bought ch. 2 WDTV (TV) Pittsburgh from DuMont for $994 million, subject to FCC approval (story page 68).

"The proposed assignment and modification are nothing more than palpable attempts by CBS and WSTV-TV Inc. to subvert the Commission's rules and its nation-wide plan of television assignments," CBS charged. "This transaction and modifications proposed are an illegal scheme to give CBS an owned and operated television station in Pittsburgh by moving to that city a television channel which has been assigned elsewhere. CBS hopes to accomplish this without being annoyed by the Commission's rule-making procedures through the device of assigning an outstanding construction permit to provide for changes in studio and antenna locations," it continued.

Auto Dealers Heavy Spenders

BETWEEN January and October 1954 U. S. new car retailers spent more than $139 million on home-town advertising, the National Automobile Dealers Assn. reported today (Mon.). Average dealer spent $3,485 locally for first nine months averaging $36.60 per new car sold. Figures, which include all local media (no breakdown was available), do not include co-op ads or national radio-TV shows.

Permit Revocation Asked

FORMER帐 applicant for ch. 11 at San Jose, Calif., FM Radio & TV Corp., petitioned FCC Friday to revoke permit of ch. 11 KQXJ (TV) there and re-issue grant to FM Radio. Petition charges all original stockholders of KQXJ save its president have dropped out and contends prospect of KQXJ coverage is far less than that proposed by FM Radio.

NEW NETWORK

MINIATURE radio network was set up by Radio Division of Bendix Aviation Corp. to help launch U.S.S. Forrestal, world's largest aircraft carrier, which was to be christened last Saturday at Newport News, Va. Because of ship's size, communications problem arose which was solved by Bendix with pack-sets which were operated by men at three strategic control points, one on "Island" superstructure of Forrestal, another on dock and another on dock. Packets were tuned to same frequency, as was transmitter-receiver equipment on dozen tugs involved in the launching, in "a tightly knit communications network, to help assure a precise operation."

'Globe-News' Surrenders Lubbock VHF Grant

PERMIT for ch. 5 KFYO-TV Lubbock, Tex., was surrendered to FCC Friday for deletion. Owner Globe-News Pub. Co. explained it is not economically practical to continue construction of station since two already operating there, ch. 11 KCBD-TV and ch. 13 KDBU-TV. Globe-News Pub. Co. also owns KGNC-TV Amarillo and is principal owner of KFYO and KGNC radio.

Concurrently, permit for ch. 35 WIMA-TV Lima, Ohio, and license for WLOK-AM there were surrendered to Commission pursuant to condition attached by FCC to grant for purchase of WLOK-AM-TV. WIMA-AM radio is re-retained and application pends for switch of WLOK-TV, operating on ch. 73, to ch. 35. Operation is expected to continue to be conducted by WIMA call. WLOK-TV is ABC, CBS and NBC affiliate.

Syracuse Dismissal Sought

WSYR-AM-FM-TV Syracuse, N. Y., asked FCC Friday to dismiss for want of supporting evidence protest filed earlier by WNDR Syracuse which charged restraint of trade (BT, Nov. 8). WNDR petition had asked Commission to revoke WSYR licenses on ground owner Samuel I. Newhouse, through his control of WSYR outlets as well as only local daily newspapers, has engaged in "coercion and conspiracy to monopolize" trade. WSYR answer contended WNDR's revocation plea is only reiteration of pending court suit brought by WNDR on same charges which it already has denied.

AFTRA Talks Hit Snag

NEGOTIATIONS between Chicago local of American Federation of Television & Radio Artists and WGN-AM-TV that city reported Friday to have hit snag over pension-and-welfare and other issues. Stalemate developed in wake of ratification by AFTRA local members of pacts with ABC, CBS, NBC and agencies in Chicago for radio-TV performers late Thursday evening. Contracts are for two years and retroactive to Nov. 16. Local AFTRA board slated to discuss WGN Inc.'s latest offer at meeting Tuesday. Negotiations with WLS Chicago still in progress.

Dealers to Hear Carmine

JAMES H. CARMINE, president of Philco Corp., and other electronics leaders will address annual convention of National Appliance & Radio-TV Dealers Assn. in Chicago Jan. 9-11. Other speakers to include David Hopkins, CBS-Columbia, on sales techniques, and Mort Farr, NARDIA board chairman, on color TV prospects for dealers.

Voice Quarters on Display

TOUR of new Voice of America headquarters in new Washington building was arranged Friday for FCC Chairman George C. McConnaughay and Comrs. Frieda B. Hennock, John C. Doerfer and Robert T. Bartley. Host was J. R. Poppele, VOA director. Earlier, D. C. Chapter of American Women in Radio & TV recorded half-hour program in new VOA headquarters studios, featuring interviews with officials of VOA and parent organization, U. S. Information Agency. Tape is available to other AWRT chapters. Elinor Lee, WTOP Washington, was m.c.

Tour of VOA facilities was arranged for AWRT by Ann Hagen, USIA radio-TV officer; Florence Lowe, AWRT D. C. chapter president, and Elizabeth Colclough and Gertrude Brodnick, program co-chairmen.

December 13, 1954 • Page 9
the week in brief

CONVENTIONS: THEY COST BROADCASTERS $3.5 MILLION YEARLY .... 31

RADIO, TV NETWORK SALES SOAR IN YEAR-END BUYING .... 32

DR. GOLDSMITH DEVELOPS A NEW WAY FOR FAST RATINGS .... 35

DOHERTY PREDICTS $8.7-8.9 BILLION FOR ADVERTISING IN 1955 .... 36

SYNDICATED FILMS FOR TV: WHO SPONSORS THEM? .... 39

TV FILM EMPLOYMENT GAINING AS ACTORS' REVENUE SOURCE .... 42

PUPPETS FROM BAVARIA SELL FOR U. S. TV ADVERTISERS .... 50

HOLLYWOOD TV SERVICE OFFERS REPUBLIC MOVIES TO TV .... 63

RTES SEMINAR HEARS FROM TIMEBUYER AND SALESMAN .... 63

WDTV (TV) PITTSBURGH SALE FILED WITH THE FCC .... 68

FCC ORDERS ARGUMENT ON PATENT REPORTS .... 72

MEXICO, U. S. NEARER AGREEMENT IN AM NEGOTIATIONS .... 74

SEN. KILGORE MAY INVESTIGATE SUBSCRIPTION TV .... 76

WBRE-TV WILKES-BARRE READY FOR MILLION-WATT OPERATION .... 84

LIFE MUSIC MAKES ITS BID AS RIVAL TO ASCAP, BMI .... 99

WISH-AM-TV GET CBS AFFILIATIONS IN INDIANAPOLIS .... 100

CBC ANNUAL REPORT SHOWS $6.5 MILLION SURPLUS .... 104

TELESTATUS: TV STATIONS, SETS, TARGET DATES .... 119

commimg in b-t

THE BIGGEST CUSTOMERS OF RADIO-TV

Bt’s annual authoritative survey of leading agencies and billings .... Dec. 20 issue
all it takes
is the right
catalyst...

A catalyst, you'll recall, is an agent that brings about a change in other things — yet remains as-good-as-new itself.

This is a rather accurate definition of what WSAZ-TV has been doing so admirably for the sales of so many products here in our big Ohio River Valley market. Their manufacturers have learned how effective an advertising catalyst we are — pervasive and persuasive in almost half a million television homes across five states!

Here is an area where sales-making can be a highly productive effort. Nowhere in the nation will you find such a vast profusion of factories, plants, shops, mills, and works — running at prosperous full-throttle — as in this industrial heart of America. Thanks largely to their activity (and resultant payrolls), an economic pressure of nearly four billion dollars' buying power will pile up this year.

Converting a bigger share of this into more sales for yourself is easy when you call upon the catalytic power of the only single medium covering our whole 116-county beehive. How easy (and at what reasonable cost) is a formula awaiting your inspection at any Katz office.

WSAZ

TELEVISION

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.

Nitrogen Division, Allied Chemical & Dye Corporation, at South Point, Ohio, is another of the prominent industries in WSAZ-TV's area. Employing approximately 1,500 people, it has a yearly payroll over $1,500,000, with additional millions spent locally for materials, taxes, transportation, etc. The plant is one of the country's leading producers of nitrogen products and basic industrial chemicals.
For the right start in Color-TV...

you need this RCA Test and Measuring Equipment “Package!”

This indispensable package represents a basic “must” for a satisfactory color operation—network, film or live. You need it to check your station performance, maintain your broadcasting standards, assure the highest quality.

The various components of this vital "package" are pictured below. Charts at the right show how these units are used with relation to other station equipment as a means of providing complete testing facilities to meet various situations.

RCA engineers—the acknowledged pioneers in the development of compatible color television—have spent years developing this test equipment which takes the guesswork out of color broadcasting. Already, RCA color test equipment is proving itself in nearly 100 stations, assuring compliance with FCC standards of quality.

The “package” represents the minimum requirements for your station. For peak station performance each of these items should be included. In many stations the duplication of certain of the items will be desirable.

For experienced assistance in planning the installation of this equipment to meet your individual requirements, call on your RCA Broadcast Sales Representative. Or write RCA Engineering Products Division, Camden, N. J.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

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

You will need all of these 5 instruments for color test and measurement...

LINEARITY CHECKER
WA-7B

COLOR SIGNAL ANALYZER
WA-6A
1 Linearity Checker and Oscilloscope test for differential gain.

2 Addition of Color Signal Analyzer makes it possible to check differential gain and differential phase.

3 Burst-Controlled Oscillator must be added to check differential gain and phase at remote locations where studio sub-carrier is not available.

4 Grating and Dot Generator checks convergence and deflection linearity of monitors. Its signal can also be used for checking house monitoring systems.

5 The Color Bar Generator shown is used with origination equipment for supplying test signal to system. The Color Bar Generator in conjunction with the Color Signal Analyzer is used for precise alignment of the Colorplexer.

6 Integrated Test Equipment System for color broadcasting. This includes all situations depicted above.
The September, 1954 Telepulse Survey in the Wheeling-Steubenville Market shows:

Tuned in audience 12 noon to midnight

**WTRF-TV 63.5%**

Station B: 18.5%
Station C: 17.0%

What's more—of the top 25 program ratings:

**ALL 25 WERE ON WTRF-TV**

If ever a station dominated its market, WTRF-TV does—not by a small margin—but by a sweeping majority. Better programing, better promotion and a more powerful signal makes WTRF-TV the big buy—the station necessary in this important market.

**WTRF-TV**
**WHEELING, W. VA.**

The September, 1954 Telepulse Survey was conducted in the Wheeling-Steubenville market including the following counties:

Brooke, Hancock, Ohio & Marshall Counties, W. Va.
Belmont and Jefferson Counties, Ohio

In the WTRF-TV listening area there are more than 387,000 families owning approximately 275,000 TV receivers, and spending more than a billion dollars annually in retail sales.

Channel 7  •  316,000 Watts
NBC Primary  •  ABC Supplementary  •  Represented by Hollingbery Robt. Ferguson  •  VP & Gen. Mgr.
Telephone WHeeling 1177  •  Now equipped for network color
**FACE THE NATION**

IN THE five weeks it has been on the air, Face the Nation has gone through an evolution in which it can no longer be described as a variant from conventional news conference programs, it has now been changed to conform.

At its outset, Face the Nation utilized a panel of newsmen in Washington and in at least two or three cities in other cities who could follow the program on their own monitors and be cut in to ask questions on an audio-video pickup. The obvious virtue of that procedure was to obtain regional angles that are lacking when panels are confined to the Washington correspondents' corps.

Face the Nation, like many of its counterparts, is bucking the capital again. The pickups have been abandoned and newsmen from other communities deprived of the chance to become television stars. On the whole the greater loss is Face the Nation's. In format and approach, the program has become indistinguishable from many others.

In fairness, it must be said that the show does rise above the general level of its species by keeping on top of the news. It has been alert to choose interviewees who were involved in timely developments and interviewers who knew what to ask. On the whole it has managed to subordinate controversy in favor of enlightenment, a claim not all such programs can make.

The suppression of rough-and-tumble may be partly due to the presence of Ted Koop as moderator. For hours, Mr. Koop is among the most convivial habitues of the National Press Club, where conviviality has the status of an art. (He was club president last year.) On camera he is formidable substitute, conveying the impression that at any moment he may take a fracassant reporter to the woodshed. Presumably he will unbend as he becomes comfortable in his new, soft soundings and will allow his innate amiability to project.

It is also to be hoped that CBS-TV will reconsider the use of reporters from other cities than Washington.

Production cost: $5,200 per program.
Sustaining on CBS-TV, Sundays, 2:30-3 p.m.
Recorded and rebroadcast on CBS Radio, Sundays, 10:30-11 p.m.
Moderator: Ted Koop.
Panel: Three newsmen.
Producer: Ted Ayers.
Director: Robert Quinn.

**BING CROSBY SHOW**

THE BING CROSBY radio fans—and as one who cherishes the glittering attractions offered by television at 8 o'clock of a Sunday evening through the 1953-54 season to listen to Der Bingle, this reviewer counts himself a loyal Crosby fan—have come to expect three things from a Crosby broadcast: first, his inimitable crooning of old and new popular songs; second, an interlude of fast and furious dialogue with Ken Carpenter and the guest of the evening; and third, the commercials delivered by Mr. Carpenter, with or without his star's assistance.

The new Crosby series on CBS Radio (9:15-9:30 p.m. EST, Monday through Friday) meets only one of those expectations: the Crosby voice after all these years sounds as fresh as ever; Bing's manner of putting over a song is as relaxed as if he were rehearsing instead of broadcasting; all the anticipated enjoyment is provided in the song department.

But the chatter part of the program is a sad let-down. Instead of the carefree, casual banter that has characterized Bing and Ken used to exchange so amusingly, the opening programs of this season's Crosby series found Bing stumbling through inept monologues. If Bill Morrow really wrote those scripts, as CBS maintains, he's in a slump and should be relieved until he pulls out of it. He can do better, as the record shows.

Finally, this Crosby series is being broadcast sustaining (and how could one better epitomize the plight of network radio than by the single sorry fact that the whole high-powered CBS sales staff was unable to find a sponsor for a man whose products are still top sellers in record shops and movie houses?). With no commercials to deliver and nothing to do but sign the program on and off, Ken's absence from the talk part of the show is all the harder to understand. There was a witty note in his voice on the first broadcast, when, at the conclusion of the show Bing wondered aloud if he hadn't been talking too much and Ken mumbled, "Not to me." Many listeners must have been wondering with him.

Estimated production cost: $2,700 per 15-minute program.
Broadcast on CBS Radio, Mon.-Fri., 9:15-9:30 p.m. EST; transcribed in Hollywood.
Star: Bing Crosby.
Producers: Bill Morrow and Murdo Mackenzie; director: Mr. Mackenzie; writer: Mr. Morrow.
Announcer: Ken Carpenter.
Music: Buddy Cole Trio.

**BOB HOPE SHOW**

IF GREAT BRITAIN, which promises soon to become a little less austere in providing tv fare, is, as we hear, starving for tv entertainment, it's understandable.

Bob Hope, General Foods and NBC-TV demonstrated how bad things can get last Tuesday in a one-hour, unspectacular variety show which was produced and filmed in England with BBC's assistance. For this reviewer "The Bob Hope Show" fell flatter than a cake baked without Swans Down or, indeed, any flour. (The program was sponsored by General Foods.)

Advance hoopla from Mr. Hope's camp had promised something in the manner of entertainment that would be a tantalizing taste of the fast and sizzling talent cuisine which could be had for the asking if only somebody (as Mr. Hope did) would hustle over there and get it on film. If NBC-TV, CBS-TV and other network musical and comedy attractions of this season can be considered to be tv's filet mignon even without color additive, last week's Bob Hope Show must be classed as warmed over hamburger.

All of the "acts" in the "Continental Revue" apparently took place at the London Palladium, with Mr. Hope's introduction of each act conveying an impression of a rather secondary Toast of the Town without the latter's quality production. The only real "continental" look in the entire show was an imaginative sequence...
Among all U. S. METROPOLITAN MARKETS Phoenix ranks —

<table>
<thead>
<tr>
<th>Rank</th>
<th>Store Type</th>
<th>Sales (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>23rd</td>
<td>Building Material &amp; Hardware Store Sales</td>
<td>$15,290,000</td>
</tr>
<tr>
<td>34th</td>
<td>Drug Store Sales</td>
<td>$15,290,000</td>
</tr>
<tr>
<td>34th</td>
<td>Filling Station Sales</td>
<td>$15,290,000</td>
</tr>
<tr>
<td>34th</td>
<td>Home Furnishing Store Sales</td>
<td>$15,290,000</td>
</tr>
<tr>
<td>35th</td>
<td>Supermarket Sales</td>
<td>$15,290,000</td>
</tr>
<tr>
<td>42nd</td>
<td>Eating &amp; Drinking Places Sales</td>
<td>$15,290,000</td>
</tr>
</tbody>
</table>

Phoenix' sharp gains in population and retail sales make sense. The whole vital market is GROWING. New people are streaming in... finding jobs, buying homes and cars, establishing businesses. In fact, Phoenix is the hub of a network of prosperous communities which make a definite contribution to Phoenix' retail sales. It's a market worth dominating — and you can dominate it through the complete coverage of KPHO and KPHO-TV. They take your sales story right into the homes you most want to reach!

IN REVIEW

Maurice Chevalier was billed as a "special added attraction" and as making via tv his first U. S. appearance in the many years since he wowed 'em with his movie wooing. Last Tuesday's show proved Monsieur Chevalier still a great performer, but there's little resemblance to the Great Chevalier of the thirties.

Britain's Beatrice Lillie and Moira Lister (stage and screen star) went through their paces in good British style—if that is what the U. S. tv audience has been crying for these past few years. Liana Dayde, prima ballerina of the Paris Opera is as good as other famed ballerinas who have performed on tv in the past.

Mr. Hope's humor hewed to the comedian's practice of tailoring his routines to the locale—and for that reason a good quantity of it was lost for the average U. S. viewer. His performance on the whole, however, was up to par, proving that, abroad or at home, Mr. Hope is a master of pulling laughs from an audience.

Both the quality of film and the camera work were disappointing. It was so, particularly, to those in this country who have been hearing of unusual techniques and alleged superiority of tv film in Britain. Some of the limitations apparently can be traced to the lackluster staging.

Somebody connected with the show had a creative thought that since it was "veddy" British, a name British actor in Hollywood ought to do a commercial. Reginald Gardiner, an accomplished thespian, handled the chore on a Swans Down commercial (originating in the U. S.). This seemed to be a waste of talent, particularly with the believability factor in mind, for seeing Mr. Gardiner as a male Betty Furness who urged housewives to "demand" the product at the local grocery, was as bizarre as it was novel.

Production cost: $100,000 to $150,000.

Broadcast on NBC-TV, Dec. 7, 8-9 p.m. EST.

Sponsor: General Foods Corp. (Swans Down Cake Mix, Jello Instant Pudding and Minute Rice).

Agency: Young & Rubicam.

Produced on film in England for showing in U. S.

Star: Bob Hope, with cast including Beatrice Lillie, Liana Dayde, Moira Lister, the Cologne Male Choir, Jerry Desmond, Doreen Dawne, Shirley Eaton.

Added attraction: Maurice Chevalier.

Producer: Jack Hope

Director: Jim Jordan Jr.

Production Supervisor: Leonard Hole.

Associate Producer: George Hubib; BBC

Associate Director: Bill Ward.

Music: Eric Robinson and BBC Orchestra.

Writers: Mort Lachman, Bill Larkin, Martin Ragaway, John Rapp, Lester White, with added material by Gig Henry and Chei Castellani.

Announcer: McDonald Hobley.

Technical Supervisor: Charlie Townsend;

Audio Supervisor: John Pawley.

Set Designer: Richard Greenough.

* * *

BOOKS


THIS slender volume is required reading for those concerned with promotion and educational activities for health and welfare agencies, school, church and civic organizations, who will find it a down-to-earth guide for their tv use. The author, assistant national director, Visual Aids Service, National Council, Boy Scouts of America, has complete routine of 13 shows made in Hollywood for national tv use.
with **WAVE**

you don't buy the **hive**—

**YOU BUY THE HONEY!**

One radio station — WAVE — gives you precisely what you need in Kentucky!

**KENTUCKY'S BEST MARKET—AT THE RIGHT COST!**
WAVE's 50% BMB daytime area practically coincides with the rich Louisville Trading Area, which accounts for a whopping 42.5% of the total effective buying income of Kentucky!

**THIS AREA'S TOP PROGRAMMING—NETWORK AND LOCAL!**
WAVE is the only NBC station in or near Louisville.
In addition, WAVE spends the dough to do top local programming — uses 44 people exclusively for on-the-air radio activities.

Don't buy the hive. Buy the honey — but get all the honey without getting stung. NBC Spot Sales has the figures.

**WAVE 5000 WATTS**

**LOUISVILLE NBC AFFILIATE**

NBC Spot Sales, Exclusive National Representatives
And WBNS-TV Showmanship Sells

**WBNS-TV Programming**

rated tops in Central Ohio, the station schedule has been built on popular CBS programs and high rated local productions. Because of this, WBNS-TV remains an undisputed leader, consistently carrying 9 out of 10 top rated multi-weekly and 12 out of 15 top rated weekly shows. (Sept. 1954 Telepulse).

**WBNS-TV Facilities**

include the finest engineering equipment in the country as well as a stand-by transmitter and antenna system to guarantee continual audience reception.

**WBNS-TV Public Service**

covers many features for the betterment of our city and country. Our public service activity has been nationally recognized by the Alfred I. DuPont, Zenith, Headliners and Sigma Delta Chi awards.

**WBNS-TV Market**

covers 33 Central Ohio counties with a set circulation of 425,000 and over $1 1/2 billion dollar effective buying income in America's fastest growing and leading test market area.

Such factors have largely contributed to WBNS-TV's recognition as one of the most outstanding television stations in the country.

---

**IN PUBLIC INTEREST**

Promoting Safe-Driving

IN ANTICIPATION of National S-D Day (Safe-Driving Day), Wednesday, Mutual is presenting special programs with highway safety as the theme. Cooperating with the Mutual Life Insurance Co. of New York, MBS will broadcast "The Fifth Horseman—Death at the Wheel" tomorrow (Tuesday). On Jan. 11, "The Search That Never Ends" will be presented in cooperation with the Institute of Life Insurance.

Seven Hours, $100,000

KGUL-TV Galveston, Tex., on Thanksgiving Day raised nearly $100,000 in cash, pledges, and gifts of land during a seven-hour telethon for funds for the Council of Retarded Children. Funds and pledges are to be used to build an "Opportunity Center".

Diversified Music

RELIGIOUS music is featured on a 25-minute weekly KABC Hollywood Brotherhood Through Music program which features Protestant, Catholic and Jewish liturgical music together with short talks by civic leaders.

Radio Essay Contest

WNAX Yankton, S. D., is presenting the station's 18th annual radio essay contest in cooperation with the South Dakota Tuberculosis and Health Assn. Six high school students from different towns in South Dakota will read their original essays, already prize winners in their individual school contests, on the air. The essays, which review 50 years of progress in the prevention and control of tuberculosis in connection with the golden anniversary of the National Tuberculosis Assn., will be rated by judges listening on radios in various parts of the state.

WMRI (FM) Raises Donors

HOSPITAL officials report gratifying results from an emergency drive for blood donors which WMRI (FM) Marion, Ind., carried on for the Marion General Hospital when its blood bank was suddenly depleted. Eleven donors from the small community responded almost immediately to the call, although it took place on a Sunday evening and only over the fm outlet.

"Smogcasts" WITH smog an ever-increasing problem in Southern California, KFOX Long Beach, Calif., has started programming smog forecasts taped-recorded by a staff member in a Navy blimp which flies over the area daily.

MD Telethon

WTTG (TV) Washington, D. C., has conducted its third annual telethon in behalf of the Muscular Dystrophy fund drive. The telethon, which last year raised $89,000, was co-emceed by Art Lamb, WTTG personality, Henry Morgan and Duncan Rinaldo (The Cisco Kid).

Olympic Funds

KCCT-TV Sacramento, Calif., has scheduled a telethon to raise funds for the U. S. entry in the 1956 Olympic Games, an event financed through public subscription. The station is attempting to help Northern California meet its quota as determined by a national Olympic committee.
To sell anything used in a kitchen, let Eudora go to work for you.

Southern Cookin' proves that the way to the Greater Nashville area's heart is through

**WLAC-TV**

Nashville's newest, maximum powered, highest towered station offers coverage of 62 Tennessee and Kentucky counties with Nashville's newest, highest powered afternoon show. Eudora is Nashville's leading cateress. Wonderful cook and terrific personality, she's able to impart her knowledge of food preparation with just the right touch of Southern accent.

Data: Mon. thru Fri. 4-4:30 p.m. Regular participating rate for one min. applies; add $5 per spot (commissionable) if Eudora does full or part commercial. With three-a-week purchase, product is stocked in Eudora's kitchen on exclusive-for-category basis.

Further details from national reps, the Katz Agency.

**WLAC-TV**

100,000 watts  Channel 5
CBS Basic Affiliate
National Representatives: The Katz Agency
Sequel Semantics

EDITOR:

We were surprised and troubled to read of the untimely demise of an old and valued friend of ours in the feature, "Film Maker, Reid H. Ray," in the Nov. 8 B & T. Especially since the corpse is still a living, healthy veteran of six years in television.

You stated that Mr. Ray broke new ground in the television program field, beginning production of 52 half-hour Walt's Workshop films. They're fine films, worthy to take their place beside the "live" version of Walt's Workshop, which, in a few months, will head into its sixth consecutive 52 weeks on WNQQ (TV) Chicago, all under the sponsorship of the 27 retail yards of Edward Hines Lumber Co.

Consequently, Mr. Ray's films cannot possibly be a "sequel" to the successful "How-to-do-it" program that "ran live" in Chicago. Uncle Walt of Walt's Workshop still faces the cameras in-the-desh every Friday at 7:30 p.m. in Chicago. And, do you know what? We think Walt's Workshop will be a "live" Friday night fixture in Chicago television for another six years.

John K. Cole, Radio-Tv Dir.
The Buchen Co., Chicago, Ill.

[EDITOR'S NOTE: B & T's well-thumbed office dictionary defines "sequel" as "that which follows or comes after; specific: a. A succeeding part or series; b. Logical consequence, conclusion, inference." We believe Mr. Cole will agree that the "Walt's Workshop" series did not precede the live tv series and also that it probably is a logical consequence of the live series.]

129 for 6 at WCKY

EDITOR:

May we get into the act, please?

My chapeau's off to WMRAZ [OPEN MIKE, Dec. 6] and the youngsters at KMMJ [OPEN MIKE, Nov. 15], but I'd suggest that they get some years abroad before they start to crow.

Here at WCKY (we celebrated our 25th anniversary in September) our five oldest (in point of service) add up to 111 years. Actually, we have two at 18 years so we should count the tie, with a total of 129 years for 6.

And if they want to count to 12, here's the score:

1. C. H. Topmiller, president and general manager, 24 years; Mrs. Jeanette Heinze, secretary, 23 years; George Moore, sales, 25 years; Arthur Gillette, engineering, 21 years; Bud Spenlin, engineering, 18 years; Thomas Ware, maintenance, 18 years. Total 129.

Plus: Mrs. Essie Rupp, continuity, 17; Adrian Lentz, engineering, 14; Alan Sanford, maintenance, 13; R. M. Fleming, promotion director, 13; John Murphy, news director, 12; Paul Sommerkamp, news writer, 11. Grand total 209.

Now, who's next?

R. M. Fleming, Promotion Dir.
WCKY Cincinnati

One of the Finest

EDITOR:

I read with considerable interest your text of the speeches made by George Kern and Robert Reuschle on buying and selling at the Radio & Television Executives Society's seminar meeting [B & T, Dec. 6].

I was extremely pleased that Broadcasting & Telecasting published both these speeches which give two views of these important facets of the broadcasting industry. As a seller of time, I was particularly impressed with Mr. Reuschle's remarks setting forth some of the basic problems which beset the time salesman.

Most important, however, were his remarks concerning the cost-per-hour in reception rooms per salesman.

I believe the text of his speech was one of the finest published articles on the "frustrations of time selling."

Bernard Howard, Pres.
Stars National Inc.
New York, N. Y.

Tv Fan Magazines

EDITOR:

Thanks for your kind permission to reprint the tv [fan] magazine article [B & T, Nov. 22]. Everyone felt that it was an excellent reporting job, so good that we mailed it out to our entire list of advertising agencies and advertisers.

Morton E. Grossman
Advertising Promotion Manager
TV Guide
Philadelphia

Death Warrant

EDITOR:

Enjoyed very much the article "An Elder Statesman Looks at Advertising" [B & T, Nov. 29].

Although we at a small town radio station are not so concerned with "hucksterism" as we are with many other copy problems, the trends and innovations of competitive advertising have their immediate effect upon us.

Television, along with such outstanding advertising agencies as J. Walter Thompson Co., has taught us two big things: (1) that the sales message can be entertaining and (2) that children wield a tremendous influence on the buying habits of the American family.

The problem of how, why and if one product is superior to another is gradually giving way to the oftentimes more perplexing one of providing a new approach—a different appeal—nestled in the proper matrix of each advertising medium.

I believe the trend toward creative advertising is slowly but surely signing the death warrant of bulldozing tactics of "hucksterism" and, if not curing, at least transferring the "Copywriter's Strain" mentioned in Mr. Young's article to a more intelligent and rewarding effort.

Don Lamb
WHIS Bluefield, W. Va.

Tv for the Blind

EDITOR:

So much criticism is directed at television that praise may be welcome. It may strike you as somewhat unusual that praise, in this case, should come from an [fund-raising] agency for the blind. For what use can blind people make of television?

The answer is—a great deal, indeed. In fact, there are a number of prominent agencies for the blind all over the nation who use television often. But a survey made by us revealed that more than half of the agencies working for the blind do not.

The American Foundation decided to create a hand-book and reproduce run-down sheets especially for [their] use . . . I approached all tv stations and asked them if they would help. More than 100 program directors . . . responded, some of them with very lengthy suggestions . . .

So, from America's 314,000 blind people and the hundreds of thousands who are working for and with them come sincere thanks to the program directors who took time out from a
This G-E Portable Camera chain converts to \textcolor{red}{COLOR} at less than half the cost of a new one!

\textbf{Buy for black & white today—}
\textbf{modify for color tomorrow!}

\textbf{Buy} this camera chain now for black and white programming—and adapt it quickly and easily when you're ready for color pick-up. Basically, all you do is add a color wheel to the camera and to the camera control monitor. Then, make the necessary changes in the circuitry. Once this is done, you've taken another smooth, easy step forward in the \textbf{Pyramid Plan} for color TV!

Immediate use on black and white TV pick-ups quickly demonstrates the versatility of all units. Remotes are a pleasure to handle with this lightweight equipment. And, in the studio, picture quality is greatly improved. Yes, anyway you look at it, a General Electric portable camera chain is best for your station.

Get detailed features from your local representative, or write: Section X2121-13, General Electric Co., Electronics Park, Syracuse, N. Y. In Canada, write: C.G.E. Electronics, 830 Lansdowne Ave., Toronto.

\emph{Progress Is Our Most Important Product}

\textbf{General Electric}
TV towers must be specifically engineered for height, weight loads, and to withstand high winds. Emsco "Towers of Strength" have the advanced design and superior structural features to meet these requirements.

Emsco tower designs have a unique beam leg section. This inherent geometric pattern affords a substantial saving in weight ... a relative increase in strength ... a reduction in foundation costs.

Emsco towers meet rigid RETMA or AISC standards. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs ... insures long structural life.

For guyed or self-supporting towers unequalled for safety ... structural rigidity ... and economy ... specify Emsco. Every Emsco tower design is unconditionally guaranteed.

Typical Emsco guyed TV tower. Houston, Texas

OPEN MIKE

busy schedule to give some very definite, detailed instructions—instructions which they must have known would create more work for them ...

We thought you'd like to know how we feel about tv. We feel GOOD about it.

George Ziener
Director of Public Education
American Foundation
for the Blind
New York

Was This 'Traipsing' Necessary?

EDITOR:
I was not "traipsing" around the halls of Congress; "trudging" is the word, and it's hell on the feet.

And if you ever tasted any Chautauqua lemonade, you wouldn't be so loose in your similes. The suburban circuit is much better.

Millard C. Faught
The Faught Co.
New York

[EDITOR'S NOTE: B-T, in a Dec. 6 column on subscription television, noted that "Zenith's Millard (Tex) Faught, who has been engaged in Chautauqua for just three years on Zenith Phonevision, trudged about Capitol Hill last week ..."]

NAB—New Style

EDITOR:
I can readily understand how broadcasters might be wary of any groups having to do with programming because of sad experiences in the past. The National Audience Board has been set up by a veteran in the radio field (1932) and contemplates representation by the industry as well as the public.

The Board's articles of incorporation state that the purposes for which it is formed are: "to express and reflect public opinion regarding the industry of television and radio broadcasting; to render aid to groups in communities and regions organized for a like purpose." Our California Committee has already initiated this policy.

I can think of no better recommendation for the Board than the one contained in the following remarks on a KNXT (TV) Los Angeles (CBS-owned) news program: "That's the background that makes the National Audience Board look so promising. Its plan for working cooperatively with the television industry is a breath of fresh air. Instead of a threat or a boycott it's an honest American approach."

Peter Goelet, Pres.
National Audience Board
New York, N. Y.

[EDITOR'S NOTE: In an editorial (B-T, Nov. 22) commenting on the formation of the new NAB, B-T described Mr. Goelet as "a free enterpriser, who abhors censorship or government interference in business," but expressed ourselves as "still from Missouri" because of "past experience with pressure groups and do-gooder projects."]

U. of Minn. Men Prefer Bands

EDITOR:
With the football bowl games approaching we would like to ask the telecasters, through your OPEN MIKE column, to please don't bore us with dull halftime interviews when you could be showing us the marching bands and majorettes. Ninety per cent of the fans will agree with us.

Our college library has your magazine and we appreciate it immensely.

Don Potts
U. of Minnesota
Duluth, Minn.
WKRC-TV
316,000 watts
on Channel 12
CINCINNATI, OHIO

MAXIMUM POWER
Soon
MAXIMUM POWER

WTVN-TV
100,000 watts
on Channel 6  COLUMBUS, OHIO

Don Chapin
Mgr. New York Office,
560 Fifth Avenue

Ken Church
National Sales Manager

REPRESENTED BY THE KATZ AGENCY
"KMOX, of course!"
It happens month after month, year after year after year. Every study shows that KMOX wins far-and-away the biggest audience in all St. Louis radio. The most recent Pulse, for example, shows that the KMOX average share of audience is now 50% greater than that of any other station!

And look how this stunning lead measures up in terms of quarter-hour wins. KMOX wins bigger audiences in 4 out of every 5 weekday periods. Bigger audiences in 3 out of every 5 weekday evening periods. Bigger audiences in more weekend periods than all other stations combined. In fact, throughout the entire week, KMOX wins more than twice as many quarter-hour firsts as all other St. Louis stations combined!

If you want to get your product into homes up and down the length and breadth of the rich Mid-Mississippi Valley market, tell your sales story on the station with the biggest audiences. Of course that's... **KMOX**

*"The Voice of St. Louis"

CBS Owned

Represented by CBS Radio Spot Sales
Pulse Reports* in Wichita Falls, Texas

More people watch

KWFT-TV
CHANNEL 6

more hours every day
than any other
TV station!

*CBS & DUMONT TELEVISION NETWORKS

<table>
<thead>
<tr>
<th></th>
<th>CHANNEL 6</th>
<th>STATION &quot;B&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUNDAY</td>
<td>38</td>
<td>4</td>
</tr>
<tr>
<td>MONDAY</td>
<td>36</td>
<td>4</td>
</tr>
<tr>
<td>TUESDAY</td>
<td>21.5</td>
<td>18.5</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>36</td>
<td>4</td>
</tr>
<tr>
<td>THURSDAY</td>
<td>24</td>
<td>16</td>
</tr>
<tr>
<td>FRIDAY</td>
<td>35</td>
<td>9</td>
</tr>
<tr>
<td>SATURDAY</td>
<td>42</td>
<td>15</td>
</tr>
<tr>
<td>LESS THOSE QUARTER HOURS WHEN OTHER STATION NOT ON AIR</td>
<td>232.5</td>
<td>70.5</td>
</tr>
<tr>
<td></td>
<td>22</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>210.5</td>
<td>62.5</td>
</tr>
</tbody>
</table>

DUQUESNE LIGHT Co., one of the oldest sponsors on KDKA Pittsburgh, is on hand as the Westinghouse station celebrates its 34th anniversary. Herbert Briggs Jr. (c), Duquesne manager of advertising and publicity, congratulates L. R. Rowlin (l), KDKA general manager, and John Stilli, the station's sales manager, who holds an old carbon microphone.

➤ KFUO St. Louis, The Gospel Voice, is celebrating its 30th year on the air.
➤ RAY LLOYD, WIP Philadelphia engineer, is celebrating 28 years with the station; GERRY MAHONEY and DEL DENGATE, WIP engineers, are observing their 16th anniversaries with the station.
➤ ROBERT H. SMITH, producer-director, WOOD-AM-TV Grand Rapids, Mich., is observing 25 years of service with the am outlet.
➤ PAUL W. MORENCY, general manager, WTIC Hartford, Conn., and vice president, Travelers Broadcasting Service Corp., is observing his 25th anniversary with the station.
➤ CBS RADIO'S Ma Perkins and VIRGINIA PAYNE, star of the show since it first went on the air in 1933, are celebrating their 21st broadcasting anniversary.
➤ WRGB (TV) Schenectady, N. Y., is marking 15 years of regularly-scheduled tv broadcasting.
➤ WALTER WINCHELL, newsman, is observing the beginning of his 23rd year in broadcasting.
➤ WSPB Sarasota, Fla., is beginning its 15th year of broadcasting.
➤ DICK HAYNES, disc m.c., KLAC Hollywood, has begun his ninth year on the station.

KOA Plans 30th Birthday

KOÁ DENVER plans to turn back the clock on its 30th anniversary. On Dec. 15 the station has scheduled an as-near-as-possible-duplication of the hour-long program that KOA signed on with in 1924, broadcasting it in the same 8-9 p.m. slot. Other anniversary plans are for all night broadcasts Dec. 12-15 featuring congratulatory long distance calls from other stations which will be both recorded and live. Telegrams also will be acknowledged on the air. On other days KOA has scheduled an "Agency and Client Cocktail Party" and a "Kid's Christmas Party" at Denver's City Arena.
KMTV continues to beat its own records as Omaha's most popular TV station. That you may already know. But did you know that KMTV is also the favorite television station in an area that includes 65 percent of all the people in Nebraska? It's true indeed. KMTV’s Class A signal covers both of Nebraska's two major population areas, Omaha and Lincoln.

And...an independent survey shows that KMTV has a 3-to-1 leadership ratio as the one most-watched television station within a 100-mile radius of Omaha.* This KMTV coverage area of nearly a million-and-a-half people provides you with a market more populous than the states of North Dakota, South Dakota and Wyoming combined...more populous even than such cities as Baltimore, Cleveland or Washington, D. C. There are more people in the KMTV coverage area than there are in the entire state of Nebraska.

KMTV is able to cover this wide and prosperous region so effectively because of an unbeatable combination: (1) KMTV's strategic location in the more heavily populated eastern section of the state, (2) KMTV's low channel 3 and maximum power, and (3) the flat Iowa-Nebraska terrain.

But, happily enough, area coverage is only half the story. Audience surveys report that people prefer to watch KMTV. In the latest Omaha area survey (ARB Survey—Oct. 14-21) viewers gave KMTV 10 of the top 10 weekly shows...and the area's favorite multi-weekly and locally-produced show. The most recent Pulse survey (Sept. 7-13) gave KMTV 11 of the top 15 shows.

To profit from this leadership, contact KMTV or your Petry man today.

*Survey name and statistics upon request.
IN HIS 35 years at Kraft Foods Co., John Henry Platt has built a reputation as one of the broadcast media's most forthright critics and solidified himself as a shrewd buyer of radio and tv time—all because of a childhood philosophy that "there must be a better way" to do things.

Kraft's success with judicious use of the twin broadcast media through the years has been largely the result of activities by a man who was literally born into the food business. Mr. Platt says frankly: "My business is to sell food."

Kraft has not been content to rest on its laurels. As evidenced the past fortnight, the company juggles around its radio-tv properties to obtain the most for its advertising dollar. Under Mr. Platt, vice president and director of advertising and public relations, Kraft has collected a number of "firsts" in radio and television dating back to 1933 when it started the Kraft Music Hall as network radio's first variety show.

Jack Platt has been a lifelong believer in brand name goods from the day he waited on customers in his father's retail store and rode the trucks with his father's salesmen. He was born in Chicago on June 29, 1897.

While at Robert Waller High School in Chicago, he launched his own business, the Elk Printing Co., complete with power presses, a stock of type fonts and other necessities. In school he became editor of the paper and chief printer and distinguished himself in oratory. Even then young Mr. Platt was showing a penchant for originating ideas, which he sharpened with study at Kent College of Law in 1917 and jobs in the automobile tire business. In 1918 he joined the wholesale division of Marshall Field & Co.

After service in the Navy during World War I, Jack Platt took a refresher course in Peterson's Business College in 1919 and landed a job with the young Kraft Cheese Co. as an assistant in the advertising department. He was appointed advertising manager in 1924.

Under his guidance Kraft was the first to place a national full-page ad for cheese. In the early '30s, John Platt sensed the value of radio as a major advertising medium, and the two-hour Kraft Music Hall was begun with Bing Crosby.

On May 7, 1947, when WNBC (TV) (now WRCA-TV) New York was claiming 8,000 set owners and a coverage range of some 50 miles, Mr. Platt booked the Kraft Television Theatre and it has been on ever since. Mr. Platt believed in television to the point of prophecy: He predicted 1.5 million sets along the eastern seaboard and a network jutting as far west as Chicago and St. Louis by the end of 1948.

He also felt strongly that tv commercials should be in good taste and adhere to the rules of showmanship. As a result, Kraft commercials were pace-setters for quality.

Mr. Platt's reputation as a critic in tv advertising is well-grounded. One May day in 1952 he addressed the Chicago Television Council on "evils" of the industry (viz., offensive programs, mugging tv newscasters, high costs, standards and ethics).

He warned that "we've had a reasonably long time to get our television house in order—several years, in fact, of trial and error." He closed with this gem: "... Being on television is like living in a glass house, with the whole world looking in the windows. And you know the old bromide—people who live in glass houses shouldn't take a bath in the daytime."

Mr. Platt was promoted to vice president and director of advertising and public relations in 1940 and has been a member of Kraft's executive committee for the past nine years.

