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24TH year
THE NEWSWEEKLY OF RADIO AND TV

Radio’s rarin’ in Baltimore!

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

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

He made known his offer in a one week test *
To send Christmas cards to those who request.

In came the letters by bushel and bale,
Twenty thousand pieces of all kinds of mail.

Over five thousand requests he received in one day
Santa's so happy, he has this to say:

"To reach the people with coverage complete
Buy WLS: it just can't be beat!"

---

*BARN DANCE MATINEE,
2:00-4:00 each afternoon
Live Talent. (Contact
John Blair or WLS)
all roads lead to super sales

The Channel 8 Mighty Market Place

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

STEINMAN STATION
Clair R. McCollough, Pres.

316,000 Watts

Superpowered WGAL-TV covers miles upon miles of prosperous territory—many prosperous cities, many well-to-do-towns. This is a rich area where three million people have an effective buying income of $5 billion, spend $3 billion in retail sales each year. Here everyone turns to Channel 8 for good entertainment and for your sales message. Sell your product on WGAL-TV, the one station that reaches this vast market.
TV TO GO UPSTAIRS? • Bombshell may explode any time on demands of military for new vhf spectrum space deemed essential in atomic era communications. Proposal could well be that low-band vhf tv (in area chs. 2 to 6) be expropriated with tv services to move up spectrum into uhf. Counter proposal—probably from FCC—may be for reappraisal and review of entire spectrum both militarily and for private use. Commr. Robert T. Bartley several months ago had advocated tv, whatever its ultimate place in spectrum, be assigned to single contiguous band and not be spread through spectrum.

WHETHER CBS will continue its color-casting schedule when first year cycle is completed in April will be determined within next few weeks. Lack of "circulation" of color sets, plus desultory interest at this stage of most advertisers, may be for permissible or suspension of schedule after all network advertisers have had their turn in one-year color sequence.

MAGNUSON'S PLANS • Friends of Sen. Magnuson (D-Wash.), who becomes chairman of Interstate and Foreign Commerce Committee next session, say he intends to retain full jurisdiction over all communications legislation. Overlap implicit in proposal of incoming Chairman Kigore (D-W. Va.) of Judiciary Committee to investigate purported monopoly in communications, manufacturing and networking, will be resolved in Washington senator's judgment before committees get underway. Sen. Magnuson is represented as feeling that his committee should review communications legislation with view toward establishing "ground rules" for next quarter century.

WHO WILL head Senate Interstate Commerce Subcommittee on Communications under Democratic control at next session? Appointment will be made by incoming Chairman Magnuson, and conceivably he could name himself chairman although this is regarded unlikely. Second ranking Democrat is Lyndon B. Johnson (Tex.), but he'll be majority leader and probably won't assume any chairmanships. Next in seniority are: John O. Pastore (R. I.); A. S. (Mike) Monroney (Okl.) and George A. Smathers (Fla.). Best guess: Pastore.

NOW IT CAN BE TOLD • Westinghouse-DuMont deal for WDTV (TV) Pittsburgh for $9,750,000, signed Dec. 3, was off as of preceding evening. Higher bid, reportedly $10 million, had been made by publishing company now in broadcasting, but Allen B. DuMont decided next morning to proceed with original transaction since both Westinghouse and DuMont boards had approved original deal.

IN HIS QUEST for firsthand information on subscription tv, FCC Commr. Robert E. Lee spent last Thursday in New York. Situated among top three pay-tv promoters and which previously had petitioned FCC for early consideration, was main object of his inspection. He previously had seen Zenith's Phonevision in Chicago. He also talked with others, including Sidney Alexander, CBS executive staff economist who has been assigned to overall study of pay-as-you-go tv.

RATE FIXING • Observers on Washington scene are convinced that Senate Commerce Committee counsel Robert F. Jones is shooting for introduction of "common carrier concept" in broadcasting which would mean fixing of rates for networks and presumably stations too. Mr. Jones, who knows FCC inside by virtue of having served as Commissioner (1947- 1952), has Commission in dither over his request for economic data on individual stations and networks, including network affiliation contracts and rates. FCC's current view is that financial statements and contracts are furnished on confidential basis and therefore can't be made "public." (See story page 65.)

COLOR SET production for first quarter of 1955 may not exceed 10,000 units according to one of top industry manufacturing sources. Most manufacturers appear to be taking dim view of sales prospects for color receivers (they complain about limited colorcast schedules, plus lack of standardization on color tubes).

COSTLY QUESTIONNAIRE • If all 363 tv permittees and licensees as of Oct. I send their FCC request for coverage maps (see story page 65) to their consulting engineers—and most of them seem to be doing that—it's going to cost station owners $250,000 in aggregate. This is based on going rate of $1,000 per station for 105 pre-freeze stations and $500 per station for post-freeze stations. Although these sums do not add up to the quarter-million dollars, some stations will pay above these figures.

EVERYTHING in color costs money. Production of first 21-inch rectangular picture tube shell for CBS by Corning Glass, which involved basic research and laboratory testing, ran figure for first tube to $350,000.

SPREADING CANDELABRA • Liberace, current sensation in tv film syndication, may be sold nationally to single sponsor through Guild Films Inc. Million-dollar-plus transaction, it's understood, would cover 39 new half-hour programs, plus 13 re-runs, for 52-week contract and would be placed in more than 100 markets.

RASH OF press agency seeking free tv publicity for Hollywood movies and stars has been breaking out in recent weeks. Stations all over nation have been receiving everything from outright requests for movie plugs to script service for Hollywood-type gossip shows. Most have been rejecting plugs on grounds television would be idiotic to give free promotion to competitor in entertainment business.

MEMBERSHIP REPORT • On heels of announcement by Westinghouse that it is aligning all of its stations in NARTB, comes another Christmas membership tidbit from Washington Post tv stations, WTOP-TV Washington and WMIR-TV Jacksonville. John S. Hayes, president of newspaper's broadcast operations, plans to have stations join trade association first of year.

WATCH for concerted effort on part of new FCC Chief Hearing Examiner James Cunningham to expedite hearings, bring uniformity to rulings among examiners and bring greater dignity to proceedings which suffered during rush to clear tv backlog. He foresees cooperation of counsel and parties.

HEARING PROBABLE • All signs point to hearing on proposed acquisition by CBS of WSTV-TV Steubenville (ch. 9) in light of protests and question raised over "area" rather than single market coverage.

NEXT to join trend toward consolidation of station facilities at suburban transmitter site may be WWDC-AM-FM Washington. Station studying plans for headquarters operation at 29-acre Silver Spring plant, with sales office downtown. WTOP-AM-FM-TV Washington was first in D. C. to move out of crowded downtown. Should bulk of WWDC station's offices and studios be moved to suburban site, it's believed MBS headquarters would remain at station's present office, 1627 K St.

CRAIG TO WEINTRAUB • Walter Craig, advertising manager of Pharmaceuticals Inc., New York, and formerly vice president in charge of radio and television for Benton & Bowles, New York, expected to join William H. Weintraub agency, New York, early next year, as vice president in charge of radio and television.
This map shows the tremendous gulf which separates Omaha's two leading radio stations audience-wise.

Legend: Solid line—KOWH share of audience. Broken line—second station's share.

No legend: KOWH quarter-hour averages run as high as 61.5%, no lower than 30.5%. KOWH leads in 36 of 40 daytime quarters. More sets were tuned to KOWH than to the other stations combined in 18 periods. Latest Hooper (Oct.-Nov.): KOWH, 45.5%, second station 20.5%.

This man-made gulf is created by the Mid-Continent formula: engaging personalities, spinning top tunes, talking good sense, handling the news to Omaha's taste. For a tour de force, see your travel agent—the H-R man, or talk to KOWH General Manager Virgil Sharpe.

*Data from latest available Hooper "Quarter Hour Averages," 8 a.m. to 6 p.m., Monday through Saturday.
FCC PROBES DAMAGE TO KPIX (TV)

FCC on own motion Friday ordered inquiry into damage of technical facilities at Westinghouse's KPIX (TV) San Francisco, found after walkout of National Assn. of Broadcast Employees & Technicians (CIO) employees Dec. 14 (BWT, Dec. 20).

Commission said it wants to find out who did damage (which put KPIX off air) and whether FCC rules or criminal provisions of Communications Act were violated. Philip G. Lasky, general manager of station, reported earlier it will take several weeks to learn extent of damage. Supervisory personnel got KPIX back on air within 13 hours.

FCC order read in part:

The Commission, having received information concerning damage to the equipment and installation of television station KPIX San Francisco . . . which disabled the station to such an extent that it was unable to broadcast between 6:46 a.m. and 7 p.m. on Dec. 14, and it appearing that the damage . . . may have been willful and may have been committed by a person or persons licensed as radio operators by this Commission, and would, if true, be in violation of Sec. 13.65 of the Rules and Regulations of this Commission and provide for suspension of the operator licenses of such person or persons pursuant to Sec. 303(m)(1)(C) of the Communications Act of 1934, as amended, or for prosecution criminally under Sec. 309 of the Communications Act . . . it is ordered, that pursuant to the provisions of Sec. 603 of the Communications Act . . . an inquiry is hereby instituted to ascertain whether any of the rules and regulations of this Commission or any of the provisions of the Communications Act . . . have been violated in connection with the tampering with and damage to the equipment and installation of station KPIX San Francisco . . . and if so, to ascertain by whom the violations were committed and what action should be taken in connection with these matters by this Commission.

Meanwhile, George Heller, national executive secretary of American Federation of Television & Radio Artists, told BWT AFTRA members in San Francisco had been granted permission to respect NABET's picket lines.

Liberty Group Negotiating To Buy WEMP Milwaukee

NEGOTIATIONS are underway for purchase of WEMP Milwaukee by group of four principals headed by Barton R. McLendon and Gordon McLendon, executives in defunct Liberty Broadcasting System. Estimated purchase price was $200,000, though deal had not been finally consummated late Thursday. Gordon McLendon is majority stockholder in KLIF Dallas and KELP-AM-TV El Paso, Tex. Other principals, it was understood, are James Foster, another former LBS executive, and William Weaver, general manager of KLIF. Blackburn-Hamilton Co., station brokers, reportedly handling deal.

B. R. McLendon, president of Trinity Broadcasting Co., holds 50% stock in KELP-AM-TV and Gordon McLendon, his son, 49%, as president and vice president, respectively. Trinity also is grantee of KTLG (TV) in Corpus Christi, Tex.

Four Nominees on Ballot For NARTB Board Vacancy

FOUR nominees' names are carried on NARTB ballot mailed to member stations in District 16 (Ariz., S. Cal., Nev.). Election being held to fill board vacancy created by resignation of Albert D. Johnson, formerly of KOY Phoenix and now at KENS-AM-TV San Antonio. Term expires in 1956.

Nominees are William J. Beaton, KKKW Pasadena, Calif.; Richard O. Lewis, KTAR Phoenix; Calvin J. Smith, KFAC Los Angeles, and George Whitney, KFMB San Diego. Mr. Smith is former NARTB board member. Ballots are returnable to C. E. Arney Jr., NARTB secretary-treasurer, Jan. 3.

WJOL-TV Permit Returned

PERMIT of ch. 48 WJOL-TV Joliet, Ill., returned to FCC Thursday. Sisters an AM-FM outlets sold earlier this month, pending FCC approval, to Joseph F. Novy, chief engineer, WBBM-AM-FM-TV Chicago, and Jerome F. Cerny, WBBM engineer, for $112,500 (BWT, Dec. 20).

WTRF-TV, WTVD (TV) Win In Merchandising Contest

WTRF-TV Wheeling, W. Va., and WTVD (TV) Durham, N. C., second prizes in promotion-merchandising contest run for Norman Sper and His Football Forecasts, sponsored by duPont's Zeron and Zerez through BBDO. First prize winner won two tickets to Rose Bowl game and week's stay in Hollywood while second prize was two tickets to Orange Bowl game and week in Miami.

Ten stations received MacGregor anti-frost jackets for honorable mention: WICU (TV) Erie; WDAY-TF Fargo; WMAZ-TV Macon, Ga.; KSL-TV Salt Lake City; WNEM (TV) Bay City, Mich.; WENS-TV Columbus, Ohio; KARK-TV Little Rock; KOLN-TV Lincoln, Neb.; KNOE-TV Monroe, La., and WVEC (TV) Hampton, Va.

WTMV-TV Raises Palsey Fund

PLEDGES totaling over $75,000 received from Dec. 17-19 telethon held on WTMV-TV St. Louis, ch. 54 outlet, with cerebral palsey fund as beneficiary, John D. Scheuer Jr., WTMV-TV executive vice president and Bain, who reside in Hollywood, said Thursday. Pledges were still coming in, he added. Ted Mack headed talent array that included artists from St. Louis area stations with 4,300 volunteer workers handling detailed assignments.

RECORD TV HOOKUP

NATIONAL Football League championship play-off game yesterday was scheduled to be carried on 187 affiliates of Dumont Television Network. Game, between Cleveland Browns and Detroit Lions, originated at Municipal Stadium, Cleveland. Co-sponsors were Miller Brewing Co., Milwaukee, and Buick Motor Div. of General Motors Corp., and Atlantic Refining Co. Figures from A. C. Nielsen National Television Index showed 187 station lineup was largest single network ever put together to carry single show.

• BUSINESS BRIEFLY

REVLON CHANGE • Revlon Products sponsoring What Goes On on ABC-TV will replace with Pantomime Quiz effective Sun., Jan. 2. In addition, advertiser will sponsor half of Danger on CBS-TV, Tues., 10:10-10:30 p.m. (EST) effective Feb. 8. Revlon Products handled by two agencies, William Weintraub and Sullivan, Stautzer, Collwol & Bayles, N. Y.

PHILCO RENEWS CLUB • Philco Corp. renews news Monday, Wednesday and Friday sponsorship of 9:45-10 a.m. segments of Breakfast Club for 52 weeks on ABC Radio, effective Dec. 27. Agency: Hutchins Adv., Philadelphia.

LONE STAR TO R&R • Lone Star Gas Co., Dallas, appoints Ratrauff & Ryan, Chicago, to handle its advertising effective Jan. 1. Use of radio-tv undecided but firm allocated $36,000 to tv and $12,000 to radio past year.

Horace Lohnes, Noted Lawyer, Is Victim of Heart Seizure

HORACE L. LOHNES, 57, senior active partner in Dow, Lohnes & Albertson, Washington law firm, died suddenly Thursday night of heart seizure. There had been no indication of health difficulty.