Kraft has shifted radio and television properties with the dexterity of a juggler these many years. In the past fortnight, it dropped the Kraft Television Theatre from ABC-TV, picked up a series of short newscasts vacated by S. C. Johnson & Son on MBS, bought Tom Corbett, Space Cadet on NBC-TV and re-examined its shows in a realignment that kept network executives moving on the double.

While Mr. Platt feels strongly about broadcast media, he has been a good friend of printed media, which gets its share of Kraft's overall budget. Recently the Audit Bureau of Circulation appointed him board chairman (he joined ABC in 1935). He is a member of the Assn. of National Advertisers and Advertising Federation of America, and is a director of the Brand Names Foundation.

Jack Platt enjoys fishing, hunting and golf but his heart lies in table tennis (he has competed against former champion Coleman Clark), which he has played for over 30 years. His hobbies also include collecting rare and first editions of books, and woodworking.

Mr. Platt married the former Arlene Katherine Prochnow in June 1920. They have four children—Robert, John Jr., James and William—and live in Winnetka, Ill. Among other associations he belongs to the Off-the-Street Clubs, Evanston Hospital Assn., National Council of Churches (of which he became assistant treasurer Dec. 2), Sunset Ridge Country Club, Economic Club, Glenview Club and Lake Shore Club.

OUR RESPECTS

TO JOHN HENRY PLATT
It's Better when it's **BIG**!

The **BIG** station in Hawaii is

**KPOA**
Honolulu

KPOA leads in more quarter-hour periods of the broadcast day on all islands than any other Honolulu Station.

The **BIG** Station in Eastern Michigan is

**WTAC**
Flint

First in audience in the morning among all stations according to the latest Hooper.

Expect and get **BIG** sales results with the **BIG** Stations

**KPOA Honolulu**
5000 watts at 630
nationally represented by George P. Hollingbery Co.

**WTAC Flint**
1000 watts at 600
nationally represented by The Bolling Company, Inc.

**RADIO HAWAII, INC.**
North Carolina Leads The Nation In Textile Product Manufacturing

North Carolina is America's top textile state. In both the natural and man-made fibers, this state is without a peer. From its modern and highly diversified plants literally flow billions of dollars worth of goods each year. And that's only one reason why North Carolina rates more firsts in recognized market surveys than any other Southern state.

Selling this big, buying market is no mystery. More North Carolinians listen to WPTF than to any other station.
THE HALLLOWED American custom of going to meetings is costing the nation's broadcasters $3.5 million a year.

And that's a rock-bottom figure for what the owners of U. S. commercial radio and television stations spend each year to send their executives to National Association of Radio and Television Broadcasters (NARTB) national conventions and district meetings, to staff association gatherings and other industry get-togethers.

It ignores completely the meetings outside the broadcast industry which many station executives attend each year; for instance, the presence of many station engineers at IRE's annual meeting in New York. Also omitted from the total are the convention bills of the radio and television networks, which would give the amount a sharp upward hike.

This amazing figure of what convention attendance costs broadcasting stations comes from the stations themselves — from top station management — from the men who authorize the absence of executives from station duties to go to these industry meetings and who okay their expense accounts when they get back.

Inspired by a mounting flood of comments about the number of meetings station personnel are invited to attend, and an increasing quantity of queries whether "all these meetings are really necessary," Broadcasting last month went directly to the men who in the end determine industry policy and asked them what meetings they or their staffs attended during 1954 and what this cost amounted to in lost man-days and in out-of-pocket expenses.

A simple one-page questionnaire was sent to managers of all U. S. commercial television stations and to a representative sample of some 600 radio station managers. Usable replies were received from 236 radio stations and 152 television stations, including 115 joint radio-television operations.

Analysis of the replies indicates that, together, the nation's station operators shell out more than $2.2 million each year for hotel rooms, railway and plane fares, food, drink and entertainment and other convention expenses.

Even more startling is the industry figure of 59,048 man-days spent away from the station and at industry meetings during the year.

There is no average station executive salary figure obtainable from either the FCC or the NARTB, so Broadcasting arbitrarily selected the sum of $125 a week or $25 a day as an average, purposely taking a figure so low — some said "absurdly low" — that there could be no accusation of inflation.

The 59,048 man-days at $25 a day produces a total of $1,476,200 or nearly $1.5 million in executive time paid for by the stations but spent for the overall benefit of the broadcasting industry at meetings and conventions.

The $2.2 million plus $1.47 million is well over the $3.5 million tagged as the annual convention bill of U. S. broadcasters.

But that's only half the story and to stop there might lead to the hasty and quite wrong conclusion that the broadcasters would like to do away with meetings altogether. That's just not so. Station manager after station manager commented in returning his questionnaire that he felt attendance at these industry meetings had great value for himself and his staff.

What the station managers do feel, according to their answers to Broadcasting's questions, is that the time devoted to attending meetings might be more profitably spent if changes were made in the present organization of these meetings.

One major recommendation, by a better than two-to-one ratio, was to combine the NARTB district meetings and the state association meetings into joint sessions.

This would pose a problem, a number of station managers pointed out, because not all broadcasters are members of both NARTB and state associations. This seems like a hurdle not too difficult to clear, however, in view of the desire of most broadcasters for a merger. The continuance of both state and district meetings was overwhelmingly favored, but many of the affirmative votes were footnoted with such comments as "only if combined."

Several broadcasters suggested that both state and district meetings be retained, but that this be done only if the NARTB enlarge its districts to take in much more territory and many more stations than they presently do. A sizable minority also urged that the BMI and BAB clinics be combined with district or association meetings.

A second recommendation, even more strongly urged, is that the agendas of broadcaster meetings be divided into radio-only and television-only sessions. This action was favored by 80% of all station managers who filled out questionnaires and by a wide majority of each group. Even the operators of combined radio-television stations voted five-to-two in favor of holding separate radio-only and television-only sessions in preference to combined radio-television meetings.

By a narrower majority, the station managers expressed the sentiment that the meetings be broken up into specialized sessions on sales, programming, etc., rather than keep general, covering all phases of station operation. Qualifying their answers, many station managers proposed that each meeting include one or more general sessions on problems of overall station management interest.

Retention of the present annual NARTB conventions was favored by a four-to-one majority, although there were a number of individual comments that these conventions are "too large to accomplish anything," that they are "a waste of time," that "it's cheaper to get drunk at home" and others of that nature. A few broadcasters urged the abolition of national meetings altogether.

To a lesser degree, each other type of meeting — NARTB district, state association, BMI and BAB clinics — was a target for a barrage of caustic comment. The station attendance at each type of meeting in 1954 was appreciably larger than the number of station managers who felt such attendance essential. In every type, however, the majority of stations represented at the meeting this year...
TIME, MONEY & CONVENTIONS

THREE and a half million dollars is a lot of money. In today's market, it will buy a respectable television station or several respectable radio stations. Invested that way, $3.5 million is virtually certain to produce handsome returns.

The question which broadcasters must now seriously consider is whether the $3.5 million they are spending annually to attend meetings is a wise investment. Do they get $3.5 million worth of benefit as a result?

To judge by their answers to B+W's questionnaire, many of them feel they don't. The trouble, they think, is that there are too many meetings. It is the great number that runs up the bill.

We agree.

In general they think that most of the established meetings—the NARTB annual convention, the district meetings, state association meetings, BMI and BAB clinics—are worthwhile.

We agree. But they think that some of these meetings can be consolidated to save time and traveling expenses. Beyond that, they vote by a significant majority for separate meetings for radio and television, as a further means of cutting down on waste time.

The consolidation and streamlining of all meetings have been advocated repeatedly by this publication. We have applauded recent resolutions by district meetings urging a reduction in such assemblies. We are immodest enough to believe that our discovery of the true costs of meetings will precipitate widespread demand for reform.

As we say, $3.5 million is a lot of money. Broadcasters could spend less and get more if more realistic meeting schedules were worked out.

felt that such representation is essential for their station.

The station comments revealed a strong sentiment for "broadcasting meetings for broadcasters only," with film and transcription salesmen, labor representatives and others who deal with broadcasters kept on the outside.

Many broadcasters objected more or less strenuously to the number of meetings they are required, or at least, feel it advisable to attend. These are the ones who most vigorously urge a consolidation of meetings. State association meetings should be held annually instead of twice a year, some say. Divide the meetings into "small market" and "big market" sessions and so avoid a waste of time by both factions, say others.

More pre-planning of meetings, with the social aspects trimmed to the bone was frequently advocated. "Streamlined meetings, with fewer parties, less drinking and more business" is asked by one station executive.

"It is my considered opinion," wrote another broadcaster, "I am a state association president I have given it much thought, that it would be well for the NARTB district meetings, state association meetings, BMI clinics and for broadcasting meetings for broadcasters only. Without some kind of meeting of the subject matter could be so arranged that everything having to do with sales, for instance, would be on a particular day so that the sales staffs of the area stations could attend; everything on programming on another day so that the program staffs could attend those meetings, and possibly have management in attendance at the full meeting."

Larger districts, with a minimum of 50 to 75 tv stations in each, were urged by a tv station operator, and the same idea was also urged by radio station managers and those in charge of combined radio-tv operations. "We'd like to see the U.S. divided into eight or ten districts with NARTB meetings held therein, together with brief meetings of each, state included in that district," another manager wrote, as then the NARTB sessions could be more than the present 'pitch' but an actual business meeting with voting that would count in determining overall questions. This would certainly get a larger cross-section of opinion than is now possible at a national convention."

He suggested that in that way the business of the organization could be transacted on this regional basis, ballots from each meeting being held secret until all meetings have been canvassed. The national meetings, he said, could then be taken "as an exposition of new equipment and partying for those who want such things and those of us who have outlined that day could stay home."

Several broadcasters proposed that all meetings be eliminated and replaced with "our own facilities, closed circuits, transmissions or tapes," being used to distribute pertinent information among NARTB members. The people on NARTB's staff working to promote radio, would be able to report once a month intelligently to station managers, program directors and other radio personnel. The technical cost should not be great.

A number of operators of radio stations without tv properties asserted the belief that at present too much attention is focused on television, not enough on radio. They urged that not only the meetings but the NARTB itself be divided into two sections, one all radio, the other all tv, an "NARB and an NATVB," as one broadcaster put it. "Radio and tv have nothing in common. We are definitely competitors," another wrote. "Very little is done for radio. Tv gets the big play. If this keeps on our station will drop out of NARTB."

"I believe that a federated industry organization is the answer to our problem," still another declared, "but even under a federation some of the same problems would be encountered."

Despite the criticisms of many of the characteristics of industry meetings today, no station manager suggested the possibility that the industry get along without some kind of organization and some kind of meeting of its members.

"My station is isolated from the metropolitan centers so we are anxious to get with other broadcasters to talk shop," said one broadcaster, and many others echoed that sentiment.

"In the spring, when the NARTB convention is held in Washington, we plan to send more people than ever before," declared the manager of a radio and a tv station. "Possibly the main reason for this is the fact that our business with television is so much larger than when only radio existed, that in order to have depth in our organization we must have people better informed."

ADVERTISERS & AGENCIES

RADIO, TV NETWORK SALES SOAR IN YEAR-END BUYING

Record highs are in the making for network tv, while radio figures promise better times ahead. Spot, too, has an optimistic outlook.

A YEAR-END burst of new sales and renewals in both radio and television topped the broadcast business scene last week, as all networks reported increased outlays for spot.

This flurry, which reflected billings mounting into the millions of dollars on the network level alone, came at a time when annual gross billings in network tv headed to what will be a record all-time high—and when network radio was entering a period described by CBS Radio last week as one in which national advertisers were displaying a renewed faith in the medium.

While this sales outburst was recorded among the networks, prospects were held for a good year in both spot radio and spot tv. In a special statement to B+W, Kevin B. Sweeney, president of Broadcast Advertising Bureau, said:

"While it’s difficult to see much, if any, gain for national spot during the first quarter of 1955, there is no question that 1955 will be a good year for spot."

"BAB has more inquiries in the past six weeks from advertisers anxious to explore or re-explore radio than at any time in our history."

"We have pronounced interest from advertisers in the tobacco, automotive, household specialties fields for campaigns running into several million dollars in 1955, and this is only a small part of the interest we are certain is being manifested to other sellers of time."

T. F. Planagan, managing director, Station Representatives Assn., said there were early indications of a solid radio comeback with advertisers who formerly diverted funds into spot tv now returning to "re-use" of the aural medium. Total expenditures—of both radio and tv—of many spot advertisers, he said, are expanding.

Advertiser faith in radio's selling power was hailed by CBS Radio last week in announcing renewals representing more than $18 million gross billings.

The renewals are for 22 programs by 13 national advertisers and include continuation by Procter & Gamble of all of its daytime business on the network (seven Monday through Friday serials), according to John Karol, CBS Radio vice president in charge of network sales.

Mr. Karol said these renewals of network time, both day and evening, by major clients gives "emphatic proof of radio's continued strength. No medium is as valuable as a medium unless he gets an audience—gets circulation—and moves his product. That he gets these results with radio is clearly demonstrated by his decision to continue in the medium."

Procter & Gamble renewals: Rosemary and...
Perry Mason through Benton & Bowles; Road of Life, Guiding Light and Young Dr. Malone through Compton Adv.; Ma Perkins through Dancer-Fitzgerald-Sample and The Bow Co., and Brighter Day through Young & Rubicam.


Also announced last week by CBS Radio was renewal by Chevrolet Dealers of sponsorship of 12 five-minute newscasts with Allan Jackson and Robert Trout for another 26 weeks. Agency for Chevrolet is Campbell-Ewald Co., Detroit.

A few days after CBS Radio reported its list of renewals, ABC Radio reported that, going into the first quarter of 1955, it had sold more in commercial time that it had at this time last year.

Charles T. Ayres, vice president in charge of ABC Radio, said that in using an average week during the month of January for comparison, commercial hours next year will total about 31 hours, 15 minutes compared to 29 hours, 45 minutes for an average January week of 1954.

Mr. Ayres said: "The ABC Radio Network for the first 10 months of 1954 was fractionally ahead of the corresponding period for 1953 and, from all indications, this trend will be maintained into 1955."

New business reported in the past few weeks by ABC Radio included:

The Texas Co., 17 Saturday performances of the Metropolitan Opera, which began Dec. 4 (starting at 2 p.m. EST); Christian Science Publishing Society, Christian Science Monitor Views the News, which increases its stations from 28 to 350 starting Jan. 4 when the program moves from 2-3 p.m. to 2:35-3:30 p.m. the same day; Olson Rug Co., Monday portions of Breakfast Club, effective Jan. 10; Rockwood & Co., Wednesday and Friday portions of Breakfast Club, effective Jan. 12; American Federation of Labor, Edward P. Morgan, Mondays through Fridays, 10:10-15 p.m., effective Jan. 3; Bankers Life & Casualty Co. of Chicago, Paul Harvey News, Sundays, 10-10:30 p.m. EST, Unlimited Insurance Co., Sports Today with Bill Stern (alternating), Monday through Friday, 6:30-6:45 p.m. EST, effective Dec. 13; Mutual of Omaha, for Tuesday portions of Breakfast Club, effective Jan. 11; Studebaker-Packard for five-minute news campaign, Mondays, Wednesdays, Thursdays and Fridays, effective Jan. 10.

Among renewals reported by ABC Radio: Goodyear Tire & Rubber Co., Greatest Stories Ever Told, Sundays, 5:30-6 p.m., effective Jan. 2 for 52 weeks; Assemblies of God, Revival Time, Sundays, 10:30-11 p.m., effective Dec. 12 for 52 weeks; Anheuser-Busch Inc., Sports Today with Bill Stern, effective Dec. 14; Aero-Mayflower Transit Co., Aero-Mayflower News (12 five-minute newscasts weekly Tuesday through Friday), effective Jan. 4; Carnival Co., Wheel of Girl Marries, Mondays through Fridays, 10:45-11 a.m. EST, for five weeks effective Jan. 3.

Regional Sales

Regional sales (Pacific Coast Network): Tide Water Associated Oil Co., wasting regional basketball games on the Pacific Coast Network, Jan. 8 through Feb. 26; Eugene Stevens Inc., How to Save Money on Your Car; General Products Corp., Christmas Story Teller. Among other: ABC sales in the past month was a simulcast of the Sugar Bowl game (Navy vs. Mississippi) to three sponsors: C. A. Swan- son & Co. (frozen food products), Omaha, through Tatham-Laird, Chicago; Top Pop Products Co. (E-Z Pop popcorn), Detroit, through W. B. Doner & Co., Detroit, and American Chicle Co., New York, through Dancer-Fitzgerald-Sample for Dentyne and Beeman's chewing gum.

ABC-TV's new business during the period also includes a special Kukla, Fran & Ollie presentation (by the program's creator, Burr Tillstrom) of a fantasy tale, "Many Moons," which will telecast Christmas Day. Gordon Baking Co. (Silvercup bread), Detroit, is the sponsor on WBKB (TV) Chicago, WABC-TV New York and WXYZ-TV Detroit. Agency: D'Arcy Adv. Co., New York. Kukla, reports ABC-TV, now is available to 36 stations across-the-board. The program is sponsored weekly on the Chicago, New York and Detroit stations by Gordon Baking.

ABC Radio reported one-time shots by Stanley Home Products, Boys Time Choir (Sunday, Dec. 19, 5-3:30 p.m. EST) and National Business & Property Exchange, Parke Davis, Cortelyou (same day, 6:15-6:30 p.m. EST).

CIBA Pharmaceutical Products Inc. (various drug and medicinal products) is sponsoring Linenol, a documentary-type show, which was to have previously been presented by Gordon Baking, 9:30-10 p.m. EST on ABC-TV. Agency is Kiese- wetter, Baker, Hagedorn & Smith Inc., New York. Its latest new business list includes the What's Going On program now on the network, Sundays, 9:30-10 p.m. EST, under sponsorship of Revelton Products Corp. (Silken-Net hair spray, Lanolite lipstick). Agency for Silken-Net is Sullivan, Staufer, Colwell & Bayles, for Lanolite, William H. Weintraub & Co.

DuMont reported renewals in the past month to include (all on 52 week basis) Miles Labs Inc., Morgan Beauty and the News; Leneric, Chance of a Lifetime; Pharmaceuticals Inc., The Stranger; Sertan Co., Life Begins at Eighty; Walter H. Johnson Candy Co., Captain Video.

New business on DuMont includes Emerson Drug Co. for Chance of a Lifetime, Libby, McNeill & Libby and Swift Co. for All About Baby; Western Union for Down You Go; Admiral Corp. for Life is Worth Living (the latter for 13 weeks).

Adding to these, DuMont also sold Thanksgiving football to Plymouth Motor Corp. (division of Chrysler Corp.), and pro football games on Dec. 19 and 26 to Atlantic Refining Co., Carl Breslow Co. and Miller Brewing Co. and Buick Motor Div. of General Motors Corp.

New crop of sales and renewals on NBC-TV were announced Wednesday by Edward R. Hitz, vice president in charge of television network sales (Central Div.). Included were: International Shoe Co., through D'Arcy Adv., for Ding Dong School (10:10-11:30 a.m. EST) for five consecutive Tuesdays, beginning March 1; C. A. Swanson & Son (foods), through Tatham-Laird, to sponsor the fourth quarter of the Cotton Bowl telecast Jan. 1; Hallmark Cards Inc., through Foote, Cone & Belding, Hall of Fame (Sundays, 5:50 p.m. EST), beginning Jan. 3; Kraft Foods Co., through I. Walter Thompson Co., renewal of Kraft Television Theatre (Wednesdays, 9-10 p.m. EST) for 52 weeks, effective Jan. 3.

Kraft Foods Co. for its caramel products also will sponsor NBC-TV's Tom Corbett, Space Cadet (Saturdays, 11:30 a.m.-noon EST), starting Jan. 1.

An 80% sell-out level was reported by NBC- TV for its Home show, with more than $3.5 million in business signed for 1955. According to NBC-TV, for six weeks preceding Christmas, 187 of the show's 240 "commercial positions" were sold.

Fourth-quarter time and billings of Home will amount to $1.9 million with 1954 billings

DURING his visit to address the San Francisco Ad Club [8*1, Dec. 6], Sylvester L. (Pat) Weaver Jr., NBC president, witnessed the signing of a contract by Star-Kist Foods Inc. of Calif. for once-weekly participations on the NBC-TV Today, Home and Tonight programs and the NBC Radio Mary Margaret McBride program for 52 weeks beginning Jan. 5. To r: Walter G. Tolleson, account supervisor, NBC Western Div.; Robert O. Davis, partner, Rhodes & Davis Advertising, San Francisco, servicing Star-Kist Mr. Weaver, and Tom Scholfs, partner, Rhodes & Davis, Los Angeles.

His 25th year of religious broadcasting and his 14th consecutive year on the Voice of Prophecy program over MBS is signed for by Dr. H. M. S. Richards (2d I) and Thomas F. O'Neil (r), MBS president. Elmer Wolfe (seated, l), Voice of Prophecy executive, and Paul Wickham, vice president of Western Adv. Agency Inc., witness the signing.

December 13, 1954 • Page 33
ADVERTISERS & AGENCIES

oncé the more than $3.2 million NBC-TV reported. During the year, the network added, Home signed 38 advertisers and has a current client list that includes Aluminum Co. of America; Avco Mfg. Co.; Dow Chemical Co.; E. I. duPont; Glidden Co.; H. J. Heinz; Necchi Sewing Machine Co.; Northam Warren; Pepperell Mfg. Co.; and Sunbeam Corp. At the same time, Matthew J. Culligan, NBC national sales manager, announced more than $900,000 in participation in NBC-TV’s Today, Home and Tonight programs by Star-Kist Foods Inc. He said this was a record-high purchase for a single client on the “magazine” package. The Star-Kist contract begins Jan. 5 for a once-a-week participation on the three shows. The company also bought a Wednesday participation on the Mary Margaret McBride five-minute commentary on NBC Radio. The three-program package was handled by Walter G. Tolleson, NBC account supervisor for network sales (Western Division). Rhodes & Davis Advc. was the agency. Another newly-reported

FLORIDA Citrus Buys More Tv To Up Sales

THE FLORIDA Citrus Commission dipped into its reserves Wednesday to add an additional $200,000 worth of television time designed to help put some life in lagging fresh fruit demand.

Three one-minute spots per week will be purchased on the CBS Morning Show and one spot per week will be purchased on the NBC Today show, each for a 13-week period. The commission already is sponsoring Twenty Questions on ABC at a cost of some $75,000 for 44 weeks, and recently completed another turn on Today with Dave Garway.

In other advertising action, the commission appropriated $100,000 for advertising fresh citrus fruits in several European markets, and added $6,000 to the budget set up for promotion of citrus pulp cattle feed.

The commission has budgeted approximately $3.5 million for consumer advertising this season in all media.

October Radio, Ty Sales Top 1953 Retail Figures

ALTHOUGH retail sales of radio and tv sets in October declined from September because of a difference in length of reporting periods, sales were considerably above October 1953. Radio-TV-Electronics Mfrs. Assn. reported last week.

During October 799,164 tv sets were re-tailed, compared to 986,136 in September and 621,768 in October 1953. Ty sets for the first 10 months of the year were at the highest point on record, RETIMA said, totaling 5,444,227, compared with 4,989,125 for the 1953 period.

October radio sales, excluding auto sets, totaled 370,285, compared to September’s 763,589 and 385,229 in October 1953. A total of 4,602,989 radios was retired from January-October, compared with 4,911,415 during the 1953 period.

Chrysler’s Quinn Stresses Effective Use of All Media

BUSINESSMEN should shoot at two objectives to give the American economy the forward look in 1953—take a bigger bite out of the market and put more thought into selling, E. C. Quinn, president of Chrysler Div., Chrysl er Corp., told the Adcraft Club of Detroit last Friday.

He said that competition which aims only for a larger slice of the existing market means limited sales goals.

Reaching out for greater markets, Mr. Quinn asserted, requires wider, more effective use of all advertising media, and warns businessmen that taking on a new medium, in order to reach new groups of people, should not be at the expense of a medium that is already doing an effective job.

He said that when Chrysler Div. signed a national tv show the money was made available by increasing the entire budget, not by cutting back on other types of advertising.

“Thrust” in selling means making selling a creative service, Mr. Quinn declared. “It means making the people want the product, more than they did before we talked to them by giving them emotional reasons as well as logical justifications for buying right now.”

Advertising is the “first step in selling,” Mr. Quinn said.

Broadcasting • Telecasting

Page 34 • December 13, 1954

ARBN

(MONTEVERM REPORT—TV)

Program & Network

1. Love Lucy (CBS)
2. The Today Show (CBS)
3. The Tonight Show (NBC)
4. Jacky Gleason (CBS)
5. The Huddle (CBS)
6. Two for the Money (CBS)
7. This Is Your Life (NBC)
8. Talent Scouts (CBS)
9. Your Hit Parade (NABC)
10. The Green Hornet
Ratings

11. Your My Life’s (CBS)

12. The Toast of the Town (CBS)
13. Jacky Gleason (CBS)
14. I Love Lucy (CBS)
15. Your Hit Parade (NBC)
16. Disneyland (ABC)
17. Your Hit Parade (NABC)
18. The Big Show (NABC)
19. Private Secretary (CBS)
20. Talent Scouts (CBS)

PULSE

RADIO/PULSE*

TOPEVENING

Program Average Rating

My Little Margie (CBS) 5.9

J. Doil, Miss Brooks (CBS) 5.7

Bob Hope Special (CBS) 5.5

Edgar Bergen (CBS) 5.4

Groucho Marks (CBS) 5.3

Fib in Peace & War (CBS) 5.1

Lux Video Special (CBS) 5.0

Mr. Keane, Crime Photographer (CBS) 4.9

For Me & My Girl (CBS) 4.7

Barbie Craig, Dropahl (CBS) 4.7

Godfrey's Talent Scouts (CBS) 4.7

Meet Millie, Suspense (CBS) 4.7

TOP MONDAY-FRIDAY DAYTIME
Program Average Rating


Helen Hunt (CBS) 6.2
Our Gal Sunday (CBS) 6.1
Art Therapy (CBS) 6.0
Guiding Light (CBS) 6.0
Ma Barker (CBS) 6.0
Road of Life (CBS) 6.0
Aunt Jenny (CBS) 5.9
Perry Mason (CBS) 5.9
Wendy Wood (CBS) 5.9
Young Dr. Malone (CBS) 5.9

TOP SATURDAY & SUNDAY DAYTIME
Program Average Rating


City Hospital (CBS) 3.9
Stars-Moonlight, Sat. Theatre (CBS) 3.9
The Third Wave (CBS) 3.8
The Showoff (MBS) 3.8
Robert Q. Lewis (CBS) 3.8
Romance (CBS) 3.8

*Weighted programs average for 19 regular Pulse markets.
GOLDSMITH DEVICES NEW TECHNIQUE FOR RADIO-TV AUDIENCE MEASUREMENT

Noted inventor in the field of electronics will unveil "centercasting" process Thursday before the National Television Film Council in New York. System may enable large audience's reactions to be defined quickly, but possible similarity to CBS experiment which failed leaves some in doubt.

A NEW SYSTEM, which in wide use might revolutionize the field of audience measurement, has been developed by Dr. Alfred N. Goldsmith, noted inventor, who said last week it not only would measure rapidly but "could compile viewers' or listeners' reactions to a program in a matter of 30 to 60 seconds.

Additional break-downs showing such factors as the economic level of locations, personal income levels and residential locations of the audience could be provided in a relatively few additional seconds, it was reported.

As seen by Dr. Goldsmith, who is slated to describe the system publicly for the first time this week, the process, called "centercasting," would be useful in far more ways than just audience measurement. Advertisers, for instance, would find it useful in determining reaction to a new package or a new product; political and other organizations could use it to measure public opinion on major issues.

"We have heard much about 'the voice of the people,'" Dr. Goldsmith said. "Here we are attempting to find out what 'the voice of the people' says."

Holder of many basic patents in radio, motion picture and allied fields, including a patent for the tri-color television picture tube employed in RCA's compatible color system, Dr. Goldsmith described "centercasting" as "a very high-speed polling system" that can be worked either by wirelines or by radio.

Dr. Goldsmith anticipates the use of microwave radio. Tune-in would be measured automatically without the knowledge of the audience. To get audience reaction, a push button arrangement would be installed in the homes making up the sample and the viewer or listener would punch one of five to indicate his feelings. The five buttons would range from "emphatically yes" to "yes," "neutral," "no," and "emphatically no."

In a separate survey, by research standards, to measure the New York metropolitan area, Dr. Goldsmith said, the system could get all the answers in half a minute to a minute. The speed thus would make it possible not only to measure reaction to programs, but to different portions of the same program.

Dr. Goldsmith did not estimate the cost of a "centercasting" operation except to say it would be of about "the same order of magnitude" as a small television station. He envisioned it as being financed jointly by networks, stations, advertisers and other commercial organizations, business and professional groups, and those who would find applications of the service useful to them.

He said the prospects are being explored with major factors in the field but that he was not at liberty to identify them at this time. Nor did he go into details of the workings of the system, which he is scheduled to make public on Thursday at a luncheon meeting of the National Television Film Council in New York.

The NTFC announcement of the meeting described "centercasting" as "a device which automatically polls television audiences for stations, indicating what programs are being watched to . . . the duration of the listening period . . . and the reactions of those who are listening."

(While the announcement related it only to television stations, Dr. Goldsmith said it could be used in radio measurement as well, and, indeed, could be installed in homes having automatic radio receivers in order to get the views of these people on non-broadcast questions. He observed, incidentally, that he did not anticipate use of the system to forecast election results.

NTFC's report said "centercasting," if widely applied, would greatly help in solving the questions raised by the conflicting reports and surveys provided by many research agencies and poll-takers.

"It also poses the question of what would happen to this segment of the industry if, hereafter, all audience polls are rendered automatically, largely in television receiver and radio receiver on which the programs are received."

Survey Men Hesitant

First reaction of existing measurement services queried on the development was to wait for further details before commenting, although the apparent expense involved in "centercasting" was cited. It also was recalled that another system of instantaneous-type measurement was evolved several years ago but never put into general use, partly because of the expense factor. This was IAMS (for Instantaneous Audience Measurement System), developed by CBS on the principle of radar (BET, Nov. 24, 1947). As subsequently described and demonstrated to the Institute of Radio Engineers by Dr. Peter Senior, Goldmark, now president of the CBS Labs, and other engineers responsible for its development, IAMS worked as follows: (BET, Jan. 24, 1949):

At the New York transmitter an inaudible signal was mixed in with the program material being broadcast. This impulse went to transceivers installed in pre-selected homes. When the home receiver was in use, the transceiver would in turn transmit an impulse of its own. A later impulse indicated to what station the home set was tuned.

Impulses from all the transceivers were received and electronically counted at a central point (the CBS-built counter was capable of counting 250,000 units per second). The counted information was then coded and transmitted by phone line to CBS headquarters where it was translated into a value and recorded on a coder, using a paper tape. The record thus produced showed, in graph form, the percentage of sets in use and tuned to a particular station at a particular time.

IAMS also employed a subsidiary device, using push buttons, enabling the listener to vote "yes" or "no" at a given time.

C-P Buys 'The Millionaire' To Replace 'Strike It Rich'

COLGATE-PALMOLIVE Co.'s Wednesday night Strike It Rich program on CBS-TV, 9-9:30 p.m. EST, will be replaced by The Millionaire, a new tv film show acquired by the company last week. The series will make its debut on Jan. 19. Strike It Rich will continue for Colgate in its daytime radio-tv schedule.

Negotiations were handled for C-P through Ted Bates & Co., New York, with MCA, which represents Don Fedderson and John R. Jacobs Jr.; Tido Inc. Shooting on the film will begin immediately in Hollywood with Mr. Fedderson serving as producer. The two film companies will work on the series simultaneously. Advance scripts have been written by Mary McCall Jr., James Webb, Charles Hoffman, Bert Granet and Packard & Davis.

General format of the series will be to show the effect of receiving a million dollars on people from all walks of life. Two roles will be permanent. The other roles will change with each story.

Three to Sponsor Cub Games

THREE advertisers, two of them in the national field, have signed to sponsor radio broadcasts of all Chicago Cubs games on WIND Chicago for 1954, the station announced last week. Sinclair Refining Co., on whose radio program will sponsor the games of the Cubs (and other National League teams when the Cubs are not playing), while Coca-Cola and General Finance, Chicago, will divide sponsorship on the other days. Agencies are D'Arcy for Coca-Cola, Gordon Best for General Finance and Morey, Humm & Johnstone for Sinclair.

McDermott Named Ayer V.P.

THOMAS J. McDERMOTT, of the New York office of W. Ayer & Son, has been elected a vice president in connection with radio-television of the agency.

Mr. McDermott has been with the firm since 1933 and has handled radio-television work since that time, including accounting, contracts, timebuying, planning and liaison work with other

December 13, 1954 • Page 35
Tv-radio management consultant sees a moderate expansion in all segments of the economy for 1955. He says that advertising outlays should gross $8.7-$8.9 billion.

THE NATION'S overall advertising expenditures, which rose from about $7.8 billion in 1953 to $8.3 billion this year, will continue to increase throughout 1955, bringing the gross to between $8.7 and $8.9 billion for expenditures in all media, according to Richard P. Doherty Television - Radio Management Corp.

In The Economic Outlook for 1955, latest of an annual series issued by the Doherty organization, "a process of moderate overall expansion within practically all segments of the business economy" is forecasted for the year ahead. "The recession which began in 1953 flattened out early in 1954. There followed a ten-month period of stability and balance. All discernible evidence now points to the conclusion that a period of moderate expansion is already underway and will persist throughout 1955."

Pointing out that the $8.3 billion spent for advertising during 1954 "was only 2.3% of the gross national product" (of $356 billion) and that "a 1955 expenditure as high as $8.9 billion will be only 2.5% of the anticipated gross national product for next year," the Doherty report comments that if advertising were being placed at the pre-World War II basis of 3% to 3.3% of the gross national product, 1954's advertising bill would have been "some $10 to $11 billion in 1954."

New High in '55

Stressing the point that "advertising outlays are definitely not out of line with the total economy and established practices," the Doherty report states: "1955 will find advertising expenditures rising to a new high level in dollars spent with a combined advertising media."

The report's section on wages and labor notes that while average hourly earnings in manufacturing have risen in the past year from $1.78 to $1.84, fringe benefits in the same interval "added at least 3 cents per hour to the worker's true compensation," with the expectation that "fringe benefits will continue to mount by another 4-6 cents per hour" in the year ahead.

"Many radio and television operators have been kidding themselves about the industry's ability to hold wages fairly stable during 1954," the Doherty forecast declares. "Unionized station operators should honestly figure what they have given in fringes against what they did not give in weekly wages. There has been an increasing tendency of late for radio and tv management to boost established benefits or to add new "innocuous" benefits. Non-unionized stations increasingly feel the impact of these union accomplishments.

"Consider, for example, the signal gain of AFTRA in regard to its network negotiation for pensions. This provision, new to broadcast union contracts, will spread ripples throughout future negotiations. The payment (to a pension fund) of 5% of wages adds to labor costs at a slightly higher rate than a 5% rise in base hourly or weekly scales."

Tatham-Laird Combines All Media Into One Unit

TATHAM-LAIRD Inc., with estimated broadcast billings of about $9.5 million for this past year, will realign its organizational structure in 1955, combining radio, television and other branches under one media roof.

Adhering to the account grouping system, similar to that adopted by Leo Burnett and other agencies, Tatham-Laird has drawn an operational chart calling for an overall media director, an executive assistant, two media supervisors, and various radio-tv, print and other specialists.

George Bolas, present radio-tv director, will head the media department. George Stanton, media chief at Dancer-Fitzgerald-Sample, Chicago, will join the agency as his executive assistant. Paul Tatham, account manager, becomes media supervisor and Leroy Boyer, media supervisor at Leo Burnett Co., shifts over to T-L in a similar capacity.

Under the new system, effective Jan. 1, radio-tv, print and other specialists will be assigned to each account under a supervisor. Tatham-Laird handles products for Toni Co., Wander Co., General Mills and C. A. Swanson & Sons, among others.

Geyer Adv. Appoints New Executive Committee

A NEW executive committee has been formed by Geyer Adv. to broaden the distribution of management responsibilities within the agency, B. B. Geyer, president, announced last week.

Sam M. Ballard, executive vice president and general manager, will serve as chairman of the newly formed committee. Other members are: Mr. Geyer, Ralph C. Roberson, vice president and marketing director; Amedee J. Cole, vice president and creative director; Winslow H. Case, vice president, and John R. Kunz, treasurer.

"Agency policy, established by our existing operations committee, will be put into execution by this new committee," Mr. Geyer said.

The operations committee includes the members of the executive committee, and Donald G. Gill, vice president; Frank Kearney, vice president; Arthur A. Suring, vice president and art director; Harvey N. Volkmar, vice president, and John R. Geyer, assistant secretary and assistant general manager.

Word Heads BBDO Copy Dept.

ALAN M. WARD, vice president in charge of the Buffalo office of BBDO, has been named head of the copy department (space) in the New York office. Dale G. Casto, executive in charge of account services in the Buffalo office, will succeed Mr. Ward. Charles H. Brower, who has been acting copy chief, will continue to be executive vice president in charge of creative departments for the agency.

Auto SRO

INDICATIVE of current intense automobile advertising activity, and rising sales value of radio was an advertisement placed last month in Rocky Mountain News. Denver daily, by KOA there. While congratulating the automobile industry in general and Denver dealers in particular, the advertisement, signed by KOA manager Don Searle, regrettfully reported, "KOA is completely SELL OUT on automobile advertising availables this week. We wish we could accommodate those of you who have requested KOA advertising time."

MANCHEE ELECTED BY ARF DIRECTORS

BBDO's executive becomes chairman of tripartite board of directors with Wildroot's Maurer named vice chairman.

FRED B. MANCHEE, executive vice president and treasurer of BBDO, was elected chairman of the tripartite board of directors of the Advertising Research Foundation last Thursday following the election of directors at the fourth annual meeting of ARF subscribers in New York.

J. Ward Maurer, director of advertising, the Wildroot Co., was chosen vice chairman, and Edward P. Seymour, vice president, Crowell-Collier Pub. Co., was re-elected treasurer.

Edgar Kobak will continue to serve as president of the foundation. Marion Harper Jr., president of McCann-Erickson, who served as ARF board chairman the past year, will serve as a director by virtue of being the immediate past chairman. Edward J. Mckinney of the ARF staff was re-elected secretary.

Membership of the ARF board is tripartite, with representation of advertisers, advertising agencies and advertising media.

In addition to Mr. Maurer, the advertiser members of the board are: Ben R. Donaldson, Ford Motor Co.; William A. Hart, E. I. du Pont de Nemours & Co.; Frank W. Mansfield, Sybranis Electric Products; D. P. Smelser, Procter & Gamble, and Paul B. West of the Assn. of National Advertisers. This leaves one advertiser directorship to be filled later.


The media members of the board, in addition to Mr. Seymour, are Robert E. Kinter, ABC (for tv); Adrian Murphy, CBS Radio; Walter C. Kure, Chicago Tribune; Paul Montgomery, McGraw-Hill Publishing Co.; Vernon C. Myers, Look, and John C. Sterling, This Week.

The officers and directors will hold office for one year.

Page 36 • December 13, 1954
Kobak Describes ARF Work, Urges More Research Funds

GOOD ADVERTISING research is needed to help advertisers cut marketing costs and thus help sell more goods more economically, Edgar Kobak, president of the Advertising Research Foundation, told a joint meeting of the Akron Chapter of the American Marketing Assn. and the Akron Advertising Club last Tuesday.

"Good advertising research can rip off the blindfold and enable the advertiser to size up a situation more clearly and to deal with it more effectively," Mr. Kobak declared. "Smart advertisers can—and are—using good advertising research. ... They're not stumbling around in the dark. They're making good use of data being developed by the Advertising Research Foundation.

He dealt at length with the work being done by the ARF Committee on Motivation Research, which he described as being devoted to helping the advertising industry understand the "whys" of behavior and the "triggers" to action. He added that the committee now is in the second phase of its work, attempting to evaluate the techniques and methods used in motivation research as a prelude to trying to establish sound criteria in the advertising field.

Mr. Kobak urged companies which have become "successful through advertising" to set aside "a sizable sum each year" to improve advertising research. He suggested that they "plow back some of the profits and be prepared to make grants, through the ARF, for special projects which will increase the efficiency of advertising"

September Daytime Listening

Top Radio's 1953 Period

DAYTIME radio audience in both the morning and afternoon hours was larger in September 1954 than 1953, according to the latest Nielsen Newscast, distributed last week by the A. C. Nielsen Co. The Nielsen Radio Index shows 5,333,000 homes using radio during morning hours in September 1954 as compared to 5,169,000 last year, and 7,324,000 radio homes in the afternoon this year, as against 6,572,000 homes last year.

The Newscast reports that the northeastern area of the U. S., as of Oct. 1, still leads the country in tv saturation with 86% of the radio homes in these states owning sets, as compared with 70% in the east central states; 57% in the west central; 60% on the West Coast, and 43% in the South. National average was listed at 63.9%.

Ratings of daytime television serial programs were "virtually even" with other daytime programs, according to the Newscast, which noted that as of Oct. 1 the NTVI Report listed 15 daytime serials with an average 6.8 Nielsen-Rating while the same number of weekday non-serials averaged 6.3.

Gray, 4A Unit Head, Sees 12,000 Adv. Job Availabilitys

NEXT YEAR more job opportunities in the advertising field will be open to young people than at any previous time. This is the opinion expressed by E. A. Gray, vice president of Fletcher D. Richards (adv. agency) and chairman of the Committee of the New York Council of the American Assn. of Advertising Agencies. He is currently conducting examinations for young people interested in advertising careers. Last Saturday was the final day on which the examinations were given for this year.

Mr. Gray, in a statement prior to the examination, said that within the next 12 months nearly 12,000 new jobs, with 3,000 of them in agencies and 9,000 in company advertising departments, magazines, radio-television, newspapers and department stores. Of the total, Mr. Gray predicted that some 6,000 would be open to newcomers.

Mr. Gray said that because of the large demand for new personnel "the agency business is putting greater and greater emphasis on the exam program." He pointed out that all successful results, with the permission of the test takers, are sent to all major agencies and advertisers.

Lehn & Fink Top Prize Goes to WILK-TV's Albee

DOROTHY ALBEE, director of advertising and promotion of WILK-TV Wilkes-Barre, Pa., won first prize of $250 cash in the Lehn & Fink Advertising Corp.'s station promotion managers contest for her part in promoting and merchandising the products featured on Lehn & Fink's Ray Bolger Show on ABC-TV.