One of broadcasting's best-known figures, Mr. Lohnes began communications practice in mid-twenties in geophysical field for petroleum interests. Born in Donnelsville, Ohio, near Dayton in 1897, he was a law graduate of George Washington U., Washington. He had resided for many years at Twin Oaks, Vienna, Va., where Federal Communications Bar Assn. held its annual outings.

He is survived by his widow, Thelma; daughter, Bobby Lee; his parents who reside in Dayton, and his brother, George, Washington consulting engineer.

Mr. Lohnes had not complained of illness. He was stricken at his desk about 6 p.m. Thursday and promptly was removed to Doctors Hospital, apologizing enroute to his doctor for inconveniencing him during the holiday week. He died at 9 p.m.

Funeral arrangements had not been made at press time.

'Godfrey Time' Sold Out

LEWIS-HOWE Co., St. Louis (Tums), to sponsor first quarter-hour of 90-minute Arthur Godfrey Time on CBS Radio, on alternating schedule, beginning tomorrow (Tues.). Godfrey Time is now sold out. Lewis-Howe sponsorship is for 10:10-10:35 a.m. on alternate Tuesdays, starting tomorrow; alternate Wednesdays, beginning Jan. 5, and every fourth Friday, effective Jan. 7. Agency for Lewis-Howe, Rutrauff & Ryan, St. Louis.

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sum total!
(a refresher course in profitable arithmetic for the timebuying profession . . .)

add up -
PRODUCTIVITY in thousands of industrial plants
PEOPLE whose skills earn them bigger incomes
PAYROLLS measured in millions and millions yearly
PROFITS which mean greater and faster growth
PROSPERITY with no limitation anywhere in sight

then add up -
PROGRAMMING that's tailored to local tastes
POWER for wider and clearer coverage
POPULARITY that has no equal in the whole area
PROMOTION planned to benefit every advertiser
PERSUASIVENESS that gets results day after day after day

and you get
GIGANTIC BUYING POWER in the Industrial Heart of America!

and you get
GIGANTIC SELLING POWER in the Industrial Heart of America!

PUT THEM TOGETHER - WORKING FOR YOU
with this perfect radio-TV combination . . .
Five New Am Stations
Are Authorized by FCC

FCC granted five new am stations Thursday, also approved changes in four existing am operations.
New grants were:
Memphis, Tenn.—Tri-State Broadcasting Service, 1450 kc, 1 kw DA, daytime only.
Monett, Mo.—WQCD, 1510 kc, 1 kw DA, daytime only. Owner is Paul E.剧组, principal stockholder, own.
Bedford, Pa.—Inquirer Printing Co., 1130 kc, 1 kw, daytime only. John F. Redding, principal stockholder, owner.

Toigo plans to remain
Both men have reconsideration
was in dismissal of bid by
contest there, petitioned

To broadcast

Allen B. DuMont Labs
Realigned Executive Setup

MAJOR realignment of top management of Allen B. DuMont Labs announced Thursday with election of William H. Kelley as vice president and general manager of DuMont manufacturing and sales division. Dr. Allen B. DuMont, president, also announced election of William F. Scales as manager of receiver sales division.

New set-up, DuMont's instrument, cathode-ray tube, communication products, international, government contracts and receiver manufacturing and sales divisions will report to Mr. Kelley. These divisions include all of DuMont's organization except its research and network operations.

Mr. Kelley joined DuMont Labs year ago as vice president in charge of marketing, after 10 years with Motorola, where he was vice president in charge of sales. He was with RCA from 1924 to 1944. Mr. Scales has been with DuMont six years, joining as southern regional manager for receiver sales division, and in 1950 was appointed sales manager of cathode-ray division.

A. W. Dannenbaum Dies

ALEXANDER W. DANNENBAUM, retired president of WDAS Philadelphia, died Dec. 22 at Presbyterian Hospital, Philadelphia. He was former senior partner and president of Pine Tree Mills, that city, and a well-known horseman. Surviving are his wife, Mrs. Miriam Dannenbaum; two sons, Alexander W. Dannenbaum Jr., commercial manager of WPIT (TV) Philadelphia, and Paul O. Dannenbaum; daughter, Mrs. Mary Anne Louchheim, and five grandchildren.

NEW DIPLIXER

NEW dipllexer unit, type 5411-A, permitting simultaneous transmission by tv antenna of both sound and video output of television transmitter, has been developed by tv transmitter department of Allen B. DuMont Labs, Clifton, N. J. Dipllexer will handle total aural and visual power for any tv transmitter from 5 to 50 kw. It can be used on any single channel from 7 through 13.

Edel Named by DuMont

HERMAN EDEL named assistant manager of promotion, advertising and merchandising for DuMont Television Network, effective Feb. 1, 1954. Mr. Edel was advertising and publicity director for several circuits of theatre division, AB-PT Inc., and in 1953 joined Ruben Shore Inc., as advertising-publicity director for film’s chain of 18 theatres, three restaurants and insurance company.

KOPP Ogden, Utah, Sold

SALE of 1 kw daytimer KOPP Ogden, Utah, from G. Stanley Brewer to M. B. Scott Co., Los Angeles advertising agency, for $55,000, announced Thursday. Independent station operates on 730 kc. Mr. Brewer retains interest in KJAM Vernal, Utah. Transfer subject to FCC approval.

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*Reg. U. S. Patent Office

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Holiday Greetings ... from the land of plenty ... from Big Mike and a million and a half regular listeners ...
Save $7,000
a year in operating cost*

...WITH RCA'S TRANSMITTER

RCA 12-section low-band antenna at KCEN-TV. Powered by an RCA 10-kw VHF transmitter (low-band) this antenna can radiate 100 kw ERP—with gain to spare.

RCA 10-kw VHF transmitter operation at KGNC-TV. Operated in conjunction with an RCA high-gain antenna, the combination is producing 100 KW erp at substantially lower cost per radiated kilowatt than any low-band equipment package now available.

*Compared to a 25-kw transmitter operated in conjunction with a 6-section antenna. Ask your RCA Broadcast Sales Representative for a comparison breakdown of the tube and power savings.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.
Today, RCA's low-band 10-kw VHF transmitter and 12-section Superturnstile antenna "package" is delivering remarkable coverage—at an equipment operating cost of less than one dollar an hour!

Think of the savings this offers: 100 kilowatts of effective radiated power at a reduced tube and power expenditure—that amounts to as much as $70,000 over a 10-year period.

Think of the protection to your investment: 100 kilowatts ERP—ready to go to work for you on COLOR whenever you say. No equipment rebuilding. No extra expense for color conversion. And, of course, the same low equipment operating costs as with monochrome transmission.

For more than a year now, RCA's exclusive low-band 10-kw and 12-section Superturnstile antenna combinations have been setting records for blanket coverage and low-cost operation. For the complete facts on this remarkable combination—designed and built only by RCA—call your RCA BROADCAST SALES REPRESENTATIVE. In Canada, write RCA Victor, Ltd., Montreal.
WHAT'S GOING ON?
The OLD MASTERS of TV guessing game programs, Goodson and Todman, have hit on a new twist to the basic formula in What's Going On?, new Sunday evening (9:30-10 p.m. EST) series on ABC-TV.

In this one, the panel of guessers sits before a screen on which other members of the company are seen by the audience, but not the panel, in various out-of-studio activities. The panel members, without peeking, ask questions in an effort to determine "what's going on" out there and where "out there" is. Each problem is rated as worth so many bells: each wrong guess is given a bell sound by Lee Bowman, who conducts the program, and when the quota of bells has been rung the game is over and the panel has lost.

On Dec. 19, the going-on panel had to guess were: (a) Cliff Norton counting sheep in the Chicago Stock Yards, (b) Susan Oakland wrapping up a mailman as a Christmas package—and for this question the mailman's wife was guest panelist, winning $100 for guessing the answer, and (c) Kitty Carlisle in New York's Grand Central Station with the men's glee club of the New Haven Railroad.

The regular members of the What's Going On? panel who did the guessing that Sunday were Audrey Meadows, Hy Gardner and Gene Raymond. On the succeeding Sunday (yesterday), this trio were to be on location, while Misses Carlisle and Oakland and Mr. Norton occupy the seats before the screen and try to beat the bell to the right answer.

Each episode of the program was mildly entertaining in itself, but the program as a whole didn't quite come off. It lacked that mystic ingredient that makes the same producer's What's My Line? a continuing delightful and a program which one can see week after week, year after year, without ever feeling sated by too much of the same formula.

The Revlon commercials were straight hardsell spots, with no misguided attempts at integration. The distaff side of the house found them more interesting than the other items of the program, but that was her own opinion, unshared by this reviewer.

Production Costs: $24,000.
Telecast on ABC-TV, Sunday, 9:30-10 p.m. EST.

Creative Producer: Allan Sherman; technical producer and director: Jerome Schnur; associate director: Willard Mellor; program staff: Frank Wayne, Bob Warne; program supervisor: Barbara R. Oland; production manager: Mitchell Leiter.
Announcer: Jimmy Blaine.

RAY BOLGER SHOW
FOR THOSE who admire the inimitable talent that is Ray Bolger's, the ABC-TV Ray Bolger Show is a step in the right direction. A great improvement over last season's offering, the revised format gives the dancer-comedian much more scope for his abilities. No longer the responsible boob who barely made the theatre in time for the curtain, he still is portraying a Broadway star, Raymond Wallace, a satisfactory bit of type casting.

Almost without exception, each program depends upon a case of mistaken identity around which the plot must revolve. Week-in and week-out this can become rather tedious, but the gimmick does allow for much merriment and tomfoolery—some of it good.

Plot-wise, the Dec. 10 program had Mr. Bolger involved in putting on "The Navy Show." After breaking dates with Susan (Marjie Millar) on the excuse she was closeted in his apartment with a Chief Petty Officer, she and Katy, her roommate (Christine Nelson), discover the "rugged old salt" is WAVE (Merry Anders). Complications ensue but are resolved in time for a clinic on the stage of the theatre after Mr. Bolger, Sylvia Lewis and Maurice Kelly performed a novel, but singularly dull "underwater" dance routine. The series as a whole should not be judged by the Dec. 10 entry.

Holdovers from last season are Richard Erdman, somewhat softened but still brash, as the star's self-appointed press agent, and Sylvia Lewis, his dancing partner in the theatre sequences. New to the cast is Marjie Millar, who, while no threat to starlets who can dance, is quite appealing and completely acceptable as the young would-be writer who captures the hero's heart. Other new faces belong to Christine Nelson, the heroine's somewhat rowdy roommate, who can really belt out a song, and Charles Cantor, whose portrayal of a neighbor is more than competent.

With Ray Bolger, there just has to be dancing and musical numbers. In each of the current programs these seem to be broken down into (1) a song to Susan at the beginning which has some connection with the plot to be unfolded, (2) a production number or a rehash of it in the theatre and (3) a song-dance potpourri at the end with Misses Millar and Nelson joining in. Even Mr. Erdman has been known to get into the act with a chorus and a time step.

The outstanding quality of The Ray Bolger Show is the general air of camaraderie and good fellowship that emanates from the star himself. It may not always be a funny program, but it's a happy one. And, Mr. Bolger gets to sing and dance to the viewer's content. Let's face it, if you like Ray Bolger, you don't care about his doing anything else. This time around he's doing it with some attractive and talented people. Also, filming the program before an audience might be responsible for much of the enthusiasm generated by the cast.

Production cost: approximately $28,000 per program.

RED CHRISTMAS
IT TAKES calm nerves, a philosophical approach, if not a sedative, to view The Medic on NBC-TV (Monday, 9-9:30 p.m. EST).

Last Monday's episode was appropriately labeled Red Christmas, a word play on the story's bloody theme.

Keeping within form, the program portrayed a saddened Christmas Eve through the jaundiced, cynical eye of a neuro-surgeon on duty at a hospital prepared for an annual influx of cut up cutups.

The case for the evening was Frances Monahan, a young secretary who concludes an
KDYL-Radio and KTVT-Television, NBC for UTAH and The Intermountain Area announce the appointment of THE KATZ AGENCY, INC. as National Advertising Representatives effective January 1, 1955.
WBBM-TV is now operating at peak power—100,000 watts.

This means that WBBM-TV, with five and a half times more power, now brings brighter, clearer, sharper television into almost two million homes in the greater Chicago area.
It means that Channel 2 can be seen for the first time in additional thousands of homes in this important market.

Most important of all, it means that WBBM-TV, which already delivers the largest audiences in Chicago television, is now giving advertisers more viewers, more customers, more sales power than ever before.

WBBM-TV
now
100,000 watts
Channel 2...
Chicago's Showmanship Television Station...
CBS Television's Key Station in Chicago
office Christmas party spree as an automobile accident casualty. Both the young lady and her companion, her boss and driver of the car, had one too many for the road.

The driver was portrayed by as crass a character as one would not want to meet. At first, he could only mumble that the accident wasn't his fault—"The other guy did it." He hung about the ward, not sure what his role ought to be in this morbid affair. He had to get home for Christmas Eve. He had been a bit playful and carried a tell-tale lipstick smudge. He didn't think the whole thing necessary.

Meanwhile, Dr. Syner, who played the Jack Webb type in this highly-dramatized hospital horror, intoned the awful facts of Miss Monahan's condition which, in non-medical terms, was a plain critical mess. She was swathed in bandages from head to toe. (The show took great pains to point up blood, tears and wretched realism.)

We went through a call to Miss Monahan's mother. The slowly sobering employer, impatient to leave, got the cryptic suggestion from the doctors—why not stay around until Frances' mother arrives, and hear about the victim's condition as it is told to Mrs. Monahan? Finally, the boss heard the season's tidings—Frances would be blind for the rest of her life. He mentioned that he had to get home, and left. Mrs. Monahan, bewildered and sick at heart, arrived.

Through all this, Dr. Syner, in comments to the bumbling boss and to the shaken mother, as well as to the nurse and other doctors, imparted his rightful indignation at the sheer waste, physical suffering and damage caused by such liquid-inspired episodes. The message was imparted with the subtlness of a sledge hammer.

The program, already tinted with the Sylvanian Award, carried through its morbid message format without a hitch. To those who like their Yuletide stories merry, spiritual, heart-warming and even jolly, last Monday night's unhappy jolt was hard to take, with or without an anesthetic.

Production Cost: Approximately $30,000.