The three other winners of the contest were: second place, Robert Baldrica, WXYZ-TV Detroit. FIRST PRIZE money, a check for $250, is presented to Dorothy Albee, director of advertising and promotion, WILK-TV Wilkes-Barre, Pa., by Albert Plaut, advertising and promotion manager of Dorothy Greer Ltd., a division of Lehn & Fink. Mrs. Albee won top honors in Lehn & Fink's station promotion managers contest on behalf of promoting and merchandising the company's products.

George Addresses Ad Group

EDWIN B. GEORGE, economist for Dun & Bradstreet, will discuss "The General Business Outlook for Agencies in 1955" at a luncheon meeting of the League of Advertising Agencies on Dec. 14 at the Advertising Club of New York. Meeting is open to agency principals and executives and non-league members.

C&W COUNT SHOWS VIDEOTOWN'S RADIOS

Final report on summary issued last October is released by Cunningham & Walsh, which has conducted sample town survey for seven years.

HALF of the tv homes in "Videotown" have more than one radio set, but among tv-less homes the multiple radio set ownership total is only 34%.

This finding is shown in Cunningham & Walsh's seventh annual "Videotown" report [B & T, Oct. 11], published in final form last week. Main theme of this year's report, as indicated in the preliminary summary in October, is that television viewers this year, for the first time, have rearranged their schedules to accommodate more leisure activities—including more radio listening—without reducing the amount of time spent with tv.

A radio set census included in the 1954 study for the first time, showed "94% of all families had one or more radios, very near the national average." Television homes averaged two radios each; non-tv homes, 1.7. The report continues:

"In multiple-radio homes, which also had tv, radios were equally distributed, with 51% having a radio in the living room, 30% having one in a bedroom, 54% in the kitchen. In single radio homes, which also had tv, only 32% had a radio in the living room (along with the tv set); 18% had a radio in a bedroom, and 43% had a radio in the kitchen. In non-tv homes about 75% have a radio in the living room, and less than 25% have one in the kitchen. This change in placement of the radio set helps explain the increase in the number listening to radio in tv homes."

"One potential weakness is developing. The amount of time spent listening to radio, when they do listen, is showing a slight downward trend. The increased number of listeners is holding total hours up. In other words, the trend is for more people to listen to radio a shorter time."

The report also notes that "the size of the average tv family has been decreasing each year from 4 people in 1948 to 3.64 in 1954. At present, with saturation at almost 80%, the size of the tv family is approaching that of the average family in Videotown (3.40). Average family size of new owners is 3.42; for non-owners, 2.43. The non-owner family is very low in children, is often limited to 1 or 2 adults."

Radio ownership is reflected in the following table:

<table>
<thead>
<tr>
<th>No. of Radios</th>
<th>Tv Homes</th>
<th>Non-Tv Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>13.5</td>
<td>3.0</td>
</tr>
<tr>
<td>1</td>
<td>13.2</td>
<td>3.2</td>
</tr>
<tr>
<td>2</td>
<td>12.9</td>
<td>3.3</td>
</tr>
<tr>
<td>3 or more</td>
<td>12.6</td>
<td>3.4</td>
</tr>
</tbody>
</table>

CARRIERS

<table>
<thead>
<tr>
<th>Tv Homes</th>
<th>Non-Tv Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own a car</td>
<td>72%</td>
</tr>
<tr>
<td>% with radios</td>
<td>37%</td>
</tr>
</tbody>
</table>

Cunningham & Walsh has been surveying Videotown, revealed two years ago to be New Brunswick, N. J., a town of 39,800 located 30 miles from New York and within the good service range of New York's seven tv stations, each for the past seven as a means of appraising the size, characteristics and habits of the tv audience.

(A&A continues on page 35)

December 13, 1954 • Page 37
WHO SPONSORS television's syndicated film programs?

Butchers and bakers and breakfast food makers; brewers and soft drink bottlers and the purveyors of popcorn; banks and public utilities and insurance companies; dealers in automobiles and auto service and gasoline and motor oil; manufacturers and retailers of household appliances and just about every type of business concern there is, from skating rinks to funeral parlors, according to a survey just completed by BT.

Queried by the media director of a major advertising agency as to what kind of advertisers sponsor what kind of syndicated tv film shows, BT passed the question on to the tv broadcasters, sending them a list of 30-minute syndicated programs and asking them to check those broadcast on their stations the week of Nov. 1-7, noting the type of sponsorship and whether the sponsor is a local, regional or national advertiser. The limitation to half-hour programs (considered representative) was to keep the questionnaire to a reasonable length; even so, it ran eight pages.

The form was sent to all commercial tv stations in the U. S. and Canada. Replies were received from 303 tv broadcasters, approximately 75% of all commercial tv stations and a more than adequate base for projecting the results to the full list. Of the replies, 292 came from stations inside the continental boundaries of the United States; three from Hawaii; two from Alaska; one from Puerto Rico and five from Canada. Replies from stations outside the continental U. S. incidentally, showed no significant differences from those of U. S. tv broadcasters.

Major findings of the survey are that, during the first week of November 1954:

- The 303 stations reported broadcasting 221 different half-hour syndicated film programs during the week.
- The average tv station broadcast 11 such programs.
- The average half-hour film program was telecast by 5% of all commercial tv stations.
- Slightly more than three-fourths of these half-hour syndicated film programs were broadcast under sponsorship, with local and regional advertisers accounting for nearly two-thirds of the total number, national advertisers for a little more than a quarter and about 7.5% of the commercial telecasts made with participating sponsorship by a number of advertisers of all categories.
- Producers and distributors of foods and food products are the heaviest users of half-hour syndicated films, accounting for about one-fifth of the total number of commercial station telecasts. Brewers rank second, comprising approximately one-tenth of the total. Consumer services (banks, moving and storage, gas and electric and telephone companies, etc.) and automotive advertisers each make up about 5% of the total, with household equipment firms spon-soring nearly that per cent of the commercial telecasts of these half-hour syndicated film programs.
- Soap companies and cigarette manufacturers, two of the major types of sponsors of tv network programs, are virtually non-existent as sponsors of syndicated films, together accounting for only 1% of the total air time of these film shows.
- Adventure-mystery programs are by far the most numerous of half-hour film shows on tv, accounting for 38% of the air time used by all 30-minute films, more than twice the 17% devoted to the second-ranking dramatic shows. Westerns rank third with 12%; these three program types together getting more than twice the time devoted to all other types of half-hour syndicated film shows.
- Some types of advertisers and some types of filmed shows seem to go naturally together, such as breakfast foods with westerns, autos and gas and oil with sports, lumber yards with Walt's Workshop, offering instruction in home woodworking.
- Ty broadcasters seem to agree with advertisers in their selection of half-hour syndicated film programs. Of these shows that are broadcast by stations without sponsor-ship, adventure-mysteries are first by a wide margin, with dramatic programs second and comedies third.
- Liberace is the most-broadcast single half-hour syndicated film program, carried by 49% of commercial tv stations and accounting for more than 4% of the total time given to all these programs.

Of the 10 most-telecast half-hour film programs (see table), it is noteworthy that, aside from the unique and to some viewers the incomprehensible pianist, Liberace, the list contains four westerns, four adventure-mysteries and one dramatic series. It is also worthy of mention that Badge 714, second in point of distribution, comprises reruns of a top-ranking network series, Dragnet.

Looking at the types of companies sponsoring these leading syndicated film telecasts shows that Liberace's sponsors run the gamut from breweries to funeral homes, with at least one company from nearly every advertiser category. Sponsors of Badge 714 also represent a wide diversity of businesses, from jewelers to plumbers. For both of these programs, the sponsors are predominantly in the local retail class.

Most of the telecasts of I Led Three

Broadcasting • Telecasting

December 13, 1954 • Page 39
Homer Bell widower, lawyer, judge, and head of a rollicking household. Gene Lockhart makes Homer Bell real, believable, lovable!
Maude, Homer's housekeeper. Knows all the local gossip. She's quick with a wisecrack and argues with Homer like an opposing attorney.

This is Homer's niece Casey (Cassandra, for long). She's 15, quite a tomboy... but in the process of discovering she's very much a woman.

A new human interest comedy for syndicated TV!

His Honor, Homer Bell

Starring Gene Lockhart

A happy, heart-warming show with the broadest audience appeal ever offered for local sponsorship. Each of the 39 filmed episodes is a light-hearted portrayal of goings-on in a typical American household. It's refreshing entertainment the whole family will enjoy!

**NBC FILM DIVISION**

Serving All Sponsors...Serving All Stations

NBC Film Division—30 Rockefeller Plaza, New York 20, N. Y. * Merchandise Mart, Chicago, Illinois
Sunset & Vine Sts., Hollywood, Calif. * In Canada: RCA Victor, 225 Mutual St., Toronto; 1351 Bishop St., Montreal
### Per Cent of Program Type Sponsored by Each Class of Advertiser

<table>
<thead>
<tr>
<th>Class of Advertiser</th>
<th>Adventure-Mystery</th>
<th>Children's</th>
<th>Comedy</th>
<th>Documentary</th>
<th>Dramatic</th>
<th>Educational</th>
<th>Interview</th>
<th>Musical</th>
<th>News-Commentary</th>
<th>Quiz-Panel</th>
<th>Religious</th>
<th>Sports</th>
<th>Travel</th>
<th>Western</th>
<th>Women's</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>0.9</td>
<td>2.1</td>
<td>0.9</td>
<td>4.8</td>
<td>2.3</td>
<td>3.4</td>
<td>1.6</td>
<td>0.9</td>
<td>1.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automotive, Accessories &amp; Equipment</td>
<td>4.6</td>
<td>3.6</td>
<td>8.2</td>
<td>4.9</td>
<td>1.8</td>
<td>10.3</td>
<td>22.6</td>
<td>0.5</td>
<td>4.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
<td>18.3</td>
<td>8.0</td>
<td>6.2</td>
<td>9.1</td>
<td>4.1</td>
<td>13.8</td>
<td>12.4</td>
<td>4.3</td>
<td>10.8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Materials, Equipment &amp; Fixtures</td>
<td>1.2</td>
<td>1.4</td>
<td>4.1</td>
<td>2.2</td>
<td>61.9</td>
<td>2.0</td>
<td>3.2</td>
<td>0.2</td>
<td>1.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>0.9</td>
<td>3.6</td>
<td>2.8</td>
<td>1.0</td>
<td>0.2</td>
<td>0.4</td>
<td>21.6</td>
<td>50.0</td>
<td>3.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Services</td>
<td>4.1</td>
<td>3.6</td>
<td>3.8</td>
<td>4.0</td>
<td>4.2</td>
<td>11.9</td>
<td>25.0</td>
<td>16.8</td>
<td>13.8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Department Stores</td>
<td>0.9</td>
<td>1.1</td>
<td>2.1</td>
<td>1.2</td>
<td>4.3</td>
<td>3.5</td>
<td>0.4</td>
<td>1.0</td>
<td>1.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drugs &amp; Toiletries</td>
<td>3.0</td>
<td>2.2</td>
<td>4.9</td>
<td>10.5</td>
<td>0.9</td>
<td>0.2</td>
<td>3.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>18.7</td>
<td>60.7</td>
<td>30.3</td>
<td>5.1</td>
<td>13.2</td>
<td>9.5</td>
<td>25.0</td>
<td>22.3</td>
<td>1.7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>5.8</td>
<td>1.7</td>
<td>1.2</td>
<td>0.4</td>
<td>3.4</td>
<td>12.4</td>
<td>0.2</td>
<td>3.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>3.8</td>
<td>4.1</td>
<td>7.1</td>
<td>25.0</td>
<td>4.7</td>
<td>17.3</td>
<td>5.9</td>
<td>6.0</td>
<td>1.6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>3.1</td>
<td>2.9</td>
<td>1.8</td>
<td>5.3</td>
<td>0.4</td>
<td>0.2</td>
<td>2.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insurance</td>
<td>0.3</td>
<td>0.3</td>
<td>2.1</td>
<td>1.0</td>
<td>2.4</td>
<td>0.2</td>
<td>11.8</td>
<td>1.9</td>
<td>0.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jewelry &amp; Optical Goods</td>
<td>2.6</td>
<td>1.8</td>
<td>2.8</td>
<td>3.4</td>
<td>0.2</td>
<td>0.2</td>
<td>2.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspapers</td>
<td>0.4</td>
<td>0.6</td>
<td>0.2</td>
<td>0.2</td>
<td>0.4</td>
<td>0.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>1.7</td>
<td>1.1</td>
<td>1.7</td>
<td>5.8</td>
<td>0.2</td>
<td>0.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radios, Tv Sets, Phonographs &amp; Musical Instruments</td>
<td>1.1</td>
<td>1.8</td>
<td>2.1</td>
<td>1.7</td>
<td>1.7</td>
<td>2.4</td>
<td>0.2</td>
<td>1.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Real Estate</td>
<td>0.1</td>
<td>0.6</td>
<td>2.1</td>
<td>0.2</td>
<td>0.1</td>
<td>0.6</td>
<td>0.9</td>
<td>0.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>0.1</td>
<td>0.6</td>
<td>0.4</td>
<td>0.8</td>
<td>0.9</td>
<td>0.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>0.4</td>
<td>1.3</td>
<td>0.5</td>
<td>1.3</td>
<td>0.4</td>
<td>2.9</td>
<td>0.8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>0.3</td>
<td>0.3</td>
<td>1.3</td>
<td>0.3</td>
<td>0.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation, Hotels &amp; Resorts</td>
<td>0.1</td>
<td>0.3</td>
<td>0.4</td>
<td>0.4</td>
<td>0.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1.4</td>
<td>2.7</td>
<td>2.1</td>
<td>1.9</td>
<td>1.9</td>
<td>1.7</td>
<td>11.8</td>
<td>1.9</td>
<td>0.6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participating</td>
<td>4.0</td>
<td>5.5</td>
<td>2.1</td>
<td>6.6</td>
<td>3.9</td>
<td>20.8</td>
<td>1.7</td>
<td>5.8</td>
<td>4.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Sponsoring</td>
<td>77.8</td>
<td>67.9</td>
<td>78.2</td>
<td>77.3</td>
<td>67.6</td>
<td>90.5</td>
<td>75.0</td>
<td>88.5</td>
<td>82.8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sustaining</td>
<td>22.2</td>
<td>32.1</td>
<td>21.8</td>
<td>22.7</td>
<td>32.4</td>
<td>9.5</td>
<td>25.0</td>
<td>11.5</td>
<td>17.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Analysis of half-hour syndicated films**

Analysis of half-hour syndicated films according to the amount of air time given each type produces the following table:

- **Adventure-Mystery**: 38.0%
- **Children's**: 0.8%
- **Comedy**: 11.0%
- **Documentary**: 1.5%
- **Dramatic**: 17.0%
- **Educational**: 0.7%
- **Interview**: 0.1%
- **Musical**: 7.8%
- **News-Commentary**: 0.9%
- **Quiz-Panel**: 1.8%
- **Religious**: 0.5%
- **Sports**: 6.9%
- **Travel**: 0.2%
- **Western**: 12.4%
- **Women's**: 0.4%

Admittedly, that arbitrary classification of tv program types is not particularly suited to half-hour film shows. Most news programs, for example, are daily quarter-hours rather than weekly half-hour programs. The list seems, however, to achieve its purpose of showing how these half-hour syndicated programs fit into television's overall program structure.

A different way to analyze these program types is by their sponsorship by types of advertisers. This is attempted in the table above, which shows for each type of program the percentage of time utilized by each type of commercial sponsor and what part is unsponsored.

*Lives, City Detective and Favorite Story are sponsored by breweries, while bakers and dairies make up the main body of sponsors of the three western series, *Cisco Kid, Hopalong Cassidy* and *Range Rider*, in which audiences can be assumed to be comprised chiefly of the under-10 bread-and-milk set.

The two remaining programs of the top 10 syndicated half-hour films are utilized chiefly by national advertisers for spot tv campaigns. In each case, there are two national sponsors splitting the bill: Carter Products and Samsonite Luggage for Mr. District Attorney; Canada Dry Ginger Ale and TV Time Pop Corn for Annie Oakley.*

---

*Page 42 • December 13, 1954*
WICHITA and the MILLION in a BILLION-DOLLAR 42-COUNTY MARKET

LOVE THAT KAKE MAN!

COMPLETE LOCAL ACCEPTANCE!

38 LOCAL ADVERTISERS SOLD
18½ HOURS PER WEEK IN THE FIRST FOUR WEEKS OF OPERATION
KANSAS GREATEST POWER (316,000 WATTS)
KANSAS HIGHEST TOWER (1079 FEET)
KAKE-TV HAS ONLY ONE RATE CARD
SEE THE KAKE-MAN TODAY AT . . .

From the very first day (Oct. 19, 1954) the ARB TELEVISION REPORT shows that Wichita and the Million in the Billion-Dollar, 42-County Market "LOVE THAT KAKE MAN." Wichita's only VHF station with Complete Studio Facilities and Production Imagination that SELLS the Heart of the Kansas Market.

DON WALDRON
Regional Sales Manager

MARTIN UMANSKY
General Manager

BRYCE BENEDICT
Local Sales Manager

KAKE-TV
Channel 10
WICHITA—LARGEST CITY IN KANSAS
IT'S GOING UP FROM COAST TO COAST, SCREEN ACTORS REPORT

By Leo Kovner

FROM HOLLYWOOD, where on a clear day a trend can be spotted at quite a distance, comes an indication of TV film's growing importance to the acting industry.

The Screen Actors Guild, representing all film actors, has completed its first survey among members to determine how much work TV film provides them, as contrasted to theatrical pictures.

Results show conclusively both a major increase in TV film production and the growing part it plays in the income of the acting profession. They also show a notable increase in all motion picture production, both TV and theatrical.

Questionnaires covering the past 18 months were sent to SAG members last June, with actors requested to break down their days of employment into theatrical feature, TV entertainment film, TV film commercial and other (religious, educational, industrial) motion picture categories. The survey was confined to film work only, Guild spokesmen emphasize.

Although membership throughout the nation was queried, with most motion picture production concentrated in Southern California, the tabulated replies of the Hollywood SAG branch gain special significance.

In short, these show that a steady increase in TV film production now provides those Hollywood SAG members earning $7,500 annually—a group which comprises 70% of total Guild membership—with 46% of their professional employment, when a year ago only 38% of their working hours were spent in video film.

Of 3,910 Class A (senior) members, earning to $7,500 yearly, 1,192 returned the questionnaires. Of these, 156 members stated they had not worked in any picture during the 18-month period. However, the remaining 1,036 actors reported a total of 4,036 days spent in TV entertainment film production and 380 days employment on TV commercials during the first half of 1954, compared with 3,094 days of TV entertainment film and 226 days of TV commercial work during the identical 1953 period.

At the same time, theatrical film employment rose from 5,096 days during the first six months of 1953 to 5,570 days in the same 1954 period, while educational and other film employment fell from 437 days during July-December 1953 to 395 days in January-June 1954.

Over the 18-month period, these 1,036 Hollywood actors totaled 28,214 days of employment in all fields, averaging a little over 27 days of work per actor. However, 78 respondents actually worked only one day during that time.

With a smaller membership in New York, 331 replies, or 24%, were received by SAG headquarters from 1,376 questionnaires mailed to senior members. Of these, 56 reported no picture work during the 18 months. However, the remaining 275 actors worked 858 days in TV entertainment films and 464 days on TV commercials during the first six months of 1954 compared with 343 days of theatrical picture employment. Fig-

---

**THE DAYS ACTORS WORK IN FILM PRODUCTION**

Income to $7,500 annually (70% of Class A (Senior) membership)

### TELEVISION

<table>
<thead>
<tr>
<th>Days Worked During</th>
<th>1954</th>
<th>1953</th>
<th>1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-June</td>
<td>4,306</td>
<td>3,204</td>
<td>3,119</td>
</tr>
<tr>
<td>July</td>
<td>380</td>
<td>226</td>
<td>393</td>
</tr>
<tr>
<td>Total</td>
<td>4,686</td>
<td>3,320</td>
<td>3,512</td>
</tr>
</tbody>
</table>

### HOLLYWOOD

(3,910 Questionnaires Mailed—1,192 Replies—156 No Picture Work)

<table>
<thead>
<tr>
<th></th>
<th>TV Entertainment</th>
<th>TV Commercials</th>
<th>THEATRICAL FILM</th>
<th>OTHER (EDUCATIONAL, INDUSTRIAL, RELIGIOUS)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,306</td>
<td>380</td>
<td>3,094</td>
<td>3,119</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3,094</td>
<td>2,26</td>
<td>3,119</td>
<td>395</td>
<td>4,326</td>
</tr>
<tr>
<td></td>
<td>3,320</td>
<td>3,197</td>
<td>3,094</td>
<td>395</td>
<td>4,205</td>
</tr>
<tr>
<td></td>
<td>3,512</td>
<td>3,094</td>
<td>3,119</td>
<td>395</td>
<td>3,910</td>
</tr>
</tbody>
</table>

### NEW YORK

(1,376 Questionnaires Mailed—331 Replies—36 No Picture Work)

<table>
<thead>
<tr>
<th></th>
<th>TV Entertainment</th>
<th>TV Commercials</th>
<th>THEATRICAL FILM</th>
<th>OTHER</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>858</td>
<td>464</td>
<td>954</td>
<td>342</td>
<td>1,222</td>
</tr>
<tr>
<td></td>
<td>464</td>
<td>2,20</td>
<td>954</td>
<td>342</td>
<td>1,353</td>
</tr>
<tr>
<td></td>
<td>794</td>
<td>220</td>
<td>954</td>
<td>342</td>
<td>1,353</td>
</tr>
<tr>
<td></td>
<td>1,322</td>
<td>668</td>
<td>1,319</td>
<td>727</td>
<td>1,390</td>
</tr>
</tbody>
</table>

### OTHER CITIES

(599 Questionnaires Mailed—115 Replies—34 No Picture Work)

<table>
<thead>
<tr>
<th></th>
<th>TV Entertainment</th>
<th>TV Commercials</th>
<th>THEATRICAL FILM</th>
<th>OTHER</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>39</td>
<td>181</td>
<td>75</td>
<td>372</td>
<td>675</td>
</tr>
<tr>
<td></td>
<td>181</td>
<td>220</td>
<td>75</td>
<td>372</td>
<td>675</td>
</tr>
<tr>
<td></td>
<td>220</td>
<td>181</td>
<td>75</td>
<td>372</td>
<td>675</td>
</tr>
<tr>
<td></td>
<td>220</td>
<td>181</td>
<td>75</td>
<td>372</td>
<td>675</td>
</tr>
</tbody>
</table>

For SAG Members Earning $7,500-$15,000 Annually

### HOLLYWOOD

(133 Replies—22 No Picture Work)

<table>
<thead>
<tr>
<th></th>
<th>TV Entertainment</th>
<th>TV Commercials</th>
<th>THEATRICAL FILM</th>
<th>OTHER</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,144</td>
<td>97</td>
<td>1,222</td>
<td>2,391</td>
<td></td>
</tr>
<tr>
<td></td>
<td>97</td>
<td>225</td>
<td>1,222</td>
<td>2,391</td>
<td></td>
</tr>
<tr>
<td></td>
<td>225</td>
<td>1,144</td>
<td>1,222</td>
<td>2,391</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,222</td>
<td>97</td>
<td>1,222</td>
<td>2,391</td>
<td></td>
</tr>
</tbody>
</table>

(Other city returns not statistically important)

---

* Boston, Chicago, Cincinnati, Cleveland, Detroit, Pittsburgh, San Francisco
WBZ-TV wins top TV award presented by Radio-TV News Directors' Association in 1954!

... for the outstanding special event or news feature televised in 1954 ..."


The people of New England evidently share the feeling of the Awards Committee. 

Our news shows have long been among the most talked about television features in this area. WBZ-TV devotes 14% of its air time to news programming!

Local news attracts viewers... news about the home town, the neighboring town, the nearby state. That's why 27 correspondents cover Massachusetts, New Hampshire, Vermont, Maine and Rhode Island for WBZ-TV. That's why we run as many as 248 local news film clips in just one month... presented by well known New England newscasters such as Jack Chase (New England Today and News at Noon), Victor Best (Your Esso Reporter), Arch Macdonald (Shaumut Nightly 'newsteller') and John Day (11th Hour News).

The big news on YOUR channel is what this alert WBZ-TV programming can do for you with New England's biggest audience. In the Boston area alone, there are more than 1,000,000 sets. (Within our entire coverage area, 1,239,424 sets.)

Here are still a few availabilities on New England Today and News at Noon as well as on week-end programs. Call Herb Masse, WBZ-TV Sales Manager, at Lgonquin 4-5670, Boston, or Eldon Campbell, WBC National Sales Manager at Plaza 1-2700, New York.
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.

ZIV TELEVISION
While Guild minimums are identical in both tv and theatrical film, actors who can demand above-scale compensation in theatrical pictures will accept the Guild minimum, or, at any rate, a lesser sum than their feature film demands, in tv entertainment films, union spokesmen state.

Also, "radio thinking" has invaded the tv field and is responsible, in large part, for lower income levels among video actors, SAG feels. In radio, the Guild points out, minimum pay scales set by the American Federation of Tv & Radio Artists tend to become maximums. SAG hopes to establish "sliding scales" in future negotiations with tv film producers to counter this tendency. These proposed scales would set at least three categories of minimums for tv entertainment films with compensation for actors based on the number of lines spoken and the importance of the part.

While the Guild notes that actors in tv entertainment film earn comparatively less money than in theatrical motion pictures, they add that in the lucrative field of filmed tv commercials, most income is concentrated among managers and announcers, also SAG members.

At present, residual payments do not take up the slack between tv film earnings and higher compensation from theatrical feature employment, SAG states, although admitting the additional payment program has been in effect only 10 months. However, in forthcoming tv film negotiations with producers, the guild intends to press for re-run payments starting with the second re-run of the tv entertainment films, instead of with the third showing as the current contract provides, to augment income of the tv film actor. What figure will be asked for second-run residuals has not been disclosed by Screen Actors Guild executives.

ONE movie fan who made his hobby pay off is Chester Howard Glassley. Starting in 1936 with an 8mm camera and projector with which to record vacation trips, he progressed to winning first prize from Amateur Camera League, New York, in 1940. This marked the first time an 8mm movie ever received the prize. Much happened, however, before Chet Glassley joined Five Star Productions Inc., Hollywood, of which he has been president since May 1954.

Born in South Whitley, Ind., April 7, 1906, he moved to Dallas at the age of 4 and lived there until 1942. After graduating from the U. of Texas in 1928 with a business administration major, he worked for a bank, Ford Motor and an electrical utility company as part of a geo-physical crew exploring for oil in East Texas. He joined Stanley W. Foran, Dallas advertising agency, in 1936 as head of production and space buyer.

Film maker

Four years later he produced his prize-winning "The Will and the Way." After reviewing it, Mr. Glassley asked him to see the film. Shortly thereafter, on a vacation, he showed his film to the producer who arranged to have it screened before the Motion Picture Academy of Arts and Sciences.

In the audience was Arch Obler, who contacted Mr. Glassley for the film rights, intending to combine it with one of his radio scripts for a feature film. But, Pearl Harbor intervened. Early in 1942 Mr. Glassley joined the Navy.

When the war was over, U.S.S. Shangri-La, put him ashore in California in February 1946. Lt. Glassley gave himself a year to make good. After making the rounds he met Harry Wayne McMahan, then Five Star president and now vice president of McCann-Erickson. Mr. Glassley joined Five Star as a script writer and production assistant in February 1947.

Five Star numbers among its major accounts W. A. Sheaffer Pen Co., Maybelline Co., Pet Milk, Grand Prize beer, Del Monte foods, Tea Council, Standard Oil and Raleigh cigarettes. The firm has received many awards; latest: Sylvania Award for creative effort for commercials (Sheaffer Pen).
To a TV sales manager who's blowing his top

If failure to land sponsors makes you flip your lid, Studio Telescriptions will take your time off sustaining.

Nothing draws sponsors like the high ratings and low costs of programs built with Studio Telescriptions. With the Studio Telescription Library you can offer your clients the nation's top musical artists on film, in lavish production settings, in a variety of lively program formats . . . all without the usual high production and talent costs.

To help you make sales fast, Studio Films provides a complete sales and merchandising service with your library. Find out today how Studio Telescriptions can attract new sponsors to your station.
TV'S PUPPET SALESMEN

GLOBAL TELEFILMS' WINSOME PUPPETS FROM BAVARIA MAKE SELLING COMMERCIALS FOR U.S. ADVERTISERS

By Patricia Kiely

A NUMBER of agile, ingratiating little people, life-like and charged with personality and salesmanship, are making their way into national and regional film commercial spots on television. They convincingly stage a boy-meets-girl sequence after boy grooms his hair properly with Brylcreem, sing the praises of National shoes, extol the creamy richness of Jane Logan and Abbotts ice creams, recite in song the wonder of the Picope toothbrush, and spread appetizing richness of Ronzoni food products.

Their appeal is on America's telesets can be traced to an idea that was conceived some three and a half years ago. WOV New York, an outlet which places heavy emphasis on Italian-language programs, maintains studios in Rome as a source of transcribed broadcasts of interest to the large Italian-speaking population of New York. The craftsmanship and quality of puppets created by a German film company in Munich was noticed by WOV staffs in Rome. They passed the word along to Arnold Hartley, WOV vice president and program director, as a potential source for the production of tv film commercials, and Mr. Hartley in turn discussed the matter with the two other principals of WOV, Richard E. O'Dea, president, and Ralph N. Weil, general manager and executive vice president.

"At that time," Mr. Weil told B&T, "the puppet firm in Munich which had attracted Mr. Hartley's attention was shooting film for theatre showing only. The head of the company was about to retire and his film business was up for sale. We looked at some sample films and decided the quality of the puppet work plus the need for clever commercial material spelled a sound investment."

The WOV owners, all seasoned radio broadcasters, felt it essential to supplement their business interest in the property they were about to acquire with the know-how of someone experienced in the film business who would act as technical head of the new operation. The man who joined the WOV threesome in that capacity was William L. Snyder, an American importer of foreign films. Together, Messrs. O'Dea, Weil, Hartley and Snyder formed Global Telefilms Inc., with executive offices in New York and production headquarters in Munich.

Since the purchase of the foreign company, now making film commercials with a different twist for American consumption, Global has produced spots for six different advertisers "and we haven't had a complaint yet," Mr. Weil stated. Global has attracted these clients for three specific reasons: quality film with "painstaking attention paid to detail and agency suggestions, the puppet's versatility which enables it to be used alone or as a supplement for live-action or animation and reasonable price in the sight of soaring tv production costs.

Global shoots spots—all in 35mm—up to one-minute in length. "We recommend that advertisers order one-minute commercials," Mr. Weil commented, "because it's to their advantage. A client can always excerpt a portion of a one-minute spot for a 20-second break if that's necessary."

B&T's specific cost of Global's production, Mr. Weil explained that a one-minute spot of complete motion runs "in the neighborhood of $4,500." This price quotation includes three puppets created to agency story-board specification, their costumes, their motion, the set and lip synchronization. The cost of a 20-second spot is $2,500, "so you see it's to the financial advantage of the advertiser to have one-minute commercials made, too," Mr. Weil added. "They are less expensive in the long run and more satisfactory."

In regard to color, he estimated that on the basis of three experimental color spots filmed by the company, costs will run about 25% higher than in black-and-white.

The entire price structure of Global is "highly competitive," Mr. Weil pointed out. One-minute spots of domestic origin using the stop-motion technique with only one puppet can go to $10,000 and sometimes over that," he said.

As production director of Global and liaison for the firm between New York and Munich, it was Mr. Snyder who explained the intricate process of puppet-making in stop motion. Puppets fall into three distinct categories: the hand puppet, manipulated by hand motion from beneath the figure as illustrated by Burr Tillstrom's Kukla and Ollie, who have delighted tv audiences in their performances with Fran Allison; the string puppet, such as Howdy Doody, moved about his set from above by the use of strings, and the stop-motion puppet "who moves by magic, which in the film business is a synonym for hard work," Mr. Snyder says.

A stop-motion puppet is actually a three-dimensional doll, Mr. Snyder explained. In spite of the high costs and technical problems which stop-motion puppets present, as opposed to hand and string puppets which are easily constructed and not as costly, they are ideal for film commercial use "because their very existence depends on film." An audience can watch hand and string puppets on a stage— "live," so to speak—but the...
stop-motion puppet as he comes to life in a one-minute commercial framework is really a series of photographs. Every flick of an eyelash, twist of the wrist, nod of the head or step means a new picture or more.

The stop-motion puppet is a complex little character, born of mathematics as well as artistry. Mr. Snyder, explaining the puppet’s lithe movements, stated the filmmaker brings an inanimate object to life by multiplying 90 by 16, in the following way:

"In 35mm film, there are 16 frames to a foot. Ninety feet of film go into a one-minute commercial. When you multiply 90 by 16 you arrive at 1,440—the minimum number of separate set-ups or single clicks of a camera required for a one-minute spot. And that takes into consideration only one puppet. In the same scene, maybe another little guy off in left field is throwing a ball or jumping rope with a friend. It’s the coordination of all movement that’s the big thing." Mr. Snyder believes that Global’s production personnel does a remarkable job in this respect.

In Munich a staff of 10 artists and puppet-masters sees to it that the puppets they create in stop-motion all but live and breathe. When asked if the same method is used in giving mobility to the face of each puppet as is employed in body motion, Mr. Snyder said frankly he was not in a position to say. "On this point I have been committed to secrecy. The facial movement of our puppets, particularly with regard to lip sync action, is top secret. Not even all 10 of the people working for us in Munich know how this is done."

Typical of the way in which films are produced by Global is the assignment handled by the film firm for National Shoes, a retail shoe store chain with 110 shops throughout New York, New Jersey, Connecticut and Massachusetts. When National entered TV about five years ago it made the move as a veteran radio advertiser which had increased sales volume year after year with a catchy radio jingle appealing to the listener’s desire to be well dressed. National’s decision to use television was prompted by its past success with radio and a plan to add visual impact to its already-established aural trademark, according to Milton Gut-
If you've ever tried to find appropriate, cleared TV music in a hurry, you know what a headache it is—it's like finding a needle in a haystack. It's darn expensive and time consuming too.

APS has the only real TV Production Music Transcription Library—every selection (a total of 321 of them), carefully coded and indexed in a specially designed catalog—"the works" priced at only $19.80 a month on a minimum one year contract.

Audition samples and a copy of the APS TV Production Music Library catalog are yours in a hurry. Phone, wire or write today.

If you use TV film you need BONDED TV film service!

Saves You Money, Worry and Mistakes!

COMPLETE TV FILM SERVICE FOR PROGRAMS OR COMMERCIALS

Shipping • Splicing • Routing, Scheduling, Print Control Records • Examination, Repair, Cleaning, Report on Print Condition • Storage Supplies, Equipment

FASTER, SAFER, LESS COSTLY... Because it's More Efficient!

BonDed
TV Film Service
LOS ANGELES • NEW YORK
904 N. La Cienega 630 Ninth Ave.
81 7-7825 61-1030

Page 52 • December 13, 1954

If you’ve ever tried to find appropriate, cleared TV music in a hurry, you know what a headache it is—it’s like finding a needle in a haystack. It’s darn expensive and time consuming too.

APS has the only real TV Production Music Transcription Library—every selection (a total of 321 of them), carefully coded and indexed in a specially designed catalog—“the works” priced at only $19.80 a month on a minimum one year contract.

Audition samples and a copy of the APS TV Production Music Library catalog are yours in a hurry. Phone, wire or write today.

If you use TV film you need BONDED TV film service!

Saves You Money, Worry and Mistakes!

COMPLETE TV FILM SERVICE FOR PROGRAMS OR COMMERCIALS

Shipping • Splicing • Routing, Scheduling, Print Control Records • Examination, Repair, Cleaning, Report on Print Condition • Storage Supplies, Equipment

BonDed
TV Film Service
LOS ANGELES • NEW YORK
904 N. La Cienega 630 Ninth Ave.
81 7-7825 61-1030

Page 52 • December 13, 1954

If you’ve ever tried to find appropriate, cleared TV music in a hurry, you know what a headache it is—it’s like finding a needle in a haystack. It’s darn expensive and time consuming too.

APS has the only real TV Production Music Transcription Library—every selection (a total of 321 of them), carefully coded and indexed in a specially designed catalog—“the works” priced at only $19.80 a month on a minimum one year contract.

Audition samples and a copy of the APS TV Production Music Library catalog are yours in a hurry. Phone, wire or write today.

If you use TV film you need BONDED TV film service!

Saves You Money, Worry and Mistakes!

COMPLETE TV FILM SERVICE FOR PROGRAMS OR COMMERCIALS

Shipping • Splicing • Routing, Scheduling, Print Control Records • Examination, Repair, Cleaning, Report on Print Condition • Storage Supplies, Equipment

BonDed
TV Film Service
LOS ANGELES • NEW YORK
904 N. La Cienega 630 Ninth Ave.
81 7-7825 61-1030

Page 52 • December 13, 1954

If you’ve ever tried to find appropriate, cleared TV music in a hurry, you know what a headache it is—it’s like finding a needle in a haystack. It’s darn expensive and time consuming too.

APS has the only real TV Production Music Transcription Library—every selection (a total of 321 of them), carefully coded and indexed in a specially designed catalog—“the works” priced at only $19.80 a month on a minimum one year contract.

Audition samples and a copy of the APS TV Production Music Library catalog are yours in a hurry. Phone, wire or write today.

If you use TV film you need BONDED TV film service!

Saves You Money, Worry and Mistakes!

COMPLETE TV FILM SERVICE FOR PROGRAMS OR COMMERCIALS

Shipping • Splicing • Routing, Scheduling, Print Control Records • Examination, Repair, Cleaning, Report on Print Condition • Storage Supplies, Equipment

BonDed
TV Film Service
LOS ANGELES • NEW YORK
904 N. La Cienega 630 Ninth Ave.
81 7-7825 61-1030

Page 52 • December 13, 1954

If you’ve ever tried to find appropriate, cleared TV music in a hurry, you know what a headache it is—it’s like finding a needle in a haystack. It’s darn expensive and time consuming too.

APS has the only real TV Production Music Transcription Library—every selection (a total of 321 of them), carefully coded and indexed in a specially designed catalog—“the works” priced at only $19.80 a month on a minimum one year contract.

Audition samples and a copy of the APS TV Production Music Library catalog are yours in a hurry. Phone, wire or write today.

If you use TV film you need BONDED TV film service!

Saves You Money, Worry and Mistakes!

COMPLETE TV FILM SERVICE FOR PROGRAMS OR COMMERCIALS

Shipping • Splicing • Routing, Scheduling, Print Control Records • Examination, Repair, Cleaning, Report on Print Condition • Storage Supplies, Equipment

BonDed
TV Film Service
LOS ANGELES • NEW YORK
904 N. La Cienega 630 Ninth Ave.
81 7-7825 61-1030

Page 52 • December 13, 1954

If you’ve ever tried to find appropriate, cleared TV music in a hurry, you know what a headache it is—it’s like finding a needle in a haystack. It’s darn expensive and time consuming too.

APS has the only real TV Production Music Transcription Library—every selection (a total of 321 of them), carefully coded and indexed in a specially designed catalog—“the works” priced at only $19.80 a month on a minimum one year contract.

Audition samples and a copy of the APS TV Production Music Library catalog are yours in a hurry. Phone, wire or write today.

If you use TV film you need BONDED TV film service!

Saves You Money, Worry and Mistakes!

COMPLETE TV FILM SERVICE FOR PROGRAMS OR COMMERCIALS

Shipping • Splicing • Routing, Scheduling, Print Control Records • Examination, Repair, Cleaning, Report on Print Condition • Storage Supplies, Equipment

BonDed
TV Film Service
LOS ANGELES • NEW YORK
904 N. La Cienega 630 Ninth Ave.
81 7-7825 61-1030

Page 52 • December 13, 1954

If you’ve ever tried to find appropriate, cleared TV music in a hurry, you know what a headache it is—it’s like finding a needle in a haystack. It’s darn expensive and time consuming too.

APS has the only real TV Production Music Transcription Library—every selection (a total of 321 of them), carefully coded and indexed in a specially designed catalog—“the works” priced at only $19.80 a month on a minimum one year contract.

Audition samples and a copy of the APS TV Production Music Library catalog are yours in a hurry. Phone, wire or write today.

If you use TV film you need BONDED TV film service!

Saves You Money, Worry and Mistakes!

COMPLETE TV FILM SERVICE FOR PROGRAMS OR COMMERCIALS

Shipping • Splicing • Routing, Scheduling, Print Control Records • Examination, Repair, Cleaning, Report on Print Condition • Storage Supplies, Equipment

BonDed
TV Film Service
LOS ANGELES • NEW YORK
904 N. La Cienega 630 Ninth Ave.
81 7-7825 61-1030

Page 52 • December 13, 1954

If you’ve ever tried to find appropriate, cleared TV music in a hurry, you know what a headache it is—it’s like finding a needle in a haystack. It’s darn expensive and time consuming too.

APS has the only real TV Production Music Transcription Library—every selection (a total of 321 of them), carefully coded and indexed in a specially designed catalog—“the works” priced at only $19.80 a month on a minimum one year contract.

Audition samples and a copy of the APS TV Production Music Library catalog are yours in a hurry. Phone, wire or write today.
ordered from Global by Cecil & Presbrey about a year ago. In this instance, production varied in that the puppet film was made not from a story board but from an actual animated commercial which Pycope had been using and which had stimulated "a sharp increase in sales" for the product from the time it went on the air, according to Arch Foster, who at that time handled the account for C & P. The commercial was used in a hitch-hike position on a number of network shows being sponsored by Amm-i-dent which included Blind Date, Name That Tune and Danger. The decision to have the puppet film made was based on what the agency considered a necessity "to freshen up" the animated film.

In one respect, Mr. Foster pointed out, the decision was in error. Techniques used in animation and puppet commercials are so very different that "you can only do puppets justice by starting from scratch," he said. "Had we used a story board as a point of departure, rather than a film, the puppets would have had more freedom."

Brylcreem, another Global client, has been in tv about three years on a national spot basis. John P. Atherton of Atherton & Currier, New York, which handles the Brylcreem account, told BT that "Brylcreem used a number of tv techniques before it went into puppet films as a somewhat different way of getting our jingle and sales message across." The puppet film for Brylcreem currently is being used in five markets. It is a 12-second spot supplemented by live action. Its strongest appeal, Mr. Atherton stated, lies in the fact that "it lends considerable believability to the live portion of the spot and to the copy as well."

Currently in the works at Global are three spots for Robert Hall Clothes Inc., retail clothing chain. "We are working on production details now with Frank B. Sawdon [the New York Agency for Robert Hall]. In a week or so, they will be completed. At the moment we know only that the films will be in black-and-white," Mr. Weil said. "And," he added, "when they are completed they will be put on the air in a national spot campaign."
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 Telojector...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 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector 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.