Open Mike

Definite Interest

EDITOR:

In a CLOSED CIRCUIT item in your latest issue, you make reference to my having "so stomach for the assignment."* Sen. Kilgore [D-W. Va.] has asked me to act as his consultant in a proposed investigation of various facets of the radio and television industry and while it is true that I do not have a stomach for a shotgun investigation, which would produce nothing but publicity, I am definitely interested in inquiring into the subjects the Senator is interested in and I plan to do so as diligently as possible. I likewise plan to have a preliminary report ready for the Senator shortly after the first of the year.

Howard L. Chernoff
San Diego

One Vote for Socializing

EDITOR:

I read the article in the Dec. 13 issue on conventions with a great deal of interest, and I thought you might possibly like to have the viewpoints of a broadcaster.

I will probably be the only one to ever admit this, but it has been my experience that the "socializing" is, by far, the most productive part of any convention. Somebody stated that "You can stay home and get drunk much cheaper!"; however, I found that I can get more information and exchange many more ideas, sitting around with the other fellows, over a highball.

I can't ever remember receiving any idea worth anything out of the formal sessions—which have always seemed to me to be forums for frustrated broadcasters, in the guise of asking questions of a panel, and making lengthy speeches that add up to nothing. If it weren't for the informal sessions with other broadcasters, I wouldn't go near a convention!

Name Withheld

TV Press Plugs Rankle

EDITOR:

Maybe I'm crazy... but I can't help but wonder what is behind NBC's thinking when they plug the newspaper industry nightly on Gene Rayburn's Tonight tv newscast by displaying the front pages and headlines in the New York dailies. Radio and tv are supposed to be the leading news sources for the public, at least the quickest. Why show newspaper headlines to illustrate a tv news story? I've never seen a newspaper consistently quote a radio or tv station as saying thus and so. Small thing? Sure, but small things add up.

George Goathberg, President
WFPD Fort Payne, Ala.

Attention!

EDITOR:

We are trying to contact all personnel who were associated with the Far East Network of the Armed Forces Radio Service during the Korean conflict.

We are trying to form an alumni association. We need names, addresses and vital statistics. Please mail information to both the undersigned.

Frank Rossiter
WKAN Kankakee, Ill.
Julian Barber
WSJS-TV Winston-Salem, N.C.
IT TAKES TIME
TO GO
FROM RED TO GREEN
and it takes time to make a good recording disc...

Know-when is as vital as know-how in making a fine recording disc. This most sensitive "instrument" must be handled with special care at every point—from original preparation of materials down to the method of wrapping.

Slam-bang mass production could never achieve anything like the flawless recording discs produced by Presto. For Presto takes all the time in the world—to make Presto discs the best-performing and permanent in the world.

PRESTO GREEN • ORANGE • BROWN
AND WHITE LABEL DISCS ARE
USED THROUGHOUT THE
WORLD—WHEREVER
FINE RECORDING IS DONE

TIME-CONSUMING
STEP #1
IN MAKING A PRESTO
RECORDING DISC

Your recording discs start with an aluminum base. The slightest flaw in the aluminum shows up in the finished disc. Thats why Presto takes the time to specify and inspect every aluminum blank. It must be milled precisely. Thickness must be 100% uniform. Circles must be die-cut 100% perfect. The approved aluminum discs go into production. Edges are burred. Platters are cleaned. And every disc is polished to shimmering smoothness—the slow-but-sure way—by hand. Presto Recording Discs take time to make. Thats why they are well worth your time—and money!
Neilsen circulation shows that WTAR reaches more than twice as many homes as the second station, more than the next two combined. Pulse shows WTAR first in average audience morning, afternoon and night. You'll get "the lion's share" of results in America's 25th market when you put your sales message where it reaches the audience.

CBS Radio
It's No Draw...in Omaha

The KMTV audience-pleasing team of television personalities will score more sales goals for you in the Omaha market.

Consider, for example, how KMTV’s homemaker, Bettie Tolson, scored recently on her “Your TV Home” program.

In a six week contest promoted exclusively on Bettie’s program, she awarded a gas range each week for the best recipe submitted by a viewer.

The contest drew 3,752 entries... from 449 cities and towns... in Nebraska, Iowa, Missouri, Kansas and South Dakota!*

This heavy mail response from five states illustrates the size of KMTV’s coverage area—a market of a million people... more populous even than such cities as Baltimore, Cleveland or Washington, D. C.—a market with a greater population than the states of South Dakota, North Dakota and Wyoming combined.

Audience surveys also show that KMTV’s popularity is as strong as its coverage is wide. In the latest ARB survey (Oct. 14-21) of the Omaha area, viewers gave KMTV all of the top 10 weekly shows. The latest Pulse (Sept. 7-13) gave KMTV 11 of the top 15 weekly shows.

It all adds up to this: KMTV is the favorite TV station in an area that includes 65 per cent of all the people in Nebraska... KMTV’s Class A signal covers the state’s two major population areas, Omaha and Lincoln... and KMTV gives you a valuable bonus market in Iowa and three adjoining states. To put this selling power to work for you, contact KMTV or your Petry man today.

*Breakdown of mail by cities and states on request.

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

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.
THESE are the stations
NATIONAL SPOT

FREE & PETERS INC.
Pioneer Station Representatives Since 1932

NEW YORK
444 Madison Ave.
Plaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Main 5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Bldg.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798
FOR YOUR
RADIO campaign...

**EAST, SOUTHEAST**

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**MIDWEST, SOUTHWEST**

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**MOUNTAIN AND WEST**

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FROM his present pinnacle as vice president and general manager of WJR Detroit and of the Goodwill Station's WJRT (TV) Flint, Worth Kramer gives off not a little light as a shining example of a man who became a success in the talent end of broadcasting—then switched over to become just as successful on the business side.

And his fellow broadcasters sit back and listen when he talks about how to make the broadcasting business a better one. He was one of the top speakers in the last series of NARTB district meetings, traveling from Lake Placid to San Francisco and Spokane to expound his gospel of sound radio practices.

Mr. Kramer's audiences were receptive, despite the nature of the information he had to impart. This amounted to some pretty stinging diatribes against some faulty radio practices—among them what Mr. Kramer believes to be an unwise emphasis in some parts of the industry on ratings and merchandising.

The Detroit broadcaster was able to hold his listeners' attention on the subject of radio because broadcasting, in all its aspects, has been becoming increasingly familiar to him throughout his 24 years of holding an assortment of radio jobs ranging from baritone to boss.

Born Nov. 28, 1908, in Montpelier, Ind., Mr. Kramer's drift toward the radio field might be said to have begun while he was still at high school in Findlay, Ohio, where his hobbies were singing, football, basketball and baseball, in that order. He made the team in all of them.

It came about quite logically that when he went on to Ohio Wesleyan U., he joined a male trio, "The Collegians." In his junior year (1929) the Collegians decided their talent had been withheld from the rest of the world long enough and bummed a ride the 22 miles from Delaware (Ohio) to Columbus to be auditioned by the then WAIU there. They made the grade and were sold commercially.

After college, Mr. Kramer joined WTAM Cleveland in 1930 as a singer, after some time moved over to WJAI there and before long was also doing a vocal series on NBC and Mutual.

At this time Mr. Kramer's ambition decided for him that he also could hold down a job in the business end of broadcasting and he became announcer for WJAI. Progressively, he became chief announcer, traffic manager, production manager and program director.

As program director, Mr. Kramer developed "Wings Over Jordan," a quickly-acclaimed success. It became a regular CBS feature and was praised by radio and music critics the country over. He resigned from WJAI to devote full time to "Wings Over Jordan."

In 1941, he took advantage of a business opportunity and bought an interest in WGKV Charleston, W. Va., becoming station manager and president of the Kanawha Valley Broadcasting Co. Military service interrupted his commercial broadcasting career in 1943. He sold his interest in WGKV and entered the Navy, serving 19 months as a communications and ship executive officer. Upon leaving the Navy in July 1946, Mr. Kramer joined WJR as program director. After exceptional success with WJR programming, he was named assistant general manager in July 1948. In August 1950, he was appointed vice president and general manager and in June 1951 was elected a director of the company.

In recent years, Mr. Kramer has been using his experience to make WJR a leader in sound radio operational practices. He will soon apply this experience to television when WJRT begins programming. The company was granted ch. 12 in Flint last May and expects to be on the air in early 1955.

Mr. Kramer is recognized in the area served by WJR as an active civic and business leader. He is a director of the Detroit Aircraft Club and a former director of the Michigan Assn. of Radio & TV Broadcasters. He belongs to the Rotary Club, the 100 Club, the Recruit Club, the Detroit Golf Club and the Detroit Athletic Club. He has served as program chairman of the United Foundation Torch Drive and is active in the Detroit Roundtable of Catholics, Jews and Protestants.

He considers the FCC mandate of "public interest, convenience and necessity" not as a legal requirement to be met, but as a formula for successful operation: Believes that doing a good job of public service is the best assurance of business success.

Mr. Kramer's touch is recognizable along these lines in the large number of distinguished service awards and citations to WJR from several organizations including: Freedom Foundation, American Legion, National Conference of Christians & Jews, Veterans of Foreign Wars, March of Dimes, Veterans Administration, Michigan Military District, U. S. Junior Chamber of Commerce, Fireman's Service Fund, Detroit Police Dept. and others.

The 46-year-old Mr. Kramer enjoys golf as a hobby.

The Kramer family includes wife, Mary; daughter, Linda, 15; son, Lanny, 13. The Kramers live in Dearborn Hills, a residential suburb of Detroit.

WORTH HOLLIS KRAMER

our respects
"Texas," said the lady from Kentucky, "would be a wonderful place, if they ever finished it."

"Lady," replied a Texan, "it grows so much it won't ever be finished." And he proceeded to regale the lady with stories of the wealth and glory of our favorite state . . . until she grew weary, and a mite impolite.

"Back home," she remarked pointedly, "there's enough refined gold buried in the ground to make a fence four feet tall around the perimeter of the whole state of Texas."

The Texan, too much a gentleman to make the obvious reply about the U. S. ownership of the gold, contented himself with "Okay, lady. You go right ahead and have your little fence built. If I like it, I'll buy it."

Needless to say, the gentleman was from the Texas Panhandle, whose hub, Amarillo, enjoys the greatest annual retail sales per family in the nation.
Everybody, they say, talks about the weather... and in Pittsburgh WWSW has been letting Mr. Weatherman himself do it. Ever since the day in 1937 when first we put our microphone in the office of the U.S. Weather Bureau at Pittsburgh he has warned of floods, freezes... and, most recently, calmed public fears of the blustering "Miss Hazel!" One more way WWSW comes close and stays close to the heart of Pittsburgh.

WWSW
970 kc.  5,000 Watts
PITTSBURGH, PENNSYLVANIA
Represented by John Blair & Co.
ADV. RESEARCH FOUNDATION SETS STANDARDS FOR RATINGS

Two-year study also evaluates audience measurement methods in line with new criteria—but without discussing the program ratings services themselves. Report establishes precedent by publicizing critical comments of raters as well as committee recommendations.

WHY do different audience research services give different ratings to the same program? Which is right?

A first step toward answering those ever-present questions came Friday, when the Advertising Research Foundation issued an 88-page volume with the imposing title, "Recommended Standards for Radio and Television Program Audience Size Measurements. Copyrighted (1954)." The study was developed and written by the Working Committee on Standards and Methods, a subcommittee of ARF's Radio-Television Ratings Review Committee.

Chairman of the subcommittee is G. Maxwell Ule, vice president and director of research of Kenyon & Eckhardt. Other members are Donald W. Coyle, director of network TV research, ABC, and E. L. Deckinger, vice president in charge of research, The Blown Co., who also is chairman of the full Radio-Tv Ratings Review Committee.

The working committee leans over backward to confine its study to establishing standards for broadcast audience measurements and reporting on the potentials of each method for meeting those standards. It expressly refrains from commenting on the performance of any of the presently operating audience measurement services. In the foreword of the report, the committee states: "This report presents what your Committee hopes will become long-term standards in the industry for program audience size measurement... This report is not a critique of any individual program audience size measurement service as such. It is, rather, a study of what each method can and cannot accomplish if it is operated up to the limit of its fullest practical potentialities, regardless of who the operator might be. Neither is any effort made to appraise the extent to which particular practitioners do or do not employ their chosen methods in such a manner as to derive maximum results for them."

Despite this disclaimer, it seems virtually certain that each reader of the ARF document, evaluating the committee's conclusions in the light of his own experience and prejudices, will draw his own conclusions as to whether the committee judgments have been completely objective or are more or less biased. The operators of audience size measuring services, who were shown a draft of the committee report before publication and whose comments fill 31 pages of the volume, generally indicate a feeling that the recorder method of collecting audience size data is unduly favored.

As could have been expected, no audience size measurement practitioner expresses full agreement with the committee findings. Their comments run almost the full scale, from that of James W. Seiler, president, American Research Bureau, who called the report "an excellent over-all job" and said that ARB intends to "do everything feasible to comply with its specifications," to that of the late C. E. Hooper, who blasted it as "one of the most unenlightened and potentially misleading pieces of work to be released by any responsible advertising group in the past 20 years."

In announcing publication of the report, which he termed ARF's "first effort in analysis of research methods," Mr. Ule said: "We expect there will be some disagreement from some quarters at various points in the analysis. It would be utterly impossible in so controversial a field to find complete agreement on all points."

Citing the comments already received from the various services, Mr. Ule said that "many difficult decisions had to be made and we made them. We didn't 'duck' anything. We felt that if this work was to be of any real service, we had to adopt the criterion of 'What decision will meet the greatest need of the greatest number of users of ratings?' A better understanding of all the methods can be gained from a careful study of the report."

The Advertising Research Foundation's copyrighted (1954) news release about the report—and the unique act of copyrighting a publicity story shows the importance with which the Foundation regards the study—also contains a warning from Committee Chairman Deckinger that "while this report is intended to help reduce confusion in the ratings field, it should not be regarded as a panacea or 'cure-all.'"

"It should be regarded," Dr. Deckinger states, "as the first step taken by this Committee in a long-range program. Current plans include the conduct of controlled experiments, analysis of available ratings data and a study of the procedures actually followed by the various services."

In presenting its recommendations for standards in broadcast audience size measurements, the Committee explains that "these standards represent an optimum compromise, considering present theory, practice and cost. These standards are thought to be theoretically sound and at the same time wholly realistic and practical."

"Our standards are long-term objectives, not all of which can be met at the present time," the Committee states. "They are presented as the goals toward which we hope program audience size measurement practitioners will aspire."

The Committee presents 22 standards, divided into three categories: Information, Procedure and Accuracy. Information standards are further divided into basic and supplementary; all standards for procedure and accuracy are considered to be basic.

The recommended standards are:

INFORMATION STANDARDS—BASIC

1. Exposure to a broadcast should be measured in terms of set tuning.

The Committee recommends set tuning as a standard because it is the "most objective," "simplest," "most understandable" and "most inclusive," the "only measure which does not require a subjective evaluation of some kind on the part of the exposed person (which evaluation is different for different persons under identical exposure conditions)" and "the only
measurement which is unambiguous since it can only be interpreted one way."

2. The unit of measurement should be the household.

A measurement made on a household base has "wider application" than one based on individuals, the Committee says, because "the household is the typical economic unit in marketing," with "interaction between members . . . influencing most purchase decisions.

3. All sets owned by the household should be measured.

"This concept includes both in and out-of-home tuning. . . . just so long as the set is associated with the household being measured. [It] excludes such tuning as that which occurs in bars, restaurants and places of employment . . ."

4. The entire reception area should be measured.

This gives a program "full credit for its entire audience."

5. The measurement should be representative of all households.

It is recommended that "program audience size measurements cover all types of homes regardless of economic class, telephone ownership or any other characteristic. Otherwise, the measurement cannot be expected to reflect tuning activity in all households, because it would be derived from a biased sample of the area covered."

6. The measurement should report the average instantaneous audience.

This is recommended because it "automatically weights persons or households into the audience in proportion to the amount of their tuning." Therefore, it "permits uniform comparisons of audience size measurements for programs of different duration." Total audience measurement is designated as a supplementary standard. A "total audience measurement, while counting all households which were exposed over an arbitrary minimum of time, counts them all equally, regardless of how long they were exposed over that minimum."

7. The measurement should express the number of households reached.

"If program measurements are expressed as percentages," the Committee writes, "a particular program can be given different estimates (even though these estimates represent the same absolute number of homes) because different bases may be used for the calculation of percentages. Reporting in terms of numbers of households tuned in eliminates this source of variation. Audience size measurements for less than full network programs should also express the number of households reached."

INFORMATION STANDARDS—SUPPLEMENTARY

8. Total household audience.

By estimating the number of households which tuned to any part, over a specified mini-
mum, of a broadcast, this standard provides additional audience size information.

9. Unduplicated household audience to two or more broadcasts.

This can tell the cumulative total number of households reached in a period of time, plus the "average frequency with which the average household is reached."

10. Program audience size measurements as percent of all households.

For national ratings, all U. S. households would be the base. For defining local areas, the Committee recommends listing all counties the station reaches, arranging them in order of estimated exposure hours, measuring all counties necessary to get 90% of the station's total exposure.

11. Households using receivers.

The Committee recommends an estimate of the number of households in which at least one receiver was in use for every measured quarter-hour. For local programs audience size measurements, the Committee says, "the area in which the number of households using receivers should be measured is that defined in . . . Standard 10 . . . Where the area used for the basic program audience size measurement is not identical with that defined in Standard 10, shares of audience can only be computed when the information discussed in Standard 10 is made available, because only then are the program audience size measurement estimates the same for households using receivers on the same base."

The Committee recommends "that all national program audience size measurement reports include what is known as a 'time period sets-in-use' (household using receivers) for each 15-minute period reported. This would be a simple count of the number of homes anywhere in the United States with receivers tuned in to any station during the average instant of the 15-minute period."

12. Audience characteristics.

"Since the sales potential for many commodities varies with such characteristics of the audience as sex, age, etc.," the Committee comments, "it recommends that measurements of audience size within certain population subgroups be made available. Some of these subgroup estimates would be obtained on an individual basis, some on a household basis. These data should be expressed as absolute numbers (households or individuals).

Individual measurements considered important are: sex, age, product ownership or use; important household measurements are: family size, income class, geographic area, city or county size, product ownership or use.

The Committee "recognizes that no individual measurement can be defined strictly on a tuning basis. For this supplementary standard, therefore, [the] Committee recommends that an 'attended sets' concept be applied."

13. Program audience size measurements for specific segments of a program, such as commercials.

14. Full network audience by specific time periods.

"This standard," the Committee states, "is included to permit measurement of the audience to all the stations of a particular network at a given time, whether or not the network has sold its full facilities for one particular program."

PROCEDURE STANDARDS

15. The program audience size measurement should be based upon a probability sample.

"Only this kind of sample is projective to the total population studied," the Committee says. "Probability samples eliminate biased judgment in the selection of respondents, and only probability samples permit estimates of the precision of sample measurements."

16. The program audience size measurement should be based upon the audience during a single week.

The Committee recommends deriving audience size measurements for once-a-week programs from a single broadcast, for "strip" programs from an average of all the program's broadcasts during the week.

17. The measurements should be reported for each commercially sponsored segment of the broadcast.

18. All-broadcast hours from 6 a.m. to midnight should be measured.

The "overwhelming portion of broadcast time is sold between these hours."

19. The measurement should be available at varying frequencies, depending upon the importance of the market.

Collective industry needs will determine the frequency. Suggested are monthly audience size measurements for national and major market programs, quarterly for secondary areas and twice a year for smaller areas, once in the summer, once during the fall-winter-spring.

20. The measurement should be available within one month of the last measured broadcast.

A month is suggested as a workable basis for getting speed of reporting without excessive costs.

ACCURACY STANDARDS

In the two standards on accuracy, the Committee specifies the amount of each type of error it feels will be acceptable. "These two standards should not be considered separately," it warns. "Actually, it is your Committee's intention in setting these two standards to specify..."
Three combination, should not households for 21. the total acceptable Standards TWO descriptions and methods prepared the report. committee and program existing to commercial manager of the station, to call attention to thing Breyer headlined "Two Umpires". Behind Hooper to be a roster of "Two Umpires". Behind Hooper issue was to call attention to the same principles as the personal coincidental method except that the interviews are made by telephone. "Two Umpires". Behind Hooper issue was to call attention to the same principles as the personal coincidental method except that the interviews are made by telephone. "Two Umpires". Behind Hooper issue was to call attention to the same principles as the personal coincidental method except that the interviews are made by telephone. "Two Umpires". Behind Hooper issue was to call attention to the same principles as the personal coincidental method except that the interviews are made by telephone. This method combines broadcast exposure information obtained by the coincidental telephone interview in one sample of homes with information obtained immediately, the committee decided that to be of any general value, the proposed survey checking the results of two methods of measuring audience size in a single market area should be enlarged to encompass all methods and enough markets for the findings to be project- nally.

The committee reorganized itself, adding more members. Herbert B. Hooper, president of C. E. Hooper Inc., and Sydney Roslow, director of The Pulse, who had named themselves as members, to observer status, with no vote.

Members of the reorganized committee were: Kenneth Baker, then NAB research director, chairman; Lewis H. Avery, president, Avery-Knodel and then president of Station Representatives Assn.; H. M. Beville Jr., research director, NBC; Matthew N. Chappell, head of the psychology department of Hofstra College; E. L. Deckinger, director of research, Bloo Co. and then president of the New York Radio Research Council; Herbert L. Krueger, station manager, WTAG Worcester, Mass.; Fred B. Manche, executive vice presi- dent, BBDO; A. Wells Wilbor, director of market research of the General Mills. Rodney Shearer of A. C. Nielsen Co. joined Merss. Hooper and Roslow as an observer.

The following March [BT, March 5, 1951] the committee issued a 33-page report proposing an analysis of radio and tv audience measurement methods, comparison of available data and original field experiments to show why different survey techniques agree or disagree. Since Hooper and Pulse could not be expected to finance a project of this scope, which the committee felt would require a budget of $140,000, the committee proposed that the money be raised by the radio and tv broadcasters on an industry-wide basis.

With that, the Special Test Survey Committee disbanded and for nearly a year the proposal for a research project into radio and tv ratings seemed to have ended. With the committee disbanded, the Advertising Research Foundation had been reorganized as a tripartite organization, with media admitted to membership for the first time.

One of the first acts of the new AFR was to circulate among its members a questionnaire asking their interest in 35 specific research projects. A great majority of the Foundation's subscribers indicated their desire for a study of broadcast rating methods as one of the first to be undertaken.

And so, the AFR's Radio-Television Ratings Review Committee took over where the old Special Test Survey Committee had left off and, as its predecessor had recommended, began its ratings research by setting standards for broadcast audience measurements and seeing how well each method used to measure audi- ences can, if pursued to its full potential, come up to the goal set by the committee.

It is noteworthy that a member of the first committee, Dr. Deckinger, now research vice president of Biow, is chairman of the AFR committee, with Mr. Beville also a holdover from the old group to the new. Other members of the AFR ratings review committee are:

Mrs. "Teddy" Anderson, manager of radio- tv research, BBDO; Harper Currante, director of research, CBS; Richard W. Coyle, director of research, ABC; Wallace T. Drew, account executive, Grey Adv. Agency; Jay Elssberg, coordinator of special projects, ABC; Norman W. Glenn, vice president, Doherty, Clifford, Steers & Shenfield; Robert Hoffman, director of planning and development, WOR-AM-TV New York; Gordon A. Hughes, director, market analysis department, General Mills; Oscar Katz, director of research, CBS Television; Howard G. Kuhn, vice president, manager, research department, Compton Adv. Also William J. Millard Jr., manager, radio- tv research, McCann-Erickson; Hal Miller, manager, media analysis, Benton & Bowles; Richard J. Puff, director of research and sales planning, MBS; Bud Sherak, account research director, Kenyon & Eckhardt; Charles H. Smith, research director, Wells, Minnesota; G. Maxwell Ule, vice president and director of research, Kenyon & Eckhardt; H. D. Wolfe, director of marketing research, Colgate-Palm- olive Co.

Mr. Ule is chairman of the working committee on rating standards and methods, a subcom- mittee of the full ratings review group, which developed and wrote the 88-page report. Dr. Deckinger and Mr. Coyle served as members of this subcommittee. In the fall of 1951 the AFR staff was assigned as secre- tary.
The Potential of Radio-TV Program Audience Size Measurement

This table considers only methods, not the way they...

<table>
<thead>
<tr>
<th>INFORMATION STANDARDS</th>
<th>DIARY</th>
<th>RECORDER</th>
<th>PERSONAL COINCIDENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Basic Information Standards</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Exposure to a Broadcast Should Be Measured in Terms of See Tuning</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>2. The Unit of Measurement Should Be the Household</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>3. All Sets Owned by the Household Should Be Measured</td>
<td>Yes for TV</td>
<td>No for radio—does not measure battery and portable sets</td>
<td>Yes for TV</td>
</tr>
<tr>
<td>4. The Entire Reception Area Should Be Measured</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>5. The Measurement Should Be Representative of All Households</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>6. The Measurement Should Report the Average Instantaneous Audience</td>
<td>No— measurement only a total program audience size measurement is possible</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>7. The Measurement Should Express the Number of Households Reached</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>8. Supplementary Information Standards</td>
<td>Yes</td>
<td>Yes</td>
<td>No—measures only average instantaneous audience</td>
</tr>
<tr>
<td>9. Unduplicated Household Audience to Two or More Broadcasts</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>10. Program Audience Size Measurements as Per Cent of All Households</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>11. Households Using Receivers</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>12. Audience Characteristics</td>
<td>a) Individual</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>b) Household</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>13. Program Audience Size Measurements for Specific Segments of a Program, Such as Commercials</td>
<td>No</td>
<td>Yes</td>
<td>No—sample requirements prohibitive</td>
</tr>
<tr>
<td>14. Full Network Audience by Specific Time Periods</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

PROCEDURE STANDARDS

| 15. The Program Audience Size Measurement Should Be Based Upon a Probability Sample | Yes | Yes | Yes |
| 16. The Program Audience Size Measurement Should Be Based Upon the Audience During a Single Week | Yes | Yes | Yes |
| 17. The Measurement Should Be Reported for Each Commercially Sponsoring Segment of the Broadcast | Yes | Yes | Yes |
| 18. All Broadcast Hours from 6 A.M. to Midnight Should Be Measured | Yes | Yes | No |
| 19. The Measurement Should Be Available at Varying Frequencies, Depending Upon the Importance of the Market | Yes | Yes | Yes |
| 20. The Measurement Should Be Available Within One Month of the Last Measured Broadcast | Yes | Yes | Yes |

ACCURACY STANDARDS

| 21. There Should Be Adequate Control of Sampling Errors | Yes | Yes | Yes |
| 22. The Net Effect of Non-Sampling Errors Should Not Exceed the Sampling Error | a) Non-Response | Yes | Yes | No—the relatively low completion rate cannot be reduced by call-backs |
| b) Conditioning of Tuning Behavior | No—may affect both type and amount of exposure | Yes—minimizes exposure behavior | Yes—interview cannot affect past exposure behavior |
| c) Reporting or Recording Errors | No—subject to inaccurate and incomplete recording | Yes—if mechanical failures negligible | No—subject to respondent reporting problems |
| d) Processing Errors | Yes | Yes | Yes |

The audience size measurement methods are evaluated for each standard independently without any consideration of the possible interrelationships among the standards themselves.

by the diary method in another sample of homes. C. E. Hooper Inc.

Combination Telephone Coincidental and Personal Roster Recall. This method combines broadcast exposure information obtained by the telephone coincidental method in one sample of homes with information obtained by the roster recall method in another sample of homes. Robert S. Conlan & Assoc.

The Committee stresses that the report deals "only with the methods themselves when practiced to their fullest potential. No statement is made, or should be inferred, as to how closely present practice comes to realization on any given method's fullest potential." The Committee notes that it is planning such an analysis.

Comments from six audience size measurement organizations—ARB, Hooper, Nielsen, Pulse, Trendex, and Videodex—take up the last 31 pages of the report.

The Committee's initial recommendation that exposure to a broadcast be measured in terms of set tuning drew comments from all practitioners except ARB, which made no specific comments, and Nielsen, which measured set tuning. Robert B. Rogers of Trendex devotes his whole letter to this point. Referring to the Committee statement that tuning is the only "unambiguous" method, he says: "The Committee makes an ambiguous statement when it recommends tuning as the standard...because a measurement of sets 'tuned' to a program is not a measure of the size of the program's audience. Isn't it much more unambiguous to accept the word of a respondent as to whether he or anyone in his home was or was not part of the program's audience?...Tuning is a mechanical process. The device now used to record tuning is a machine...but audiences are not machines and they will never be mechanized."