Telop III...interior view of automatic slide holder which accommodates 4" x 5" opaque slides...One lens...no registration problem...no keystoning.

GRAY RESEARCH
AND DEVELOPMENT CO., Inc., Billiard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.
M-G-M Buys Dec. Schedule On Blair Saturation Group

CONTRACT, covering a schedule for the month of December, with the National Saturation Group, radio stations represented by John Blair & Co., New York, was signed last week by M-G-M. The contract was negotiated by Evelyn Jones, Donahue & Co., and Bill Tilienus of Blair.

The Blair saturation plan offers the advertiser 24 participations weekly on each of the stations it represents. M-G-M plans to use the schedule to promote its new musical, "Deep in My Heart."

NEW BUSINESS

Anheuser-Busch Inc., St. Louis, through D'Arcy Adv., same city, has signed for co-sponsorship of Sports Today With Bill Stern, ABC Radio (Mon.-Fri., 6:30-6:45 p.m. EST), on alternate day basis, starting today (Mon.). Other sponsor is Allstate Insurance Co., Chicago [AT DEADLINE, Dec. 6].


R. J. Reynolds Tobacco Co. (Winston cigarettes), Winston-Salem, N. C., signs for new film series, The Fish Committee Show (Sun., 10:30-11 p.m. EST) on NBC-TV effective Jan. 2, re-

Q-Tip Sales Corp., Long Island City, N. Y., will sponsor Mary Margaret McBride (Mon.-Tues., 10-10:45 a.m. EST) on NBC Radio, effective Jan. 31 [B*F, Nov. 29]. Agency: Lawrence C. Gumbinner Adv., N. Y.

FOUR extras for extra sales

Car Cards

with sponsor credit appear throughout the year and cover the entire city.

24-Sheet Billboards

blanket the complete Philadelphia market area, promoting WIBG programs.

These extra promotion bonuses are a special service which WIBG gives to all its sponsors. Our main objective is to sell YOUR MESSAGE to the public as we are doing for such national advertisers as Crestomettes, Guild Wines, Halo Shampoo, Robert Hall Clothes, Salada Tea, Sleep-Eze, Old Spice and Waltham Watches.

Window Displays: of sponsors' products face directly on midtown Walnut Street - the only such display here, busy thoroughfare.

Direct Mail goes regularly to selected dealer lists. Hard-hitting brochures promote sponsor's campaign and urge store cooperation.

Represented by Radio Representatives, independent.

December 15, 1954 • Page 55
The document contains a schedule of television programs for different networks on various days and times. The schedule is organized in a grid format with columns for the day of the week, the network (ABC, CBS, NBC, DuMont), and the time of day (e.g., 6:00 PM, 7:00 PM). Each column lists programs and special features for that day and time slot. The schedule includes a variety of shows such as news programs, comedies, and special events. The text is in a tabular format with entries for each program and its duration.
J. B. Conley, Station Manager, KEX, Portland. "Renewals are the best in history...we've added over 100 new advertisers...local schedules up plenty over last year! Business is good at KEX!"

Philip G. Lasky, Station Manager, KPIX, San Francisco. "420 advertisers on KPIX so far this year! To date 1954 is 28% greater than the like period for 1953. Need we say more?"

L. R. Rawlins, Station Manager, KDKA, Pittsburgh. "Our advertisers are spending much more money than they ever have before. KDKA is right in the middle of Pittsburgh's building boom. Local sales are up 57%. Ratings are up, so is listening. It's been a great year at KDKA, America's first station."

W. C. Swartley, Station Manager, WBZ-TV, Boston. "Vigorous is the word for WBZ-TV business. 1954 sales are up 34% over 1953. It's a banner year in Boston!"

Frank Tooke, Station Manager, KYW, Philadelphia. "Business couldn't be better unless we put more hours in the broadcast day. Our problem is not selling time, but finding availabilities. 1954 will be our all-time top!"

Carl W. Vandergrift, Station Manager, WOWO, Fort Wayne. "WOWO's sales are the highest in the history of the station. Advertisers know that out here people listen to WOWO...and are motivated by what they hear."
how's your business?

ROLLAND V. TOOKE, Station Manager, WPTZ, Philadelphia. "Business at WPTZ is just fine ... and getting even better! Every month of this year we've set an all-time sales record! To date our gross sales are more than 21% ahead of 1953. Yes, business is just fine!"

PAUL E. MILLS, Station Manager, WBZ-WBZA, Boston. "The last quarter of '54 is the biggest local quarter in our 33-year history—62% above 1953. So far this year, we have added 105 new accounts. Business is booming in Boston."

In one of the most competitive years in the broadcasting industry, these sales gains mean just one thing: WBC stations are doing a whale of a job for advertisers. How's your business, by the way? Could you be doing more in any or all of these markets? Remember, WBC stations are the biggest, most tuned-to stations in their areas. Buy one or all ... either way, the hottest outfit in the business is working for you. For information and availabilities, call your nearest WBC station or Eldon Campbell, National Sales Manager, at PLaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.
WBZ-WBZA - WBZ-TV, Boston; KYW - WPTZ, Philadelphia; KDKA, Pittsburgh; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco
KPIX represented by The Katz Agency, Inc.; WBC National Representatives: Free & Peters, Inc.

Clare R. Wolf, assistant manager-reseller, Minneapolis-St. Paul sales div., Standard Oil Co. (Ind.), Chicago, appointed assistant advertising manager of company, succeeding Robert K. Byars, resigned.


Marvin Shore, former advertising manager, Associated Grocers of Central Pennsylvania, York, Pa., to copy dept., Feigebaus & Wermen, Phila.; Edward Bates and McKee Albright, to art dept. of agency.

Norman S. Brett, sales promotion manager, DuMont TV, to Moselle & Eisen Adv. Agency, N. Y.

Lonnie Huddins, oil editor, Denver Post, to Mathews Roberts & Co., new advertising firm, same city, with offices at 201 Kittredge Bldg.

Vaughn Shedd, vice president, Moeller & Shedd Adv., L. A., forms own agency with offices at 139 S. Beverly Dr., Beverly Hills, Calif.; telephone: Crestview 1-3342.


Joseph B. Bell, treasurer, Ruthrauff & Ryan, N. Y., resigns effective Dec. 31.


Flint . . . geared for sales

Flint factories are set for their biggest year ever. The new Buicks and Chevrolets are in full production here in Flint, and that means more work than ever for our 73,673 General Motors employees (38% more than just two years ago). More work means more spending in this largest GM plant city in the world . . . and even now retail sales are 62% above the national average.* You can get your share of this big industrial dollar in '55 by calling the Katz Agency now. They can give you the full story on how WFDF makes your budget buy more and sell more in Flint.

*1954 Consumer Markets

Our 32nd year of service to Flint

WFDF
FLINT-MICHIGAN

nbc affiliate

REPRESENTED BY THE KATZ AGENCY
Associated with: WFBA, AM & TV Indianapolis—WBOA Evansville—WOOD, AM & TV Grand Rapids

Page 60 • December 13, 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!
These reduced rates good only through December 31, 1954

Please send 52 issues of Broadcasting • Telecasting as my gift to:

<table>
<thead>
<tr>
<th>Name</th>
<th>Firm</th>
<th>Street</th>
<th>City</th>
<th>Zone</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Firm</th>
<th>Street</th>
<th>City</th>
<th>Zone</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Firm</th>
<th>Street</th>
<th>City</th>
<th>Zone</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Firm</th>
<th>Street</th>
<th>City</th>
<th>Zone</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Additional subscriptions may be listed separately at $5.00

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.

$____enclosed  □ bill in January

<table>
<thead>
<tr>
<th>Name</th>
<th>Firm</th>
<th>Street</th>
<th>City</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Hollywood TV Service To Offer 27 Features

Will sell block of Republic Pictures' 1940-48 films to tv, including some of Republic's highest-budgeted movies. Sale of litigated Autry-Rogers films reportedly is imminent.

BLOCK of 27 feature films produced by Republic Pictures between 1940 and 1948, and each costing from $600,000 to $1,250,000 then, will be offered to television on a regional basis after Jan. 1 by Hollywood TV Service, Republic TV subsidiary, Earl Collins HTS president revealed last week.

Except for one feature, the block is part of the studio's "Diamond Group," among the highest-budgeted pictures in Republic's history, none of which has been shown on tv before. Included are "Earl Carroll Sketchbook," "Change of Heart" (previously "Hit Parade"), "In Old Wyoming" and "In Old Sacramento" with such stars as Alan Ladd, Dennis Day, Joe E. Brown, Eddie Albert, Tito Guizar, Anne Jeffreys and Judy Canova. One is a Ken Murray short feature ("Bill and Coo") utilizing trained birds, while one of the offered 27 films is not part of the high-budget "Diamond Group" HTS executive emphasized.

Meanwhile Hollywood TV Service expects to announce the sale to tv of a block of old Gene Autry and Roy Rogers pictures produced by Republic "within a week to 10 days," Mr. Collins commented. After prolonged court litigation the U. S. Supreme Court last October refused to consider appeals by the cowboy actors from the previous U. S. Ninth Circuit Court of Appeals decision which gave Hollywood TV Service the right to sell these pictures to video [BWT, Oct. 21]. The Supreme Court action thus removed the final barrier to the sale.

SCREEN GEMS INTRODUCES NEW AGENCY FILM UNIT

Under new 'personalized' service, producers will be assigned exclusively to an advertising agency to handle its film requirements.

INTRODUCTION of a "personalized" service for agencies, designed to expedite the filming of tv commercials, was announced last week by Screen Gems Inc., New York, which has established a new production department subdivision entrusted with responsibility for this new service.

Ben Kranz; Animation, Volus Jones; Shooting, John Gilmore; Editing, Dan Heiss, and Completion, Bob Horowitz. Each of these units will work directly with the producer in charge of an agency's film production, according to Mr. Berenberg.

Mr. Berenberg also announced that Ben Blake has joined Screen Gems as a producer and has been assigned to the new sub-division. Mr. Blake has been an independent motion picture producer.

At the same time, John H. Mitchell, vice president in charge of sales, said James Kelly had joined the staff of the commercial department to service advertising agencies. Mr. Kelly formerly was merchandising manager of WABC-TV New York and previously had been on the sales staff of P. Ballantine & Sons and the White Rock Beverage Co.

Ziv Television Programs Sales Expansion Planned

PLANS for "substantial" expansion of the sales force of Ziv Television Programs Inc. were announced last week by M. J. Rifkin, vice president in charge of sales, in preparation for doubling the production of tv films within the coming year.

Mr. Rifkin observed that earlier this fall John L. Sinn, president of Ziv Tv, had announced plans for producing a total of 14 half-hour film series in 1955, composed of its current six features and eight new properties. To meet this increased production, Mr. Rifkin said, Ziv Tv now is conducting preliminary interviews for personnel to be added in the Ziv Sales Div. Final plans for the expansion, he said, will be announced later this month. Ziv's national sales force now is 26 men.

Here they come . . . out of the blue wonder
FLYING BOX CARS
SABREJETS . . . C 54'S
Based in Charleston, S. C.

5000 officers and men, with a payroll of a million dollars a month, man this mighty air base with its $85,000,000 investment another reason for more than 100 advertising success stories to the credit of WCSC-TV.
EXECUTIVES of Vitapix Corp. and Guild Films Co. formalize the working agreement between the two companies which sees Vitapix continuing on station spot matters and Guild handling production, service and sales, while a new company, Vitapix-Guild Programs Inc., takes over current Vitapix properties for continued syndication. Signing in Washington last week were (1 to r): seated, Frank E. Mullen, president, Vitapix-Guild Programs; Reub Kaufman, president, Guild Films Inc. and board member, Vitapix; Kenyon Brown (KWFT-TV Wichita Falls, Tex.), president, Vitapix Corp.; standing, Charles B. Seton, Socolow, Stein & Seton, general counsel, Guild Films, and secretary, Vitapix-Guild Programs; John E. Fetzer (WKZO-TV Kalamazoo, Mich., and KOIN-TV Lincoln, Neb.), chairman, Vitapix Corp., chairman, Vitapix-Guild Programs, and director, Guild Films; Paul A. O'Bryan, Dow, Lohues & Albertson, secretary and general counsel, Vitapix Corp., treasurer-board member, Vitapix-Guild Programs.

Guild Films Co. Declares 10¢ Common Stock Dividend

DIVIDEND of 10¢ per share on its common capital stock was declared last week by Guild Films Co., New York. The dividend is payable on Jan. 3 to shareholders of record at the close of business on Dec. 20.

Guild Films Co. became a publicly-owned company on Oct. 3 when 250,000 shares of its common stock issue of 700,000 shares were offered to the public at $4 per share. The offering was said to be "heavily oversubscribed."

The company was organized in June 1952 to produce, distribute and service tv filmed programs. Last month, Guild entered into a close working agreement with the Vitapix Corp., an organization of television stations in leading markets in the country, whereby Guild Films will make available its programs to Vitapix stations, and Vitapix will arrange time clearance for national spot advertisers.

Lip-Synchronizing Process Developed by Gillette

NEW process called Syncro-Vox, whereby any object, animate or inanimate, can be made to talk with perfect lip synchronization, has been perfected by cinematographer Edwin Gillette.

To market the process a production company has been formed with Jerry Cournsey, and distribution rights have been awarded to United Producers Distributors, Hollywood.

With Syncro-Vox a face may be made to talk with realistic, accurate and completely synchronized lip-movement and accompanying voice. Such a face, according to Mr. Cournsey, may be part of a trademark or decoration on the side of a box, bottle or other container. In the first tests Mr. Gillette used the method on a box of Quaker Oats to show the familiar trademark promote the product. By means of matching, masking and gadgets for projectors and cameras, lips are superimposed, Mr. Cournsey says.

Additionally, he adds, Syncro-Vox is fast, labor-saving, simple and inexpensive. Compared with hand-drawn animation, there reportedly is a labor-saving of approximately 85%.

Screen Gems Increases Commercial Color Production

PROGRAM of expanded production of commercial films in color was announced last week by Ben Benenberg, executive producer of Screen Gems Inc., New York, in releasing details of a 15-minute color film being prepared for RCA for use on tv.

Mr. Benenberg will produce the film, together with a longer version that will be produced for 16mm non-theatrical release. John Cappis is writing the screen play and Howard Magwood will direct. Production will start after the first of the year for release in May. Kenyon & Eckhardt, New York, is the agency.

The RCA film, Mr. Benenberg said, will dramatize the importance of color and how it affects daily living; point up how the "almost impossible task" of developing color television was overcome, and provide a glimpse into the future of color television.

Among other color commercials that Screen Gems is producing are five 30-second spot announcements for Eastman Kodak, through J. Walter Thompson Co., New York, for use in forthcoming color tv color show; two commercials for Anseo, through Dowe Co., New York, and a spot announcement and a 30-minute public relations film for American Tobacco Co. (Lucky Strike cigarettes) through BBDO.

MCA, UTP Draft Pact

CONTRACTS are being drawn up to conclude Music Corp. of America's purchase of United Television Programs' catalog of tv film packages. Dec. 20 is set as target date for contract signing. In the works for the past few weeks (IBT, Nov. 22), the merger reportedly will give MCA more video film products than any other syndication company. While the sale price has not been released, UTP recently announced over $10 million will go into its 1955 catalog.

Gen. Teleradio Names Buch

APPOINTMENT of Richard P. Buch, formerly with CBS-TV Film Sales, as an account executive in charge of the newly-created Southeastern office, in Atlanta, of General Teleradio's Film Div., was announced last week by Peter M. Rebesch, sales manager. Prior to CBS-TV Film Sales he was with Consolidated Tv Sales, Jerry Fairbanks Inc. and was a director of motion picture productions at E. I. du Pont de Nemours & Co.

FILM PEOPLE

At Madden, sales manager, Sportvision Inc. (delayed sports film), S. F., appointed president and general manager, succeeding William J. Parry Jr., named Pacific Coast Conference radio-tv representative.

Norman S. Ginsburg, formerly advertising and promotion manager, DuMont TV, appointed director of advertising and sales promotion, Studio Films Inc., N. Y.


Mr. Ginsburg


Jack Russell and William C. Vlahas appointed midwestern sales representatives. Advertisers' Television Program Service Inc. (tv film program distribution), N. Y.

J. Peter Whitehead, associate producer, Mercury International Pictures, Hollywood, to Jerry Fairbanks Productions, same city, as representative to West Coast clients and agencies.

Richard H. Rogers, formerly with United World Films, N. Y., to sales staff, Sterling Television Co., same city, covering southeastern territory.

Robert Givens, formerly with United Productions of America, Burbank, Calif., to creative staff, Ty Spots, Hollywood.
BUYER, SALESMAN MAKE THEIR POINTS

Ruth Jones and Lewis Avery offer further views in RTES' continuing timebuying and selling seminar.

RELATIONSHIP of timebuyer and time sales man was discussed at last Tuesday's Radio & Television Executives Society luncheon held at Toots Shor's restaurant in New York. The luncheon was one of a continuing series of timebuying and selling seminars.


Miss Jones, speaking for the agency timebuyer, asserted that no "good timebuyer" buys radio or tv solely on costs and ratings, adding that this applied to Procter & Gamble [Compton handles a portion of P&G] as well, although many people possibly do not have that impression.

In making his sales presentation to the buyer, Miss Jones said the time sales must be equipped with all possible data. The salesman ought to keep in mind the competitive factor when submitting availabilities, she said. In this regard she stressed adjacencies. Thus, she said, it would be of particular help to the timebuyer if the station sales representative eliminates those availabilities which run up against this competitive factor.

Miss Jones stressed the personal relationship between the timebuyer and the salesman, and in some cases, the station operator as well.

Miss Jones outlined three things for the time salesman to improve his relationship with the agency: (1) know the agency and client, (2) create ideas, and (3) give good service. Her advice to the timebuyer: the timebuyer should remember that the salesman is his best friend and if the timebuyer is learning the business the station sales representative "can be of invaluable aid."

Mr. Avery said the timebuyer has an obligation to the station salesman in letting him, or the station he represents, know the names of the advertiser and the product involved when discussing campaign plans.

One of the main ingredients in buying, Mr. Avery said, is that of availabilities. These should be submitted in detail by the salesman, and the timebuyer, on his part, must make prompt decisions. Three rules on availabilities were cited by Mr. Avery: they should be handled promptly, understood quickly and purchased carefully.

San Diego Radiomen Form Own Trade Group

FORMATION of the San Diego Radio Council, with the resignation of all stations in the city from the Southern California Broadcasters Assn., has been announced after an organizational meeting.

While denying dissatisfaction with SCBA, the statement issued by the new Radio Council said:

"As one of the three billion-dollar markets in California, and as the fastest-growing billion dollar market of them all, it is our unanimous opinion that the size and scope of our market area makes it mandatory that we form a council which will have as its sole consideration the needs of our clients and listeners. Out of 197 metropolitan areas in the United States, San Diego ranks 22nd in buying income and has a population which has increased 60% since 1944. At the same time, our people's effective buying income has risen 71% above the national average. These are only a few of the many considerations of national importance which have guided our decision."

At the meeting were: Stan Norman, Mr. and Mrs. Fred Rabell, all KCBQ owner-managers; Matt Barr, KCBQ sales manager; Wilson Edwards, KSDO manager; Bill Goetz, KFSD general manager; Marion Harris, KGB owner-manager; Arthur M. Mortensen, KFMB station manager, and George Whitney, general manager. Wether-Alvarez Broadcasting Inc. interests in San Diego (KFMB-AM-TV).

NEWLY-ELECTED officers and directors of the Tennessee Assn. of Broadcasters at the annual meeting Nov. 21-22 in Chattanooga's Hotel Patten [B&T, Nov. 29] are (l to r): John Hart, WBIR Knoxville, director; Earl Winger, WDOD Chattanooga, retiring president and now director; H. W. Slovick, WMC Memphis, president, and F. C. Sowell, WLAC Nashville, director. Other officers who were elected but not present when the picture was taken are Hoyt Wooten, WREC Memphis, secretary-treasurer, and Frank Corbett, WGAP Maryville, vice president.
HOOPER
SHARE OF AUDIENCE
OCT.-NOV. 1954

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>14.7</td>
<td>13.1</td>
<td>13.0</td>
<td>12.2</td>
<td>13.4</td>
<td>14.2</td>
</tr>
<tr>
<td>2.1</td>
<td>2.2</td>
<td>1.9</td>
<td>2.3</td>
<td>2.1</td>
<td>1.7</td>
</tr>
</tbody>
</table>

KJOE 29.0 15.6 17.9

only 3½ months on the air!

A BIG 1st and a BIG 2nd
in Share of Audience
(October-November Hooper)
1st Place Sunday 11 a.m.-6 p.m.
2nd Place Monday-Friday 8 a.m.-6 p.m.

Why Pay $5 for the Extra Costs $5
of "Big Station" Operation, When
Nearly 75% of Spendable Income
is this Fabulous, Rich Oil & Gas Market
In Within 20 Miles of the K-JOE Transmitter?

Get Big-Station Results at
Small-Station Rates!

1480 KC 1000 Watts

K-JOE
The Joe Monroe Station
Represented by Forjeo & Co.

SHreveport, La.

December 12, 1954

---TRADE ASSNS.---

RETIRING PRESIDENT William Beaton (r), general manager of KWWK Pasadena, congratulates the 1955 officers of the California State Radio and Television Broadcasters Assn., elected at the group's annual meeting in San Francisco (l to r): George Greeves, KNBC San Francisco, new president of CSRBA; Philip G. Losky, KPIX (TV) San Francisco, CSRTBA vice president, and Gene De Young, KERO-AM-TV Bakersfield, re-elected as CSRRTBA secretary-treasurer. Named as vice president representing Southern California (but not at the meeting) was Frank Burke, KFVD Los Angeles.

Calif. Broadcasters

Name Greaves for '55

GEORGE GREAVES, general manager of KNBC San Francisco, was elected president of the California State Radio and Television Broadcasters Assn. at its annual meeting in San Francisco Dec. 3. He succeeds William Beaton, general manager, KWWK Pasadena.

Named as 1955 vice presidents were Philip G. Losky, general manager, KPIX (TV) San Francisco, and Frank Burke, general manager, KFVD Los Angeles. Re-elected as secretary-treasurer was Gene De Young of KERO-AM-TV Bakersfield.

Murle Shrock, the association's legislative counsel, gave the annual legislative report, speaking on the necessity for all association members to stay alert for any proposals affecting broadcasting. He warned that although no proposals had been submitted regarding the restriction of beer and wine advertising that broadcasters could expect such proposals at the next session of the legislature in January.

Elected as members of the board of directors were Mr. Losky; Knox LaRue, KSTN Stockton, and George Whitney, KFMB-AM-TV San Diego. Directors retaining seats on the board are Mears, Greaves and Beaton; Richard Sampson, KPAL Palm Springs, and Charles Grant, owner of KDON Salinas.

Meagher, Kirk Take

Heart Fund Media Posts

APPOINTMENT of NARTB Vice President John F. Meagher and of Myron P. Kirk, Kudner Agency vice president, as respective chairmen of the Radio and Television Committee for the 1955 Heart Fund was announced last week by Dr. E. Cowles Andrus, American Heart Assn.'s president.

Organizational meeting of the committee was held Thursday in New York with Sylvester L. Weaver Jr., NBC president and chairman of the Heart Assn.'s Public Relations Committee, presiding. TV and radio materials produced for the fund were studied and plans formed for industry-wide radio and tv cooperation in the 1955 campaign, which will be conducted next February.

Serving with Mr. Meagher on the radio group are Charles T. Ayres, ABC Radio vice president; Ted Cost, NBC vice president; Hal Davis, Conklin & Eckhardt vice president; Adrian Murphy, CBS Radio president; Eleanor Scanlan, BBDO time-buyer; L. T. Steele, Benton & Bowles vice president; J. G. Taylor, MBS vice president; William B. Templeton, Bryan Houston vice president for radio-television, and John K. West, NBC vice president in Hollywood.

With Mr. Kirk on the tv committee are Harry Ackerman, CBS-TV vice president in charge of network programs (Hollywood); Ted Bergman, DuMont Television Network managing director; Alfred L. Hollender, Grey Adv. vice president; Ronald Wilson, Jack. Walter Thompson Co. vice president in Hollywood; Alvin Kabakoff, Dancer-Fitzgerald-Sample vice president for radio-television; Ben Park, NBC network program manager (Chicago); Roger Pryor, Foote, Cone & Belding vice president for radio-television; J. L. Van Volkenburg, CBS-TV president, and Paul Whiteman, ABC vice president.

UCP Lauds Radio-TV

For Fund-Raising Work

RADIO-TV were cited for their efforts in helping raise funds for United Cerebral Palsy by the group's fifth annual report, published under the supervision of Leonard H. Goldstein, UCP president and president of American Broadcasting-Paramount Theatres Inc.

"The telethon, UCP's prime fund-raising specialty, raised an estimated $4,050,000. United Cerebral Palsy owes a great debt of gratitude to the many volunteers and more than 650 stars and performers without whose help these telethons would not have been possible," the report stated. UCP collected $8,242,000 in 1954.

Recognized, too, were the contributions made by 149 national network programs which used UCP materials, the more than 200 stars who volunteered their services, and the services rendered by the Advertising Council, sponsors and advertising agencies.

Annual $500 Scholarship

To Be Awarded by AWRT

AMERICAN Women in Radio & Television has established an annual $500 scholarship to be awarded a woman student in her junior year at an accredited college or university which offers a degree or elective major in radio or television.

Application blanks may be obtained by writing AWRT, 70 E. 45th Street, N. Y. Enquiries must be postmarked no later than Feb. 10, 1955. Recipient of the award will be made known at the group's convention at the Drake Hotel, Chicago, May 5-8, 1955.
Big Ten Seeks NCAA Regional TV Policy

TV COMMITTEE of the Big Ten (Western Conference), perhaps the strongest voice in the affairs of the National Collegiate Athletic Assn., last Thursday formally resolved to ask the NCAA for regional control of TV policy as it affects intercollegiate football.

The committee was prepared to announce its decision Friday and a plan reportedly calling for a regional limitation of two games for each team—one on the road and the other at home. It was understood another proposal would call for one national TV appearance as an alternative to two regional contests on TV, or some variation thereof. The NCAA TV Committee has recommended national control allowing for various approaches [B&T, Dec. 6].

Reportedly the Big Ten drafted a plan similar to that advocated by the Pacific Coast Conference which has come out for regional telecasts controlled by NCAA at the national level. PCC adopted this proposal at a meeting in Pasadena, Calif., this past week, it was said. Both conferences, it was learned, have prospective sponsors in mind for the 1955 season, just as they did in 1954, providing there is NCAA approval, of course.

Western Conference TV group is headed by Ted Payseur, Northwestern U. Fritz Cristler, U. of Michigan, is a member of NCAA’s TV Committee representing the Fourth District.

Also announced by the Big Ten TV unit—and it was confirmed by John Derr, CBS New York sports executive—was that CBS-TV would televise 11 Big Ten basketball games starting this past Saturday and concluding March 5. Amana Refrigeration Co. and Maytag Co. already have signed for sponsorship, with a third sponsor yet to be announced. Amana and Maytag were the sponsors, along with Zenith Radio Corp., of the 1954 NCAA football slate.

All Big Ten basketball teams will appear on TV at least once and none more than three times. Inter-collegiate basketball is not under NCAA.

PCC Adopts Football Plans To Be Submitted to NCAA

ON RECORD as "strongly favoring" adoption of a regional TV coverage plan for football games next season, the Pacific Coast Conference, at a Pasadena convention last week, outlined details of such a plan which it will submit to the National Collegiate Athletic Assn. TV committee, and to the NCAA convention next month.

Named to head the PCC radio-TV committee, which was combined into one at the Pasadena meeting, was Harvey Castell, athletic director, U. of Washington, who is also chairman of the NCAA TV committee.

William J. Parry Jr., who resigned as president of Sportsvision Inc., San Francisco sports film firm, was named PCC TV representative at the meeting. Mr. Parry reportedly has drawn up a schedule of 19 Friday night and Saturday afternoon games to be televised, if the PCC plan is adopted by NCAA.

Under the PCC plan, NCAA would regulate regional coverage, with the NCAA TV committee defining regions. All games preceding Thanksgiving day could be televised only within these regions, but colleges could cross regional lines on or after Thanksgiving day. Additionally, colleges would be restricted to the telecasting of two games during a season—one at home and one away from home.

PCC figures show a 5% attendance increase during the 1954 football season as against 1953, demonstrating no decline because of TV.

Look at these market facts in the WTAR-TV coverage area

Population 1,718,100
Retail Sales $1,498,162,000
Effective Buying Income $2,230,941,000
335,832 TV Homes

Cover America's Miracle Market (consisting of Norfolk, Portsmouth, Hampton, Warwick, Newport News and contiguous areas) only through Norfolk's WTAR-TV - Channel 3 . . . 100,000 Watts and 1,049 Foot Tower.
SALE OF WDTV (TV) TO WESTINGHOUSE
BY DUMONT FILED FOR FCC APPROVAL

Westinghouse also moves to dismiss application for Pittsburgh ch. 11.
Remaining applicants for that tv channel, WJAS and WWSW, go into a huddle on merger discussions.

APPLICATION for FCC approval of the $9.75 million sale of WDTV (TV) Pittsburgh by Allen B. DuMont Labs Inc. to Westinghouse Broadcasting Co. [B&T, Dec. 6] was filed with the FCC last week.

At the same time, Westinghouse filed a petition to dismiss its application for Pittsburgh's ch. 11, now in hearing. And, it was learned, preliminary discussions between remaining applicants WJAS and WWSW looking to a merger were held last week.

Last week also saw Dr. Allen B. DuMont, president of the DuMont company, explain that during the last five years he has had about 25 contacts concerning the sale of WDTV Pittsburgh.
Several were with Dr. Frank Stanton, president of CBS, Dr. DuMont said. Others discussions were with ABC, concerning a merger of the two networks [B&T, Nov. 8], he said. Dr. DuMont denied that any of the discussions concerned the package sale of the present three DuMont-owned tv stations (WABD [TV], New York and WTTG [TV])

THE RECORD $9,750,000 purchase of DuMont's WDTV (TV) Pittsburgh by Westinghouse Broadcasting Co. [B&T, Dec. 6] is signed for by four principals (l to r): seated, Chris J. Witting, WBC president; Dr. Allen B. DuMont, president; Allen B. DuMont Labs, and, standing, E. V. Huggins, vice president of corporate affairs, Westinghouse Electric Corp.; and Ted Bergmann, director of broadcasting for the DuMont Television Network.

Washington as well as WDTV). He said that during the ABC discussions—now terminated—there was some talk of making DuMont's WTTG the ABC affiliate in Washington. Dr. DuMont also said that the network bearing his name intended to seek the maximum number of stations.

Dr. DuMont's comments were made in answer to cross-examination in the Boston ch. 5 hearing in which DuMont is an applicant. Other applicants are WHDH, Boston Post (WCOF); WJAR Boston Tv Corp. and Magna Bay Telecasters Inc.

In the application, Westinghouse said that as soon as Pittsburgh had its full complement of tv stations it would seek to become that city's primary NBC-TV affiliate. An agreement to that effect between Westinghouse and NBC was filed with the application.

At the present time WDTV is the only vhf station in Pittsburgh. In neighboring Johnstown, Pa., WJAC-TV puts a usable signal into most areas of Pittsburgh proper. Also operating are two uhf stations, one commercial and one educational.

Pending before the FCC is the request of WSTV-TV Steubenville, Ohio, to move its channel closer to Pittsburgh [B&T, Nov. 22]. Station is being sold to CBS for $3 million. This move has been attacked by other Pittsburgh stations.

Westinghouse estimated it would spend $2,140,000 for operations the first year of its ownership of WDTV, the application stated. It also declared that Harold C. Lund, present WDTV general manager, would remain in that capacity.

Station's call letters, however, will be changed to KDKA-TV following FCC approval of the purchase, Westinghouse said. Radio station pioneer KDKA Pittsburgh, which will celebrate its 35th anniversary Nov. 2, 1955, was put on the air in 1920 by Westinghouse. There is also a KDKA-FM.

Other Westinghouse stations are: WBZ-AM-FM TV Boston; WBZA-AM-FM Springfield, Mass.; KYW and WPTZ (TV) Philadelphia; KPIX (TV) San Francisco; KEX-AM-FM Portland, Ore.; WOWO Fort Wayne, Ind. Westinghouse is a tv applicant for Portland, Ore. At the present time, its application has been proposed to be denied by the hearing examiner, but oral argument has been scheduled before the FCC.

Follows Other Tv Buys

If the purchase of WDTV is approved by the FCC, it will mean that Westinghouse will have bought three tv stations in the last two years—beginning in July 1953 with the $8.5 million purchase of WPTZ (TV) Philadelphia from Philco Corp., and including last July's $7.5 million (in stock) purchase of KPIX (TV) San Francisco from the Wesley J. Dumm interests.

Westinghouse will still be eligible for one more vhf and two uhf tv stations. Westinghouse said in its application that it intended to seek the maximum permissible number of tv stations.

WDTV, which began operating Jan. 11, 1949, with 3,000 receivers in its service area, reported a net income before taxes of $2,076,000 in 1952; $2,978,000 in 1953, and $2,439,000 for 10 periods ending Oct. 10, 1954.

Total gross revenue for WDTV in 1952 was $3,851; in 1953, $5,417, and for 10 periods in 1954, $4,629,000. Expenses for the station in 1952 ran $1,247,000; in 1953, $1,417,000, and for the 10 periods of 1954, $1,328,000. The application said there were now 154 million tv sets in its service area.

Fixed assets of the Pittsburgh ch. 2 station were set at $1,696,098 as original cost, and $1,321,947 as present depreciated cost. Replacement cost was set at $1,887,000.

Parent company Allen B. DuMont Labs Inc. balance sheet as of Nov. 7, 1954, showed total assets of $56,326,115, with liabilities listing notes payable of $1,022,365 and unappropriated earned surplus of $12,259,994.

WBC balance sheet as of Oct. 31, 1954, showed total assets of $11,859,293, of which

GOVERNMENT

Station Finds Renewals Easier

AP News Wins Sponsor Loyalty

Station WKAP, Allentown, Pa., can testify about the special profit yield for stations which push their AP newscasts. The "extra dividend" comes from lower selling costs—because AP newscast sponsors are likely to renew, renew and renew.

For example, C&G Motors, of Emmaus, Pa., fully appreciates a principal characteristic of newscasts: the ability to hold the same audience day after day. C&G has sponsored WKAP's "News at Noon" program six days a week since March of 1947.

Here's a comment from this sponsor that has dollars-and-cents overtones: "I wouldn't think of dropping our AP News at Noon program," says Max Cornfeld, president of C&G Motors. "Our customer response has been terrific—and folks actually count on our daily news coverage."

Says Manager O. R. Davies of WKAP: "AP gives us something we can really sell-speed in news transmission and a world-wide reputation for accuracy and thoroughness."
"Girl bull fighter gored...
Condition critical.

Will feed you the details later."

Case History No. 3

It was a typical Sunday evening at the home of James Bruce Frazier, farm editor of KBST, Big, Spring, Texas. He and Mrs. Frazier and their five children were gathered in the living room. It had been a comfortable, lazy kind of day.

Just before 9 p.m., Frazier's mother rushed into the house.

"Bruce, Pat's been hurt. They've just called up Dr. Woodall."

"Pat" was Patricia McCormick, the 24-year-old Big Spring girl who gained national fame as a bull fighter in Mexican arenas. She was featured that day at Villa Acuna—across from Del Rio. Frazier knew the McCormick family well. He checked immediately and learned that Pat's mother and two doctors were leaving at once for the Mexican border town.

He telephoned Station Manager Jack Wallace first, then KBST's news staff. After that, a quick report to The Associated Press in Dallas:

"Patricia McCormick, the girl bull fighter, has been gored at Villa Acuna. Her condition is critical. Mother and two doctors on their way. No details yet but will keep trying and feed them to you later."

The pretty bull fighter had been much in the news. AP editors in the Dallas bureau went to the source and rounded out the dramatic story with additional help from Frazier. With no lost motion, the facts were on their way. It was another shut-out beat for AP member stations across the nation, with full credit going to Frazier's alert "AP consciousness."

"I thought of AP first thing off," said Frazier. "It was my chance to reciprocate for the many fine beats we've received from other AP members."

James Bruce Frazier is one of many thousands who help make The AP better...and better known.

Those who know famous brands...know the most famous name in news is AP.
current assets amounted to $3,966,622. Current liabilities totaled $2,127,708, and long term liabilities $1,500,000. Unappropriated earned surplus was fixed at $6,935,662.

WDC earned $1,064,607 after taxes in 1952 and $1,153,852 in 1953. Its broadcast revenues were $7,914,328 in 1952 and $10,930,977 in 1953. Expenses ran $5,807,134 in 1952 and $8,682,666 in 1953.

The application showed that WDC was borrowing $9 million from its parent, Westinghouse Electric Corp., to consummate the WDTV purchase. No interest was being charged, it was said. Westinghouse Electric had gross sales of $1.6 billion and net income of $74.3 million in 1953, its balance sheet showed.

**Examiner Would Deny KLYN-TV Extension**

INITIAL decision proposing to deny the application of KLYN-TV Amarillo, Tex., for extension of time to build ch. 7 station was issued by FCC Examiner Hugh B. Hutchison last week.

The initial decision concluded that KLYN-TV did not proceed "diligently" with the grant made Dec. 11, 1953, and its failure to begin construction cannot be attributed to causes beyond its control.

The examiner noted that the delay in construction was not due to the inability to obtain a network affiliation, as KLYN-TV had been offered an affiliation with CBS this past June. TV channels assigned to Amarillo are 2, 4, 7, and 10. Ch. 2 is reserved for non-commercial educational use. Operating on ch. 4 is KGNC-TV and on ch. 10, KFDA-TV.

**Commission Approves Boise, Monroe Changes**

TELEVISION allocation actions taken by FCC last week included orders making final the exchange of chs. 2 and 9 between Caldwell and Boise, Ida., and substitution of ch. 13 for ch. 43 at Monroe, La. Both changes are effective Jan. 18, 1955.

The Idaho change will permit ch. 2 KBOI (TV) Meridian (near Caldwell) to become a Boise station. It now has temporary studios at Boise. The change at Monroe will enable ch. 43 KFAZ (TV) there to switch to ch. 13. FCC turned down the protest of ch. 8 KNOH-TV Monroe, which claimed economic injury.

An FCC majority turned down a joint petition by four uhf stations to make Hartford, Conn., a commercial uhf-only market by switching the educational reservation there from ch. 24 to ch. 3. FCC Comrs. Frieda B. Hennock and Robert T. Bartley dissented. Petitioners were ch. 18 WGTH-TV Hartford, ch. 30 WKNB-TV New Britain, Conn., and ch. 55 WHYN-TV and ch. 61 WWLP (TV) Springfield, Mass. In hearing for ch. 3 are WTHC Hartford and Hartford Telecasting Co.

FCC denied a petition by ch. 27 WLAP-TV Lexington, Ky., to modify the border of allocation Zone 1 so as to allow assignment of ch. 4 to Richmond, Ky. Comr. John C. Doerfer dissented. FCC also denied petition of John H. Phipps for reconsideration of the allocation of ch. 2 to Andalusia, Ala., where it was reserved for educational use. Mr. Phipps wanted ch. 2 assigned to Havana, Fla. Comr. Doerfer dissented.

**WFDF Asks Reargument of Flint Ch. 12 Case**

BECAUSE its appeal for reconsideration of the FCC's final decision in the Ch. 12 case was denied by what it calls a minority of the FCC, WDFD Flint, Mich., last week petitioned the Commission for rearraiment. At the same time it indicated it intended to appeal the Commission's decision to the U. S. Court of Appeals.

WFDF claimed that only Comrs. Robert T. Bartley, Rosel H. Hyde and John C. Doerfer voted to deny its petition for reconsideration, that Comr. Edward W. Webster voted to grant the petition, that Comr. Frieda B. Hennock was indefinite and that Comrs. George E. McComnaghuey and Robert E. Lee abstained. It asked that its initial petition be decided by a full commission.

It also claimed that the Beaumont, Tex., and Tampa-St. Petersburg, Fla., cases (the final decisions of which the Commission stayed pending rearraiment two weeks ago; \(B\&T, Dec. 6\) were grounded on the same objections WFDF had raised in the Flint case. WFDF pointed out, Comr. McComnaghuey voted.

Involved in the Flint ch. 12 hearing besides WFDF are WJR Detroit and W. S. Butterfield Theatres Inc. The hearing examiner in a 1953 initial decision proposed granting the vhf channel to WFDF and denying the other two applicants. The other applicants objected, and the FCC in May reversed the examiner in favor of WJR \(B\&T, May 17\). WFDF is owned by Harry H. Blinder interests, which also include WFBM-Am-TV Indianapolis, WOOD-Am-TV Grand Rapids and WEOA Evansville.
NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul Minnesota
FCC TO TACKLE PATENT REVIEW DISPUTE

Reports, disclosure of patent interests in technical rule-making cases proposed by Commission.

JUMPING squarely into the patent review field, a controversial area in which the FCC has treaded gingerly for several years, the Commission last week ordered oral argument next Feb. 1 on a modified proposed report and order which would require all licensees—broadcast and non-broadcast—to file annual patent reports.

Concurrently, the Commission announced the proposed revision of Part 1 of its rules to require disclosure of patent positions in rule-making proceedings relating to apparatus, equipment and technical standards. Comments on this notice are due Jan. 15.

Stemming from an initial proposal in late 1951, the modified report and order calling for annual patent statements by all licensees drew dissents from Chairman George C. McConnaughey and Comrs. John C. Doerfer and Rosel H. Hyde. The notice specified that all parties wishing to take part in the Feb. 1 argument must notify FCC by Jan. 3.

The majority's report and order concluded that FCC has full jurisdiction to inquire into patent holdings under the Communications Act as part of its responsibility "to encourage the larger and more effective use of radio and other telecommunications media in the public interest." FCC noted many comments had been filed questioning the Commission's basic jurisdiction in the field.

The report discounted the suggestion the proposed policy would involve a "fishing expedition" or an unnecessary duplication of the activities of the Justice Dept.'s Antitrust Division.

"The information presented to the Commission in the course of previous individual proceedings as well as from other sources, in our opinion clearly establishes the importance of securing regular information, of a type not otherwise available, as to the actual licensing practices and policies of the persons subject to our jurisdiction with respect to the communications services which Congress has given this Commission the responsibility to regulate," the majority explained.