Allan V. Jay of Videodex comments: "The text should cite a difference between TV and AM. TV sets turned on have more likelihood of being attended in the physical sense of presence than am."

"Your analysis boils down to an excellent promotion piece for the A. C. Nielsen Auditorimeter," writes Sydney Roslow of Pulse. Noting that his organization has its own recorder, DAX, Dr. Roslow states: "In our estimation, piddling-size machine samples...cannot stand up against the validity and superiority of our carefully pre-tested U. S. Pulse TV, which provides 67,000 interviews a month...."

"We have found that people do have the capacity to identify correctly their viewing and listening, as demonstrated in tests by Pulse and others. For example, 97% of families do not pretend to have been listening to radio when they were not...."

Mr. Hooper's comment cited a 1939 study of Archibald Crossley showing "that up to 20-25% of listening was unaccompanied by listening" and continued, "The difference between the two represents something of no value to the advertiser....Furthermore, the ARF report sets the same low standard, 'tuning,' for both radio and television behavior measurement, ignoring the fact that television's audience behavior includes three measurable levels of attentiveness: watching, listening, minus watching; tuning, minus listening; and listening and watching.

"Though serving an Advertising Research Foundation, the Committee overlooks the fact that 'watching' and 'listening,' like advertisement impressions, are psychological experiences. Only the person going through those psychological experiences can testify that they are
## METHODS UNDER HIGHEST STANDARDS OF RESEARCH IMPLEMENTATION (Based on present known technology)

**ARE EMPLOYED BY ANY PRESENT RATING SERVICE**

<table>
<thead>
<tr>
<th>PERSONAL ROSTER RECALL</th>
<th>PERSONAL UNAIDED RECALL</th>
<th>TELEPHONE COINCIDENTAL</th>
<th>TELEPHONE RECALL</th>
<th>COMBINATION TELEPHONE COINCIDENTAL AND TELEPHONE RECALL</th>
<th>COMBINATION TELEPHONE COINCIDENTAL AND DIARY</th>
<th>COMBINATION TELEPHONE COINCIDENTAL AND PERSONAL ROSTER RECALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Yes—except for periods of roster interview

Yes—measures only average instantaneous audience

No—except for periods of roster interview

No—measures only average instantaneous audience

Yes—interview cannot affect post exposure behavior

Yes—interview cannot affect post exposure behavior

No—subject to memory failure and prestige bias and incomplete reporting

No—subject to memory failure, prestige bias and incomplete reporting

Yes—although all exposed not available on first and subsequent calls

Yes—although all exposed not available on first and subsequent calls

Yes—with completion rate higher than personal methods

Yes—with completion rate higher than personal methods

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December 27, 1954 • Page 31

* See story for explanation of scope of report.
occurring. They cannot be measured by the movements of a piece of piano wire or by an electric current passing through the wires of a nearby piece of equipment."

Mr. Hooper accused the Committee of adopting "standards of the lowest, rather than the highest level of significance," in setting the household as the unit of audience as well as in setting tuning as the standard for behavior. "Different members of the household are prospects for different products on different programs," he stated. "It follows that the unit to be measured should be people, not houses, and that the ambiguity introduced by the word 'household' should be avoided by its elimination."

"It is our considered conviction," Mr. Hooper observed, "that these two low standards, 'tuning' behavior and the 'household' unit, have been set with the limitations of the recorder rather than the interests of the broadcast advertiser in mind."

Similarly, the Videodex letter says: "The household base is not as meaningful from a marketing evaluation standpoint as viewers or 'persons exposed' or 'persons in multi-city.' If the former, then the committee's selection of the household base is supported. If the latter, then it should be rejected and the 'viewer' concept substituted."

On sample size, Videodex comments: "A 1,200 minimum national sample, bearing any semblance to allocation by television set density or population would find less than half the present markets with one or less members of the sample. This would become a multi-city statistic rather than one nationally projectable. Even the properties of disproportionate sampling would not accommodate the problem of this size sample."

Pulse cites the report's statement: "To get the same reliability in local audience size measurements, the same sample size (1,200) would be required. However, less precision is required for local measurements." Pulse then wonders "how a spot advertiser feels about your conclusion."

The Committee's recommendation of average instantaneous audience size measurement as the standard and its relegation of total audience measurement to supplementary, drew fire from both Videodex and Pulse. Videodex calls the average instantaneous audience measurement "analogous to counting a person who touches three magazines at a newsstand and decides to buy one as a reader of all three. This attempt at sensitivity measurements is a desirable objective. . . . The average total audience type of measurement satisfies this and has the property of fuller projectability, which average instantaneous audience does not."

Pulse quotes from the report: "The Committee recognized the value of a total audience measurement, but designates it as a supplement to the primary standard," and asks: "With that jolly little denial of your principal objective—why then all the bother?"

The Videodex letter notes that the report mentions in a footnote that it does not discuss the plan for using a combination of recorder and diary methods announced by Nielsen because the method was not being practiced commercially at the time the report was written. Videodex calls this "inconsistent" on the part of the Committee, since the report does include three other methods—personal coincidental, personal unaided recall and telephone recall, which, says Videodex, "have no practitioners at this point nor even the remotest prospect of such in the near future."

Commenting further on combinations of methods, Videodex says: "It is a fact known that the biases peculiar to a single method when combined with another separate and distinct method are compounded in combination . . . Yellow and blue are my favorite colors. When they are combined they no longer have the original identifiable properties . . ."

A "major concern" is expressed by Nielsen that the Committee's evaluation of the "potential quality possible by each different method if the highest degree of refinement is used in carrying out the method in practice" will be associated with the practitioners of that method, "regardless of the degree to which they actually carry out many of the important refinements indicated as possible. This is tantamount to assuming that each concern has endeavored and succeeded to the same degree in achieving maximum refinements. . . . Many of the deviations are of great importance and create cost differentials most advantageous to those who least carry out the Committee's recommended standards."

The fact that Edgar Kobak, ARF president, is also a consultant to A. C. Nielsen Co., was noted by Mr. Hooper with the comment: "Naturally, this situation was deeply disturbing to us. We could not visualize the possibility of Mr. Kobak's dissociating himself from this proposed investigation of the rating methods and so we could not visualize the possibility of an objective report. That the final report on ratings services was predesigned to be what would amount to a promotion piece for the electric recorder method appeared to us to be inevitable from that date forward. However, the report now publishing follows a pattern from beginning to end which exceeds our worst expectations."

In reply, the Committee states that the Hooper comments "are not well founded."

"Mr. Kobak attended the first meeting of the full Radio & Television Ratings Review Committee on July 28, 1952. He addressed the Committee on the importance of the matters it would be dealing with. He also disclosed to the Committee that he numbered amongst his own personal clients users of rating services and a rating service as well. He thereupon left the meeting and has never since attended any meeting of the full Committee or any of its subcommittees. Neither has he ever expressed by written or verbal communication of any sort, to any person on the Committee or any of its subcommittees, or in any way connected with the work of any of them, his views as to anything they were doing or proposed doing. We on the Committee have no idea of what he personally thinks of our work and he has never in any manner, directly or indirectly, attempted to influence the course of our deliberations or activities on any subject."

**SPOT CAMPAIGNS SET BY 16; AT LEAST 8 MORE TO RENEW**

1955 will be off to a vigorous start with many of these radio-ty schedules to get underway early in January.

SPOTS will burst into the new year with a shout.

At least 16 advertisers are now preparing campaigns, with another eight or more signing renewals on present schedules.


Advertisers contracting for renewals are: Salada Tea, Chase & Sanborn, Block Drug (Amm-i-dent), Colgate's dental cream, Mathieson Chemical Corp., Esso Standard Oil Co., Colgate's Halo shampoo and Atlanta Refining Co.

Details on the campaign follow:

- Carter Products, New York, through Ted Bates Inc., is placing a daytime spot schedule in 125 television markets and 30 radio markets starting Jan. 3 for 13 weeks. Carter's pills will be promoted on the tv campaign while Arid and the pills will be plugged on the radio list.
- Reader's Digest, Pleasantville, N. Y., through BBDO, New York, will use a radio spot announcement campaign in 40 markets to promote newsstand sales starting Dec. 28 and continuing until Jan. 7.
- DuPont's Parzate and Ferrate (tobacco molds), Wilmington, Del., through BBDO, New York, will use a campaign in about 45 radio markets in the tobacco area starting in February and running through April.
- National Gypsum Co., Buffalo, through BBDO, New York, is placing a quarter-hour show on a spot basis in 20 television markets, starting in mid-February.
- Maine sardine industry, Augusta, Me., (AAA continues on page 51)
FIRST--TV Station in Maryland

From 1,600 receivers in October, 1947, Baltimore has spurted to 575,174 sets in the latest (November 1, 1954) official count.

FIRST--in Maryland with Color

WMAR-TV and CBS conducted local live experimental color-casts from Johns Hopkins Hospital in 1949. These were viewed by Government and industry representatives by off the air reception in Washington. The first regular broadcasts of color TV were made on June 17, 1951. Since December 1953, WMAR-TV has originated one or more color programs every week and has carried many CBS Network programs in full color. Station is also equipped with the first 3V vidicon color chain and currently televises one or more color film programs weekly.

FIRST--with Maximum Power Under FCC Standards

WMAR-TV was the first video station in Maryland to achieve full power under FCC standards when it inaugurated service on a new super power 100,000-watt transmitter, July 22, 1953.

FIRST--with Viewers

<table>
<thead>
<tr>
<th>QUARTER-HOUR FIRSTS*</th>
<th>ARB. Oct. 7-13 incl.</th>
<th>HOOPER Nov. 3-9 incl.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMAR-TV</td>
<td>234</td>
<td>229</td>
</tr>
<tr>
<td>Stations A &amp; B Combined</td>
<td>219</td>
<td>214</td>
</tr>
</tbody>
</table>

*When two or more stations were on the air in Baltimore
BAB's first and only business has always been the promotion and sale of Radio advertising. That's why the Broadcast Advertising Bureau Inc. was chartered four years ago and has been supported by 835 radio stations, all four radio networks, and all the principal radio representatives. We felt it was long past time that our corporate name reflected our sole interest. That's why our name after January 1, will be the RADIO ADVERTISING BUREAU INC. We have a new name but the same point of view: America can be sold faster, more completely and at less cost through its 111,000,000 radio sets than in any other way.
Every day, winter and summer, thousands of motorists highball past a four-foot concrete road marker on Route 1, 10 miles south of Augusta, Ga.

Few ever slow down long enough to read the faded lettering on the post, a hip-high miniature of Washington Monument. On one side the marker bears the legend "U. S. 1"; on the other, scarcely legible, "Tobacco Road."

Along the centuries-old Tobacco Road trail once rolled horse-drawn kegs of tobacco dispatched by Tennessee and Georgia growers to the Savannah River, a few miles to the east of U. S. 1. Just a generation ago the trail was still spotted with the tattered hovels that inspired Erskine Caldwell's famed story.

Georgia has changed, completely and overwhelmingly, in this generation.

Tobacco Road, too, has changed. The section of the trail just west of U. S. 1 now has a new name:

"Fifth Avenue, Camp Gordon."

At the southeast corner of the U. S. 1-Tobacco Road intersection is the Holloway Insurance Agency's branch office, with a sign, "Order auto tags here."

Kitty-cornered is No. 1 Service Center, "Motor tuning and wheel alignment."

A few miles to the east, where Tobacco Road kegs were started on a water-haul to the port of Savannah, there now stands a monument to modern Georgia—the New Savannah Lock and Dam, part of a vast navigation, power and flood-control project.

Not far away on the other side of the river, in South Carolina, is the vast Savannah River atomic energy plant that turns out the stuff used in hydrogen bombs.

A southern newspaperman, Louis G. Harris, managing editor of the Augusta Chronicle, put it this way, "Within a few miles of old Tobacco Road are the symbols of the past, present and future."

The stains left by the Caldwell drama, with its literary and staging liberties, still color the conceptions held by millions of Americans who haven't discovered that:

- Georgia is a new and prosperous market that bears little resemblance to the pre-World War II economy.
- It is the newest industrial empire east of the Pacific—and one of the fastest growing.
- The cotton-naval stores agriculture of pre-war days has blossomed into a diversified farm system using modern techniques and enjoying a nine-month and longer growing season. Farm income is up 369%; nine of ten farms have electricity.
- Population is increasing steadily—3,124,000 in 1940, 3,580,000 in 1954. Migration into the state is growing every year. Young people no longer are moving out of what was once labeled "a backward state."
- Georgia is one of the nation's better markets as family and per capita income rise spectacularly.

Advertisers are learning that:

- Georgia's average family spends $4 for every $1 spent in 1940; total incomes now reach $4 billion a year.
- Only two unpainted houses remain on the eastern stretch of old Tobacco Road, an area so shabby after World War I that it inspired one of the most widely-attended stage dramas of all time.
- Georgia, the home of Tobacco Road, has had its face lifted, its economy refurbished and its agriculture modernized.
- Its recent physical progress matches that of any other state. Socially, too, it is keeping pace with the rest of the nation.
- The state's race problem is typical of the South, and involves deep social controversies, but it is tempered by astonishing economic and cultural progress among the Negro population (nearly 40% of the total). A New Georgia has emerged since World War II—a state blessed with natural resources that provide a solid basis for future expansion.
- The Tobacco Road story portrayed the poor white man of a recent generation.
- The Negro of that era was a poor cotton-picker or low-paid servant. Natives recall that a Negro servant could be hired two decades ago for $3.50 a week and "pan-totins" —the right to carry food back home in the evening. Today that young lady is getting a minimum of $15, but more likely she is working in a mill or office building for anywhere from two to three times that amount. Many a white resident of the post-World
INDICES OF 15 YEARS OF GEORGIA ECONOMIC PROGRESS

War I Tobacco Road seldom saw as much as $3.50 a week. Today eastern Tobacco Road is part of far-flung Camp Gordon where thousands of comfortably housed military and civilian personnel spend heavily in nearby Augusta.

Georgia, incidentally, is dotted with big military bases planted there because of the year-round mild weather and natural resources.

A 2,000-mile drive around major cities and into interior counties vividly demonstrates that:

Georgia, with the help of World War II stimulus, is setting an economic pace portending progress beyond the wildest dreams of its once-proud first families. Largest state east of the Mississippi, its natural resources and climate provide magnets that are drawing industrial plants by the hundreds—plus the perimeter atomic energy plant on the Savannah River.

Its cities and farms are wearing modern motifs. New homes are appearing in flocks, fast replacing unpainted shacks.

New roads are being built. Utilities are expanding their facilities. Banks are multiplying their turnover. Stores have just enjoyed record Christmas buying despite the fact that Georgia, along with the rest of the South, is emerging from the worst drought in recorded history.

The Georgia market is modern and active. Georgians live well and spend heavily. The motorist might easily believe he is in Ohio, Michigan or New York State, particularly around the cities.

Climate is mild, coming well within the hot and cold extremes of much of the United States. Transplanted Yankees and Westerners—and Georgia is full of them—love the climate in Atlanta and many other cities. Winters are relatively mild except in the northern mountains, and newcomers insist that summers aren’t as bad as those in many midwestern and northern states.

Shopping centers are springing up around the state, matching the rest of the nation. Air-conditioning is everywhere. Roads are crowded at peak periods, but Atlanta, for example, is forging ahead of most large cities with its developing system of express roads.

Georgia is sprouting. To quote Thomas P. Wright, account executive of Tucker Wayne & Co., major southern agency, "You can hear it growing when you wake up in the morning."

This vast area of 37,680,640 acres—bigger than Maine, Massachusetts, Connecticut and Maryland combined—is interlaced with 90,000 miles of improved highways. In the last fiscal year, the state spent over $60 million on highway facilities.

Highway Progress

The New York-Miami driver may cuss occasional rough stretches and pray for hastened completion of the new four-lane divided ribbons, but the system as a whole is good enough to provide alert patrols with frequent violations of the 60-mile daytime speed limit.

Georgia still squirms, however, at mention of the open-range era as northerners recall, with snorts, the gaunt cattle that once nibbled roadside grass with the aid of protective laws.

"Take it easy, Yank, or you'll discover that you've just bought yourself a cow and new car," motorists were once warned by service station attendants. Today the open-range privilege has been abolished by all but one of the 159 counties, with fences going up everywhere.

Georgia has been glamorized as well as painted in the raw by novelists. The Georgia moss hanging from live oaks has inspired writers of books, plays and poems. The pillared mansions of Savannah, Augusta and other cities that escaped Sherman’s torch-wielders are centers of literary and tourist attention, though some of them house once-aristocratic families described as “barefoot but proud.”

Modern Georgia cherishes these traditional attributes, but keeps them in their place. Many pillars have given way to low-roofed houses built in the modern manner. Cotton fields are disappearing, or dwindling in size.

As recently as the late ’30s, according to John M. Outler Jr., general manager of WSB-AM-TV Atlanta, "the standard symbol of prosperity was a wringer-topped washing machine on the front porch where everyone might observe the healthy state of the household finances."

"Today," he said, "the washing machine has been replaced by a high television antenna on the roof."

All through rural and small-town Georgia 20- and 30-foot masts support intricate antenna arrays that pull in distant TV signals.

Georgia households, bereft of their once amply supply of cheap servants, have bought more than their share of labor-saving appliances. They have low-cost electricity to drive their appliances. Two-car garages are numerous. Lincoln and Cadillac ownership is high.

Cities are spreading out by the mile. Towns are growing.

Georgia is a state of new industry, new agriculture and new life. The economic indices tell a story of a market that no advertiser can afford to overlook.

How did all this come about?

No one thing started it, according to Mr. Outler, who recalled an observation once made to him by George C. Biggers, president of Atlanta Newspapers Inc. (WSB-AM-TV). "Georgia is the last frontier in the United States," Mr. Biggers said.

To which Mr. Outler added, "If there’s a frontier anywhere, somebody’s going to
grain an axe and wife and hew himself an empire. Georgia is an open-air-year-round state, with economical fuel consumption. The former 'cheap labor' attraction that drew textile interests has given up the ghost.

While Georgia income is headed upward, the level is still below the national average and there are plenty of poor people.

Necessarily the detailed story is statistical and commercial. A scanning of the data will show why Georgians believe that Horace Greeley might have said in 1855, "Go to Georgia, young man."

Industry was slow moving southward into Georgia, mainly because it was farther from the northern factory areas and the migrating firms tended to take new roots in Virginia and the Carolinas.

Fifteen years ago Georgia's total manufacturing output was around $675 million. Today the lumber industry alone has reached that point; total factory production is $4 billion, over six times the 1939 figure.

A drive through the state's northern hills, where rainfall is heavy and the rivers originate, into the rolling plateau and plains areas will quickly show why the state's industrial potential has scarcely been touched. There's timber land for the textile, paper, chemical, naval stores and lumber industries; water for the rivers that are being equipped every year with new hydroelectric generating facilities; mild weather for economical factory operation and an ample supply of human resources to operate equipment and service facilities.

With both steam and hydroelectric plants, the state has a reliable supply of power that is available at low rates from Georgia Power Co., serving 530,000 customers in four-fifths of the state, and Savannah Light & Power Co., the principal producers. Generating capacity has about tripled since World War II.

Use of gas has more than tripled in recent years. Soft water is abundant, which is especially appreciated by the textile industry. The government's atomic energy plant on the Savannah River every day takes out more water than the entire city of Savannah uses and then puts it back in again below the plant.

Thirty-five railroads bring the most remote counties into quick contact with markets and shipping points. Fourteen of the carriers are Class I. Most of the big lines use diesel equipment. The Atlanta Freight Bureau, a non-profit concern, operates a shipping pool that saves time and money for less-than-carload shippers.

The only major seaport is at Savannah, where private docks and new state facilities are bringing the city's tonnage upward. In the works are nine-foot channels that will bring waterborne traffic up to Augusta on the Savannah River and to Columbus on the Chattahoochee.

Branching Factories

Major American manufacturing and distributing concerns are swarming into Atlanta and other Georgia cities with new plants and branch assembly units. Ford and General Motors saw years ago what would happen in the state as well as in the South. Since Atlanta has long been regarded as the industrial capital of the South because of its central location and advantages as a distributing point, industries have been drawn to Georgia at a rate surpassing almost any other state.

The government has joined the parade by putting branch offices in Atlanta. More important, the Pentagon is South-minded because of mild weather and natural advantages, and Georgia has a military population of around 100,000. Pentagon sources place the annual payroll at about $260 million. The figures do not include civilian employees at bases or the families of military and civilian personnel.

The impact of assembly and distribution plants goes far beyond the value of units turned out. General Motors, looking far ahead, put an assembly line in Atlanta 25 years ago on a 30-acre site. The more recent BOP (Buick-Oldsmobile-Pontiac) plant, on Peachtree Industrial Boulevard, has 17½ acres of roof. Just a fortnight ago GM opened a huge service training center.

Here's what a setup like this adds up to (1953 data):

- 215,151 cars and trucks produced
- $25,458,635 spent with 500 Georgia firms for services and supplies
- 5,165 persons employed; $23,611,923 payroll
- $49,160,558 combined payroll and expenditures

Purchased in Georgia were springs and bumpers; tires and wheels; paints; tools; upholstery materials; solder and welding rods; body sealing materials; miscellaneous rubber parts; pressed metal parts; and nuts, screws and bolts. These supplies have gone into nearly 2½ million cars since 1928.

The range of Georgia's industry is typified in a story told by Jack Tarver, general manager of the Atlanta Journal and Constitution on a Dec. 5 WSB-TV forum. Henry W. Grady, famed Constitution editor and a legend in American journalism, once told the story of a Pickens County burial in the reconstruction years, Mr. Tarver said.

"All the South furnished for the burial was the corpse and the hole in the ground," Editor Grady was quoted as saying.

"Today," Mr. Tarver continued, "dozens, even hundreds, of Southern businesses and industries furnish everything from shoes to shovels for a funeral."
Within recent memory, Mr. Tarver added, “our biggest export crop was young people. We never missed a crop of those. Today there are job opportunities and the young people are realizing that and are staying at home.”

Pay is usually good, by U.S. standards, in Georgia industries with 7,250 plants employing 300,000 workers. There are pleasant jobs and dirty jobs, as in any other area, but the average Georgia plant is a lot newer and more comfortable to work in than its northern counterpart. While the big wage differential that once drew northeastern industries southward has been disappearing, output per worker is higher, according to many Georgia businessmen. They ascribe this to good working conditions, comfortable homes and an extremely low foreign element. The state is not as heavily unionized as many northern areas.

With its thick evergreen forests, Georgia is the leading lumber state in the South and fourth in the United States. Pulpmill cutting for paper mills supplies a paper industry, total value of paper and pulp running $239 million. Production of paper and related products such as bags and containers has grown 2½ times since pre-World War II days. Value of lumber, pulpwod and paper products and naval stores exceeded $600 million in 1953.

One mill alone—Union Bag & Paper Co. in Savannah—uses 200 carloads of pine logs every day. The plant employs 7,000 persons with another 10,000 in the woods plus those engaged in shipping and service facilities for raw material and finished products.

Pulp industries have invested $2 billion in Georgia plants in two decades. Actually, the preponderance of industries built in the state consists of brand new plants and not merely transfers from other areas.

Gov. Herman Talmadge told a mid-December dinner group that Georgia is getting new industries at a faster rate than any other southeastern state. Without offering any special bait or lure, the state has attracted 400 major new industries in the last 20 months, he said.

The transportation industry is up 1,000% in a decade-and-a-half, led by auto assemblies and aircraft production, compared to about 210% for the U.S.; primary metals up 225%; U.S. 80%; electric machinery, up 220%; U.S. 380% (tv sets a factor); fabricated metals, up 200% in physical output, 80% for U.S.; machinery (except electrical), up 190%; U.S. 202%; food manufacturing, up 175%, U.S. 85%; textiles, up 157%, U.S. 63%; lumber, up 113%, U.S. 158%; apparel, up 116%, U.S. 39%; furniture, up 74%, U.S. 55%.

Cost-conscious management, looking southward toward Georgia’s resources, will find another attraction in the state’s tax structure. Because its debt is low and because the tax policies are favorable to industry, the state has been the logical selection for new plants that have provided thousands of jobs and a $75 million payroll in less than two years.

The calibre of industries is going up as the state, with Army help, has developed skilled labor of the type used in electronics, pharmaceutical, chemical, electrical and other plants.

Communities are competing with each other in offering labor, materials, low power costs and natural resources to industry.

The northern part of the state is growing the fastest because it is closer to neighboring industrial states. Central Georgia, however, is catching up and the predominantly rural plains area is starting to acquire large and small plants.

This year alone the list of 120 major new plants includes the big Rayonier mill at Jesup and GE transformer plant at Rome, each over $25 million, and Rome Kraft Co., $30 million.

Mineral resources of the state have scarcely been touched, particularly in the nonmetallic industries. Marble and granite are of high quality, the white marble being famous around the world. In the northwestern area are limestone, cement, iron ore, manganese, sand, clay and others. The northern and central areas have gold, asbestos, mica, talc and others. In the plains counties are kaolin, used for china clay and paper filler, bauxite (aluminum), peat, cement and clays. Mica is described as high in quality and in good supply. It matches foreign varieties for electronic gear. Oil drilling is just getting underway but much land has been leased in anticipation of untapped reserves.

A new industry in the service category is centered around hotels, which are being modernized, and the hundreds of motels that line arterial roads. Each of 8 million tour-
The Savannah Seaboard market is worth going after—a million plus people in 79 counties in three states, people who spend $557,206,000 annually in retail sales.

How to sell all this market? Simple! Use WSAV at 630 KC, the station that reaches more homes, more people than any other medium in the market. And, the station that penetrates deepest because it serves best. Ask any Blair man or Harry Cummings for the full Savannah Story.
“THE FUTURE BELONGS TO THE SOUTH”

“Bulging at the Seams”...

...the South’s MIRACLE Market—AUGUSTA, Georgia—the Dynamic center of the South’s greatest GROWTH area.

...fifteen miles from downtown Augusta is the world’s first Hydrogen Bomb Plant—with its thousands of construction and operating workers. Camp Gordon, the largest Signal Corps Center in the world, is just 8 miles from Augusta.

...and with this great growth comes a NEW SOUND — W B I A Radio (formerly WJBF). With new ideas, new programs and aggressive promotion W B I A is moving out in front fast.

...Augusta’s 2-county metropolitan population is in excess of 244,800 people! 95% live within 10 miles of the W B I A antenna.

NBC AUGUSTA

wbia

See your FORJOE Man—or—DORA-CLAYTON (Atlanta) for complete details.

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Broadcasting • Telecasting

ists is estimated to spend nearly $300 a year in the state, which is a year-round resort. The famed Sea Island and St. Simons Island hotels match the finest in the land as the balmy ocean shore draws vacationers from all over the nation.

In Georgia, agriculture is a billion-dollar enterprise, according to a state compilation that includes fisheries, naval stores, clay products and related items.

Had a drought of the 1953 intensity struck the state two decades ago, the effect would have been crippling. Cotton pickers, paid by the pound, had never bent over as far as they did last September. Skimpy, parched plants were sorry fodder, too, for the big cotton-picking machines.

But Georgia is far no longer existing sparsely on a one-crop farm system. Value of the 1953 cotton crop was $140 million, but this was hardly three-fifths of the livestock income and not a whole lot more than the $120 million chicken nestegg.

American agriculture knows no more dramatic stories than the development of Georgia livestock and chicken farmers double in the area.

Of the state’s 37.5 million acres, 7 million are in harvested cropland, 6.8 million is pasture and 13 million in forests.

Georgia’s geographical advantages, ignored for many decades, are being utilized at last as the state develops year-round pastures and 9 to 12-month grazing. Today’s plump steers, carefully bred, scarcely resemble the bony animals that once grubbed along highway ditches.

All rural America marvels at the development of Georgia’s 12-month pastures. Blessed with ample rainfall and a long growing season, farmers are finding a year-round, 12-month grazing for their acreage of 12-month grass mixtures. For the hot and not-so-humid summers, Coastal Ber- muda provides a lush diet for steers. This grass is blended with Dixie Crimson Clover, which volunteers every year in the manner of the Bermuda strain. The mixture can be grazed every day of the spring, summer and autumn.

As for winter, the answer is Kentucky 31 Fescue. This flora, obliging like its fellow pasture grasses, volunteers every winter, year after year. The result—12 months of grass in permanent pastures. In 2% decades the area of permanent pastures in 1953. Even a small area built up from 811,000 to 3 ½ million acres.

Western cattlemen who gaze over bright Georgia pastures that accommodate one animal per acre, with little need for costly winter fodder and housing facilities, have been known to hurry home to sell their ranches, which often need 20 acres to nourish a steer. As many as nine animals are fed on some Georgia acres in some seasons.