FCC "has an independent responsibility to consider relevant patent matters in performing its responsibilities in the common carrier field and in the establishment of appropriate technical and other necessary standards in the radio field generally," the order said.

In modifying earlier proposals specifying all patents, the Commission agreed to limit the annual filing to patents "known or believed to be used" in communications services subject to regulation by the Commission.

The Commission has expressed concern from time to time that proposals for changes in technical or engineering standards may call for new procedures which can be fulfilled only through the use of patented devices. FCC has sought to make its standards of broad application and calling for specific performance rather than the equipment of a particular manufacturer or patent interest.

The notice on disclosure of patent positions in rule-making cases explained "it is believed that the public interest would be served by the securing of advance information as to the possible existence of special patent questions in connection with rule-making proceedings looking towards the adoption of new or modified rules or standards relating to the apparatus or equipment required or authorized to be used in any communication service, or to the establishment of technical or other standards determinative in whole or in part of equipment or apparatus to be used in such a service."

Accordingly, FCC felt such information "should be provided by requiring persons petitioning for or commenting in such rule making proceedings to specify as part of their written pleadings whether they own or have the right to any new or revised standards proposed in such proceedings or any apparatus required or authorized thereby."

FCC proposes to amend Part 1 of its rules by adding the following new section:

See 1954: Any person filing a petition requesting the institution of rule making proceedings looking towards the adoption of new or modified rules or standards relating to the apparatus or equipment required or authorized to be used (both for transmission or reception) in any communications service, or to the establishment of technical or other standards to whole or in part determinative of the equipment or apparatus required or authorized to be used in such a communications service, and any person filing comments directed to a notice of proposed rule making looking towards the adoption of such new or modified rules or standards, must as a part of such filing, include an express statement as to whether such person owns or has the right to license patents covering in whole or in part any equipment or apparatus which would be affected by the adoption or non-adoption of the proposed rule or standard and, if such statement is in the affirmative, must include a description of the nature of such patent interest.

We Love You

Big, dirty, sloppy hogs—we love you because you're putting cash into the pockets of our listeners—the Kansas farmers.

Their (the farmers') income has never been higher: $8,312 per household... after taxes... 58% above the national average!*

WIBW is the radio station these upper-income Kansas farmers listen to most! We've got the listeners; give us the word, and we'll start turning 'em into buyers of your product!

* Consumer Markets—1954
† Kansas Radio Audience—1954

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW-WIBW-TV
and KCKN

Page 72 • December 13, 1954

Broadcasting • Telecasting
WOW!

KRON-TV has some impressive statistics too. Look at the way the station stacks up—

- **Antenna Height**: 1441 feet above sea level, the highest in San Francisco
- **Power**: 100 KW, the top power authorized for Channel 4
- **Audience**: 1,382,000 families in KRON-TV's 23 county coverage area.

It all means this: You can count on KRON-TV to give you the best and most complete coverage over the widest area of the Northern California market.

Have you heard of KRON-TV's new idea in late evening mystery programming? Get the interesting details from your Free & Peters office.

San Francisco
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

No. 1 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented nationally by Free & Peters, Inc.
MEXICO, U. S. NEAR BILATERAL AM PACT

Settlement of the Mexico City conference is hoped for later this week. Differences center around one country's secondary stations on the clear channels of the other.

PROSPECT of a bilateral agreement between the U. S. and Mexico sometime this week to settle standard broadcast (am) allocations between the two nations was held forth late last week by observers at the Mexico City conference, underway since early November [B*T, Nov. 15 et seq.].

Where mutual compromises had appeared unlikely earlier, there seemed to be serious effort on the part of both delegations last week to find answers which would be acceptable to each country, it was reported. The bilateral pact, should it be concluded as hoped later this week, would supplement existing agreements with other nations, it was pointed out.

The U. S. is signatory to the 1930 North American Regional Broadcasting Agreement, but Mexico is not. NARBA still waits ratification by the U. S. Senate. Mexico has yet to reach agreement with Cuba over disputes on certain frequency uses, it was noted, but this is not expected to delay an understanding between Mexico and the U. S.

Nub of the differences between the U. S. and Mexico as well as between Mexico and Cuba is the assignment of secondary stations in one country on the clear channels of the other. The technical standards of station separations, interference measurement and modification of existing policy are the areas of discussion where differences have sharpened.

Evidence of some probable specific disagreement at the Mexico City talks was disclosed last week as FCC made public Mexico's change list No. 172 pursuant to the 1941 NARBA agreement. The list, dated Oct. 25, eve of the bilateral conference, notifies signatories to the old agreement of frequency and power changes newly authorized by the Mexican government to its domestic stations. Through the give-and-take of the conference, however, it is expected that some of the station changes announced in the notice may be modified in the compromises necessary to produce a pact by the end of this week.

Mexico change list No. 172 included modifications of assignments on 630, 660, 730 and 1110 kc, as well as several other frequencies, including 1030 kc.

On 630 kc, the list showed that XEJX Queretaro, N. l., on Jan. 25, 1955, will switch from 5 kw day, 1 kw night-directional, to 10 kw full time, different directional patterns day and night. On 660 kc, XEBZ Mexico City the same date will increase power from 50 kw to 10 kw, directional night, to 50 kw with different patterns day and night.

The list indicated XEX Mexico City, 500 kw Class I-A outlet on 730 kc, operating with directional antennas already has moved some 200 miles to the northwest of the capital to Leon, Guanajuato.

A five-letter station, XERCN Mexico City, now on 1110 kc with 20 kw full time, on Jan. 25 is to increase power to 50 kw directional, the list said. Other changes included the following: XEXX Queretaro, Que., on Jan. 25 will change frequency from 1520 kc to 640 kc, 250 kw day.

FCC, Networks Reply To Bricker Query

The FCC has filed a partial reply to a questionnaire seeking data in an investigation of the networks and uhf-vhf problems by Sen. John W. Bricker (R-Ohio) through the Senate Commerce Committee, of which he is chairman.

All four tv networks have replied to questionnaires sent out by the committee's investigating group, but not all the answers are complete, a spokesman said. He said he is stressing to those networks which have not made complete replies, the importance of doing so as early as possible.

The rest of the information from the FCC may take somewhat longer; he said, as the FCC and networks, since the committee investigating staff does not intend to ask stations for information which might be duplicated in the FCC and network replies, the spokesman said.

Although the investigating group expects to make its report to the full Senate Commerce Committee at the beginning of the next Congress, such a report has not yet been written, pending additional information which might be collected before the 84th Congress convenes, it was indicated.

FCC Denies WN ET (TV) Request for Rehearing

PETITION of ch. 16 WN ET (TV) Providence, R. I., asking FCC to remand to the hearing examiner its Sec. 309(c) protest against ch. 12 WPRT-TV Providence, was turned down by the Commission last week, but FCC postponed from today (Monday) until Dec. 27 the second oral argument it had ordered on the initial decision outstanding in the protest case [B*T, Dec. 6].

Although the Commission had reached a tie-vote on the case following the first oral argument, FCC did not agree with WN ET that a final decision could be expedited if the examiner first reviewed the case and issued ultimate findings of fact and conclusions. The present initial ruling does not contain conclusions or recommendations, but merely sets forth the facts and certifies the case to the Commission itself for ruling.

Schine Contempt Trial Starts

TRIAL of the Schine theatre chain and six individuals plus eight subsidiaries for contempt of court began last week in U. S. District Court in Buffalo, N. Y. The Schine theatre group owns 55% of WPTF-AM-TV Albany, and 30% of WRNY-AM-FM-TV Rochester, N. Y.

The suit, filed by the Dept. of Justice earlier this year, claims the Schine organization failed to comply with a 1949 consent decree ordering it to dispose of 39 theatres in four states.

Page 74 • December 13, 1954
YOU MIGHT SCORE 50 GOALS IN 50 GAMES*—

BUT . . . YOU NEED WKZO RADIO TO RACK UP RECORDS IN WESTERN MICHIGAN!

WKZO always leads the league in Western Michigan—always gives you greatest radio coverage at lowest cost.

Nielsen figures show that WKZO gets 181.2% more daytime homes than Station B. Pulse figures, left, back up the Nielsen findings—credit WKZO with more than twice as many listeners as Station B, morning, afternoon and night! Yet WKZO costs only about 1/3 more than Station B!

Let your Avery-Knodel man give you all the WKZO facts.

The Felzer Stations

WKZO—KALAMAZOO
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WJEF—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN—LINCOLN, NEBRASKA
KOLN-TV—LINCOLN, NEBRASKA
Associated with WRMD—PEORIA, ILLINOIS

WKZO
CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

* Maurice Richard set this National Hockey League record in the 1944-45 season, for the Montreal Canadiens.
Subscription Tv Eyed For Probe by Kilgore

The West Virginia Democrat considers the engagement of radio-tv consultant Howard Chernoff as advisor for the senator’s probe into “monopoly" in communications.

SEN. HARLEY M. KILGORE (D-W. Va.) is eying subscription tv as a subject he may want to examine in a proposed investigation of “monopoly" in the communications field when he becomes chairman of the Senate Judiciary Committee in the next Congress.

The West Virginian, who last winter loosed several blasts at what he said were “monopolistic" trends in common ownership of radio and tv stations and manufacturers of receivers and communications equipment [B&T, Feb. 22, et seq.], was to confer over the weekend with radio-tv consultant Howard Chernoff on the possible engagement of Mr. Chernoff as consultant for the probe.

Harold Miller, Sen. Kilgore’s administrative assistant, said the senator is interested in pay-as-you-see tv and sees a possibility of monopoly in limiting programs under subscription tv to certain stations and viewers.

Sen. Kilgore also sees a monopolistic trend, the aide said, in a single corporation’s control over manufacture of receivers and broadcast equipment, plus ownership of radio-tv stations and the power, through a nationwide network, to confer affiliations.

Although a station’s original value might be—say $500,000—its value would be tripled or quadrupled through the award of a prized network affiliation—and this power lies with the network, the aide said.

Mr. Chernoff, an old friend of Sen. Kilgore, dating back to Mr. Chernoff’s active management of West Virginia radio stations a decade ago, now is a radio-tv consultant on the West Coast. He also is an unpaid consultant for the Fund for the Republic and as such holds the reins over spending of about $3 million of the fund in television.

His last active station management was as general manager of KFMB-AM-TV San Diego, a position he resigned two years ago [B&T, Nov. 16, 1953]. Mr. Chernoff and his wife own 42.5% of WTAP-TV Parkersburg, W. Va. (ch. 15).

Although Mr. Chernoff would join the investigation as a “consultant," he would necessarily have to spend a major part of his time in Washington, Sen. Kilgore’s aide said. Under such a setup, Mr. Chernoff presumably would be free to give some of his attention to his other interests.

Sen. Kilgore in his statements last winter asked the Senate Judiciary and Commerce committees and the Justice Dept. to look into the “monopoly" situation.

The Kilgore aide said last week that senators on the Commerce and Judiciary committees probably would come to an "agreement" on how to keep the proposed Kilgore probe from conflicting with the current investigation of the networks and uhf-vhf initiated in the summer by Sen. John W. Bricker (R-Ohio) as chairman of the Commerce Committee.

TOWER LIMIT TALKS SET FOR WEDNESDAY

THE Technical Division of the Air Coordinating Committee will meet Wednesday to consider the recommendation of the ACC’s Airspace Subcommittee that tv towers be limited to 1,000 ft. above ground [B&T, Dec. 6, Nov. 29].

Meeting is scheduled at 2 p.m. in Civil Aeronautics Administration conference room (Room 1510, Temporary Bldg. 4) in Washington.

According to present arrangements, industry representatives will be asked to submit statements and make oral presentations to Technical Division members, following which the meeting will be closed to all but official members of the group.

The only broadcast representatives scheduled to be heard as of late last week, according to ACC sources, were NARTRB, Assn. of Federal Communications Consulting Engineers and Lowell Wright, airspace broadcast consultant. Aeronautical interests will be Air Transport Assn. and Airplane Owners & Pilots Assn., it was said.

Members of the ACC Technical Division organization are:

- F. B. Lee, administrator, CAA, who is chairman; John Hill, State Dept.; R. L. Froman, Civil Aeronautics Board; Capt. G. B. Campbell, Navy, Capt. S. C. Lindholm, Coast Guard (Treasury); Lt. Col. J. B. Gregorie, Army; Col. M. F. Casey, Air Force. John Evans, FCC Aviation Division chief, is the official FCC representative on the technical division group.

The Airspace Subcommittee, which judges the air hazard implications of all radio and tv towers more than 500 ft. above ground, recommended the 1,000 ft. ceiling for tv towers early last month. It urged that the ACC accept this limitation as national air policy. The ACC acts as an advisory committee to the President on air policy.

The memorandum, urging adoption of the 1,000-ft. height, suggested that exceptions could be made to that limitation where "obstruction" was shielded by other high structures. It also called on the FCC to take action to...
HOW TO GET A HEAD
IN TELEVISION

Selection of the proper camera head is important for smooth television and motion picture production. With the many types of heads available, it is often a problem to know which one will best serve the purpose.

Shown here are the various types of camera heads made by Houston Fearless. Each has been designed to fill a specific need. Each has its particular characteristics, features and advantages. The proper choice can be determined by the type, size and weight of the camera to be mounted, the camera accessories to be attached, and the types of shows on which it will be used.

Working closely with the motion picture and television industries over a period of many years, Houston Fearless has engineered this equipment for maximum ease of operation, smooth performance and complete dependability. Exhaustive tests have proved the metals and other materials best suited for the purpose. Precision workmanship assures years of satisfactory service.

Before deciding on a camera head, camera mount, or film processing equipment, consult your Houston Fearless representative. He will be pleased to analyze your requirements and recommend the equipment that will serve you best. Write or phone: Houston Fearless, 11801 W. Olympic Blvd., Los Angeles 64, Calif., BRadshaw 2-4331. 620 Fifth Ave., New York 20, N. Y., Circle 7-2976.

GEARED HEAD. Provides exceptionally smooth, constant-speed panning and tilting for television and 35mm motion picture cameras. Two geared speeds on both the pan and tilt. Gearing can be quickly disengaged so that unit operates as a free head. In tilting, the head rotates camera about its center of gravity, maintaining absolute balance at all times. Full 360° panning is smooth and steady.

REMOTE CONTROL HEAD. Makes possible the operation of a TV camera from a remote point several hundred feet away. Panning, tilting, focusing and lens changing are accomplished with small electric motors operated by a portable control panel. Operation is smooth and steady. Speed is variable. Camera can be mounted in extremely high or low positions on stage, in auditoriums, stadiums, on rooftops and other inaccessible places.

COLOR CRADLE HEAD. Specifically designed for RCA color television cameras. Action is similar to monochrome cradle head. On both models, camera, with all accessories attached, can be balanced perfectly when mounted on the head simply by moving the top plate on the head forward or back with a lead screw. Adapted to fit all recommended tripods, pedestals or dollies.

FRICCTION HEAD. The most practical head for monochrome TV cameras and motion picture cameras weighing between 80 and 150 lbs. Provides smooth, easy panning and tilting. Pans full 360°. Tilts 45° up and 45° down. Adjustable drag and brakes provided on both actions. Camera is accurately counterbalanced. Adjustable to compensate for extra lenses, etc.

TILT HEAD. For fixed-position TV cameras or microwave parabolas. Friction-type action, but without drag adjustment. Camera or parabola may easily be positioned and locked in place. Calibration scales on both azimuth and tilt allow for quick re-setting of fixed points.

MONOCHROME CRADLE HEAD. Remarkable smoothness and ease of operation for black and white TV cameras are made possible by the perfect balance of the monochrome cradle head. The camera rotates around a constant center of gravity, always in absolute balance. Tilts down 38° and up 30° on ball bearing rollers. Tilt drag is adjustable. In panning, also rides on ball bearings. Brakes on both pan and tilt.

BROADCASTING • TELECASTING

December 13, 1954 • Page 77
GOVERNMENT

"minimize" tv towers higher than 1,000 ft. The FCC is not bound by any other agency recommendation.

The FCC's national tv allocation plan is predicated on tv antennas 2,000-ft. above average terrain in all of the United States except the crowded northeastern and north central states. There the limit is 1,000-ft., after which a power decrease is required. The Commission has pending a proposal to eliminate the Zone I (Northeast and North Central areas) antenna height maximum [B&T, Nov. 29].

Tower Oppositions Swell FCC Docket

CONTINUED opposition to the FCC proposal to eliminate the 1,000-ft. tower limitation for tv stations in Zone I (heavily populated Northeast and North Central areas) was expressed last week by 12 tv stations in filing countercomments to favorable comments filed by Wunden-TV Buffalo, WSAT-TV Huntington, W. Va., and Sarkeis Tarzian Inc. (WTVT-TV) Bloomington, Ind.) last month [B&T, Nov. 29].

Based mainly on the problems of interference, the following stations filed objections to the three comments in favor of the FCC proposals:

WCAU-TV Philadelphia, WGR-TV Buffalo, WWI-TV Detroit, WKNA-TV Charleston (W. Va.), WLBC-TV Muncie (Ind.), WJUG-TV Fort Wayne, WMAM-TV Lafayette (Ind.), WAVE-TV Louisville, WOAY-TV Oak Hill (W. Va.), WTVT-TV Richmond (Va.), WBEU-TV Wilkes-Barre, WILK-TV Wilkes-Barre, and radio station WTPP Charleston, W. Va. The latter said that instead of increasing antenna heights, the FCC ought to allocate more uhf channels in that region.

WBEN-TV countered the several dozen objections filed last month to the proposal by rebutting the oppositions. The Buffalo station and WSAT-TV were instrumental in persuading the FCC to issue its notice of proposed rule making when they filed petitions asking for this move.

TOP FCC POSTS AWARDED TO TWO

APPOINTMENTS of James D. Cunningham as chief hearing examiner and Harold G. Cowgill as chief of its Common Carrier Bureau were announced by FCC last week. Both are major staff positions.

Mr. Cunningham, an FCC career employee, has been a Commission hearing examiner for 7 1/2 years. Mr. Cowgill, onetime assistant chief of the Commission Common Carrier Bureau's Rates and Tariff Division, since last year has been executive vice president and general manager of ch. 17 WTVT (TV) Decatur, Ill. He has resigned these posts.

Except for military duty, Mr. Cunningham has been with FCC since it was created in 1934. Among the first hearing examiners to be appointed by FCC in mid-1947, he previously had been chief of the Renewals and Revocations Section. Before that he served as attorney in the hearing section and radio division of the Law Dept.

A veteran of World Wars I and II, Mr. Cunningham attained an Army reserve commission following the first war and was recalled to duty in 1940, later serving overseas as judge advocate. He left the Army in 1946 as colonel.

Born at Northampton, Mass., in 1899, Mr. Cunningham attended parochial schools at Holyoke and Georgetown U., Washington, where he received four degrees including his LL.M. in 1928. After private practice, he joined the Civil Service Commission in 1930 as attorney-examiner.

As FCC hearing examiner, Mr. Cunningham presided in the C. A. (Dick) Richards case, later the WMEX Boston renewal proceeding and more recently the KLZ-TV Denver case, the latter the first post-freeze comparative tv fight to reach final decision. Currently he is hearing the Boston ch. 5 applicants and has under consideration the records of the Miami ch. 7 contest and the San Antonio ch. 12 fight, plus two renewal of license proceedings. These involve WWBV Vineland, N. J. (horse racing issue), and WMID Atlantic City, N. J. (ownership representations).

Mr. Cowgill, a native of Decatur where he was born in 1900, attended James Millikin U. and the U. of Illinois. He received his A.B. and LL.B. degrees from George Washington U., Washington. From 1935 to 1944 he served with FCC, resigning to enter private practice with the Washington radio law firm of Segal, Smith & Hennessey. He left that firm last year to join WTVT.

NLRB Denies Review In IBEW-KNGS Case

NATIONAL LABOR RELATIONS Board last week refused to consider an appeal by an IBEW local from an examiner's ruling that the board has no jurisdiction over its dispute with KNGS Hanford, Calif. (1 kw on 620 kc). The board said that in keeping with its policy adopted last summer it would accept no cases involving radio stations whose gross annual income was less than $200,000 [B&T, July 19]. KNGS' gross income for seven months since Jan. 1, 1955, was $85,000, the board said. It employs 10-11 men and covers a territory about 75 miles in radius, the NLRB report said.

Dissenting were NLRB members Ivar H. Peterson and Abe Murdock. Mr. Peterson held that NLRB's refusal to accept jurisdiction unless gross revenues were $200,000 or more eliminates from NLRB protection workers in 80% of the radio stations in the U. S. These stations, Mr. Peterson added, receive about half of the total revenues in the broadcasting industry. Almost all radio stations in communities of under 100,000 population—including clear channel, regional and local outlets—would be removed from the board's jurisdiction, Mr. Peterson said. He also said that 70% of network-affiliated stations would be exempt from NLRB jurisdiction.
HENDRICKSON LAUDS TV CODE BOARD

Chairman of Senate Juvenile Delinquency subcommittee praises NARTB TV Code Review Board for its "forthright" statement to subcommittee, which admitted some errors in programming judgment had been made.

CHAIRMEN Robert C. Hendrickson (R-N.J.) of the Senate Juvenile Delinquency subcommittee last week commended NARTB's TV Code Review Board for its "statement which finds some validity in our criticism of certain crime-horror films now shown on television." The TV Code Review Board statement had been released the week before [B&T, Dec. 6].

Sen. Hendrickson, in a statement Wednesday, said that during the subcommittee's hearings on whether TV was a factor in juvenile delinquency, "a small but vocal segment of the industry cried havoc and sought through blanket denials of our criticism to absolve the entire industry."

The New Jersey Republican added: "Now the great weight of the major portion of the television industry shows both intelligence and responsibility by its forthright statement."

Sen. Hendrickson described as confession good for the soul the TV Code Review Board's statement expressing doubt as to whether "portions of certain films are wholly within the spirit of the Code" and that the board had found "excessive violence" in some cases.

He commended the board's recommendations against "horror for horror's sake," sight or sound effects tending to shock the viewer and "detailed presentation of brutality or physical agony."

The subcommittee expects to file a separate report on television around the beginning of the 84th Congress.

McClatchy Asks FCC Approval To Buy KBOX Modesto, Calif.

APPLICATION for the purchase of KBOX Modesto, Calif., for $75,000 by McClatchy Broadcasting Co., from the Stanislaus Broadcasters Inc., was filed with the FCC last week. In seeking FCC approval, McClatchy proposes to divest itself of all interest in KWW Stockton, Calif.

McClatchy Broadcasting is the present owner of KBEE (FM) Modesto. If the sale receives FCC approval, McClatchy proposes to change the KBOX call letters to KBEE.

Other McClatchy broadcast interests are: KERN-AM-FM Bakersfield, KMI-AM-FM-TV Fresno, KFBN-AM-FM Sacramento, all California, and KOH Reno, McClatchy newspapers are the Sacramento Bee, Fresno Bee and Modesto Bee.

FCC Drops Its Proposal For 5 Kw Uhf Minimum

ON BASIS of comments that it is unrealistic to require all uhf tv stations to use transmitters with a rating of at least 5 kw, FCC has withdrawn its proposal which would boost the power minimum from the present 1 kw rating. FCC said all comments to the proposal, issued last March, opposed the plan [B&T, March 22].

In its opinion and order setting aside the proposal, the Commission said industry mem-

bers "submitted that there is no uniformity in the amount of power required by an individual uhf tv station to enable it to provide the best possible technical service to the area which it serves. It is noted, further, that power requirements vary with such factors as antenna heights, terrain, the size or nature of the area to be served, economic and competitive conditions and sensitivity of receiving equipment and antennas."

Since higher power means higher construction and operating costs for the stations, FCC concluded the power boost requirement "might result in discouraging the construction of television stations in small communities, thereby depriving such communities of service which might otherwise be rendered."

WSFA-AM-TV Sale Delayed

WSFA-AM-TV Montgomery, Ala., was advised last week by the FCC that its application to sell the stations to WKY Radiophone Co. (WKY-AM-TV Oklahoma City) for $562,600 and the assumption of over $500,000 in obligations [B&T, Oct. 4] warranted a hearing.

Petition that the sale of the stations be set for hearing was made by WCOV-AM-FM-TV Montgomery, Ala., and KWTV (TV) Oklahoma City. The petition charged that the Oklahoma Publishing Co. (Oklahoma City Daily Oklahoman and City Times), parent company of WKY, was a monopoly and practiced advertising and news discrimination against KWTV and others [B&T, Nov. 8].

It's In The Bag!

.... and $49 million is only 3.7% of total income in WIBW-TV's coverage area!

With higher power and 1010 foot tower, WIBW-TV is the No. 1 salesman in 128,564* TV homes in 44 counties in three states. These folks dispose of over a billion dollars yearly. To get your share, hire Topeka's only TV station—WIBW-TV.

* Excluding Kansas City and St. Joseph, Missouri

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV

in Topeka

KCKN in Kansas City

December 13, 1954 • Page 79
Plan Test Case of Wis. Ruling Against ’Banko’

TEST CASE will be made shortly by William Stanley Productions, Rockford, Ill., in connection with the Wisconsin Attorney General’s opinion that the firm’s television bingo game, “Banko,” violates the state’s lottery laws.

The opinion claims that the program as constituted by the production house in La Crosse, Wis., and GRANTS for subscriptions in Iowa, Michigan, Wisconsin and Illinois, is the state’s lottery laws. Mr. Laven told BT* he would make a further decision later, which he said would have no effect of stopping the show per se under Wisconsin laws. He declined to specify what action he would take.

At the same time, Mr. Laven told BT* he planned to confer this past Friday with authorities regarding a similar opinion issued in Springfield, Ill. Constitutionality of “Banko” under Illinois laws was questioned there by Atty. Gen. Castle in response to an inquiry from a State’s Attorney in Sangamon County. The game was subsequently dropped by WICS (TV) Springfield pending discussions at BT*, at Deadline, Nov. 29.

Mr. Laven said his program has been sold in seven markets and feels it is “perfectly within the laws,” even though applications vary in different counties in different states. He said that before the series went on television, he had “cleared” with the FCC as to its legality within federal regulations. He also cited the U. S. Supreme Court decision covering giveaway shows.

The program debuted on WTVO (TV) Rockford last September and contracts have been negotiated with seven “Banko” on WISN-TV Davenport and KWWL-TV Waterloo, both Iowa, WMTV (TV) Madison and WGBK (TV) La Crosse, in Wisconsin, among others.

Florence Semi-Satellite Sought by KELO-TV

APPLICATION for a semi-satellite tv station on ch. 3 at Florence, S. D., was filed with the FCC last week.

Applicant is The Hills Broadcasting Co., which is subsidiary of Mid-Continental Broadcasting Co., owner of KELO-AM-TV Sioux Falls, S. D. The Hills Broadcasting is former permittee of ch. 7 KTLV (TV) at Rapid City, S. D. This permit was surrendered last September.

The Hills Broadcasting proposes to build the semi-satellite ch. 3 station at Florence, 14.8 miles from Watertown, S. D., where that channel has been assigned. The proposed station will cover the cities of Huron, Aberdeen and Watertown, the application disclosed.

The proposed semi-satellite will operate in much the same manner as the presently operating ch. 11 KELO-TV.

Mid-Continental Broadcasting, equally owned by President N. L. Bentson, Vice President Edmond R. Rubin, and Secretary-Treasurer Joseph L. Floyd.

Tupelo, Rapid City Tvs Granted by Commission

GRANTS for two new tv stations at Tupelo, Miss., and Rapid City, S. D., were issued by the Commission last week.

At Tupelo, a new tv station on ch. 9 was granted to Tupelo Citizens TV Co. to operate with an effective radiated power of 26.9 kw visual, 13.5 kw aural and with antenna height 3760 ft. over terrain.

Tupelo Citizens is composed of a general partnership including Frank K. Spain (35%), director of engineering at WHEN-TV Syracuse and former NBC tv development engineer, and Joseph G. Petit, NBC tv development engineer.

At Rapid City, grant of the ch. 3 facility there went to Black Hills Broadcasting Co. of Rapid City to operate on effective radiated power of 1.4 kw visual and 0.8 kw aural, and with an antenna height above average terrain of 270 ft.

Black Hills Broadcasting is owned by Helen S. Duhamel, stockholder of KOTA Rapid City.

Meanwhile, the FCC denied the application of KTVR (TV) Ark., to replace its expired construction permit. The ch. 9 station sought delay in the construction in order to attract new local capital to join in the tv venture. The Commission did not believe this was sufficient reason.

Paramount Discloses Foreign TV Holdings

PARAMOUNT pictures Corp., owner of KTLA (TV) Los Angeles and of 27% of Allen B. DuMont Labs Inc. (WABD [TV] New York, WTTG [TV] Washington and WDTV [TV] Pittsburgh) has an interest in two tv stations in Canada and several in Morocco, it was revealed by Paul Raibourn, Paramount Pictures’ television executive, last week. Sale of WDTV to radio Broadcasting Co. awaits FCC approval (see page 68).

Mr. Raibourn, testifying in the Boston ch. 5 hearing in Washington, in response to cross-examination said that Paramount owned 51% of Famous Players Canadian Corp., which held partial interests in the two Canadian tv stations. The stations were not identified.

He also said that Paramount Pictures has a “small interest” which he has an interest in “tv stations in Morocco.

And, Mr. Raibourn said, Paramount Pictures owns 64% of International Telemeter Corp., which has developed a subscription television system, and a 50% interest in Chro- matic Television Labs. The other 50% in Chromatic, Mr. Raibourn said, was held by Gaither & Co.—consisting of Roland Gaither, president of the Ford Foundation, and Ernest Lawrence, inventor of the Lawrence color tube.

FCC Rescinds Memphis Am To Consider Oxford Bid

FCC last week rescinded its grant of a fortnight ago to Tri-State Broadcasting Service for a new daytime station on 1430 kw with 1 kw at Memphis, Tenn., because of the competing application filed by Ole Miss Broadcasting Co. for the same facility at Oxford, Miss.

Tri-State had filed its original application in February 1953 for 730 kw. This was amended to specify 1430 kw. Ole Miss had originally submitted its bid in July and October of 1954, but the FCC returned the applications. Ole Miss’ bid for the 1430 kw facility was accepted by the FCC in November of this year.


USE of WFFC call combination for a new radio station at Haines City, Fla., by KWK Inc., was turned down by FCC because of the contention with the initials of the old station. KWK Inc. operator of KWK St. Louis, wanted the Haines City call to symbolize “Florida Coast to Coast.” No alternative call has been assigned for the new station, to operate 10 kw day on 540 kc.

CONELRAD KITS SENT OUT; PUBLIC APATHY CITED

Radio and tv stations get programming materials as FCDA points to recent Politz survey which found only 4% of households knew of emergency dial settings on receivers.

KITS to further acquaint the public with the Conelrad program are being distributed to radio and television broadcasters, the Federal Civil Defense Administration has announced.

FCDA also has released detailed results of a survey on Conelrad, a part of the Alfred Politz Research Inc. national study released in September [BTV, Sept. 27].

The study, based on interviews of 11,020 households and validated by Advertising Research Foundation, found that not many people are familiar with Conelrad (Control of Electromagnetic Radiations). Some 5.0% of the households interviewed had heard of special plans for use of radio for civil defense purposes in an emergency, while 82.3% had not. Only 4% knew of the 640 and 1240 kc dial settings, which broadcasters would switch to air emergency CD messages while at the same time avoiding the danger of “homing” by enemy bombers on radio frequencies.

Some 8.3% had heard of Conelrad or partly understood the plans, while 5.4% (all included in the 17.7% figure) had no particular knowledge of the plans.

The Politz study, made in May 1954, showed 95% of U. S. households have either auto or home radio receivers, but 94.1% of the total homes had no dial marked with the 640-1240 kc CD settings.

The Conelrad kits contain printed spot announcements for radio and tv and scripts for two films FCDA expects to release in about a month—one 10 minutes and the other one minute.

The kits also contain FCC material on the authorization and activities of Conelrad. Two five-minute radio spots are included.

The 10-minute film script, for which FCDA expects to have film clips ready for distribution to tv outlets in about a month, dramatizes the story of the 1941 Japanese bombing of Pearl Harbor, concluding that Honolulu radio stations inadvertently led enemy bombers to the target—something which might not have happened had an effective Conelrad system been in use.

The film then reviews the devastation of an atomic attack and the need for Conelrad.

Territorial Class IIs

PROPOSAL to allow secondary Class II stations in the U. S. territories to operate unlimited time on American clear channels was made final by FCC last week over protests by Clear Channel Broadcasting System and NBC. Effective Jan. 10, the new policy was initiated a year ago to allow stations in the territories to have the same rights as Class II foreign stations which in many cases are even closer to the continental U. S. [BTV, Nov. 30, 1953].

Such new stations may not deliver over 5 microvolts per meter groundwave day or night or 25 microvolts per meter 10% of the time skywave at night at any point within the continental U. S.
CITIES Service
digs with diamonds...

$6,500 diamond-studded bits like these are used for penetrating extra-hard rock formations by

CITIES SERVICE
A Growth Company
FTC Plans Court Action On Violators of Orders

THE Federal Trade Commission will bring court action against those firms which persist in unfair trade or monopolistic practices despite formal FTC actions forbidding them, Earl Kintner, general counsel, said last fortnight.

Mr. Kintner, who addressed the District of Columbia Bar Assn., said "flagrant" violations of FTC cease-and-desist orders have been discovered through a current commission survey. He said that FTC Chairman Edward H. Howrey ordered the survey when he found that in 4,000 of the 4,500 old cease-and-desist orders in force, the commission had virtually no knowledge whether the companies concerned were obeying the orders. The survey began July 1 and about 100 cases are being reviewed each month, Mr. Kintner declared.

The FTC general counsel asserted that while the commission has embarked on a policy of using voluntary procedures to enlist the cooperation of businessmen in avoiding improper advertising and competitive methods, it will use "hard-hitting enforcement, wherever we find unwillingness to comply." Mr. Kintner told [BT] that the advertising he referred to included radio-tv. He said the FTC maintains one set of standards for all advertising.

Because of limited funds, Mr. Kintner declared, the commission has tried to concentrate on cases of "great public interest," such as the investigation of the New York coffee market and of the health and accident insurance industry for false and deceptive advertising.

Decision Pends on RCA Plea To Switch Suit to Delaware

DECISION was reserved last Wednesday by Senior Judge John C. Knox of the U. S. District Court for the Southern District of New York on an RCA motion to transfer the Justice Dept.'s civil anti-trust suit against RCA to the Delaware District Court [BT, Nov. 29].

Counsel for RCA argued the suit should be tried in Delaware because it dealt solely with patent-licensing matters that were the subject of a 1932 consent decree filed in the Delaware court. RCA maintained that the Delaware court "has reserved continuing jurisdiction with respect to the consent decree of 1932 and activities of RCA and others thereunder."

In countering the motion, counsel for the Justice Dept. stated that the primary consideration in such a legal action is "convenience." The government contended that since witnesses and records relating to the suit are available in New York, the New York court should have jurisdiction.

The suit was filed by the Justice Dept. in the New York District Court on Nov. 19 [BT, Nov. 22]. It accused RCA of monopolizing and conspiring to restrain competition in radio-television licensing business. Named as co-conspirators, but not as defendants, were GE, Westinghouse, AT&T, Bell Labs and Western Electric Co.

FTC Commissioner Proposes Parley on Insurance Ads

FEDERAL TRADE Comr: Lowell B. Mason last week proposed that interested members of the health and accident insurance industry file an application with the FTC for a trade practice conference aimed at working out problems to prevent misleading advertising.

Last October the FTC charged 17 firms in the field with false and misleading advertising [BT, Nov. 22, Oct. 25]. Comr. Mason, addressing the South Bend Chamber of Commerce, said, "Whenever a bad business habit is engaged in by a group of companies, I have found... the same... is apt to be repeated throughout the industry." He said that he was not discussing the validity of those charges.

Mr. Mason said the FTC "has always been more than cooperative, wherever respondents evidence a willingness to come forward and dispose of complaints in this manner."

FCC Deletes WCOV, WORX

FCC last week deleted standard stations WCOV Montgomery, Ala., and WORX Madison, Ind. The deletion of WCOV is a fulfillment of the Commission's condition to the purchase of WJII Montgomery by Capitol Broadcasting Co., licensee of WCOV-AM-FM-TV [BT, Oct. 6].

At Madison, the FCC dismissed the application of WORX for extension of time to complete the 1440 kc station. Construction permit was forfeited and the call letters were deleted.

WIBG Sale Approved

TRANSFER of control of Seaboard Radio Broadcasting Co., licensee of WIBG-AM-FM Philadelphia and 84%-owner of WIBG-TV there, to station President Paul F. Harron was granted by the FCC last week.

Transfer results from the sale by socially-prominent Jack Kelly and family of 30% interest for $250,000. Mr. Harron, presently owner of an identical 30% interest, purchases approximately 28% of the Kelly family interest.
PERFORMANCE GUARANTEED SYSTEMS

FEATURING

VSWR low enough for color television
- New Andrew copper clad steel waveguide
- Andrew UHF Coaxial line
- Andrew high efficiency Steatite line for VHF

Andrew transmission systems for today's TV will not be obsoleted by tomorrow's colorcasting—
* Our high technical standards are backed by a 20 year record of accepting systems responsibility, and we invite you to write for a copy of our guarantee policy.

Andrew will design and engineer a complete system for your station now—and accept a contingent order to be placed through your transmitter manufacturer at a later date.
WHAM

ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM * NBC Affiliate

SELLING WESTERN NEW YORK,
NOT JUST ROCHESTER

Page 84 • December 13, 1954

WBRE-TV SETS MILLION-WATT OPERATION

Wilkes-Barre outlet completes RCA installation to be first uhf station to reach maximum authorized for such tv stations.

FIRST million-watt commercial broadcast station in the nation was set to take to the airwaves last weekend.

WBRE-TV Wilkes-Barre, Pa., operating since Jan. 1, 1953, on uhf ch. 28, was ready to throw the switch putting into operation its new RCA 25-kw uhf transmitter and its new RCA 46-gain uhf pylon antenna.

It is the first station to reach maximum power authorized for uhf stations by the FCC. The Commission's rules permit uhf tv stations to radiate 1,000 kw effective radiated power. This is based on the assumption that 1,000 kw will give uhf stations the equivalent in coverage of the 100 kw maximum permitted for low-band vhf stations and the 316 kw permitted high-band vhf stations.

Station, a basic NBC-uhf affiliate serving the northeastern Pennsylvania cities of Wilkes-Barre, Scranton, Nanticoke, Sunbury, Hazleton, Shenandoah and Honesdale, is owned by Louis G. Baltimore. It has been operating with 225 kw visual power and serving an estimated 1.3 million people in a 40 mile radius from its Wyoming Mt. antenna site. The antenna site is four miles east of Wilkes-Barre.

With its new giant voice, WBRE-TV estimates it will reach more than 2 million people in 20 counties within a 60 mile radius from its antenna site. It is believed a strong, usable signal will reach Binghamton, N. Y., on the north; Easton, Pa., on the east; Reading, Pa., on the south, and Williamsport, Pa., on the west.

Eliminate Shadows

The new 1,000 kw power should eliminate, or minimize, most of the shadow areas in its service area, David M. Baltimore, WBRE-TV general manager, said Friday at dedication ceremonies in Wilkes-Barre. He explained that with WBRE-TV went from 18 kw to 225 kw many shadow areas disappeared and a number of major trouble spots dropped to minor irritations.

The station held a luncheon for 200 at the Hotel Sterling in Wilkes-Barre Friday. Attending were RCA and NBC executives, state, county and city officials, industrial and civic leaders and newsmen. After the luncheon the guests were conducted on a tour of the Wyoming Mt. installation.

The RCA 25 kw transmitter is actually two 12½ kw transmitters whose output is combined into a single network feeding the antenna. The transmitter has been installed and testing for the last two weeks. Cost was estimated at $200,000.

The new antenna, 96 ft. tall, is atop a 330- ft. tower. It is 1,220 ft. above average terrain. Wyoming Mt. is 2,100 ft. above sea level. The antenna has been on test at RCA's Camden, N. J., factory for the past 10 days. It was due to be installed this weekend. Winter conditions at the antenna site prevented the removal of the old antenna and the installation of the new one in time for the Dec. 10 ceremonies. However, it is believed this substitution will be accomplished during the weekend or early this week.

The installation was done by RCA engineers. Charles Sakoski Sr. is chief engineer of the station.

WBRE-TV went on the air 90 days after receiving FCC approval in 1952. Early this year the station was equipped for network color.

Celebrating its 30th anniversary Dec. 30 will be NBC affiliated WIBF, which operates on 1340 kc with 250 w.

Next station with 1,000 kw apparently also will be a Wilkes-Barre uhf tv station. This is ch. 34 WILK-TV, which is having a GE 45 kw transmitter installed with prospects for booming 1 million watts into the area early next month. GE is using two 23 kw transmitters in tandem to put 45 kw into its regular, five-bay, 25-gain helical uhf antenna. The transmitters use four visual and two klystron power tubes. WILK-TV is affiliated with ABC and DuMont.

RCA has reported that it already has an order for a 1,000 kw uhf installation from KPTV (TV) Portland, Ore.

WIRI (TV) Begins; Tvs Now Total 417

WIRI (TV) Lake Placid-Plattsburg, N. Y., delayed because of equipment difficulties, began commercial programming last Thursday following test pattern transmission on Wednesday. Joel H. Scheider is president and general manager of licensees Great Northern Television Inc. The ch. 5 station is the first local tv in the area, with the nearest competitor 100 miles away. WIRI is equipped with a DuMont package and represented by Adam Young Tvs Corp.

The total number of tv stations programming now stands at 417.

KFI-TV Klamath Falls, Ore., received a grant for ch. 2 early this month, plans to purchase General Electric equipment, including a 5 kw transmitter, 3-bay antenna and complete studio and film equipment. Engineering estimates, the station claims, indicate that it will effectively cover northern California and southern Oregon, including the Klamath basin and Rogue River valley. Alan K. Abner, manager of KFI, will direct the tv property. W. D. Miller is president.

Eyeing the RCA super-power pylon antenna, under test at Camden, N. J., before being installed at WBRE-TV Wilkes-Barre, Pa., are (l to r): station general manager David M. Baltimore and RCA broadcast equipment marketing manager A. R. Hopkins.
What changed this picture?

If you ever drove up to that old-fashioned pump and said "Fill her up!" you'll remember that you got the gasoline. But that's all you got!

Because the primitive fuel pump was a long way down the road from the service station of modern times. We know, because we pioneered a surprising number of the customer services the petroleum industry has since adopted.

Like water and air wells. We first sank them on the pump island so you could get gasoline, water and air in one place.

Like windshield washing service. We introduced the individual clean towel and special fluid—and first washed your car's windows all the way around.