A Georgia farmer can set aside some of his cotton acres for pasturage with the aid of perhaps $2,500 from the bank and within two or three years have a cozy cattle business under way.

All Georgia is divided into three areas. The northern segment is traversed by the Blue Ridge chain, with humps and saddles piercing almost to the 5,000-foot mark. Drenching rains totaling as much as 80 inches a year spawn the rivers that flow to the southeast and southwest, insuring a year-round flow that supports industry and commerce.

The middle or Piedmont foothills section is broadly rolling in character. It reaches southward to a fall line crossing the state from Augusta through Macon to Columbus. Three-fifths of Georgia lies in the southern coastal plain segment rolling for the most part and not as far advanced industrially as the northern area.

Among the three sections can be found seven of the nine climates in the United States. In general, summers are hot but neither extremely hot nor tainted by the long spells of sizzling heat that parch the Midwest and Southwest. Winters are mild, by northern standards, but even a rowing Yankee newsmen will experience an occasional December shiver in Savannah or Atlanta.

The growing season averages 230 frost-free days in the northern counties, 260 in the southern plains. Many Georgia farmers are able to take advantage of this climate by raising two and three crops a year, exporting northward in the spring to beat cold-climate farmers and again in the fall when the frost is on Yankee pumpkins. Average rain-fall for the state as a whole is 48.41 inches.

Mark pecan trees with the nutriment that encourage pecan trees to yield over 50 million pounds of nuts worth nearly $8 million are just as nourishing for pasture grasses. That’s why livestock can be found grazing under the shaggy trees that mark pecan groves.

In centuries past, and today as well, Georgia has turned its vast pine forests into a cash crop. The long-leaf, loblolly, short-leaf and other strains can be cut indefinitely without reducing timber resources, thanks to selective cutting and the annual planting of hundreds of millions of seedlings that reach cutting size in a decade or a half.

Georgia has achieved another agricultural miracle that has contributed substantially to its billion-dollar enterprise. This is the broiler industry centered in northern counties around Gainesville. In a little over a decade Gainesville has become the world’s broiler capital. This is due to a special productive strain of the state’s chickens, according to those who observe rural progress. Rather it is a carefully planned achievement of enterprising growers who built up their production from a few million less than two decades ago into an output of 121 million birds a year. Farmers in 1951 didn’t much of a crop, by broiler standards, but each 1,000 growers provides a bonus of $50 worth of organic fertilizer used to build up red and yellow soil which yields around 100 bushels of corn per acre. The state’s corn crop is worth $27 million.

King Cotton has given way, also, to tobacco ($69 million), peanuts ($57 million), oats ($18 million), vegetables ($18 million), hay ($15 million), peaches ($9.5 million), sweet potatoes ($6.7 million).

These crops have been grown with the aid of modern methods and machinery. Nine out of ten Georgia farmers have electricity—the number has quintupled in 15 years—and 65% of them have television except where a 20-foot mast is unable to contact distant megacities. Over 98% of homes have radios, according to Georgians. Together, radio and television provide daily educations in how to make farming pay. Specialized magazines, newspapers and other clubs, and county agents are doing their share.

In a little over a decade the number of
tractors has increased from 7,000 to 75,000; the number of motor trucks from a few thousand to 67,000. Mechanical cotton pickers are appearing around the state, though the shrinking size of the average cotton planting and the rolling terrain discourage use of machinery. Hence the heavy mule population, even on mechanized farms. The traditional Georgia mule is likely to abound for many years because of its adaptability to small-crop and hillside farming, and important nutrient contributions to the clay soils.

Georgia's farmers transport their crops to market by motor via the 90,000-mile highway network. The 159 counties possess hard-surface arterial highways, fed by rural routes and red dirt roads. Modern marketing facilities are served by truck and rail transport systems that quickly deposit crops in eastern and northern buying centers.

Banks readily loan money for improvements. Government funds are fed into the state in line with prevailing practices. Farms are becoming attractive places to live, and young Georgians are learning the fine points of the livestock business and the techniques of high-yield planting.

Any Georgian will tell anyone who will listen that the state leads the nation in production of tobacco, peanuts, watermelons, pecans and pimientos. The Georgia peach symbol is merited by the quality of the fruit yielded by the squat, easily-picked trees.

ATLANTA

ANY resemblance between the 1955 version of Atlanta and its pre-World War II predecessor is likely to be congenital or accidental. With metropolitan area population of an estimated 750,000, 28% above the 1940 figure, Atlanta is now shooting for a million. Judging by the way new industries and homes are popping up all over the adjoining landscape, Atlanta promises to reach its million early in the next decade, perhaps sooner.

Atlanta is the political capital of Georgia and the economic capital of the Southeast [B*T, Nov. 15]. Its retail sales will soon pass a billion dollars per year. Rich's department store, swarming with customers in the record-breaking pre-Christmas weeks, appeared to be heading toward a $60 million year—maybe more.

National industries have been moving into the Georgia metropolis in flocks. The city's railway, air and highway facilities and its central location make it the logical commercial capital of 10 southern states.

As of Dec. 6, Lockheed operated the largest aircraft plant (B-47, C-130) in the nation at suburban Marietta, with 14,547 employees and an annual payroll of $72 million devoted to construction of bombers and cargo planes. General Motors has two assembly plants and a training school employing over 5,000. Ford's assembly plant employs 1,431, with $7.5 million annual payroll, turning out 100,000 autos for eight southeastern states.

A non-stop tour of industrial Atlanta and its 1,700 factories requires a full day of driving. Big and little plants are everywhere—from Ford's plant at Hapeville in the southern section to Marietta in the north. Downtown Atlanta is packed with business facilities, many of them regional branches of national concerns. Insurance companies line Peachtree St. for miles.

Atlanta is headquarters for all Georgia. Its two alert newspapers—Journal and Constitution—penetrate far beyond the state's borders. They are constantly on the prod, promoting community improvements and pointing out symptoms of decay. Liberal budgets of industrial and commercial news keep the citizenry alert to scars of Georgia's past and signs of progress.

Georgia Power Co., Southern Bell Telephone & Telegraph Co., Central of Georgia and other railroads, Western Union—all major commercial concerns have their development programs. The power company, serving most of the state, sparks a community improvement campaign that has attracted wide attention.

With decentralization of the nation's communications, Atlanta has become the telephone center of the south and one of the largest switching centers in the world. Western Union, too, has a vast reperforator center.

Atlanta is the distributing center for the South. Its recreational and civic facilities equal those of other major cities. Its system of expressways hasn't penetrated to the Five Points, but the high-speed ribbons are speeding the flow of heavy traffic as new sections are added.

With a 1,000-foot elevation, Atlanta weather is free from extremes and the hotter days of relatively moderate summers
are eased by cool nights. Atlanta's adopted residents from the North are its biggest weather boosters.

Atlanta is becoming an advertising center. Its four tv and dozen radio stations, along with the two newspapers, join a complement of advertising agencies, national representatives, graphic arts and film enterprises in keeping Georgia's consumers informed. Liller, Neal & Battle and Tuck, Wayne & Co. are two of the larger agencies handling national and regional accounts.

The agencies keep in close touch with economic progress but William W. Neal, partner in the first-named agency, warns, "Per capita income in Georgia is rising fast, but don't let it fool you. It's still below the rest of the United States."

WSB-AM-TV are in charge of J. Leonard Reinsch, managing director of the Cox radio-tv operations. WAGA-TV (Storer-operated) and WLWA (TV) (Crosley) are vhf outlets, with the new WQXI-TV (Rans-saville) having joined them a fortnight ago with ch. 36 uhf service.

Modern Atlanta still has its poor people and its slummy blocks but they aren't any worse than similar sections in the North, and the city's economic upturn is weeding them out at a pace many distant cities might emulate.

After the "War Between the States," sacked Atlanta thumbed its civic nose at Gen. Sherman and began rebuilding. The population doubled in five years.

And after many decades of slow growth prior to World War II, Atlanta is scanning the nation's major cities. It noted, particularly, the millionth citizen formally installed last July 4 [BWT, July 5], by Houston, and its citizenry observed silently, "Move over. We figure on joining you one of these days."

AUGUSTA

Once a famed winter resort, Augusta is now an industrial city, medical center, agricultural market, hydroelectric area and "Golf Capital of America." Winter vacationers have moved on southward—only distinguished golfer excepted—but Augusta has met undreamed-of progress in its industrialization.

Payrolls are up 215% since 1940 while population has increased 76%. Dams are appearing along the Savannah River, and a nine-foot channel to the sea is coming.

But what stimulates Augusta most is the huge atomic energy project that flanks the Savannah River on the South Carolina side, producing "the energy of the future." Government payrolls at the atom plant, Camp Gordon, Augusta arsenal and veterans' installations have helped quadruple postal receipts and quintuple retail sales since 1940.

Cotton and rayon mills, plastic plants, pulpwood mills, barge lines, hydroelectric facilities and assorted other enterprises dot the adjoining landscape. The $85 million Clark Hill Dam is acquiring neighboring facilities, and a nest of dams that will add up to a half-billion dollars is under construction. The atomic energy plant, with possibly 8,000 employees plus another 8,000 workers employed on permanent construction, is termed "the biggest construction project in the world."

Augusta is a bustling city, according to A. D. Willard Jr., partner and operator of GAC, regional 5 kw outlet. One of the broadcasting industry's, he said the city's spirit perhaps is reflected in the 18-hole course at Augusta Country Club. "No. 9 green is farthest from the clubhouse," he said, a form of torture that elderly and thirsty golfers have learned to take in stride.

"I could shoot a cannon down Broad St. in 1940 and not hit anyone," said J. B. Fuqua, president and owner of WJBF-TV. Broad St. is really broad—broad enough for four panels of angle-parked autos, two at the curbs and two at the center island. Mr. Fuqua estimated that local radio-tv stations enjoy a gross possibly 20 times the 1939 figure.

Most inland port on any navigable river south of Richmond, Augusta is eager for its nine-foot channel instead of the present seven-foot depth so the Merry Bros. Brick & Title Co., Texas Co. and others can build river traffic into a major industry.

Augusta's annual retail sales can look for continued impetus from the $75 million payroll-allowance fund at Camp Gordon and as much as $220 million from the atomic energy plant.

Population of 244,000 is claimed for the metropolitan area, with 92,746 in the city proper as of Feb. 15, 1955, when additional suburban blocks will be absorbed into the municipality. Per-family income is claimed to be 20% above the rest of the state. Farmers from a 50-mile area, it is added, spend their money in Augusta. Banks are liberal in making loans for livestock financing as well as for ponds and land terracing.

The media picture in Augusta includes a new entry, J. T. Snowden Jr., North Carolina, who is operating WBLA, formerly WJBF, acquired from Mr. Fuqua, and WRDW-AM-TV, managed by W. Ray Ring- son and connected with the Allen Woodall interests. Other stations are WAGU and WBBO.

Augustans, like their Columbus neighbors across the state, claim the No. 2 position in Georgia on a population basis. Population claims, of course, involve many angles including Census Bureau definitions and military bases. The trailer camps that once adjoined the atom plant and Camp Gordon are disappearing. Many of the migrant workers like Augusta and are settling there. New schools and Negro housing projects are appearing.

Augusta still has some shaggy blocks but the city is prettying up via an aggressive municipal improvement program.

Kennedy O'Brien, an early fur trader who founded the city in 1735 as a river trading post, didn't realize what he was starting.

COLUMBUS

Back in 1886 a Columbus druggist, Dr. J. S. Pemberton, whipped up a cough syrup that tasted good—so good that it coughed its way into one of the world's big industries—Coca-Cola. More recently Royal Crown cola has spread out of its Columbus beginning into cities everywhere.

Columbus businessmen submit figures showing the city has jumped from fifth to second place in Georgia. The current metropolitan population is estimated from
Magic formula:
High tower...1062 feet
Low channel...channel 2
Maximum power...100,000 watts

These are the three ingredients that enable WSB-TV to deliver a greater total audience than any other Atlanta television outlet. Get more for your tv dollar—get on WSB-TV.

The Great AREA Station of the Southeast
wsb-tv
Atlanta, Georgia

Represented by Edw. Petry & Co.
Affiliated with The Atlanta Journal and Constitution
THE NEGRO MARKET IN GEORGIA

Georgia's Negro population, comprising about 40% of the total, gets careful consideration every time a business venture is undertaken. The Negro ratio has been declining in the last two decades as migration northward continues, but at the same time the Negro's economic level is climbing rapidly.

To quote Mrs. C. C. Fuller, media vice president of Tucker Wayne & Co., Atlanta, "The Negro is the South's greatest untapped resource."

"A concentrated market," reminds Robert E. Shaefer, research manager of the agency. He adds, "The Negro buys good things. Advertisers are aware of this and they merchandise with this quality-conscious tendency in mind. Pantry surveys show the Negro has more top-brand merchandise than white families. The Negro is intensely loyal to brands."

The story is told of the Negro father who drove his 10-year-old son to the big city for the first time. Walking down those of a good share of Georgia's white residents.

"His automobile is the Negro's living room," according to Stephen L. Nelson, executive director of Savannah's United Community Services.

Even so, there's a fair chance the low-cost house or apartment may be equipped with an air-conditioner along with television and other appliances.

The Negro frequently spends a lot of money for a car, and buys a lot of gasoline to keep it moving. Cars, like electric refrigerators and tv sets, are generally bought on an installment plan. The household mail on a normal day is likely to include at least one notice than another payment is due. The $1 down-$1 per week type of buying is popular.

Special programming is used by many advertisers to reach the Negro radio audience, and two television stations in Atlanta are well patronized by national, regional, and local sponsors. The programming leans toward spirituals, rhythm, and specialized race records and singing, following rather closely the pattern of northern stations that direct their kilocycles to Negroes.

Certainly the Negro is not a merchandising problem, though the social aspects aren't as easily understood by the average Yankee.

"We don't merchandise or sell in Georgia any different than we do in Toledo or Kalamazoo," according to Douglas Connah, executive vice president of the Tucker Wayne agency.

As to segregation, the Georgian is like most Southerners. A typical comment runs this way, "We seldom have serious difficulties. The whites live in their sections and the Negros live in theirs. All of us like it that way."

That, apparently, will appeal to a Yankee as a simplified version of the situation. Georgia school boards are spending heavily for new buildings and teachers, obviously eager and willing to help the Negro acquire higher educational and economic standards. But the Georgia school director is firm, mighty firm, in specifying that segregation must continue despite the Supreme Court. A new state constitutional amendment specifies no state funds can be allocated to non-segregated school projects. This permits subsidizing of the student, not the school, and every school can decide who can enter its doors.