Like the cash box on the pump island—the quicker to make change and save you time.

Like famous Union "Minute Man Service" that, at its best, even empties the ash trays, brushes out and dusts off your car.

Like the full-time cleaning and painting crews that keep Union's 4500 stations in the West the glistening white that invites you in.

When we introduced them these were "bonus services," extras you didn't expect. Today you take them for granted when you buy gasoline.

You do because the oil companies—in constant competition for your business—are continually improving their products and expanding their services.

For in America's free competitive economy, making things increasingly better for the customer is the only way to make any progress for yourself.

Union Oil Company
OF CALIFORNIA

Your comments are invited. Write: The President, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.
SOUND REPUTATION SECOND TO NONE

THE ALTEC LANSING

DUPLEX

Speaker

Your final measure of audio quality is the monitor speaker. That is why the best quality is a must for monitor speakers in every AM, FM and TV station. You are sure of the best quality...GUARANTEED quality...with Altec's famous "Duplex" speakers. Altec guarantees these speakers will reproduce all of the tones from 30 cycles to 22,000 cycles when mounted in a properly designed cabinet. Only ALTEC Lansing Corporation gives you this guarantee of quality.

ALTEC "Duplex" speakers give you the same high quality and dependability as Altec broadcast consoles, Altec microphones and amplifiers. Altec quality is quality you can trust!

There are three Altec "Duplex" speakers to choose from: the 604C, latest model of the famous Altec 604 "Duplex," 15"; 35 watts continuous power rating; the lighter 602A, 15"; 20 watts continuous rating; and the 12" 601A with 20 watt power capacity...all three guaranteed from 30 to 22,000 cycles...the perfect monitor speakers.

A SOUND REPUTATION SECOND TO NONE

ALTEC

LANSING CORPORATION

9366 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

Page 86 • December 13, 1954
... NOT ONE TRUSCON TOWER downed in recent eastern hurricanes!

Tall, straight Truscon Towers took the worst that Hurricanes Carol and Hazel had to offer—and Truscon has not had a single report of a Truscon Tower failing before either of these terrific onslaughts. Here, certainly, was a dramatic demonstration of the ability of Truscon Towers to withstand the most severe weather conditions.

You can get this kind of dependable performance every time with a Truscon Tower. Years of unmatched technical experience combined with the most modern facilities go into their manufacture.

Just name the height your antenna must reach; Truscon will engineer and construct the tower you need...tall or small...guyed or self-supporting... for AM, FM, TV, or Microwave transmission. Your phone call or letter to any Truscon district office or to "tower headquarters" in Youngstown will get your tower program going promptly.

TRUSCON STEEL DIVISION
REPUBLIC STEEL
1074 ALBERT ST. • YOUNGSTOWN 1, OHIO
Export Dept: Chrysler Bldg., New York 17, N.Y.

A NAME YOU CAN BUILD ON

WCOP-FM, Boston, Mass.
Truscon guyed tower, 409 feet tall.
WCBS Cites Radio Set Spurt In N. Y. Metropolitan Area

HIGH LEVEL of radio set buying in the New York metropolitan area is pointed up in a special tabulation released last week by CBS Radio's WCBS New York which shows that although the area accounts for 9% of the country's radio families, it absorbed 16.7% (or 629,860) of total U. S. radio set sales to dealers from January through September 1954.

WCBS' tabulation, according to General Manager Carl Ward was made from RETMA figures and covered metropolitan New York's 17 counties but did not include figures of new auto radios purchased by New Yorkers. The healthy buying of radio sets in the New York area, Mr. Ward noted, compared to tv set shipments there of 346,514 (55% of the radio total) during the same period.

"This is the strongest kind of evidence that New Yorkers are buying lots of radio sets for the kitchen, bedroom, bathroom, den and playroom," Mr. Ward declared. "It is another example of the new personalized listening to radio that has taken place since the advent of tv. It is further evidence of radio's remarkable ability to build added listening by reaching people wherever they are and regardless of what they are doing."

WPON Begins Operation

WPON Pontiac, Mich., 500 w fulltime station on 1450 kc, went on the air at 5:30 p.m. Dec. 2, according to the station, which adds that it will program each day until midnight. WPON is owned by James Gerity Jr., who also owns WABJ Adrian, Mich., and has an interest in WNEM-TV Bay City, also Mich. David Norton has been appointed WPON station manager, and Larry Payne, formerly with WABJ, has been named chief engineer. Hil F. Best Co. has been appointed WPON national representative.

WARREN S. BOOTH (r), president of the Detroit News, pushes the button to put into operation the new 1,0631/2-ft. tower and 100 kw transmitter of its WWJ-AM-TV there. Also participating in the Nov. 22 televised ceremony is Edwin K. Wheeler, general manager of WWJ-AM-TV. The new facilities extend station coverage to a radius of 100 miles with a population of almost six million people in Michigan, Ohio and Ontario, station says.

WLYC-AM-FM Executive Fights Ban of Major Games

SOLICITATION of listener support to prevent a ban on broadcasting of major league baseball games in non-league cities has been started by W. Richard Carlson, vice president and general manager of the Lycoming Broadcasting Co., operators of WLYC-AM-FM Williamsport, Pa.

Mr. Carlson decreed the minor leagues' action in calling for prohibition of broadcasts of major league contests on any but the hometown station of the team and asked listeners, in a tape-recorded message broadcast hourly by the station, to write letters to the New York Yankees (whose games WLYC-AM-FM broadcasts) indicating their desire to hear Yankee games, disapproval of the minors' action, and support of any major league action to ignore the minor leagues' recommendations.

Diehm Names Gilmore, Hunter To Inter-Station Positions

POLICY EXPANSION whereby certain executives will handle activities for the five stations in its group, has been announced by Victor C. Diehm, president of Vic Diehm Assoc. Stations (WVDA Boston; WAZL-AM-FM Hazelton, Pa.; WHLM Bloomburg, Pa.; WIDE Biddeford, Me., and WHOL Allentown, Pa.). John C. Gilmore, formerly in a sales promotion post with WCH Norfolk, Va., moves to Diehm group as director of sales promotion for the five outlets. Mr. Gilmore will headquarter at WVDA. John Hunter of WKNK Muskogee, Mich., returns to the Diehm operation where he began his broadcasting career. Mr. Hunter joins the technical staff and he, too, will cover the five stations and headquarter at WVDA.

KT VX (TV) Goes to 316 Kw

KT VX (TV) Muskogee, Okla., boosted its power from 45 kw to 316 kw last Tuesday. According to John T. Griffin, president; James C. Leake, executive vice president, and L. A. Blust, vice president-general manager of the Tulsa Broadcasting Co., the transmitter was installed within a three-week period at the tower site on Concharty Mt., about midway between Tulsa and Muskogee.

The increase, according to the station, now carries the KTVX ch. 8 signal to nearly a million people over 31 counties of eastern Oklahoma, southern Kansas, western Arkansas and the tip of southwestern Missouri.

Anheuser Buys on WTVI (TV)

ANHEUSER-BUSCH INC. (Budweiser beer), through D'Arcy Adv. Agency, St. Louis, has purchased for $32,900 one-half of the 26-week Million Dollar Movie, National Telefilm Assoc. package, to be shown over WTVI (TV) there. The currently-released Hollywood movies are scheduled on a rotating basis (Sun.-Tues.) so that only 13 films will be shown, each for three consecutive days twice.

WABD (TV)'s Nov. Business

WABD (TV) New York, owned and operated by DuMont Television Network, signed $321,-729 in business during November, George L. Barenbregge, the station's general manager, reported last week. According to Mr. Barenbregge, the sales outlook for the station holds even more promise for 1955.
Give him the world this Christmas

Give him a Zenith Super Deluxe TRANS-OCEANIC, the world's finest shortwave portable Radio!

With this latest version of the world's only 13-year-proved shortwave portable he may hear many different countries. It's powerized to tune in the world. Its list of owners reads like an international "who's who." Radiorgan Tone Control gives you choice of 16 different tone combinations. Receives both shortwave and standard broadcast. Tropically treated against high humidity. Works on AC, DC, or long-life batteries. Only $139.95*. In handsome genuine top-grain cowhide, $159.95*.

*Manufacturer's suggested retail price, not including batteries. Slightly higher in Far West and South. Prices and specifications subject to change without notice.

Zenith Super Deluxe TRANS-OCEANIC Radio
Backed by 36 years of Experience in Radionics Exclusively

ALSO MAKERS OF FINE HEARING AIDS • Zenith Radio Corporation, Chicago 39, Illinois 1-9-54
Katz Agency Inc. Expands, Appoints Four to Tv Sales

IN LINE with expanded activities in television, The Katz Agency Inc., national advertising representative, last week announced the addition of four men to its tv sales staff.

Charles F. Abbott Jr., Saul Rosenzweig and Frank J. McCann have joined the company's New York office, and David S. Abbey, the Chicago staff.

Mr. Abbott had been with ABC-TV in spot sales since 1952.

Mr. Rosenzweig joined Katz from his post as radio-tv account executive with BBDO in New York.

Mr. McCann has had time buying experience at Ted Bates & Co. and at Young & Rubicam, New York.

Mr. Abbey, a graduate of Northwestern U., had been handling local and national sales for WGN-TV Chicago.

KCUL Boosts to 10 Kw

KCUL, Fort Worth, Tex., which has been operating since 1949, increased its power to 10 kw Thanksgiving Day, James G. Ulmer, president and general manager, has reported. Excellent reports from the coverage area throughout east and west Texas and the Fort Worth-Dallas market have been received, according to the announcement.

KCUL operates on 1540 kc and is represented nationally by Hil F. Best Co. Mr. Ulmer purchased controlling interest in KCUL last summer.

WFJL (FM) to Suspend

BISHOP Bernard J. Sheil's WFJL (FM) Chicago will cease operation after Jan. 1, it was announced last week. Decision to go off the air reportedly stemmed from a realignment of the Catholic Youth Organization in Chicago of which Bishop Sheil was director until recently.

WFJL was licensed to Lewis College of Science & Technology and operated on 93.1 mc.

Page 90  *  December 13, 1954
WADC Takes Over Game As WCUE Signs Off

TEAMWORK between Akron stations, WADC (CBS Radio basic affiliate) and WCUE (independent) was required when WCUE's planned coverage of the Refrigerator Bowl game between Kent State U. and the U. of Delaware was thwarted by a 3 p.m. kickoff which meant the game would not have been finished when the station signed off at local sunset. To avoid interruption, WADC's owner-manager, Allen T. Simmons, arranged to clear time with CBS for broadcast of the last half of the game, starting at about the time WCUE signed off.

At the start of the second half, WCUE sports director, Ed Erwin, who handled the play-by-play, advised listeners to tune over to WADC for the game's completion. Of the arrangements, WCUE President Tim Elliot commented, "A splendid example of cooperation by broadcasters in the public interest."

WKY-TV Receives Permission For Unlimited Trial Coverage

PERMISSION was given to WKY-TV Oklahoma City, Okla., to provide "unlimited, unrestricted" coverage of a robbery-torture trial in district court there, the station reports. Judge Clarence Mills, who presided over the trial, in commenting on the trial coverage, said in part: "The constitution and laws . . . provide that the people's courts should, at all times, be open to the public as a necessity of due process of law . . ." He congratulated WKY-TV and other newsmen for accurate, careful and considerate treatment of the case. WKY-TV used sound-on-film and silent cameras and high speed film which eliminated the necessity of special lighting equipment.

WCAU-TV's New Sales Pitch

THE RAPID RISE of television, creating a new way of life, which in turn demands a new way of business, is featured in a current TV sales presentation by WCAU-TV Philadelphia.

The presentation was unveiled by Robert M. McGredy, WCAU-TV sales director, before an audience of CBS-TV Spot salesmen. The purpose of the 30-minute oral and visual presentation, which charts the progress made by TV in the last seven years, is to acquaint non-TV advertisers with the potentialities of this new medium. It was developed by George Gold- man, promotion manager, and Frank Elliott, sales development director, in cooperation with Mr. McGredy.

Protection for WABT (TV)

TRANSMITTER of WABT (TV) Birmingham, Ala., will be equipped with complete protection against breakdown when a spare exciter is installed at the end of the year, according to Standard Electronics Corp. Standard will deliver a spare 500 w exciter as well as a new 5 kw driver unit Dec. 23. The installation will be similar to that of WOR-TV New York. Using two 20 kw amplifiers, WABT's radiated power on ch. 13 is in excess of 300 kw. The spare exciter at WABT will be incorporated in the S-E "Add-A-Unit" installation. A 250 w spare aural exciter is included.

WGBH-FM to Air WBZ Show

WBZ, BOSTON and NBC have reached an agreement which enabled WGBH-FM Boston, non-commercial outlet, to broadcast the first half-hour of the Boston Symphony Orchestra's Saturday evening concerts. The WGBH broadcast will be done simultaneously with the network coast-to-coast broadcast of the orchestra. Announcement was made jointly by Avner Rakov, program manager of WBZ and WBZA Springfield, and Parker Wheatley, general manager of WGBH.
WKMF Airs 4-Day Schedule
Commemorating GM Marker

WKMF Flint, Mich., helped General Motors celebrate production of its 50 millionth car by presenting a four-day "Radio Special Edition" climaxing on Nov. 23, the day of GM's Golden Carnival day, the 24-hour-a-day station reports.

W. Eldon Garner, station manager-director, and Dusty Rhodes, program director, organized a commemorative program schedule which included celebration reports direct from 24 cities across the country where GM plants are located, musical salutes to disc m.c.'s in GM towns, recorded messages by GM officials, "Men of General Motors"—short biographical sketches, plus complete coverage of the Golden Carnival ceremonies.

A tape transcript of the four-day schedule is to be presented to the General Motors Commemorative Library.

Court Film Seizure Protested

CONFISCATION of a tv film showing the defendant in a rape case in Miami, Fla., by order of criminal court Judge Ben C. Willard has been protested by Art Gray, general manager of WITV (TV) there. The film showed the defendant outside the courtroom walking across a corridor. "Judge Willard had no authority for action," Mr. Gray said. Later Judge Willard indicated he might release the film.

WCBS-TV Buys Lantz Group

WCBS-TV New York has purchased 179 Walter Lantz animated cartoons for exclusive tv showings in the New York area, according to William C. Lacey, station's film department manager.

The films will be shown on three WCBS-TV programs, The George Gobel Show, Space Finities and Cartoon Carnival. The cartoons, which first were released for theatrical showings by Universal Pictures Co., are being distributed for tv by Motion Pictures for Television Inc.

Negro Programming on KJET

KJET (formerly KIJM) Beaumont, Tex., will broadcast programs with special appeal to the large Negro market there, Walter L. Rubens and Ben J. Rogers, new owners of the station, report. The 1 kw station claims that it is the first in the Beaumont area to air programs aimed exclusively at the 110,000 Negroes in that market.

STATION SHORTS

KBZY Grand Rapids, Minn., has changed its call letters to KOZY.

WOW Omaha, Neb., began Sunday through Friday all-night operation Dec. 5, with 12 midnight to 5:30 a.m. broadcasts originating from its new studios at transmitter site, 56th & Kansas Sts. WOW leaves air 1 a.m. Saturdays for maintenance. WOW-TV has installed $28,000 in projection equipment, including RCA video film camera and two 16mm RCA film projectors, according to station.

KFMB-TV San Diego announces sales for six weeks ended Nov. 27, through new time purchases by four local and three national advertisers, totaled $123,000, highest in station's history.

WPIC Morningside, Md., has opened auxiliary studios at 5205 Baltimore Ave., Hyattsville, Md.

REPRESENTATIVE PEOPLE

John Burr, formerly national advertising manager, William B. Smullin tv stations (KIEM-TV Eureka, Calif.; KBIH-TV Medford, Ore.), appointed new West Coast Blaine office of 3337 White Henry Stuart Bldg., Seattle.


STATION PEOPLE

L. O. Fitzgibbons, general manager, WRRR Rockford, Ill., elected vice president and board member, Rock River Broadcasting Co., station license; Irv Tingley, salesman, WBEL Beloit, Wis., to WRRR as commercial manager.

Miller Robertson, formerly part owner, KEBQ El Paso, Tex., to WTCN - AM - TV Minneapolis-St. Paul as assistant general manager.

Dick Westervelt, director of news and special events, WIBS Deland, Fla., appointed administrative assistant in charge of station operations.

Cliff Hendrix, KCSI Pueblo, Colo., appointed operations and program manager, succeeding Larry Gordon, who moves to KPAT Pampa, Tex., as partner and general manager.

Gordon Williamson, formerly manager, WISE-TV Asheville, N. C., appointed to newly-

Page 92  December 13, 1954

making color history...

the DuMont Color Multi-Scanner
now serving...

WFBM-TV
INDIANAPOLIS, INDIANA
Which carries the heaviest burden?

Every hour, more than 300,000 tons of freight is loaded into the boxcars, vans, holds and fuselages of four of America's prime movers.

You could measure the size of the load these carriers handle in terms of cubic capacity — or tonnage — or dollar volume — but none of these figures would answer the big question above.

The heaviest burden is carried by the transportation agency whose services are most vital to the country — yet which operates under a tremendous disadvantage with respect to the nation's other carriers.

It is not the trucking industry, for this industry has had its growth generously aided by public tax funds — which help provide and maintain the highways used by the big inter-city truckers. Nor is it the airlines — which benefit from tax-built airports and airways — or the domestic waterway carriers, whose channels and navigation facilities are virtually a "present" from the public.

These transportation agencies can charge lower rates for the services they provide, since the taxpayer carries part of the load. And, of course, the taxpayer is you — as well as the companies that manufacture many of the things you buy and include their taxes in the prices they charge you.

Such is the case with America's air lines, barge lines and inter-city truckers. It is not the case with America's railroads — which build and maintain their own rights of way and, in addition, pay taxes. When, on top of this, some of the taxes the railroads pay are used to help defray the cost of facilities for their competitors, the nation's railroads are not only discriminated against but weakened.

Today, more than ever, America must have a strengthened railroad network. To accomplish this requires recognition by the government that all carriers, like all other businesses in a free economy, must be treated equally under the laws of the land... Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.
George E. Hurst, former head of CBS Radio Spot Sales, L. A. office, appointed to newly-created position, national sales manager, KMOX St. Louis.

Ray Gilvard, floor manager, WTRI (TV) Albany, N. Y., appointed production staff director; Frank Allen and Tom Gibson to production staff; Hank Malloy to announcing staff, WTRI, retaining position with WTRY Troy, N. Y.; Sue Schuster to publicity dept.; Margo Benjamin to station as receptionist.

Richard F. Polgreen, WFBL Syracuse, N. Y., appointed sales manager. [B&T, Dec. 6].

Rollin C. Hawkes, to KOMO Seattle as national sales service representative; William Cathey, merchandising—advertising manager, Olympia Brewing Co., Olympia, Wash., to KOMO-TV as merchandising and sales service representative; Philip M. Evans, director, Seattle World Affairs Council, to KOMO-AM-TV as news reporter, analyst and commentator.

Ellie Palmieri, former publicity chief, Cleveland Community Chest, to WDOK there as sales representative.

Richard F. Hartaust, sales representative, Eastern Air Lines, N. Y., to WEEI Boston as sales executive.

Floyd E. Weldman, sales manager, WEWS (TV) Cleveland, appointed general executive; John H. Foley, sales staff, WEWS, appointed local sales manager.

Charles A. Herbert, producer-director and account executive, former Ward Wheelock Adv.
Only STEEL can do so many jobs so well

THE "SURFACE" GOES ALL THE WAY THROUGH. That's the beauty of stainless steel auto trim... its beauty is more than skin deep. With no plating to wear off, stainless steel trim is the same all the way through the metal. It stays bright and handsome for years and years. Be sure the trim on your new car is stainless steel.

TRAFFIC SAFETY. Millions of traffic signs line the highways and streets of America, to direct and protect our growing hordes of motorists. Most of these signs are steel. The one illustrated is embossed, but not yet painted, showing how the letters stand out clear and sharp and legible, even before paint is applied. Steel lends itself to this embossing process better than any other metal. Only steel can do so many jobs so well.

STYLE IN STEEL. In this forever modern furniture, you get not only smart, high-style design, but functional usefulness and durability, too—all at a budget price. For this furniture is made of steel... with surfaces of stain- and scratch-proof plastic.

SEE THE UNITED STATES STEEL HOUR. It's a full-hour of the very best in television drama... presented every other week by United States Steel. Consult your local newspaper for time and station.

FASTER THAN SOUND. From inside the new air lock section of the Southern California Cooperative wind tunnel is seen the 51 foot long motor section. It will house two 95 ton 20,000 HP motors and propellers. These sections, fabricated by Consolidated Western Steel Division of U.S. Steel, will be installed in the present wind tunnel to produce speeds faster than sound for aeronautical research.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 565 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE... AMERICAN STEEL & WIRE and CYCLOVE FENCE... COLUMBIA-GENEVA STEEL... CONSOLIDATED WESTERN STEEL... GERRARD STEEL STRAPPING... NATIONAL TUBE OIL WELL SUPPLY... TENNESSEE COAL & IRON... UNITED STATES STEEL PRODUCTS... UNITED STATES STEEL SUPPLY... Divisions of UNITED STATES STEEL CORPORATION, PITTSBURGH

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

MANUFACTURED FROM

United States Steel

This trade-mark is your guide to quality steel

December 13, 1954 • Page 95
34 to Get Emmies
In Tv Arts, Sciences

TOTAL of 34 national Emmy awards will be given for outstanding achievement during 1954, according to Academy of Television Arts & Sciences. Announced so far by ATAS board are the presentation of 21 national program and personality awards and, for the first time in academy history, 13 professional technical awards. Ceremonies will take place in February in Los Angeles.

Program and personality nominations will be made by submitting lists of all network tv and syndicated film programs to ATAS members, who will vote for five favorites in each category. Final nominations will be made from the top five in each category:

1. Individual program of the year (single or one of a series); 2. dramatic series; 3. situation comedy series; 4. variety series including musical variety; 5. news reporter or commentator; 6. musical, religious or educational program; 7. children's program; 8. actor in single performance; 9. actress in single performance; 10. actor starring in regular series; 11. actress starring in regular series; 12. supporting actor in regular series; 13. supporting actress in regular series; 14. western or adventure series; 15. mystery or intrigue series; 16. audience guest participation or panel program; 17. outstanding new personality; 18. male singer; 19. female singer; 20. sports program; 21. daytime program.

Professional technical nominations will be made by each of the professional groups concerned with the category. Each ATAS membership will vote on the final five nominations in each of the professional technical categories, except the following:

1. Art direction of live show; 2. art direction of filmed show; 3. direction of photography filmed for tv; 4. written dramatic material; 5. written comedy material; 6. technical achievement; 7. technical achievement, non-news; 8. tv sound; 9. film editing; 10. direction; 11. original music composed; 12. scoring of a dramatic or variety program; 13. choreography.

ATAS will also make awards to programs seen only in Los Angeles area, for which awards structure committee will make its recommendations shortly. Committee co-chairmen are Robert J. Black, vice president of Hricks and Greist, and Dr. Frank C. Baxter, commentator on CBS-TV Then and Now.

BMI Sets Awards Deadline

BROADCAST MUSIC Inc. has announced that the deadline for receipt of manuscripts for its 1954 Student Composer's Radio Awards contest has been set at Jan. 15, 1955. BMI reported that more than 1,200 entry kits have been mailed to music students throughout the U. S., and additional entry blanks may be obtained from Russell Sanjek, director, SCRA project, BMI, 589 Fifth Ave., New York.

The competition offers prizes totaling $7,500 to be applied for tuition and subsistence during continued study at the institutions of the winners' choice. An additional prize for 1954 will be The Seventeen Music Award, offered by Seventeen Magazine, which will provide for the recording of the winning composition by a student composer under the age of 21.

Firestone Receives NAFBRAT Award

HARVEY S. FIRESTONE Jr., board chairman, Firestone Tire & Rubber Co., has been presented the second annual Lee De Forest Award of the National Assn. for Better Radio and Television for "the most outstanding contribution to the cultural development of radio and television during the past year."

The selection of Mr. Firestone was made by the NAFBRAT board of directors because of his "personal responsibility" for The Voice of Firestone radio and television program (ABC Radio and ABC-TV, Mon., 8:30-9 p.m. EST). It was pointed out he had maintained the simulcast in its long-established time period, although it was necessary to switch the program to ABC when NBC preempted the Firestone time period last summer.

Presentation of the award was made at a luncheon at the Savoy Plaza Hotel in New York by Prof. Charles Siepmann, chairman, dept. of communications, New York U., and a director of NAFBRAT.

Among those present at the luncheon from the Firestone Tire & Rubber Co. were A. J. McGinnis, national advertising manager; W. D. Hines, director of public relations, and Bernard Frazier, New York public relations representa- tive. ABC executives in attendance included Robert E. Kintner, president; John H. Mitchell, vice president in charge of ABC-TV; William F. Fairbanks, national sales manager, ABC Radio; Robert F. Lewine, director of ABC-TV network programs, and Charles R. Abty, national sales manager, ABC-TV. Howard Barlow, conductor of The Voice of Firestone orchestra, also attended the luncheon.

MOHAMMED TEMSAMANI (I.), chief Mo- roccan delegate to the United Nations, presents the Royal Legion of Morocco decoration to William Winter, KPIX San Francisco news analyst, for "interest, un- derstanding and objective broadcasting" of the problems of the Moroccan people. The award is the highest given by that country to any member of a foreign na- tion, according to KPIX.
NOTICE

UNIVERSAL PUBLICIZERS, INC., is the exclusive owner of the trade mark "Mike Radio" and also United States design patent No. D-171,636 covering the product bearing this trade mark.

We will vigorously prosecute all infringers of our trade mark or our patent.

John Burroughs, President
UNIVERSAL PUBLICIZERS, INC.
Suite 306-7-8
936 North Michigan Ave.
CHICAGO 11, ILLINOIS
AWARD SHORTS

Willie Thall, inca of Middwestern Hayride, WLWT (TV) Cincinnati, presented scroll from Country Fan Club Assn. of America, Atlanta, Ga., for "... bringing to the public the highest caliber of entertainment in the finest country and western tradition." Bob Miller, farm director, WLW, cited for "outstanding service in interpreting agriculture" by American Farm Bureau Federation and presented honorable mention award at Radio & Television Farm Directors' national convention in Chicago. Pete Katz, WLWT executive producer, designated "Kentucky Colonel" in Television by interpreting agriculture rector, and western caliber of Ga., for Walden Sports Page program."

On hand to receive awards (1 to r) (1st row): Jules Herbryaux, general manager, WMAQ-WNBQ (TV) Chicago for NBC Radio; Merrill Knapp, program director, Rural Radio Network; Homer H. Martz, farm program director, KDKA Pittsburgh, Pa.; Bill Macdonald, director, farm service dept., KFAB Lincoln-Omaha, Neb.; Harold J. Schmitz, farm service director, KFEQ & KFEQ-TV St. Joseph, Mo.; Bill Hitt, farm director, KIOA Des Moines, Iowa; Dudley Cason, farm director, KMAM Marshall, Mo.; Marvin Vines, farm service director, KTHS Little Rock, Ark.; Richard Passage, radio farm director, KYAK Yakima, Wash.; (2nd row): Maynard Coe, director, Farm Division, National Safety Council; Maynard Speece, farm service director, WCCO Minneapolis, Minn.; Don Tuttle, farm supervisor, WGY Schenectady, N. Y.; George Haefern, farm director, WHAM Rochester, N. Y.; John Chase, farm director, WHFB Benton Harbor, Mich.; Harry Andrews, farm service director, WIBC Indianapolis, Ind.; Ray Watson, farm service director, WIOU Kokomo, Ind.; Howard Hass, farm service director, WKAR East Lansing, Mich.; Harold J. Dedrick, farm program director, WRY-AM-TV Oklahoma City, Okla.; Paul Jones, director of public information, National Safety Council; (3rd row): Maynard Bertsch, farm director, WLS Chicago, Ill.; Robert Miller, farm director, WLW Cincinnati, Ohio; Robert R. Tincher, vice president, WNAX Yankton, S. D.; Dick Westergaard, general manager, WNOX Knoxville, Tenn.; Noyes French of Bronham Co. for WTJS Jackson, Tenn.; Chet Randolph, farm service director, KVTY (TV) Sioux City, Iowa; Dale Williams, assst. extension editor for radio and tv; WOI-TV Ames, Iowa. Winners not shown were KSLH Salem, Ore.; KUBC Montross, Colo.; WHDH Boston, Mass.; and WKJG Fort Wayne, Ind.

Dayton (Ohio) Council on World Affairs is winner of Foreign Policy Assn. $1,000 Community Award for its "education-plus-entertainment" programs presented on WHIO-TV and WLWD (TV), both Dayton.

Welcome Travelers, CBS-TV, presented gold plaque award of merit from Lions International for "its great continuing contribution to the welfare of others."

WLBH Mattoon, Ill., has presented honorary plaques, individual keys and one hundred dollar bonds to Coles County (Ill.) 4-H boy and girl for outstanding achievements in agriculture and home economics.

KEEN San Jose, Calif., presented special award for cooperation with U. S. Marine Corps, Moffett Field, Calif.

KRCB (TV) Hollywood Teen Age Trials cited by Young Women's Christian Assn. for its "excellence in combating juvenile delinquency."

Sterling C. Quinlan, vice president in charge of WBKB (TV) Chicago, recipient of distinguished service certificate from Chicago Police Post No. 18 of AMVETS.

Bert Parks, featured on ABC-TV's Stop the Music and Break the Bank, given citation for work on two shows by Poor Richard Club of Philadelphia.

Myrtle Tower, program director, WABC New York, presented award on behalf of station at luncheon meeting of fall assembly of delegates of New York Federation of Reform Synagogues for carrying Message of Israel, weekly religious radio series on WABC for past 20 years.

James T. Cooper, news staff, WGN-AM-TV Chicago, presented Legion of Merit medal for "exceptionally meritorious conduct" as non-commissioned officer in charge of Eighth Army's radio-tv section in Korea from May 8, 1952, to Oct. 6, 1953.

Wendy Phillips, women's program director, WIP Philadelphia, presented citation of commendation by Philadelphia Police Commissioner Thomas J. Gibbons for outstanding performance in promoting policewomen recruiting; Varner Paulsen, program director, accepted citation presented to station for assisting in campaign.

AWARDS
Life Music Makes Bid As ASCAP, BMI Rival

Copyright organization, which splintered from BMI, is offering 2,000 titles at stations' highest half-hour rate.

BROADCASTERS throughout the nation were reported in a new ditter last week over a communication from Life Music Inc., whose officials conceded they had hopes of rivalling ASCAP and BMI.

The music publishing company, which split with BMI almost a year ago and undertook then to issue its own performing rights licenses to stations [BWT, March 8], has now sent out broadsides listing some 2,000 titles and implying it has copyright representation on them.

With the lists goes an offer of a license for an annual fee of the station's highest half-hour rate—same fee quoted in the offer last winter. The tunes listed by Life Music include approximately 200 which BMI deleted from its catalog last February.

Bewildering Question

Causing some bewilderment to a few broadcasters was the inclusion of the "Star-Spangled Banner," traditional sign-on and sign-off composition, on the "title clearance index" circulated by Life Music. Question in the minds of some: Is it necessary to take a Life Music license in order to continue to sign on and off with the national anthem?

Similar questions stemmed from a number of other titles on the Life Music list, including "Adeste Fidelis," a Christmas-time favorite.

Although no legal opinion was immediately forthcoming, some observers contended that many of the titles are "in the public domain" and that accordingly their use does not require licensing.

Industry sources pointed out, however, that such compositions as the national anthem and "Adeste Fidelis" can be obtained through any number of public domain sources. They noted that Life Music's letter apparently implied the titles listed might be cleared through them but that there was no indication as to whether, nor as to how many original Life Music compositions are on the list. The letter did not specifically say compositions cannot be played without clearing with Life Music, it was noted.

It was understood also that Life Music did include many compositions—perhaps a few hundred—for which it holds copyright, but presumably these do not include those which come under the public domain category and which are not special Life Music arrangements.

So Far, "Encouraging"

Queried by BWT, Barney Young, president of Life Music, said the mailing had just gone out to stations but that the responses thus far looked quite "encouraging."

He said his organization did not seek to burden stations with further licenses, but that its move had been made necessary by BMI's deletion of Life Music titles from the BMI catalog. Thus, he said, Life Music is out to become a performing rights organization competitive with ASCAP and BMI.

The BMI-Life Music dispute earlier this year was described by a BMI official at the time as being over "money. . . We won't pay what they want so they're going to try to get it from the stations directly."

In a proxy battle preceding BMI's annual meeting more than a year ago, Life Music's President Young attempted to wrest control of BMI from its current officers.

Medical Clinic on TV

SPECIAL one-time program titled "Videoclinic" will be presented on a coast-to-coast closed-circuit network on Feb. 9. The American Medical Assn. estimates 18,000 doctors will see the telecast in approximately 50 cities across the country.

Dr. George F. Lull, general manager of AMA, said a number of tv techniques including live tv, remote pickups from medical centers and film segments will be included in the telecast, which will be presented under the sponsorship of Smith, Kline & French Labs, Philadelphia pharmaceutical firm. The telecast, Dr. Lull stated, will be concerned primarily with heart disease.

AP Names Vaccaro Midwest Executive

ERNEST B. VACCARO, Washington executive representative for the Associated Press, has been appointed AP general executive for 11 midwestern states, with headquarters in Chicago. He assumes his new position Jan. 1, 1955.

Mr. Vaccaro, who handles radio and tv matters for the AP in Washington in addition to his other duties, will be responsible for broadcast matters as well as newspaper activities in his new post. His territory will include Kentucky, Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Nebraska, North Dakota and the Midwest Broadcasting Assn. districts.

45 RPM problem? Here's your solution...

Newest Fairchild Turntable gives exact timing at all 3 speeds

If the recent decision of the Record Industry to standardize disc jockey releases at 45 rpm makes your present equipment inadequate, you need the Fairchild 530 Transcription Turntable.

Exact timing of all transcribed program material for radio and television applications is assured. The Fairchild 530 reaches stable speed quickly without overshoot...completely eliminates rumble or noise caused by vibration.

WRITE FOR ADDITIONAL INFORMATION TODAY!

FAIRCHILD RECORDING EQUIPMENT
TENTH AVENUE, WHITESTONE, N.Y.

PROGRAM SERVICES

December 13, 1954 • Page 99
Dakota and South Dakota.

A native of Memphis, Tenn., Mr. Vaccaro worked for the Memphis Commercial-Appeal and AP bureaus in Nashville and Memphis before being transferred to Washington in 1938. During President Franklin D. Roosevelt’s occupancy of the White House, Mr. Vaccaro was the AP’s White House reporter. Mr. Vaccaro is president of the National Press Club.

In his Washington post, Mr. Vaccaro authored a weekly radio column entitled “Washington Inside Out.”

Ashley Firm Changes Name; Moves Beverly Hills Office

ALONG with a move to larger quarters at Beverly Hills, Calif., Ted Ashley Assoc., tv program packager and personal management firm, has changed its corporate name to Ashley-Staether Corp. New offices at Beverly Hills are located at 449 South Beverly Drive. The Ashley-Staether offices in New York recently were moved to a new and larger location at 379 Fifth Ave.

The firm’s California branch, which is head- ed by Paul B. Radin, signed and currently represents such tv properties as Medic, The Halls of Ivy and Confidential File. New series under preparation on the West Coast include How Now Brown? and My Man My Man.

In New York, Ashley-Staether represents such programs as The Goldbergs, The Marriage, the Robert Q. Lewis shows on both radio and tv, Ethel and Albert, Name That Tune, A Date With Jody, Juvenile Jury and Life Begins at Eighty.

Nelson to Form Package Firm

NEW TV packaging firm is to be set up by Ralph Nelson who has resigned as producer of Armstrong Circle Theatre (NBC-TV, Tues., 9:30-10 p.m. EST). Four shows he produced for Armstrong, including “Beautiful Wife,” starring Janet Blair; “Sketch Book,” based on an activity of Joe and Mable, and tv program packager, was approved by a large majority at a meeting of the Hollywood local.

Contract provides that tv networks must pay 5% of all live performers’ gross salaries into a pension-health welfare fund, with radio networks to pay a similar sum for staff announcers only.

Members also approved a contract with KCO(C) (TV) Hollywood, which requires only 41% payments into the fund. Meanwhile, strike authorization against KTTV (TV) and KTLA (TV), both Hollywood, was voted if settlement of contract negotiations is not reached.

Proposed benefit NBC-TV Colgate Comedy Hour program by the Friars Club (performers’ social-charitable organization), with proceeds to City of Hope Hospital, Duarte, Calif., was rejected by AFTRA. Claude McCue, executive secretary, was quoted as saying that offered minimum scale payments to “name” performers was evasion of union rules, since Comedy Hour is a commercial program.

Agents, SAG Agree

On Relationship Pact

SCREEN ACTORS GUILD agreement regulating relationship of franchised agents and non-exclusive artists has been accepted and signed by the committee representing a majority of New York agents, it was announced last week by Henry G. Brown, chairman of the committee.

The agreement stipulates, in part, that there be a contract between the agent and the non-exclusive artist in which the agreement is to be written in detail, to perform any work done by the artist, with the contract defining the exact area in which the agent represents the artist. The agreement also provides that the agent may not represent either the producer or the artist but not both parties.

PERSONNEL RELATIONS

Hollywood AFTRA Approves Pact With Networks

NEW two-year national contract between American Federation of TV & Radio Artists (AFTRA) and radio-tv networks (Oct. 18) was approved by a large majority at a meeting of the Hollywood local.

Contract provides that tv networks must pay 5% of all live performers’ gross salaries into a pension-health welfare fund, with radio networks to pay a similar sum for staff announcers only.

Members also approved a contract with KCO(C) (TV) Hollywood, which requires only 41% payments into the fund. Meanwhile, strike authorization against KTTV (TV) and KTLA (TV), both Hollywood, was voted if settlement of contract negotiations is not reached.

Proposed benefit NBC-TV Colgate Comedy Hour program by the Friars Club (performers’ social-charitable organization), with proceeds to City of Hope Hospital, Duarte, Calif., was rejected by AFTRA. Claude McCue, executive secretary, was quoted as saying that offered minimum scale payments to “name” performers was evasion of union rules, since Comedy Hour is a commercial program.

Agents, SAG Agree

On Relationship Pact

SCREEN ACTORS GUILD agreement regulating relationship of franchised agents and non-exclusive artists has been accepted and signed by the committee representing a majority of New York agents, it was announced last week by Henry G. Brown, chairman of the committee.

The agreement stipulates, in part, that there be a contract between the agent and the non-exclusive artist in which the agent is to perform any work done by the artist, with the contract defining the exact area in which the agent represents the artist. The agreement also provides that the agent may not represent either the producer or the artist but not both parties.

PERSONNEL RELATIONS


WISH-AM-TV to Join CBS Radio, CBS-TV

AFFILIATION of WISH-AM-TV Indianapolis with CBS Radio and CBS-TV, effective next June, was announced last Thursday by William A. Schutl, Jr., vice president in charge of station relations, CBS Radio, and Herbert V. Ahkerberg, vice president in charge of station relations, CBS-TV.

The new affiliates will replace WFBM-AM TV as the CBS Radio and CBS-TV outlets in Indianapolis. WISH will become a basic affiliate of CBS Radio and will reach 47 member of the basic required group of CBS-TV.

WISH, which operates on 1310 kc with 5 kw day and 1 kw night, currently is an ABC Radio affiliate. WISH-TV, which operates on ch. 8 and 31 kw, has been a secondary affiliate of CBS-TV since it went on the air last July and also has been affiliated with ABC-TV, NBC-TV and DuMont.

ABC declined to say what station would be its Indianapolis affiliate.

The stations are owned and operated by Universal Broadcasting Co., Indianapolis. C. Bruce McConnell is president of the company and his son, Robert B. McConnell, is vice president and general manager. In comment- ing on the CBS affiliation, the senior Mr. McConnell said:

“We are delighted at becoming a member of the CBS family. It operates America’s top network—and always has been the leader in strong programming. WISH intends to carry as many of the CBS Radio and CBS-TV programs as it can practically handle—and it will carry them live.”

UBC’s building was erected more than four years ago and a new radio and television studio seating several hundred persons has been in operation since early this year.

NBC-TV Prop Center

Moves to New Quarters

NBC-TV said last week it had completed a “mammoth” moving job which was six months in planning and preparation.

The move was of the network’s vast Staging Services Center from its new quarters on the Ave. of Americas where the network took over the basement, mezzanine and first floor of a building which in the ’50s was the Siegel-Cooper department store. The building extends a block between 18th and 19th Sts.

The operation entailed the transfer and instal- lation of some 20,000 scenery units, 15,000 pieces of furniture and properties, most of them bulky, heavy and unwieldy. Some 250 persons were used to move the center. During moving operations, more than 100 NBC-TV programs per week were serviced without a hitch, the network said.

Leonard Hole, director of NBC-TV’s production, compared the job with picking up and moving some 400 complete houses, including the roofs, walls and contents, practically overnight.

The new quarters include a new assembly line arrangement of equipment and materials, expansive assembling floor, construction shop and painting areas double their previous size, and facilities for a fleet of scenery trucks to run through the building for loading and unloading (up to 12 trucks can be accommodated at once, tripling the old facilities). James Glenn is director of plant operations; Norman Grant, director of art and design, and Walter Griebel- haus, manager of scenic production.
Mr. Hitz, Mr. McFadden, Mr. Shea

Three NBC executives have been elected vice presidents, Sylvester L. Weaver Jr., NBC president, announced last week. Edward R. Hitz, formerly manager of tv network sales, Central Div., was elected to vice president of that post; Thomas B. McFadden, formerly director of National Spot Sales, to vice president of Spot Sales, and Hamilton Shea, general manager of WRCN-AM-FM-TV New York, NBC o&a outlets, to vice president in charge of the stations.

ABC Forms Western Regional Tv Network

Thirty-two stations (21 live, 11 delayed) will be linked by the new organization in Mountain and Pacific states and Alaska.

Formation of a 32-station “western” tv network of ABC was announced last week by Earl J. Hudson, vice president in charge, ABC-TV Western Div., Hollywood, with operations to start Jan. 1.

The network will consist of 21 ABC o&o and affiliated stations receiving service on a live basis and 11 on a delayed basis in Mountain and Pacific states and Alaska.

Present plans call for minimum purchase of five stations before network rates and discounts apply, ABC-TV Hollywood stated.

The western tv network will cover every tv market in 11 western states, with rate cards and available programming to be announced shortly, network executives declared.

DuMont Television Network Names Dolan Sports Director

Promotion of James M. Dolan, assistant director of sports for the DuMont Television Network, to sports director of DuMont was announced last week by Ted Bergmann, managing director of the network. Mr. Dolan succeeds Thomas J. McMahon, who has joined his family's business firm in Binghamton, New York.

DuMont's new sports director has been active in sports broadcasting for 18 years. He began his sports career in 1936 as assistant to Ted Husing, then sports director for CBS. In 1948 he moved to MBS.

From 1949 to 1951 he was director of tv sports for NBC. Mr. Dolan joined DuMont in 1952 as director of exploitation for the receiver division of Allen B. DuMont Labs. In 1953 he became assistant to Mr. McMahon.

CBS Radio, Affiliates Hold `Routine' Parley

A four-man group of the CBS Radio Affiliates Advisory Board conferred with officials of the network in New York last Tuesday in what the affiliates described as a “routine” meeting on matters of mutual interest. The group was composed of John Patt, WJR Detroit, chairman; Victor A. Sholits, WHAS Louisville; Saul Haas, KIRO Seattle, and Kenyon Brown, KWPT Wichita Falls, Tex. The network delegation was headed by President Adrian Murphy; station relations vice president William A. Schudt Jr., and Ole Morby, new manager of station relations (see story below).

New CBS Radio Post Goes to Ole Morby

Ole Morby, Western Div. manager of station relations for CBS Radio, has been named to the newly-created post of manager of station relations for the network effective immediately.

Station Relations Vice President William A. Schudt Jr., announced last Thursday.

Mr. Morby has been with CBS for 12 years, beginning with the San Francisco office of CBS Radio Spot Sales. This position, interrupted by wartime service in the Navy, was followed by appointment to network sales, then promotion to manager of the network's San Francisco sales office in 1947 and assistant general sales manager of CBS-owned KNX Los Angeles and the Columbia Pacific Network in 1950.

As Western Div. station relations manager since October 1951, he has been responsible for the field work in 10 states and part of another.

In his new post he will transfer his headquarters to New York, from which point station relations for all sections, including the West Coast, will be supervised.

The change coincides with the resignation of Ed J. DeGray as director of CBS Radio station relations (Closed Circuit, Dec. 6).
THE TAG
TELLS THE STORY

VALUE

A studio quality dynamic at low cost

TURNER 51D-TV

Response: 60-12,000 c.p.s.
Level: 37 db below 1 volt/dyne/sq. cm, at high impedance.
Impedance: high impedance models wired for balanced line with 2-conductor shielded cable, low impedance models (50/200 ohms) wired for balanced line with three-conductor shielded cable and 4-pin connector.
Polar Pattern: essentially non-directional in any position.
Transformer: magnetically shielded, D-shaped, special aluminum alloy, core: 0.53 AL, windings: 1800 turns. Cables: 12 ft., high quality cable with Conron quick disconnect plug.
Black painted head and rugged dynamic performance. Attached remote control from stand to hand set.
LIST PRICE $92.50

COMPLETE WITH CABLE SET AND MATCHING STAND WITH SHOCKMOUNT.

TURNER MICROPHONES

THE TURNER COMPANY

936 17th St., NE., Cedar Rapids, Iowa

Canada:
Canadian Marconi Co., Toronto, Ont. & Montreal.

Export:
Ad. American Inc., 69 Broadway, New York 4, N. Y.

Page 102 • December 13, 1954

NETWORK PEOPLE

John Nelson, partner, Masterson, Reddy & Nelson (tv program production and sales), Hollywood, to NBC Pacific Div., same city, as program supervisor.


Howard Wiley, producer, NBC Hollywood, promoted to night operation supervisor.

Esther Van Wagener Tufty, Washington editor, NBC-TV Home, in Netherlands to judge in William the Silent Award for Journalism, which gives award to American reporter with best Dutch story of year, and will make reports and films for Home.

Keeping 'Em Happy While They Wait

KEEPING televiewers in a pleasant frame of mind when their favorite program has been interrupted because of technical difficulties is the guiding philosophy behind the NBC Owned Stations Division's new series of five amusing telops, which have been placed in use on the division's five owned-and-operated television stations.

The keep-'em-laughing telops went into service several weeks ago on WRCA-TV New York, WRC-TV Washington, WNBK (TV) Cleveland, WNBQ (TV) Chicago and KRCA (TV) Los Angeles.

The series also is being made available to stations represented by NBC Spot Sales.

The series was evolved at the request of Charles R. Denny, vice president of the NBC owned stations and NBC Spot Sales division, who sought to achieve varied and more entertaining telops to replace the time-honored "Please Stand By" message. The three contingencies covered by the new illustrations include video breakdown, audio failure and simultaneous audio and video difficulties.

Video breakdown is followed by a telop showing a cartoon figure holding a lighted match in a dark room. In a balloon are written his words: "Who put out the lights?" The bottom of the illustration contains the message: "We're looking for the switch." In the event of sound failure, a cartoon is flashed on the screen, showing a man with an ear trumpet sitting before a television set, and carrying the legend: "We've lost our voice." In the case of simultaneous video and audio troubles, two telops are put into use. The first pictures a man coming through a television set, and, apparently embarrassed, saying: "Oops! Something's happened." This telop is followed immediately by one of a frenzied engineer working on a console and is captioned: "And we're fixing it." The fifth in the new series deals with unannounced schedule revisions, and depicts a father changing the baby's diaper, with printed information reading: "We're making a change." An announcer explains the program change with voice under the telop.

Additional telops in a similar vein are being prepared to cover other special announcement topics, according to Max E. Buck, director of promotion for the NBC Owned Stations Division.

Broadcasting • Telecasting
U. of Kansas City Uses TV in Dental School Studies

RCA and the U. of Kansas City have announced that RCA “Tv Eye” closed-circuit television equipment is being used by the school as a classroom aid in teaching dental surgery. The decision to use the closed-circuit system enables more than 100 students at the dentistry school to observe oral operations in a lecture hall a floor away from where operations are being performed.

The equipment was a gift to the school from the alumni association, according to Dr. Joseph F. Jacobs, assistant dean of the school of dentistry and president of the alumni group. Dr. Jacobs stated that the camera is fitted with a telescopic lens which allows the camera to “get inside” the patient's mouth without intruding on the surgeon’s working area. The installation also includes a two-way intercommunications system which enables the surgeon to describe the operation as he performs it, and to hear questions from students watching the operation from the lecture hall.

KPIX (TV) Cooperating With Stanford on TV Course

KPIX (TV) San Francisco, in conjunction with Stanford U., is offering its facilities and personnel under the direction of Phil Lasky, general manager, for the advancement of formal education in television.

The program, which leads to a masters degree, consists of three quarters of regular graduate work, an eight-week summer institute divided between Stanford and KPIX and a ten-week internship at KPIX.

At present KPIX has as its internee Jack Davidson, who is completing the requirements for his master's degree in radio and television. Mr. Davidson's degree will be the second of its kind conferred by Stanford.

WHYY (FM) Begins Tomorrow

WHYY (FM) Philadelphia, educational outlet on 90.9 mc, is scheduled to go on the air tomorrow (Tuesday), the station reports. Westinghouse Corp. supplied the equipment, including a 23 kw transmitter and a 600-ft. tower. Lawrence LePage is WHYY executive director and John Ullrich, formerly of WCAU-TV and WFIL-TV there, is program supervisor.

EDUCATION PEOPLE

Pat Kelly, formerly announcing staff supervisor, NBC, to SRT-TV (School of Radio Technique), N. Y., as dean of school.

William S. Tacey, director of tv, U. of Pittsburgh, is conducting series of two hour seminars to instruct faculty members on appearing on tv. Workshop consists of one hour lecture and one hour in educational WQED (TV) Pittsburgh studios with live cameras.

Dr. C. L. Menser, director of radio, Stetson U., De Land, Fla., appointed to special committee on educational television for state of Florida.
CBC ANNUAL REPORT SHOWS SURPLUS UP

Tv expenditures were mainly for program expenses. Chief sources of revenue, other than government grants, were excise taxes levied on radio-tv receivers and parts.

THE GOVERNMENT-OPERATED Canadian Broadcasting Corp. had a surplus of $6,567,862 in the fiscal year 1953-54 ending March 31, 1954, as against a surplus the previous year of $367,359. The surplus was $1,283,895 for sound broadcasting and $5,283,967 for television.

In the annual report issued by the CBC and released on Dec. 7, revenues totaled $27,430,726. Of this, $6,250,000 was a grant from the Canadian government for sound broadcasting. $5,056,745 was from the 15% excise tax on the sale of radio receivers and parts, $2,471,488 from commercial programs, a drop of $42,226 from the previous year, and $274,634 was from license fees paid by independent sound broadcasting stations. The 15% excise tax on tv receivers and parts collected by the government was turned over to the CBC under the Canadian Broadcasting Act and amounted to $11,703,149. Commercial revenue from tv sponsored programs totaled $1,334,766, up from $367,359 the previous year, and $5,283,967 for television.

The commercial department’s tv expenditures were $3,142,421. Am expenditures of $13,518,842 included $7,575,176 for programs, $2,678,847 for engineering, $1,599,291 for station network lines, commercial department $279,211, administrative expenses of $1,292,254.

High Television Revenue

The report pointed out that the “relative high revenues of tv for the past year are evidence of the keen interest shown by Canadians for the new medium as measured by the very large number of sets sold during the year. Revenues based on sales of sets, however, cannot be expected to rise much further, and will probably drop in the future. At the same time, operating costs will inevitably rise steeply as the system spreads across the country and as program production develops.” Revenues for the current year, 1954-55, are expected to about cover expenditures in tv, CBC spokesmen intimated.

CBC expects commercial revenues in tv to develop considerably, according to the report, but such revenues are not expected to meet the main costs of producing national tv programs and distributing them to stations in all parts of the country. Currently CBC pays all production and distribution costs of national programs telecast on independent tv stations. In return the independent stations serve as outlets for CBC.

Despite increasing production costs, CBC reports that it "was able to gain considerable support from advertisers for Canadian programming." Toward the end of the fiscal year, CBC faced problems of developing more and better French and English language tv programs, establishment of regional program production centers, commitments for a nationwide microwave network system and planning for color tv.

Dealing with programs from other countries, the CBC report states that in the fiscal year 1953-54, a total of 1,655 hours of U. S. network am programs were carried by CBC along with 402 hours from the British Broadcasting Corp. Canadian am programs totaling 33 hours were fed to U. S. networks. In tv, 819 hours of U. S. and CBC programs were carried by CBC stations and the CBC tv network.

CBC Recommends New Am, Power Increases for Three

REQUESTS for a new 250 w am station and power increases for three am stations and one tv station were recommended at the Dec. 3 meeting of the board of governors of the Canadian Broadcasting Corp. at Toronto. The recommendations were announced Dec. 7 at Ottawa.

Arthur Kenneth Orton was licensed to operate a 250 w station on 1510 kc at Tillsonburg. The new station, CKOT, to be operated by the Tillsonburg Broadcasting Corp., Ltd., was opposed in its application by nearby stations CHLO St. Thomas, CKOX Woodstock and CKPC Brantford.

CKCH Hull was recommended for an increase from 1 kw to 5 kw on 970 kc. CKMR Newcastle, N. B., was granted increase from 250 w on 1340 kc to 1 kw on 790 kc. CKCL Truro, N. S., received permission to increase from 250 w on 1400 kc to 1 kw on 600 kc. CHSJ-TV St. John, N. B., was recommended for a power increase from 27.8 kw visual to 100 kw visual on ch. 4, with antenna at 1,200 ft. above average terrain.

A number of share transfers were approved and control of ownership was approved in the cases of CKMO Vancouver, CKFI Fort Frances, CIFL Kenora and CISO Sorel.

RFE Fund Campaign Foreseen

AMERICAN Heritage Foundation has distributed to radio stations throughout the country material for use in stressing the importance of the 1955 Crusade for Freedom which raises funds for Radio Free Europe. The packet contains material to be read by local announcers on the work of Radio Free Europe in helping to arrest the growth of communism behind the iron curtain. Additional material will be sent to stations, culminating the Crusade’s January-February fund-raising campaign.

CKLW-TV Issues New Rates

CKLW-TV Windsor-Detroit has issued its second rate card, effective Jan. 1. Basic hourly rates, class A time, start at $450. Increases from the first rate card are shown in periods from one half-hour down, with new half-hour class A time rate being $315 as against $270 previously.

INTERNATIONAL PEOPLE

Douglas A. Lee, assistant production manager, CKX Brandon, Man., transfers to CKX-TV as program manager.

G. Allen, formerly with Associated Broadcasting, Toronto, to Vickers & Benson Ltd. (adv.), same city, as radio-tv director.

Deborah Bogue to Canadian Assn. of Radio and Television Broadcasters, Ottawa, as director of public relations.

F. Williams Booth, formerly with Cockfield, Brown & Co. (adv.), Toronto, to tv production dept., Dominion Broadcasting Co., same city.

Page 104 • December 13, 1954
DuMont Labs Offers Resume Of Studio Color TV Equipment

FOR those desiring a detailed run-down of its complete line of color broadcast studio equipment, Allen B. DuMont Labs has announced the availability to broadcasters, engineers and consultants of an "informational package."

Included in a 36-page booklet detailing its four basic studio color system layouts. Basic components and costs of equipment of each system are provided. A separate 10-page booklet provides a complete price-listing of all DuMont color equipment, and a third, illustrated brochure describes the operation of the company's color and monochrome multi-scanners for 16mm films, slides and opaques as well as instructions for field conversion of monochrome DuMont multi-scanners to color. Individual catalogue specification sheets complete the "package."

Material is available from DuMont's Television Transmission Dept., 1500 Main Ave., Clifton, N. J.

Sylvania Buys More Facilities

PURCHASE of National Union Electric Corp.'s television picture tube manufacturing facilities at Hatboro, Pa., by Sylvania Electric Products Inc. has been approved by the board of directors of the two companies and submitted to NUB stockholders for approval, the firms have announced. National Union would continue in the electronics field with its transistor division and with its research labs at Orange, N. J., and also is looking toward acquisition of another business. The Hatboro plant, which would become part of Sylvania's television picture tube division, includes almost 76,000 square feet of manufacturing space and employs about 500 persons.

Hoffman Seeks Name Change

CONSENT to change the name of Hoffman Radio Corp., Los Angeles radio-tv set manufacturer, to Hoffman Electronics Corp., as more descriptive of the company's operation, was asked of the firm's stockholders last week. H. L. Hoffman, also president and majority stockholder, Television Diablo Inc., licensee of KOVR (TV) Stockton, Calif., stated in a letter, "The largest factor in the company's civilian business is the manufacture of tv receivers and the company is engaged in many varied and diversified projects in the field of electronics."

RCA Club Adds Long-Timers

RCA has added 265 employees of its manufacturing and service divisions to its RCA Victor 25-Year Club in ceremonies held during the last two weeks. New members were presented with gold watches in a series of banquet ceremonies held in various plant locations throughout the country.

MANUFACTURING SHORTS

Kurman Electric Co., Long Island City, N. Y., manufacturing new relay, Series 23, with flexible armature and adjustable contacts, for ac or battery operated remote control units or for use as plate circuit relay. Relay, with coil resistances up to 5,000 ohms available with maximum continuous dissipation of 1 w, has 30 milliwatts and adjustable single pole double throw contacts rated at 1 amp 110 v.a.c., according to company.

Allied Radio Corp., Chicago, announces publication of revised edition of "A Dictionary of Electronic Terms," containing over 3,500 definitions of terms used in tv, radio and industrial electronics and over 150 illustrations and diagrams of components, equipment and electronic circuits. Publication, 72 pages, is available from firm for 25 cents under stock number 37 K 756 at 100 N. Western Ave., Chicago 80.

Aerovox Corp., New Bedford, Mass., has introduced ceramic-cased paper tubulars, Type PRA CM or Duramics, intended for use by engineers, designers and equipment builders. Tubulars, for operating temperature of from -55° C to +85° C and with life test of 1 1/2 times rated voltage at 85° C for 250 hours, have steel一经 casting providing protection against humidity and have terminal lead wires which will not loosen or pull out with severe handling, according to company.

MANUFACTURING PEOPLE


Ralph G. Maddox, technical service manager, Prodellin Inc. (tv and microwave antenna system facilities), Kearney, N. J., promoted to vice president in charge of technical sales and service.

Vincent K. Meehan, Admiral Corp., Chicago, appointed administrative assistant to vice president-sales.

Douglas Wallace, Pittsburgh district manager, Graybar Electric Co., N. Y., appointed assistant vice president; J. E. Carroll succeeds Mr. Wallace.

Jack Landaker, Washington representative, electronics div., Willys Motors Inc., Toledo, Ohio, appointed director of sales, eastern div., Fleetwood Corp. (radio-tv parts), Toledo.


Leo R. Meehle, 51, technical assistant to chief engineer, Hallicrafters Co., Chicago, died Dec. 3.

MANUFACTURING

Transmitting Equipment

<table>
<thead>
<tr>
<th>Station</th>
<th>Power</th>
<th>Band</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Electric Co.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WWJ-TV Chicago</td>
<td>5 kW</td>
<td>tv</td>
<td></td>
</tr>
<tr>
<td>WWJ-TV Winston-Salem, N. C.</td>
<td>50 kW</td>
<td>tv</td>
<td></td>
</tr>
</tbody>
</table>
| OTHER EQUIPMENT: Allen B. DuMont Labs reported shipment last week of complete multi-scanner color and terminal equipment, valued at $56,000, to WWJ-TV Boston (ch. 1). DuMont also reported that 65 stations are equipped with color conversion equipment: WKBW-TV Hamilton, N. Y. (Buffalo), 11a; WJZ-TM Camden, N. J. (Philadelphia), 2; WIBSTV Knoxville, Tenn. (Knoxville), 10a; WJZ-SMY Miami, Fla. (Miami), 12; WJZ-AM Miami, Fla. (Miami), 12; WJZ-WC Miami, Fla. (Miami), 12; WJZ-CB Miami, Fla. (Miami), 12.

TRANSMITTER SHIPMENTS

<table>
<thead>
<tr>
<th>General Electric Co.</th>
<th>WWJ-TV Chicago</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWJ-TV Winston-Salem, N. C.</td>
<td></td>
</tr>
</tbody>
</table>

IN DETROIT

You Sell More on CHANNEL 4

WWJ-TV

NBC Television Network

DETROIT

Associate AM-FM Station WUS

Owned and Operated by THE DETROIT NEWS

National Representative

THE GEORGE P. HOLLINGBERY CO.

your short cut
to better,
more flexible,
more profitable
programming . . .

STANDARD SHORTY-TUNES

1/2

Minutes released of 20 current and standard pop tunes—each averaging only 1 minute in length

Recordings by top talent tailored to fit tight program schedules. Only 1 1/2 minutes long instead of usual 2 1/2 to 3. Allows time for extra commercial without double or triple spotting. On 33 1/3 r.p.m., vinylite discs. Out-right purchase at extremely low cost.

Send for complete details and FREE AUDITION RECORD

Send for complete details and FREE AUDITION RECORD

REALISTIC RADIO TRANSCRIPTION SERVICES, INC.

360 N. Michigan Ave., Chicago 1, Ill.

December 13, 1954 • Page 105
WKNB-TV BROCHURE

CLIENTS, advertisers and agencies have received a promotion brochure from WKNB-TV New Britain, Conn., employing a fold-over device to lead readers on to find the completion of a question and answer. The entire question and answer reads, "Want a powerful selling medium in the big Hartford market ... the 3d richest and 25th largest market in the United States? Then use WKNB-TV, Hartford County's pioneer tv station, because everyone likes the programs on ch. 3." Fully opened, the promotion displays the personalities of the network programs of WKNB-TV (CBS-TV affiliate) with individual CBS "eyes" and the local programs with circles enclosing their performers. The sheet states, "Over 220,000 families (800,000 people) are watching WKNB-TV for the very best in ... programs."

BOSTON AIR CRASH COVERAGE

COVERAGE of the plane crash two weeks ago in New Hampshire was provided by two Boston stations, WBZ-TV and WVDCA. When the plane with its five passengers and two crew members was reported missing and a search was ordered, WBZ-TV dispatched a total of five men to cover the accident and secure pictures. After the plane was sighted, Richard Hand, WBZ-TV photographer, was on the scene to take photos from the air and he later secured films of the five survivors when they were removed to the St. Lewis Hospital in Berlin, N. H. The films were rushed back to WBZ-TV and aired a few hours after the downed plane was first spotted. Four reporters from WVDCA waited out 44 hours in the mountains near Berlin's Old Baldy region until the crash site was located. Working in zero weather in shifts of two, station newsroom flashed reports to WVDCA via telephone beeper signals and obtained interviews with New Hampshire Governor Hugh Gregg and the president of the airlines of the downed plane. WVDCA also fed news to WIDE Biddeford, Me.

DRAMA AT KPHO-TV

A "DRAMATIC" presentation is being sent to advertisers and agencies starring KPHO-TV Phoenix, Az., "The Phoenix Story," a brochure of KPHO-TV, includes three acts: Act I, Quarterly Hours Captured; Act II, Top 15 Shows; and Act III, Top 20-Weekly Shows. In Act I, KPHO-TV claims 307 firsts, for stations B and C. Thirteen out of the top 15 weekly shows are captured by KPHO-TV in Act II, and in the final act, all 10 of the top 15 multi-weekly shows are won by the station, basing its claim on the October 1954 ARB Report. The station winds up the show by saying "We're busy at KPHO-TV!"

RADIO AND THE ELEPHANT

RADIO reaches 99% of the total Los Angeles market and is the one medium which has grown with the area and covers all sections with equal intensity, states the "How to Wrap an Elephant" promotional brochure being distributed to advertisers and agencies by Columbia Pacific Radio Network, Hollywood. The brochure describes as "elephant" the sprawling Los Angeles market, which has split into small shopping centers from the original downtown shopping area, and points out that KNX Hollywood, a CFRN station, commands the greatest single radio audience in the region, according to the July-Aug. 1954 Pulse survey.

CANADIAN PROGRAM LISTINGS

DOUBLE PAGE of weekly television program listings has been started in the Saturday editions of the Toronto Globe & Mail, a morning daily newspaper. The first complete listing appeared Dec. 4. The radio-tv page format covers programs of 12 stations in the Toronto area in both Canada and the United States, listing the schedules from early morning to sign-off by day and hour. Weekend radio programs also are listed. A column entitled "Good Looking" features leading shows of the week.

'MIRACLE OF THE DELAWARE

PREMIERE of a color sound motion picture, "Miracle of the Delaware," produced by WPTZ (TV) Philadelphia describing the great: Philadelphia area, was staged Nov. 29 at the opening session of the American Municipal Assn. convention in that city. Approximately 1,000 mayors attending the meet saw the film describing Philadelphia and its communities with regard to transportation, industries, goods and services, home life, cultural and educational facilities and historic traditions. The film was later screened before the board of directors of the Chamber of Commerce of Greater Philadelphia. WPTZ reports that shortly after the first of the year prints will be made available to area chambers of commerce, chambers of commerce in American cities and towns outside Philadelphia and school, civic and fraternal groups across the country.

WRITE FOR COMPLETE ILLUSTRATED BROCHURE

Page 106 • December 13, 1954

PROGRAMS & PROMOTION

SMOOTH, SMOOTHER, S-m-o-o-t-h-e-s-t

TV camera action ever known with CAMERA EQUIPMENT

GRAVITY BALANCED

ROCKER TYPE PAN AND TILT HEAD

You'll know what we're talking about the instant you try it! Our new ROCKER Head has almost gyroscopic action, smooth, effortless. No longer do you have to fight spring balance to make your tilts.

You establish absolute balance by positioning camera on ROCKER head platform and adjusting center of gravity with vernier control. Long and short lenses are compensated for with vernier adjustment. Prompting device may be added and balanced easily. Convenient brake handles and locking device for pan and tilt tension. Fits standard tripod and dollies. Lighter in weight—and more economical in price. See it—test it—it's a "must!"

Accessories that SURPASS accepted standards—for Studio, Mobile and Micro-Relay Equipment

New Model C BALANCED TV Head provides correct center of gravity in a FLASH—without groping. No matter what focal length lens is used on the turret, the camera may be balanced by the positioning handle without loosening the camera tie-down screw. Something every cameraman has always desired.

Famous BALANCED TV Head supported with a TV Camera. Both are mounted on one of our all-metal tripods, which in turn is mounted on a Cee Spider Dolly. Here is a "team" outstanding for versatility and maneuverability in studio or on location.

WRITE FOR COMPLETE ILLUSTRATED BROCHURE

DEPT.B-11-16 • 1600 Broadway • N.Y.C.
WBC PHONE BOOK PROTECTOR

WESTINGHOUSE Broadcasting Co. has mailed to advertisers and agencies a new telephone book cover protector designed to promote the company's five radio and three television stations. The three-color protector lists the location and power of each WBC property, plus each station's frequency or channel number. Similar protectors with local station copy are being distributed in several WBC cities by the stations.

'SUPER JACKPOT' CONTEST

CHANCE to compete for a special "Super Jackpot on WATV (TV) Newark, N. J. The prizes include a four-door Oldsmobile, a round-trip ticket to Paris for two via KLM Airlines and a $1,000 General Electric kitchen. To enter the contest, participants must guess the amount of money that will be collected for the Damon Runyon Cancer Fund. The contestant guessing nearest to the correct figure will win the car and the two runners-up will be awarded the Paris trip and GE kitchen.

'BEST MOMMIE IN THE WORLD'

MORE than 20,000 letters have been received in less than a week by Paul Dixon, m.c. of DuMont's Paul Dixon Show, in response to an announcement the performer made two weeks ago. At that time Mr. Dixon informed youngsters that he would present daily four Patti Page Mama Dolls to children who offered the best reason for "Why my Mommie is the best Mommie in the world." The dolls will be given until Christmas when a total of 100 will have been sent to participating children.

WFRA-TV HELPS BREAK SLAYING

BREAK leading to the capture of kidnapper-slayer suspect was credited to WFAA-TV Dallas, Tex., when a picture of a missing 11-year-old girl was shown on the station's 10 p.m. Final Edition newscast. Before the program was over, a motel operator in nearby Irving, Tex., telephoned WFAA-TV to report the girl had been a recent guest. Police learned her uncle had brought her to the motel and were able to break down his story to obtain a confession and make him reveal where the body could be found, according to the station.

'MINNESOTA, U. S. A.'

WCFO-TV Minneapolis-St. Paul, in cooperation with the Minneapolis Junior Chamber of Commerce, is presenting a new series each Sunday, Minnesota, U.S.A. The series, a project of the Minnesota development committee of the Junior Chamber, is designed to introduce to the public successful Minnesota industrial firms. Each program, saluting the Pako Corp. of Minneapolis, manufacturers of photographic and X-ray processing equipment, took viewers on a 11-minute tour by film of the company's plant, employing 500 Minneapolis area workers, and followed with an interview of the president of the firm.

WSB-TV COVERS PLANE CRASH

MORSE negative developer tank was used by WSB-TV Atlanta Dec. 1 to get films of a nearby jet trainer plane crash on the air less than two hours after the accident occurred. Joe Fain, photographer of the station, received word of the crash at 10:40 a.m. and arrived at the scene to take a 100 feet of film. Mr. Fain returned to WSB-TV studios and processed the film in the negative developer tank in time to get on the 12 noon news. The tank is designed for negative development only, but at times of emergency station cameramen use it for positive movie film and then reverse the polarity on the tv cameras. WSB-TV reports that results are good and that news events can be handled with timesaving.

JUST LIKE LIBERACE

CONTEST designed to find an Indiana youngster under 12 who plays the piano most like Liberace was staged by WFBM-AM-TV Indianapolis and Rogers Jewelers of that city, sponsors of Liberace over those stations. Hoosiers were invited to enter their children in the contest and auditions were held by WFBM-AM-TV's programming department. Ten contestants were selected as semi-finalists and one appeared each day on WFBM's Make Mine Music and WFBM-TV's Song Shop over a two-week period. A winner was selected from several votes by listeners and viewers who were asked "Do you think (child's name) plays like Liberace?" The winner of the two semi-finalists was selected in the same manner and received a $240 Ampro tape recorder, presented on the following week's Liberace tv show. A special film clip of Liberace congratulating the winner also was shown.

UPCOMING

DECEMBER

Dec. 15: Air Coordinating Committee, Technical Div., 2 p.m., Room 1510, Temporary Bldg. 4, Washington, D. C.

Dec. 23: FCC Comments on proposed allocation of five more educational tv channels for Michigan, Washington, D. C.

JANUARY

Jan. 3-4: NCAA Tv Committee meets, Hotel New Yorker, New York.

Jan. 5-7: NCAA 40th Annual Convention, Hotel New Yorker, New York.

Jan. 10: RAB Clinic, Miami, Fla.

Jan. 11: RAB Clinic, Jacksonville, Fla.

Jan. 12: RAB Clinic, Birmingham, Ala.

Jan. 13: RAB Clinic, Atlanta, Ga.


YOU HAVE an "on-camera" cartoonist on your staff!

Now... United Television Aids offers you a brand new type of cartoon service on an exclusive franchise basis. Nothing like it has ever been offered before! This unique new process allows anyone to be an expert cartoonist before live cameras. It's particularly adaptable to weather, sports, news or kiddie shows. Viewer interest will be quickly increased a hundred fold. This is not a cartoon course, but a service that makes a cartoonist out of anyone, immediately. Don't delay... ask about the franchise for your area.

Write, Wire, Phone—Today

UNITED TELEVISION AIDS, INC.

Hutchinson, Kansas.

December 13, 1954 • Page 107
Station Authorizations, Applications
(As Compiled by B•T)
December 2 through December 8
Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abreviations:
CP - construction permit
D - directional antenna
ERP - effective radiated power
K - kilowatt
T - transmitters
U - unlicensed
vis. - visual
watts. - watts
A.m. - afternoon
Km - kilometre

FCC Commercial Station Authorizations
As of Nov. 30, 1954

<table>
<thead>
<tr>
<th>Licensed (all on air)</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,668</td>
<td>2,634</td>
<td>2,668</td>
</tr>
<tr>
<td>Total on air</td>
<td>1,934</td>
<td>1,921</td>
<td>1,934</td>
</tr>
<tr>
<td>CPs on air</td>
<td>565</td>
<td>556</td>
<td>565</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>1,369</td>
<td>1,364</td>
<td>1,369</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,668</td>
<td>2,634</td>
<td>2,668</td>
</tr>
<tr>
<td>New station requests</td>
<td>174</td>
<td>177</td>
<td>174</td>
</tr>
<tr>
<td>Old station requests</td>
<td>172</td>
<td>173</td>
<td>172</td>
</tr>
<tr>
<td>New station not on air</td>
<td>172</td>
<td>173</td>
<td>172</td>
</tr>
<tr>
<td>Total applications</td>
<td>414</td>
<td>413</td>
<td>414</td>
</tr>
<tr>
<td>Licenses deleted in Oct.</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Licenses deleted in Nov.</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational fm and tv stations.
* * * * *

Am and Fm Summary through Dec. 8

<table>
<thead>
<tr>
<th>Applications, Licenses, Inaug. (Pending)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Am</td>
<td>2,668</td>
<td>2,634</td>
</tr>
<tr>
<td>Fm</td>
<td>354</td>
<td>333</td>
</tr>
</tbody>
</table>

Television Station Grants and Applications
Since April 15, 1952

<table>
<thead>
<tr>
<th>Grants since April 14, 1952:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial vih</td>
<td>233</td>
</tr>
<tr>
<td>Educational vih</td>
<td>115</td>
</tr>
<tr>
<td>Total vih</td>
<td>348</td>
</tr>
<tr>
<td>Operating stations in U. S.</td>
<td></td>
</tr>
<tr>
<td>Commercial vih</td>
<td>233</td>
</tr>
<tr>
<td>Educational vih</td>
<td>115</td>
</tr>
<tr>
<td>Total vih</td>
<td>348</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>New Am</th>
<th>Fm</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial vih</td>
<td>377</td>
<td></td>
</tr>
<tr>
<td>Educational vih</td>
<td>533</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,300</td>
<td></td>
</tr>
<tr>
<td>One hundred-three CPs (21 vih, 92 f)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One applicant did not specify channel.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Includes 2 already granted.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Includes 6 already granted.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

New Stations

Telecasting

Applications

KTVI (TV) Hot Springs, Ark. - Southern Newspapers, Inc., 700 S. Main, has been granted CP for new station to be operated by Mutual Broadcasting System.

Newcomers

KQV (TV) Columbus, Ohio - Capital Broadcasting Co., 375 S. High, has been granted CP for new station to be operated by Mutual Broadcasting System.

FCC

For All Broadcasting Equipment

Gates

Your One Source

For All Broadcasting Equipment

- Quincy, Illinois
- New York City
- Washington, D.C.
- Houston, Texas
- Los Angeles, Calif.
- Atlanta, Georgia
- New York International Div.
- Montreal, Quebec, Canada

123 Hampshire Street, Telephone B202
51 East 42nd Street, Murray Hill 7-7771
13th & E Streets, N.W., Metropolitan 6-0522
2700 Polk St., Alameda 8536
7501 Sunset Blvd., Hollywood 2-6351
13th & Spring (street), October 1, 1951

Broadcasting • Telecasting

108 * December 13, 1954
Ownership Changes

**ACTIONS BY FCC**

**WSLK** Winter Haven, Fla.—Citrus Belt Beasts, Inc. has received FCC license to Tom Moore, Lawrence A. Rollins, L. Orden Craig, Henry L. Jollie and Nelle H. Fowler; owner of WRSU, Winter Haven, Fla. On hearing examiner's decision. GPL Dec. 3.


**WREC** Roaring Spring, Pa.—First Mid-America Beest, Corp. granted voluntary transfer of control to Donald W. Smith, Richard J. Smith, L. S. Smith, Robert W. Smith, Robert A. Smith, John A. Smith, and Stanley A. Smith (42%), owners of WBEB, Roaring Spring, Pa. Granted Dec. 2.

**APPLICATIONS**

**Fernandina Beach, Fla.—**Marshall W. & Carol C. Reynolds, Fernandina Beach, Fla. 1250 kHz 250 w daytime. Filed Dec. 10, 1955.

**Lawrenceville, Ill.—**Ray J. Lankford, George H. Lankford & Stewart K. Lankford, Lawrenceville, Ill. 910 kHz 500 w during, 1010 kHz 500 w during, 1030 kHz 500 w during, 1050 kHz 500 w during, 1070 kHz 500 w during. Estimated construction cost $25,642. First year operating cost $46,800. Estimated equal partnership is all brothers and stockholders of WSBY-TV, Pittsburgh, Pa. Filed Dec. 1.

**Existing Am Stations**

**ACTIONS BY FCC**

**KOSI** Aurora, Colo.—Mid-America Beest, Co. granted CP d/b a color TV license in Aurora, Colo. to KOSI, fabrics, on condition of CP to change from AM to FM, to operate 5 kw on 1450 kHz daytime, subject to any interference from present operation of Amstex Beest, Co. Granted Dec. 1.

**KQCV** Montgomery, Ala.—Capitol Beest, Co. Granted CP for temporary license of and to change to AM, and to change from 1010 kHz to 5 kw on 1450 kHz daytime, subject to any interference from present operation of Amstex Beest, Co. Granted Dec. 2.

**KDFE** Albuquerque, N. M.—Frank Quinn amends bid to change from 1600 kHz to 610 kHz night time, on condition of CP to change to FM, to operate 5 kw unlimited to specify name as KDFG Beest, Co. Filed Dec. 2.

**WKGX** Roaring Spring, Pa.—Carl W. Kenninger & Robert K. Kenninger, Roaring Spring, Pa. Granted CP to change from AM to FM, and to change from 1070 kHz to 1070 kHz 1 kw directional. Filed Dec. 2.

**New Fm Stations**

**ACTION BY FCC**

**KPLA** (FM) Los Angeles, Calif. School of Radio Arts granted mod. of CP to change ERP to 11 kw; antenna height above average terrain 72 ft. Granted Dec. 6.

**Existing Fm Stations**

**ACTIONS BY FCC**

**KPLA** (FM) Los Angeles, Calif.—School of Radio Arts granted mod. of CP to change ERP to 11 kw; antenna height above average terrain 72 ft. Granted Dec. 7.

**WBHL**-FM Sheboygan, Wis.—WBHL, Inc. granted CP to change ERP to 42 kw; antenna transmit and studio location; antenna height above average terrain 525 ft. Granted Nov. 30; announced Dec. 2.

---

**Hearing Cases**

**INITIAL DECISION**

Springfield, Ill.—New tv ch. 2. FCC hearing examiner Millard F. French issued his initial decision denouncing grant of the application of The Central Illinois Broadcasting Inc. for tv station on ch. 2 in Springfield, Ill. and denial of the application of Southern Illinois Broadcasting Co. for tv station in Decatur, Ill. FCC Dec. 3.

**KXLY** Rainier, Tex.—FCC hearing examiner Hugh R. Hutchison issued his initial decision on application of Reliance Broadcasting Co. for radio station on 710 kHz in Decatur, Tex. FCC Dec. 3.

**APPLICATIONS**


**KOA** Albuquerque, N. Mex.—KBN Los Alamos, N. Mex. seeks assignment of license to Sunshine Beest, Co. for $150,000. Proposed to divest itself of the stations. Filed Dec. 2.

**KXHY**-FM Santa Monica, Calif.—KXHY-AM-FM Bakersfield, Calif., and KOHM Los Angeles, Calif. seeks permission to divest itself of KXHY. Filed Dec. 2.

**KQAT**—Albert Lea, Minn.—KQAT-L FM Albert Lea, Minn. seeks assignment of license to Sunshine Beest, Co. for $150,000. Proposed to divest itself of the station. Filed Dec. 2.

---

**KANS**-AM/T-V San Antonio, Tex.—San Antonio Beest, Co. seeks assignment of license to parent corporate group. Filed Nov. 29.

WRNG Grundy, V. Va.—KY-KS Beest, Co. seeks to sell CP to Wa Herd, Inc. for $50,000. The Trustee of the estate of Thomas J. Canby requests sale of the station by purchase of 37% interest of Kenneth J. Canby for $20,000. Mr. Trivette will now own 76% interest. Filed Nov. 30.
FOR THE RECORD

limited time in Alaska, Hawaii, Virginia and Puerto Rico to frequencies assigned United States clear channel stations, provided they do not deliver over 5 microvolts per meter ground wave day or night or 25 microvolts per meter 10 percent of the time skyward at night at any point within the continental United States. Action Dec. 1.

Tampa, Fla.—Ch. 13 contest. By Order, the Commission stayed its action of Sept. 3 which granted Tampa Television Co., a construction permit for a new TV station on ch. 13 in Tampa, and ordered oral argument for Dec. 21. Commissioners Webster, Henning and Bartley dissented. This proceeding involves competing applications of Tampa Times Co., Orange Television Best, Ch. Co., and Tampa Television Co. for the same Tampa facility. Action Dec. 3.

WLAP-TV, Ky.—Zone 1. By Report and Order the Commission denied a petition filed by American Best, Corp. for permission of station WLAP-TV, ch. 27, Lexington, Ky., requesting that a portion of Kentucky be included in Zone (one of three geographic zones governing TV station separations), and assigned the Call letters WLMN, Richmond. Ky., Commissioner Doerffer disagreed and Commissioner Bartley concurred in the denial. The Commission's action was the result of responses to proposed rule making on the subject issued on Sept. 16, Action Dec. 3.

WITH Baltimore, Md.—FCC by Order, denied denial petition for waiver of rules to change operation from 1220 kw to 2 kw, and dismissed application. Action Dec. 3.

WERT (TV) Flint, Mich.—The Commission issued its Memorandum Opinion and Order in which it: (1) denied petitions filed by Trebil Corp. and the City of Flint, Michigan, directing the Commission to grant a construction permit for a new TV station in Flint, and suspending consideration of the applications of Trebil and Butterfield, and (2) denied motion by the Citizens Committee for a TV Television Station for Flint seeking permission to intervene in the Flint matter. The Memorandum Opinion and Order modifies the Commission's May 12 order directing the Commission to grant a construction permit for a TV station in Flint, to rule that there is no evidence that intervention by Citizens Committee for a TV Television Station in Flint is needed, and to rule that there is no evidence that the proposed rule making is necessary. Action Dec. 3.

47% of all remote control systems in use are rust systems.

WVAX—Ch. 2. By Memorandum Opinion and Order, the Commission granted with limitations, a petition for review filed by WVAX, ch. 2, in re applications for ch. 11 in St. Louis, Mo. and Fort Wayne, Ind., and for ch. 8 in El Paso, Tex., and for ch. 6 in San Antonio, Tex., and in re applications for ch. 13 in Indianapolis, Ind., by AMI Broadcasting Co. for new station to operate additional hours from 6 a.m. EST to local sunrise in New York City, New York, and for WMDT Atlantic City, N. J. The Commission, acting by Order, denied WMDT Atlantic City, N. J. a request for T-1 service.

WNYC New York, N. Y.—FCC designated for hearing on Jan. 17 application for continued Special License Authority to operate additional hours from 6 a.m. EST to local sunrise in New York City, New York, and to serve a population of 2.275 million.

FOR THE RECORD

December 2 Decisions

3 Decisions

The following actions on motion were taken as indicated:

By Hearing Examiner Basil Cooper

Ordered further hearing in re applications of Indianapolis Best Buy Inc. for ch. 13 in Indianapolis, Ind., Jan. 6, that ch. 11 proposed to operate is not limited to the same area served by another station, and for rehearing the record in the case. Action Dec. 1.

By Hearing Examiner William Butts

New Haven, Conn., Key Besty System Inc.—WAVZ—Denied motion of owner for leave to amend its application for ch. 10 (Dockets 11192, 11194). (Action of 11/21).

By Hearing Examiner Charles J. Frederick

Ordered that the hearing record in re applications of City of Jacksonville, et al., for ch. 12 in Jacksonville, Fla., be held Dec. 17 through 19, and for Dec. 21, and for all other parties included, Action Dec. 11/23.

By Hearing Examiner Thomas D. Donahue

On joint motion of all parties, continued from Dec. 1 to Jan. 6, the hearing in re ch. 12 in Oakland, Calif. (Dockets 11053 et al.). (Action of 11/30).

By Hearing Examiner William Butts


San Antonio, Tex.—Ch. 12 proceeding. By Memorandum Opinion and Order, the Commission denied application for ch. 12 in San Antonio, Tex., to enlarge the issues in proceeding re application for ch. 9 in San Antonio, Tex., and ordered petition filed Sept. 22 by Mission TV Corp., to enlarge the issues. Action Dec. 13.

Routine Roundup

December 2 Decisions

The following actions on motion were taken as indicated:

By Hearing Examiner Basil Cooper

Ordered further hearing in re applications of Indianapolis Best Buy Inc. for ch. 13 in Indianapolis, Ind., Jan. 6, that ch. 11 proposed to operate is not limited to the same area served by another station, and for rehearing the record in the case. Action Dec. 1.

By Hearing Examiner William Butts

New Haven, Conn., Key Besty System Inc.—WAVZ—Denied motion of owner for leave to amend its application for ch. 10 (Dockets 11192, 11194). (Action of 11/21).

By Hearing Examiner Charles J. Frederick

Ordered that the hearing record in re applications of City of Jacksonville, et al., for ch. 12 in Jacksonville, Fla., be held Dec. 17 through 19, and for Dec. 21, and for all other parties included, Action Dec. 11/23.

By Hearing Examiner Thomas D. Donahue

On joint motion of all parties, continued from Dec. 1 to Jan. 6, the hearing in re ch. 12 in Oakland, Calif. (Dockets 11053 et al.). (Action of 11/30).

Broadcasting • Telecasting

December 2 Decisions

The following actions on motion were taken as indicated:

By Hearing Examiner Basil Cooper

Ordered further hearing in re applications of Indianapolis Best Buy Inc. for ch. 13 in Indianapolis, Ind., Jan. 6, that ch. 11 proposed to operate is not limited to the same area served by another station, and for rehearing the record in the case. Action Dec. 1.

By Hearing Examiner William Butts

New Haven, Conn., Key Besty System Inc.—WAVZ—Denied motion of owner for leave to amend its application for ch. 10 (Dockets 11192, 11194). (Action of 11/21).

By Hearing Examiner Charles J. Frederick

Ordered that the hearing record in re applications of City of Jacksonville, et al., for ch. 12 in Jacksonville, Fla., be held Dec. 17 through 19, and for Dec. 21, and for all other parties included, Action Dec. 11/23.

By Hearing Examiner Thomas D. Donahue

On joint motion of all parties, continued from Dec. 1 to Jan. 6, the hearing in re ch. 12 in Oakland, Calif. (Dockets 11053 et al.). (Action of 11/30).
December 2 Applications

**ACCEPTED FOR FILING**

Modification of CP

WQCO Spartaco, Ill., Hirsch Communication En.

Co. (BP 7800) as mod. of WQCO, which authorized a

new standard broadcast station for extension of

license in the issue of December 1 (BP 8710).

Modification of License

WTBO Cumberland, Md., Maryland Radio Corp.

-Retrenchment of License. Amended to change name from

Maryland Radio Corp. to Tennessee Valley Bestg. Corp. and then to Cumberland Valley Bestg. Corp. in accordance with 1 M. 129 2 1001.

Renewal of License

WMSC Columbia, S. C., Marceco Corp. - Mod. of license to WMSC Radio Corp. (BP 1610).

Modification of CP

WNRG Grundy, Va., Virginia-Kentucky Bestg. Co.-(BP 8910) as mod. of WNRG, which authorized a new standard broadcast station for extension of license in the issue of December 1 (BP 8911).

Remote Control

WIRD Tuscaloosa, Ala., Wilhelmina Q. (Dos.)

-Echo-Theatre Broadcasting Corp. (BP 956).

KSDA Redding, Calif., VALR Inc.-(BP 956).

WLAs Williamsport, Pa., Lycoming Bestg. Co.-(BP 956).

Renewal of License

WBAR Bartow, Fla., William Avera Wynne-(BP 2071).

WTRL Bradenton, Fla., Trail Bestg. Corp.-(BP 2146).

WQTB Daytona Beach, Fla., News-Journal Corp.-(BP 2298).

WAKS Daytona Beach, Fla., John B. Stetson E.-(BP 2101).


WQTB Jacksonville, Fla., City of Jacksonville-(BP 3286).


WQRA Lakeland, Fla., Coastal Bestg. Co.-(BP 9023).


WHOP Orlando, Fl., Andrew B. Losen-(BP 9301).


WPWC Panama City, Fla., Bay County Bestg. Co.-(BP 24063).

WSDP Sarasota, Fla., WSPD Inc.-(BP 1009).

WPHE Plant City, Fla., W. A. Smith-(BP 2296).

WPRJ Stuart, Fla., Florida West Coast Bestg. Corp.-(BP 5031).

WSUN St. Petersburg, Fla., City of St. Peters-

burg Bestg. Co.-(BP 3786).

WMEN Tallahassee, Fla., WMEN Inc.-(BP 3608).

WTBV Vero Beach, Fla., Trope Inc.-(BP 2873).

WPRP Ponce, P. R., Voice of Porto Rico Inc.-(BP 3862).

WPKN (FM) Tampa, Fla., Frank Knuor Jr. et

al.-(FM) WMSP Inc.-(BP 2875).


Application Returned

KCOV Corvallis, Ore., Mid-Land Bestg. Co.-

License to cover CP (BP 7844) as mod. which

authorized a new standard broadcast station for

extension of license. Incorrectly dated &

studio location.

Modification of CP

WHAT-FM Philadelphia, Pa., Independence

Bestg. Co.- Mod. of CP (BP 8626) as mod. which

authorized a new standard broadcast station for

extension of completion date (BP 9693).

Remote Control

WLFS-FM Williamsport, Pa., Lycoming Bestg. Co.-(BPCH 120).

December 3 Decisions

**ACTIONS ON MOTIONS**

By Commissioner John C. Doerfer

Evansville, Ind., Evansville Television Inc.,

Granted petition for an extension of time to file

including Dec. 23 within which replies may be

filed to exceptions to initial decision in re ch. 2

(Dockets 10462 & 10463). (Action of 12/1).

Houston, Tex., GRT & Associated TV Co.,

- Grant petition for an extension of time from Dec. 6 to Dec. 23 within which replies may be

filed to exceptions to initial decision in re ch. 8

(Dockets 8887 & 8889). (Action of 12/1).

By Hearing Examiner Hettinger

Rice, Pa., Dispatch Inc.- Issued a Memorandum of

Ruling taken at oral argument Nov. 30 granting

motion of applicant for an extension of time to

file the briefs in the case of Docket No. 11400.

December 6 Applications

**ACCEPTED FOR FILING**

License for CP

KPMO Los Angeles, Calif., Dean H. Wickstrom

and Warner H. J. Brown of Valley Bestg. Co.-

License to cover CP (BP 9253) which

authorized a new standard broadcast station for

extension of license in the issue of December 1 (BP 9251).

Renewal of License

WMSC Columbia, S. C., Marceco Corp.-(BP 1120).
Texas Independent
$35,000.00

Daytime station in single station market completely isolated. Well equipped but no earning record. Right owner-operator can do well. Financing available with $10,000.00 down.

Appraisals

Negotiations

Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TELEVISION BROKERS

W $105
WASHINGTON, D. C.
James W. Blackburn, President

W $60
CHICAGO
Ray V. Hamilton, Vice-President

W $50
SAN FRANCISCO
William T. Stubbefield

WASHINGTON, D.C.
Washington Bdgg.
Sterling 3-4141

CHICAGO

325 Montgomery St.
Execk 2-5671

TEXAS INDEPENDENT

FOR-THE-RECORD

Applications Returned
WMMN Moultrie, Ga., N. B. Mills and Douglas J. Turner d/b/a Colquitt Bstg., Co.—License to cover CP (BPMC-109)—administrative increase in daytime power to 5 kw and installation of new transmitter.


Modification of CP

KTIV (TV) Sioux City, Iowa, KCOM Bstg. Co.—Mod. of CP (BPMC-943) as mod. which authorized new tv station to extend completion date to 7-1-55 (BPMC-2635).

KOAM-TV Pittsburg, Kan., Marys, Pa.—Mod. of CP (BPMC-436) as mod. which authorized new tv station to extend completion date to 7-1-55 (BPMC-2641).

KSLA (TV) Shreveport, La., Interim Television Corp.—Mod. of CP (BPMC-1700) as mod. which authorized a new tv station to extend completion date to 7-1-55 (BPMC-2657).

KFVS-TV Cape Girardeau, Mo., Hirsch Bstg. Co.—Mod. of CP (BPMC-721) as mod. which authorized a new tv station to extend completion date to 6-1-55 (BPMC-2660).

WICA-TV Ashland, Ohio, WICA Inc.—Mod. of CP (BPMC-1068) as mod. which authorized changes in existing tv station to extend completion date to 7-1-55 (BPMC-2661).

KTXX (TV) Muskogee, Okla., Tulsa Bstg. Co.—Mod. of CP (BPMC-1281) as mod. which authorized new tv station to extend completion date to 7-1-55 (BPMC-2668).

WFBG-TV Wheeling, W. Va., The Gable Bstg. Co.—Mod. of CP (BPMC-540) as mod. which authorized new tv station to extend completion date to 7-1-55 (BPMC-2680).

WSPA-TV Spartanburg, S. C., The Spartan Broadcasters, Inc.—Mod. of CP (BPMC-1219) as mod. which authorized new tv station to extend completion date to 7-1-55 (BPMC-2683).

WCAN-TV Milwaukee, Wis., Midwest Bstg. Co.—Mod. of CP (BPMC-1547) as mod. which authorized new tv station to extend completion date to 7-1-55 (BPMC-2685).

WCSD-TV Columbus, Ohio, The Ohio State U.—Mod. of CP (BPMC-225) as mod. which authorized new tv station to extend completion date to 7-1-55 (BPMC-2697).

December 7 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of December 3

Remote Control

WERI Western L, Radio Westyler Inc.—Granted authority to operate transmitter by remote control.

Granted CP

WNBZ-FM Wilkes-Barre, Pa., Louis G. Hallmar, Inc.—Authority to lower tower lowered to accommodate new tv antenna (BPMC-1086); antenna 111 Feet.

Modification of CP

The following were granted extensions of completion dates as follows: KTIV (TV) Muskogee, Okla., to 7-1-55 (BPMC-2635); WOSU-TV Columbus, Ohio, to 7-1-55 (BPMC-2636); KFYR (TV) Bismarck, N. D., to 6-14-55 (BPMC-2637); KRLD (TV) Shreveport, La., to 6-14-55 (BPMC-2638); KTIV (TV) Sioux City, Iowa, to 6-28-55 (BPMC-2639).

December 7 Applications

ACCEPTED FOR FILING

Remote Control

WPON Post Falls, Idaho, Bapcty Bstg. Co.— (BRC-600).

Application Returned

WBOF Virginia Beach, Va., Virginia Beach Bstg. Co.—License to cover CP (BP-9297) as mod. which authorized a new standard broadcast station. (Section II and Exmt. data dated after Section 1.)

Modification of CP

KWAC-FM Las Vegas, Nev., Los Angeles Bstg. Co.—Mod. of CP (BPMC-1035) which authorized changes in licensed station for extension of completion date to 7-1-55 (BPMC-2645).

December 8 Decisions

TV and AM BROADCAST ACTIONS

The Commission on Banc

Renewal of License

The following stations were granted renewal of license for the regular period: WEXR (FM) Goldsboro, N. C., WTBO Cumber-land, Md.

McFarland Letter

WSFA-AM-TV Montgomery, Ala., Montgomery Bstg. Co.—Is being advised that application for renewal of license and CP to WKY Radiofone Co. indicates necessity of new tower (BPMC-1419, RPMCT-121). Commissioner McConnaughey not par-ticipating.

Yankton, S. D., Yankton Bstg. Co.—Is being advised that application for new station (1400 ktc, 250 w, U) indicates necessity of a hearing.

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer on Dec. 7

Corpus Christi, KXNO Inc.—Granted petition for acceptance of its late filing in re am station as mod. which authorized extension of completion date for new tv station (1400 ktc, 250 w, U), as to specify a lower antenna height.

By Hearing Examiner J. H. Mayo on Dec. 7

Richmond, Va., St. Louis Telecasting Corp.—Granted petition for extension of time to and including Jan. 8, within which time may be filed to initial decision in re ch. 29 (Dockets 10272 et al.).

By Hearing Examiner Daniel B.-dependent on Dec. 3

Memorandum Opinion and Order, denied joint petition filed by Scripps-Howard Radio, Inc. and Radio Station WBIR Inc. to reopen the record for official notice and for official inquiry of other Government agencies and Departments in proceeding re ch. 10 in Knoxville, Tenn. (Dockets 16102 et al.).

By Hearing Examiner Basil P. Cooper on Dec. 3

KAMQ Amarillo, Tex., Top of Texas Bstg. Co.—Granted motion for leave to amend its am application (Docket 11218), so as to specify a new transmitter site; and for renewal of application as amended, from hearing docket.

By Hearing Examiner Herbert Sharpman on Dec. 3

Memorandum Opinion and Order, denied joint petition filed by Scripps-Howard Radio, Inc. and Radio Station WBIR Inc. to reopen the record for official notice and for official inquiry of other Government agencies and Departments in proceeding re ch. 10 in Knoxville, Tenn. (Dockets 16102 et al.).

By Hearing Examiner Basil P. Cooper on Dec. 3

KAMQ Amarillo, Tex., Top of Texas Bstg. Co.—Granted motion for leave to amend its am application (Docket 11218), so as to specify a new transmitter site; and for renewal of application as amended, from hearing docket.

By Hearing Examiner Herbert Sharpman on Dec. 3

Memorandum Opinion and Order, denied joint petition filed by Scripps-Howard Radio, Inc. and Radio Station WBIR Inc. to reopen the record for official notice and for official inquiry of other Government agencies and Departments in proceeding re ch. 10 in Knoxville, Tenn. (Dockets 16102 et al.).

By Hearing Examiner Basil P. Cooper on Dec. 3

KAMQ Amarillo, Tex., Top of Texas Bstg. Co.—Granted motion for leave to amend its am application (Docket 11218), so as to specify a new transmitter site; and for renewal of application as amended, from hearing docket.

By Hearing Examiner Herbert Sharpman on Dec. 3

Memorandum Opinion and Order, denied joint petition filed by Scripps-Howard Radio, Inc. and Radio Station WBIR Inc. to reopen the record for official notice and for official inquiry of other Government agencies and Departments in proceeding re ch. 10 in Knoxville, Tenn. (Dockets 16102 et al.).

By Hearing Examiner Basil P. Cooper on Dec. 3

KAMQ Amarillo, Tex., Top of Texas Bstg. Co.—Granted motion for leave to amend its am application (Docket 11218), so as to specify a new transmitter site; and for renewal of application as amended, from hearing docket.

By Hearing Examiner Herbert Sharpman on Dec. 3

Memorandum Opinion and Order, denied joint petition filed by Scripps-Howard Radio, Inc. and Radio Station WBIR Inc. to reopen the record for official notice and for official inquiry of other Government agencies and Departments in proceeding re ch. 10 in Knoxville, Tenn. (Dockets 16102 et al.).

By Hearing Examiner Basil P. Cooper on Dec. 3

KAMQ Amarillo, Tex., Top of Texas Bstg. Co.—Granted motion for leave to amend its am application (Docket 11218), so as to specify a new transmitter site; and for renewal of application as amended, from hearing docket.

By Hearing Examiner Herbert Sharpman on Dec. 3

Memorandum Opinion and Order, denied joint petition filed by Scripps-Howard Radio, Inc. and Radio Station WBIR Inc. to reopen the record for official notice and for official inquiry of other Government agencies and Departments in proceeding re ch. 10 in Knoxville, Tenn. (Dockets 16102 et al.).

By Hearing Examiner Basil P. Cooper on Dec. 3

KAMQ Amarillo, Tex., Top of Texas Bstg. Co.—Granted motion for leave to amend its am application (Docket 11218), so as to specify a new transmitter site; and for renewal of application as amended, from hearing docket.
Financial Wetter Opportunity
Box 10
Open Late
Dairy Belt Manager for new small community station.

Manager for 1800 watt station. Reply with details about past experience, references. Excellent opportunity for high caliber man. Box 610F, B-T.

HELP WANTED—MANAGERIAL

Manager, experienced in small radio station operation, needed immediately for Florida. Dependable, experienced in East coast profitable area. Full financial background with recent photo in first letter. Box 407F, B-T.

High bracket financial opportunity for successful sales manager. Salary, liberal commission and travel expenses. Box 511F, B-T.

Manager for new small market rural station—dairy belt of northeast. Farm background and small town experience helpful. Position opens late February. Write full details first letter. Box 505F, B-T.

Manager for 1000 watt station. Reply with details as to past experience, references. Excellent opportunity for high caliber man. Box 600F, B-T.

Let's you and I buy. Midwest metropolitan kilowatt. I now mask. Have experience plus 10 grand if you have the same. Call Chicago Financial 6-6562.

HELP WANTED—SALESMEN

Sales manager needed for established top ranking metropolitan independent in Great Lake area. Expansion makes this opportunity available. Only those hard-workers with combined radio sales and programming experience need apply. All replies strictly confidential. Send recent photo and background details in first letter, please. Box 408F, B-T.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 845F, B-T.

Program minded announcers with 1st tickets. Indiana. Box 862F, B-T.

Somewhere west of Erie and east of Laramie there is a man who is still old fashioned and likes to have an open eye and he isn't theatrical. He is a sound program man who builds his program to suit the needs of his audience. He is interested not only in disc shows, but in serious programs concerning public events and issues of his community and area. He is capable of working with an announcing staff and he loves to be active in community affairs. A 1500 watt station in a rich farm area will pay a handsome starting salary to this man accepting this challenge and if he can sell, he can augment his income even more. There is a rare opportuni- ty in this market to work in independent small stations. Give full information in first letter. Write Box 815F, B-T.

Announcer or announcer-salesman, south-southwest area, for Smith & Stewart Staff work. County seat market. Box 548F, B-T.

Staff announcer, experienced, dependable. 50 kw CBS affiliate in Texas. Friendly voice, strong on the air, can work both disc or tape which will be returned and letter with details and photo. Box 522F, B-T.

Top level announcer or announcer salesman. Leading Virginia independent. Box 517F, B-T.

Announcers—1st phone, early January, for Texas Gulf Coast station. Emphasis on announcing. $275.00 plus. Send audition, reference and back- ground. Box 561F, B-T.


Announcer, also 1st phone. Rush resume. Box 603F, B-T.

First combo, evening DJ show. Airmail audition, summary. KOCT, Orange, Texas.

Experienced announcer. Permanent staff opening January first for downtown, Texas. Airmail complete application, snapshot, tape. KRLN, Cano City, Colorado.

Experienced announcer. DJ announcing and sales, Sales manager. Full information to John Garrison. WPUN, Reevesville, Alabama.

HELP WANTED—TECHNICAL

Engineer: Central New York State FM and TV station. Transmitter maintenance experience essential. Excellent opportunity for capable man. Box 564F, B-T.

New SW in New Mexico Land of Enchantment is expanding and needs chief engineer who can come in at present, but will be down the road soon. Excellent opportunity for the right man. Salary according to ability. Box 560F, B-T.

Chief engineer, 1000 watt Missouri station in heart of beautiful lake of the Ozarks resort area. Prefer combo man but will accept straight engineer. Salary open. Write: Manager, KKNX, Osage Beach, Missouri.


HELP WANTED—PRODUCTION PROGRAMMING, OTHERS

Radio and TV salesmen. New & expanding station needs staff man with two years experience. Box 547F, B-T.

Announcers—January 10. Good voice for live wire Pennsylvania Independent. $75.00 to start. One week's paid vacation first year. Two weeks thereafter. Mileage allowed in getting area. Work on tape recorder. Station going over 5000 watts full-time. WCJI, Ithaca, N. Y. Box 507F.

Manager with ability to an all-around job. Can sell, program, handle engineering. Can make a going business out of a going station and still prove it. Available for interview. Box 550F, B-T.

Regain profit! I offer 26 years successful experience to manage your station. Economy minded. Age 41. Excellent references. Best address write, arrange an interview. Box 568F, B-T.

Experienced commercial manager, 39, married, sober, sincere, capable announcing, special events. Versatile all phases small market operations prefer southwest. Available January 1. Box 557F, B-T.


Announcers

Versatile announcer; all phases of announcing; copywriting; 3rd class ticket. Box 402F, B-T.

Negro DJ, with two years of commercial. A smooth salesman. Box 605F, B-T.


Superior, experienced announcer available: family. Good salary, working conditions required. Box 535F, B-T.

Announcer, 27, three years veteran, needs immediate, permanent. Will travel. Box 563F, B-T.

Disc Jockey—announcer, presently employed, seeking job with future, veteran, will travel. Tape. Box 568F, B-T.
Korean combat correspondent wants permanent announcer. Presently employed in major market. Mass appeal, promotion conscious, ability to add sell on air and in person. neat, educated. Details on request. Box 5717, B.T.

Canadian DJ available, smooth sophisticated big market appeal. I build ratings and make friends with my audience. Presently employed. Apply Box 5717, B.T.

Desire position in Virginia. Virginia or Kentucky. Good news and commercial man. 2 years experience including console operation and taping. Married. Korean veteran. Tape available on request. Box 5789, B.T.

Promising young radio-announcer, with experience, wants situation in Hawaii. Experience in radio, tv, stage and theatre. Strong on adlib. Box 5817, B.T.

Desire employment—writer, several years experience, music, news, sports, play-by-play, continuity. Tape, resume, photo, references. Sent immediately. Box 5827, B.T.

Announcing, programming, assistant management, six years. Work any combination return for permanence, advancement. Box 5837, B.T.


Experienced father of three desires to locate in Florida. Object—staff announcing with talents. Good background—looking for better future. Box 5877, B.T.

Experienced metropolitan N.Y. station operation. Air time limited, school, station, young, draft exempt. Will work hard. Box 5897, B.T.

Announcer, 1st phone. 5 years experience. DJ, news editor. PD. Box 6007, B.T.

Available immediately TELEVISION TRANSMITTER

RCA-1T 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

WANT TO BUY METROPOLITAN MARKET RADIO STATIONS

We are willing to pay all cash, are not concerned about power, not interested in frequency, do not demand network, but in return for these concessions, are only interested in metropolitan properties at rock bottom prices.

BOX 601F, B.T.
TELEVISION

Situation - (Continued)

**FOR SALE**

250 watt station...full time Mutual affiliate, one on mountain area. $15,000.00 down. Write Box 580F, B-T.


**EQUIPMENT ETC.**

3kw GE fm transmitter, including tubes, monitors, consoles, approximately 400 feet Andrew transmission line. Excellent condition. $3000.00. Box 506F, B-T.

B.C.A. high frequency field intensity meter, type 301-A. 10-50mc. 94-540mc. Box 580F, B-T.

Fm transmitter, 10 kw WE power amplifier, used on 681, with power supply, full set of tubes. Also 6-section cloverleaf fm antenna, WE 94-A, gain 47. Make us an offer. KCMC-TV, Texarkana, Texas.

390 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KING, Seattle, Washington.

WE transmitter - presently operated at 2500 kw. Original stations. Will sell or lease or lease to purchase. Box 580F, B-T.

GE 1000 watt fm transmitter and fm station monitor. Used only 1 year. Good operation condition and new appearance. GE console, type BC-1-A. Barry Trading Company, Lebanon, Tennessee.

Anspex 622A two case pushbutton portable factory reconditioned $650; two Gray 101 arms; two 602 equalizers, QPSK turntable. United Radio Supply, 22, N.W. 9th, Portland, Oregon.

**WANTED TO BUY**

In market with trading area of 100,000 population or more. Box 580F, B-T.


**EQUIPMENT ETC.**

Wanted used 5kw am transmitter and used 5kw am transmitter and all information and price to Box 580F, B-T.

Immediately, good working condition, mobile transmitter, rent or buy. WWRG, phone 31334, Bowling Green, Ohio.

**INSTRUCTION**


**MISCELLANEOUS**

Have you employed tall, blond, balding man, about years of age? Possibly calls self Walter C. Brown, if so, call 3907 Huntsville, Alabama. Collect. Urgent Reward!

**HELP WANTED**

See back page...

SALES

Now employed radio sales, West Coast. Want position, radio or television, where management feels secure enough to relax production and ideas. Age 39, family, well grounded all media except tv, strong on promotion. Require $10,000 or more potential.

Box 613F, B-T.

ANNOUNCER-DJ

WHAP, Hopewell, Virginia finds it necessary, due to staff reductions, to release Dan Bell who is the Junior member of our staff. We do not hesitate to recommend Mr. Bell to any station in need of an experienced DJ-Announcer who can sell on the air. For further information or an audition appointment write Bruce Leonard, Program Director WHAP, Hopewell, Virginia or Dan Bell at Box 580F, B-T.

ANNOUNCERS

WHAP, Hopewell, Virginia finds it necessary, due to staff reductions, to release Dan Bell who is the Junior member of our staff. We do not hesitate to recommend Mr. Bell to any station in need of an experienced DJ-Announcer who can sell on the air. For further information or an audition appointment write Bruce Leonard, Program Director WHAP, Hopewell, Virginia or Dan Bell at Box 580F, B-T.

PROSPECTIVE TV BROADCASTERS

**$ SAVE THOUSANDS $ ON NEW EQUIPMENT**

* TRANSMITTER (RCA TT-5A)

* TOWER (558' SELF-SUPPORTING)

* All in Original Packing and * LINE & LIGHTING EQUIPMENT

WIRE, Indianapolis, Ind.
TELEVISION
Situations Wanted

Salesman

SIX YEARS RADIO-TV EXPERIENCE
Young man with supervisory experience and station operation programming, production, commercial copy. Available January 1, 1955 for similar position—radio or TV. College education, as well as degrees from School of Experience. Dependable, stable with family responsibilities. A brief letter describing your operation and position you have available will bring you a 20 page brochure containing details of qualifications, background, experience, references, etc. Put new radio and TV stations on air and into black. Now looking for permanent position with opportunity for professional growth. Successful record and excellent references. Earnings sufficient for present position plus growth. Dependable, with family responsibilities.

AVAILABLE JANUARY 1, 1955

FOR SALE

Equipment

RCA TT 500-A Channel 4 Transmitter with Side Band Filter and Diplexer.
Ideal for standby or a proposed satellite operation.

KOPR-TV
Finlen Hotel Butte, Montana

For Sale

FOR SALE

RCA TT 500-A Channel 4 Transmitter with Side Band Filter and Diplexer.
Ideal for standby or a proposed satellite operation.

KOPR-TV
Finlen Hotel Butte, Montana

Locates television stations by city, county and state. Network routes over-printed, indicating existing and planned coaxial cable, as well as that portion equipped for color.

Designed for sales planning, this 28" x 42" outline map may be used for presentations, visualizing markets, charting sales territories. Printed black and blue on 70 lb. durable white stock

Single copies, suitable for framing, $1.00

Quantity prices:
5 copies $ 4.50 25 copies $20.00
10 copies 8.50 50 copies $37.50
100 copies $70.00

Order now!

BROADCASTING • TELECASTING

1735 DeSales Street, N. W., Washington 6, D. C.
Better SIGNAL bring-um
Better RESULTS --and how!

Send out a better signal and you get better results. WHIO-TV, servicing over 450,000 TV receivers, gets your message out where it will bring better results. When you're sending out 316,000 watts from a tower that stands 1,104 feet up, you're bound to deliver maximum coverage. If it's our area you're trying to reach, let WHIO-TV send out the signal. For complete information on this great AREA station, call George P. Hollingbery representatives.

Channel 7 DAYTON, OHIO
ONE OF AMERICA'S GREAT AREA STATIONS
December 8 Applications

ACCEPTED FOR FILING

License for CP

KOJ Faurera, Colo., David M. Seig, as Mid-Am.
America Best, Co. — License to cover CP (BP-
9173) as mod. which authorized a new standard
broadcast station (BPCT-2648).

WDCF Dade City, Fla., E. D. Martin, Allen B. 
Martin, Earl A. Gatto, and John D. Goff a partner-
ship d/b a as The Peace Bestco. 
Co — License to cover CP (BP-9545) as reinstated
and mod. which authorized a new standard broad-
cast station (BL-5544).

WSTU Burritt, Ga., Lester M. Combs and Reg-
inald D. Wall, d/b a as The Blue Water Bestco. 
Co. — License to cover CP (BP-9191) as mod. 
which authorized a new standard broadcast sta-
tion (BL-5545).

WEOF Bestco, Calif., Friendy City Bestco, a 
partnership consisting of Jack G. Owens, 
Betty Jane Owens and Betty Jane Owens, Trustee 
for Betty Jane Owens. in re. — License to cover 
CP (BP-9190) which authorized a new standard 
broadcast station (BL-5546).

WDOR Canton, Misc., Madison County Bestco. 
Co. — License to cover CP (BP-8532) which 
authorized increase in power (BL-5543).

WBMA Bestco, N. C. Richard Ray Cummins 
— License to cover CP (BP-8208) which 
authorized an additional standard broadcast station 
(BL-5541).

Co. — License to cover CP (BP-8500) which 
authorized a new standard broadcast station 
(BL-5542).

Renewal of License

WOR Orlando, Fla., Central Florida Bestco. Co. 
(BR-1469); WLOF Orlando, Fla., Mid-Florida

FOR THE RECORD

Radio Corp. (BR-1998); WSTN St. Augustine, Fl., 
St. Augustine Bestco. Co. (BR-2621); WNTM Vero 
Beach, Fla., Central Florida Bestco. Co. (BR-3023); 
WMDD Fairfield, Conn. — License to cover CP 
(BP-9173) as mod. which authorized a new standard 
station (BPCT-2647).

Mod. of CP

WHIZ Zanesville, Ohio, Southeastern Ohio 
Bestco., System Inc. — Mod. of CP (BP-9174) as 
mod. which authorized change in transmitter and 
studio locations and changes in facilities of exist-
ing system for extension of completion date (BPMT- 
9170).

WLAG-ROIV Hartford, Conn. — Mod. of CP (BPCT-
9595) as mod. which authorized new tv station. 
extension of completion date to 7-5-55 (BPMT- 
9606).

WHAT-TV Madison, Wis., Wisconsin State Radio 
Council. — Mod. of CP (BPCT-9175) as mod. 
which authorized new tv station to extend 
completion date to 4-5-55 (BPMT-2502).

WABT-TV Bangor, Me., Community Telecasting 
Service. — Mod. of CP (BPCT-9176) which 
authorized changes in facilities of existing tv station 
to extend completion date to 2-28-55 (BPMT- 
2503).

KSCR-TV Zanesville, Ohio, Southeastern Ohio 
Television System. — Mod. of CP (BPCT-9177) as 
mod. which authorized new tv station to extend 
completion date to 6-6-55 (BPMT-2504).

KCTW (TV) Seattle, Wash., Seattle Construction 
Co. — Mod. of CP (BPCT-9178), which 
authorized a new tv station to extend completion date 
to 6-7-55 (BPMT-2505).

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 (2) stations that are operating as educational outlets and (3) other stations. They are listed in the city where they are licensed. Stations with and without report.

December 13, 1954

New Starters

The following tv stations are the newest to start regular programming:

KVBO-TV Tulsa, Okla. (ch. 2), Dec.

WFMH-TV Allentown, Pa. (ch. 67), Dec.

WMC-AM Memphis, Tenn. (ch. 4), Dec.

WLSA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)

MKAR (12) ABC; DuM; Raymer; 101,533

Wdbo-tv (19) ABC; Holberg; 195,000

KPHO-TV (8) CBS; DuM; Katz; 101,523

KVTK (3) Weed; 6/10/54-1/15/55

Tucson

KOOP-TV (13) ABC; Holberg; 34,866

KVOA-TV (4) ABC; Raymer; 34,866

Yuma

KIVA (11) ABC; DuM; Grant; 24,670

ARKANSAS

El Dorado

WKOI (23) 2/24/54-Unknown

Fort Smith

KWFO-TV (22) ABC, CBS, DuM; Pearson; 25,000

KNAC-TV (5) Rambeau; 6/3/54-1/15/55

Hot Springs

KCTV (9) 1/20/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, name of representative; market set count for operating stations, target date of grant and commencement target date for grantees.
KMJ-TV pioneered television in this important inland California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station. **KMJ-TV is your best buy in the Valley.**

Paul H. Raymer, National Representative
**GEORGIA**

- Albany—
  - WALB-TV (10) ABC, NBC, DuM; Burm-Smith; 24,000
- Atlanta—
  - WAGA-TV (5) CBS, DuM; Katz; 356,100
  - WLSA (11) ABC; 490,430
  - WAGA-TV (38) 11/19/53-Early Dec. (granted STA Oct. 26)
  - WSFB-TV (2) NBC; 475,221
- Augusta—
  - WJBF (6) ABC, NBC, DuM; Hollinger; 121,000
  - WRGB-TV (12) CBS; Headley-Reed; 110,000
  - WJAC-TV (13) ABC, NBC, DuM; Headley-Reed; 140,000
  - WJAX-TV (47) NBC; 62,032
  - WORM-TV (9) NBC; 135,290
- Savannah—
  - WTGS-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 63,380
  - WSAV Inc. (3) Initial Decision 3/21/54
  - Thomasonville—
    - WCTV (5) Stars National; 12/23/53-1/1/55

**IDAHO**

- Boise—
  - KBOI (2) CBS, DuM; Free & Peters; 37,075
  - KISV-TV (7) ABC, NBC, DuM; Blair; 35,800
- Idaho Falls—
  - KID-TV (3) ABC, CBS, NBC, DuM; Gimm-Perna; 31,150
  - Focastellite—
    - KWIX-TV (6) ABC; Hollinger; 3/26/53-Unknown
  - Twin Falls—
    - KFXF-TV (11) ABC; Hollinger; 3/19/53-Unknown

**ILLINOIS**

- Belleville (St. Louis, Mo.)—
  - WTVI (54) ABC, CBS, DuM; Radio TV Representatives; 250,000
- Bloomington—
  - WBLN (12) McGilliver; 113,242
  - WCIA (3) CBS, NBC, DuM; Hollinger; 307,000
  - WLTN (12) 11/4/53-Unknown
- Chicago—
  - WBBM-TV (2) CBS; CBS Spot Sul.; 1,871,800
  - WBBK (7) ABC; Blair; 1,688,018
  - WGN-TV (9) DuM; Hollinger; 2,600,000
  - WBBM-TV (15) 11/15/53-Unknown
  - WBBM-TV (26) 11/15/53-Unknown
  - WBBM-TV (60) 4/30/53-Unknown
  - WBBM-TV (90) NBC Spot Sul.; 2,043,000
  - WBBM-TV (11) 11/6/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement date for grantees.
light the way...

...to extraordinary lighting effects
...at extraordinary savings! Rent whenever you need on specialized display, theatrical, studio and motion picture equipment from Jack Frost! For finer lighting...at fewer dollars...for complete lighting service that includes installation and removal whenever you are...
you've headed the right way...

the JACK FROST way!

For Full Information On Rental Equipment Write:

JACK A. FROST, DEPT. C, 324 PIQUETTE AVE.
Detroit 2, Michigan • Trinley 3-6300

Page 122 • December 13, 1954
FOR THE RECORD

Page 124 • December 13, 1954

You get the cream on wdef-tv

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

CONTACT THE BRANHAM COMPANY

* Taken From the National Telepulse—August 1-7, 1954 (Top 15)

FOR THE RECORD

Page 124 • December 13, 1954

You get the cream on wdef-tv

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

CONTACT THE BRANHAM COMPANY

* Taken From the National Telepulse—August 1-7, 1954 (Top 15)

Page 124 • December 13, 1954

You get the cream on wdef-tv

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

CONTACT THE BRANHAM COMPANY

* Taken From the National Telepulse—August 1-7, 1954 (Top 15)
Inside on the Outlook

Open season for predictions for the year ahead is about to be inflicted upon all of us.
In broadcasting, we always begin with the regulatory outlook. Last year was tempestuous. And 1955, of course, will be the "year of decision" for radio, for television, for color, for subscription tv. The "whither are we headed" oracles will have a field day.

Broadcasting for years has been a "crisis" pursuit. The emergence of tv as the most potent force in American life since radio, has stimulated political, economic, social and public interest to the point where tv is perhaps the biggest single topic of conversation.

Small wonder, then, that the politicians run such tv temperatures. There's the prospect the FCC will have to run a shuttle service to the Capitol to answer Congressional committee inquiries.

Let's take a year-end look at the FCC itself. The GOP project to make over the FCC hasn't worked out. There's a new chairman, to be sure, but he finds himself in the tough spot of serving on an interim basis, with his every move watched by the Democratic opposition. Chairman McConnaughey is caught in the political switches through the Capitol without a foothold of his own. He didn't seek the job.

Mr. McConnaughey was selected because of his reputation as an administrator and a lawyer and because he is an old-line Republican. He will be renominated next month by President Eisenhower. But the Democrats, who then will be in control, regard his nomination as controversial. Despite that, we'll lead with our chin and predict Mr. McConnaughey will be confirmed, after further hearing. It is the President's prerogative to name his own chairman. We know of nothing in Mr. McConnaughey's record to disqualify him. It is a Republican vacancy.

The fur may really fly on the next vacancy. The term of Comr. Hennock expires June 30. She is an avowed and militant candidate for seven-year reappointment. She is one of two Democrats on the seven-man Commission. She has howled calamity against the "vested interests." She is the self-appointed defender of the minorities.

There's been speculation aplenty about her successor (few believe the President can be prevailed upon to reappoint her). There are campaigns underway for a number of women. The Republican committee will probably want an Eisenhower Democrat. The Democrat-controlled Senate can be expected to be tougher on the confirmation of this appointee than on the McConnaughey nomination. The Democrats also are looking ahead to 1956 when the term of Comr. E. M. Webster expires. They insist the Democrats are entitled to at least three of the seven commissionerships, and since Mr. Webster is an independent they may shoot for his job too. But they will be hard put to find flaws in the former Coast Guard Commander's record. He has voted his convictions. He is an independent in the truest sense. He is the only engineer left on the FCC.

The extent of Congressional interests in broadcast affairs is manifest in both houses. The new move by Sen. Kilgore of West Virginia, who becomes chairman of the powerful Judiciary Committee, to investigate "monopoly" in almost every conceivable facet of communications manufacturing and transmission, may erupt into a jurisdictional dispute. The Senate Commerce Committee is charged with legislation dealing with communications. It already has the so-called Bricker inquiry into networks underway (though its scope is not limited).

Sen. Kilgore, wisely, we think, is seeking the counsel of Howard Chernoff, an able and experienced broadcaster, before a decision is reached. Mr. Chernoff has never crusaded for anything other than good broadcasting and a minimum of government interference with programming and business affairs.

Broadcasters, the networks and the FCC should not be harassed by two investigations. It is needless waste of taxpayers' money and time. Our own notion is the FCC and the Dept. of Justice have ample existing authority to proceed if, indeed, anything need be done.

But, as we have observed, 1955 may be that "year of decision." The tv chips are big. The politicians know elections are won or lost on the air. It's the year for presidential bees and bonnets. Anything can happen.

The Think's the Thing

One good reason why BBDO is one of the world's leading advertising agencies and why it probably will keep that enviable position can be seen in its re-examination of radio.

As reported in BT last week, 125 BBDO account executives attended a special briefing arranged by the agency's radio-television executives. Representatives of each of the four networks were invited to discuss radio in terms of its utility as an advertising vehicle in the contemporary advertising world.

What BBDO asked for and got was an unemotional appraisal. The presentations were described to the executives who attended as "an attempt to clear away a lot of the nebulous thinking on what is still a vital medium so that we may be in a better position to discuss the matter with our clients should occasion arise."

To judge by the reports which were given to the BBDO executives, the attempt succeeded handsomely. We daresay that the general knowledge of radio among BBDO's vast executive hierarchy exceeds that to be found in many smaller shops.

We do not wish to imply that BBDO is a successful agency because it knows something about radio. It is successful because it has alert executives who know a lot about media, who are open-minded enough to keep studying media as their relative values and their uses change.

As long as BBDO and other agencies and advertisers continue to evaluate media—unemotionally and with a sincere desire to use them wisely—broadcasters and telecasters have nothing to fear. Radio and television have promised advantages which other media lack and will get their full share of business from advertisers who are willing to ignore fancies and deal with facts.

The Sporting Life

There is an interesting contrast between the action of the major baseball leagues last week in refusing to vote restrictions on radio-tv coverage and the apparent determination of the National Collegiate Athletic Assn. to perpetuate its artificial controls over football telecasts.

The big baseball leagues are finding it not only possible but desirable to live with radio and television. If big league baseball can live with them, it is difficult to find a logical reason why college football tries to live without them.

True, there are many more college football teams than major league baseball teams, and there are other differences between professional baseball and "amateur" football. But in essence both are commercial enterprises and both depend for survival upon attracting audience, whether it pays directly at the gate or indirectly through rights bought by television sponsors.

Baseball has found its biggest rewards in a combination of gate receipts and sale of broadcast rights to broadcasters and advertisers. College football is only kidding itself if it fails to exploit the television coverage it has so far limited to a ridiculous minimum of one game a week, and that, more often than not, a poor one.
TOP MARKET--BEST BUY...

Coverage... Viewing Habits... Maximum Power...
... top CBS network programming, and over five
years of telecasting experience are but a few of
many important factors why KOTV is your best
buy in the oil rich Tulsa market.

When you buy the Tulsa market you can be sure
of reaching an established viewing audience which
KOTV, and only KOTV, can offer with its more
than five year lead over other stations in the area.

KOTV now serves a larger market than any other
station in Oklahoma, using a maximum power of
100,000 watts and a new tower 1,135 feet above
ground and 1,328 feet above average terrain.

Within the KOTV 0.1MV/M coverage area of
24,000 square miles live 1,116,790 people, and
345,000 families (excluding Oklahoma County)
who last year spent more than a billion dollars in
retail purchases.

Tulsa alone is a terrific market! A survey of America's
57 largest cities ranks Tulsa 7th in consumer
spendable income, 6th in percent increase in retail
sales since 1948, and 11th in percent increase in
population since 1950.

These people look to KOTV, a basic CBS affiliate,
for the finest of network programming. These peo-
ple depend on KOTV for well planned local tele-
vision programming. Ideas, technique and know-
how that come from more than 26,000 hours of
television service to a 4-state area sell your products
when you buy KOTV — Tulsa's No. 1 Station.

KOTV, Inc.
Represented by
Edward Petry & Co., Inc.
now going farthest
with the mostest......

KMBC-TV
Kansas City's Most Powerful TV Station

WITH A GIANT 1,079-FOOT TOWER
(above average terrain) and a 316,000-watt
color-equipped RCA transmitter, KMBC-TV dwarfs
every other television facility in the Heart of
America. The new Channel 9 TV signal is booming
strong and clear into areas never before covered
by a Kansas City station. As a result, thousands
of additional new television homes are swinging
to Channel 9 for the kind of programming that only
KMBC-TV and the CBS-TV network can deliver.

If you're aiming your advertising message at
Kansas City and its rich surrounding secondary
markets, KMBC-TV is far and away the best
place to invest your television dollars. Your Free
& Peters Colonel can give you the lowdown
on the Midwest's most up-and-coming TV station.
Contact him for availabilities.