170,000 to 185,000, with another 43,000 on the Fort Benning payroll.

The city's growth can be traced by three financial indices, comparing 1940 to 1953 levels: Bank clearings, $663 million to $270.9 million; deposits, $22.1 million to $86.6 million; debits, $218.4 million to $956.4 million.

In 126 years Columbus has grown from a blueprint drawn by state engineers to an orderly industrial metropolis. Because of its location on the fall line of the Chattahoochee River, fed by the rainy North Georgia hills, the site was selected by legislative act with the thought it some day would become a great city. Plenty of room was provided, fortunately, for business and residential expansion.

A setback was suffered in the last battle of the War Between the States when Gen. James Wilson's federal troops sacked the city two weeks after peace had been declared, no word of the end of hostilities having reached the area. Reconstruction got underway rapidly.

The city developed as an inland port, river craft coming up from the Gulf of Mexico. Small mills began to appear, predecessors to a long list of huge industries that surround the downtown area. The Chattahoochee offered a source of power, with the hydroelectric facilities giving the city a number of "firsts"—first to light cotton mills by electricity; first to use hydroelectric power for trolley cars, first to transport electric power for use in industry.

Jim Woodruff Jr., operating WRBI-AM-TV, says the Chattahoochee is "the largest and most promising undeveloped waterway in the United States." It is dotted by a series of seven dams to the north, with other projects coming up between the city and the Gulf.

Jim Woodruff Sr., active in development of the basin, was honored by having a major dam named after him. A nine-foot channel is being developed from the Columbus fall line to the Gulf, affording low-cost power and water transport in conjunction with the Apalachicola and Flint Rivers. Cheap power, of course, is attracting many industries.

Allen M. Woodall, president of WDAK-AM-TV, pointing from the 14th St. bridge over the Chattahoochee to the Bibb textile plant, "largest under one roof in the world," reminded that the city "hasn't lost a major industry in 50 years." He said it is 18th in the nation in building permits issued since 1948.

Average spendable income per household in Columbus is calculated at $5,609 per year in comparison to a $5,246 national average. The city claims to be the second-ranking textile center in the South. It is a cotton gin manufacturing center—Lummus Cotton Gin Co. and Centennial Cotton Gin Co. Tom Huston Peanut Co. has a big plant and the new Sunshine Biscuit bakery employs 700.

Agriculture in the area includes dairying, truck farming and beef cattle.

Expansion in Columbus has been spurred to an important extent by the growth of Fort Benning, a $100 million city in itself covering 182,000 acres and having 21 movie theatres. Its population and that of related

MODERN HOMES NOW STAND . . .

Bay St., in Savannah, the lad yanked at his father's Hart, Schaffner & Marx coat sleeve and gasped, "Look, Daddy! There's a white man driving a Cad' Lac!"

It's true that the Georgia Negro likes good things. He's able to buy them, too. With young people and adults all contributing to the family exchequer, the dwellers in a small house or attractive $25-per-month unit in a modern housing project may have an income up to $1,000 a month. Many are poor, too, but patrons are fast becoming earners.

Recreation opportunities are limited under the South's traditional segregation, along with other money-absorbing activities of white people. As a result, the Negro may devote more time to radio listening and tv viewing—and, of course, to consumer education.

School attendance is compulsory for all youngsters in Georgia. All over the state new, beautiful schools have been appearing. Many Georgians insist the school facilities for Negroes average out better than those for white pupils because they are newer. Atlanta, alone, has five Negro universities and one of them offers post-graduate work.

Thus the Negro learns about the world, goods and services, books, arts, markets and the pleasures of high living standards. While his housing is a relatively low-budget item, his food and clothes and mechanized properties match

WHERE SHACKS ONCE STOOD

Broadcasting • Telecasting
The cluster hoochee City, residential suburb across the Chattahoochee in Alabama. The story of Phenix City gambling, vice and politics has been dramatized all around the nation. Last week, Phenix City was about the most orderly spot in the South, or in the nation as a whole. Moral law has been lifted. The cluster of buildings that once absorbed the dollars of the gullible is deadly quiet. Those who enjoyed the fruits of illicit trade are in jail or out of business.

With a population of 23,000, Phenix City is a pleasant "sleeping suburb" of Columbus and most of its inhabitants work in the city and spend much of their money there.

Columbus offers these advantages to new industries: Abundant water supply, low-cost power, natural gas, labor supply, fine transportation facilities, good plant sites, pleasant year-round climate, low tax rates, good schools, efficient local government. Negative factors are fast replacing slums. Shopping centers are appearing in the suburbs. Retail business is good—department store sales have more than doubled since 1944, aided by the $81/2 million paid every month to Fort Benning's military and civilian personnel.

In Columbus vhf-uhf intermixture appears to be congenial—audience-wise, and briskly competitive commercially. WDAK-TV hit the air with its uhf signal late in 1953, a little ahead of vhf WRBL-TV. A rooftop survey of bow-tie antennas from an automobile would indicate that Columbus has higher tv saturation for both signals—WDAK-TV claims 95% of tv homes receive uhf.

MACON

ONCE an Indian trading post and later a sleepy farm town with a few broad streets, Macon now is the marketing center of a 50-mile radius located right in the heart of Georgia. Population is given as 146,700, up 47.9% from 1940, which is a lot of population. It's the same way, only more so, with the market indices—retail sales, for example, up 335% since 1939.

"Consumer spendable income is $164 million, higher than San Antonio or Topeka," according to Wilton E. Cobb, general manager of WMAM-AM-TV. "And the city is debt-free, too."

Located on the fall line where the Piedmont plateau meets the coastal plains, Macon has two climates, according to Frank (Red Cross) Crowther, commercial manager of WMAZ-AM-TV. In the northern suburbs the flora is typical of the plateau whereas semi-tropical plants are found in the level southern section.

There's a type of industrial coordination in Macon that can be found many places in Georgia. National Reduction Co. produces acids and potash. Macon Kraft Co., a few steps away, processes shaving paper, using National's chemicals. Within a figurative stone's throw Armstrong Cork manufactures paper board from the pulpwood; using 75% of the Macon Kraft output for cartons and pressed board, with Inland Container taking the other 25%.

A factor in Macon's dynamic growth is Warner Robbins air base, where 20,000 are stationed. Here are the biggest hangars in the world—according to Mr. Crowther, and a radar center as well as modification depot. The base has grown from a pre-war 40-man contingent.

With Atlanta 93 miles to the north, Macon is expanding industrially and its agriculture is booming. Despite last summer's cruel drought, the city moved out of a declining sales total in September and October into record pre-Christmas buying.

Principal crops marketed in Macon are pecan nuts, peanuts (for processing and hay), tobacco (flue-cured bright leaf), watermelons, wheat and corn. Early and late watermelon crops that preceded and follow northern harvests are shipped out of Macon by the carload. A sideline crop on many farms, melons bring about $3,000 per car to this "watermelon capital of the nation."

And, of course, the famed freestone peaches coming from a 40-county Central Georgia area bring a neat sum into the city.

Macon is the home of Bibb Mfg. Co., "the greatest name in textiles." Uxbridge woolens moved into the city seven years ago, though woolen mills haven't followed the parade of other textile plants into the South.

Major postwar plants include Durkee foods, the Armstrong Cork-Macon Kraft-Inland Container-National Reduction group, Ralston Purina, Streitmann Biscuit, Borden Co. and Bibb Grocer Co.

They're real friendly around Macon. Even a traffic officer stationed at a school crossing near the northern end of the city shouted a smiling "Good Morning" to passing motorists.

With 256 days between killing frosts, Central Georgia farmers have a long growing season and their livestock production is increasing rapidly. A girl from nearby Swainsboro, just a few weeks ago, won national honors at the Chicago show, typifying the improvement in quality of animals and the interest shown by young people in scientific agriculture.

SAVANNAH

SAVANNAH, staked out 221 years ago by Gen. James Ogelthorpe according to a plan drawn aboard ship after leaving England, is romantic, exotic, historic and the Atlantic Coast's version of New Orleans.

Savannah, concededly, offers raw meat to the misty-eyed essayist who sights over the early churches and homes and snorts at the audacity of Gen. Sherman, who is charged with having bedded his horses in St. John's Episcopal Church before telegraphing a plundered Georgia to President Lincoln as a Christmas gift.

The businessman notes that Savannah:
- Leads all U.S. ports in expanding value of goods exported to foreign countries (184.4% above 1953 for first eight months).
- Has doubled the number of electric and gas meters since 1940.
- Boasts a six-fold increase since 1940 in values added by manufacture ($18.5 million to $115 million).
- Drives 2½ times as many autos (21,320 in 1940, 53,500 in 1953).
- Talks on 2½ times as many telephones.

Broadcasting • Telecasting

December 27, 1954 • Page 45
WERD
ATLANTA'S
TOP INDEPENDENT

Has the Magic Formula for Moving Goods FAST in This $100 Million Market.

Nowhere is there a more responsive, loyal audience than the nearly 300,000 Negroes in the WERD coverage area.

America's First Negro-Owned Radio Station
WERD
860 kc 1,000 watts
Radio Division—Interstate Newspapers, Inc.
J. B. BLAYTON, JR., General Manager

(17,782 in 1940, 44,660 in 1953).
- Buys four times as much at retail ($36.8 million in 1940, $146.8 million in 1953).
- Has increased population a third (117,970 in 1940, 158,600 in 1953).

Quaint, aristocratic Savannah boasts proud legends but the inquiring visitor will find conversations centered around pulpwood and paper, naval stores, plastics, radio, television, climate, housing projects for Negroes, shrimp, chemicals and shipping.

The native finger that's pointed at the well-preserved riverside structures where men of commerce once stood on balconies to scan approaching clippers will quickly direct attention to the state- and privately-owned ports and warehouses. The spreading live oaks will give conversational way to the commercial blessings of the $14.6 million Eugene Talmadge bridge, with its saving of miles and minutes.

"Savannah is only in its infancy," according to Harben Daniel, a transplanted Tennessean (WSM Nashville) who is president-general manager of WSAV and a tv applicant of long-standing. In a decade and a-half he has become an authority on Old and New Savannah.

"Savannah is blessed with location, natural resources and climate," said Dwight J. Bruce, of the Knight-owned WTOC-AM-TV.

Once dominated by a tiny and sometimes well-to-do aristocracy, with a vast element of poor whites and Negroes, Savannah has turned violently modern and its new economy has lifted the population's well-being to normal American levels. Yamacraw Village, familiar to southbound tourists who cross the new highway bridge, was the first federal Negro housing project. More modern is the 30-family Fellwood Homes project.

Proud to call Savannah the biggest port between Norfolk and Mobile, businessmen are working together to bring new industries into the area and to add port improvements. The $20 million state-owned docks provide warehouse and dock facilities augmenting those of the railroads. The new bridge is spurring development of an extensive area in the Savannah River, Hutchinson's Island. Seatrain service to New York provides cheap ocean transport of 100-car freight trains. Last October 125 ships entered the port, totaling 341,047 tons.

Many of Savannah's industries are relatively new. And many of them are immense, too—Union Bag & Paper Corp., for instance, with well over 5,000 employees and the largest plant of its sort anywhere.

Other plants among the city's 268 include American Cyanamid Co., $14 million project; National Gypsum Co.; Certain-teed Products Corp.; Southern Fertilizer & Chemical Co.; Tetley Tea; Savannah Sugar Refining Corp.; Savannah Paperboard Corp.; Rayonier Corp. (Jesup); railroad yards of Atlantic Coast Line, Seaboard, Central of Georgia, Southern and Savannah & Atlanta. Several of the carriers operate deep-water general cargo terminals.

Like most major Georgia cities, Savannah has a nearby military post—Hunter Air Force Base, with a $25 million annual payroll. Not far away is Camp Stewart, artillery center with an estimated $8 million payroll, and 30 air miles away is Parris Island Marine base, with personnel of about 20,000.

Once a cotton exporting port, Savannah is now a diversified city supported by big and small industries; a focal point of railroads and steamship lines; a fishing center, and free from flood or tide damage. The 40-foot elevation above the river provides a dry, healthy atmosphere, Savannah residents emphasize.

It's easy to see, after looking over what has happened, why Savannah is convinced the third hundred years will be the best.

GEORGIA'S OTHER CITIES

WHILE the 1950 U. S. Census lists Atlanta, Augusta, Columbus, Macon and Savannah as the five metropolitan areas of Georgia, the state is dotted with growing communities. Some of these are being considered for the metropolitan category when the 1960 census is taken.

Agricultural progress and new industries naturally are the main factors in the development of such cities as Albany, Athens, Brunswick, Dalton, Decatur, Dublin, Gainesville, Griffin, Jesup, LaGrange, Moultrie, Mt. Pleasant, Rome, Tifton, Thomasville, Thomson, Valdosta and Waycross.

The story of their postwar progress matches, and at times surpasses, the expansion of major cities. Industrial plants like smaller cities where community spirit is high and labor relations likely to be pleasant. Farmers, of course, market in small cities as well as large ones.

Albany, pecan center, has Turner Air Force Base nearby and a Marine depot is to add to the city's economy. Athens is a farm trading and textile center. Brunswick has pulp and paper along with Hercules Powder Co. Rome, for instance, has 100 industries with more coming. The full story is beyond the scope of this article.

A typical small town is Thomson, 35 miles west of Augusta; population is 4,000 with 2,000 nearby. Retail business has doubled in six years. Knox Corp. (prefabricated homes) and Kinston Mill (rayon) provide 600 to 700 jobs. The jointly-operated McDuffie Progress and WTWA are managed for owner Edgar Kobak, nationally known broadcast-advertising executive, by Frank Hash.

The town is thriving, with new business appearing on the main roads, and cowtownish streets are disappearing. The big Smith Stockyard Co. auction every Tuesday is important business in the area and gives WTWA good program fare. Thomson is growing as it moves along in its second century. Some of the mansions of a century ago remain, flanked by neon and chromium-front shops. The newspaper and station are doing well. On the office door is a sign, "It's nice to be important but it's important to be nice."

Thomson has high tv antennas, drive-in movie, farm markets, a fight over a fireworks ordinance, Sonny's Eats to the east and farms all around.

Small-town and big-town Georgia are riding the mid-1950s wave.

A new economy is marching through Georgia. There's lots left to be cleaned up, but Georgians are on the move.
so **prove it** we did...and how!

We'd been telling our advertiser that KBS coverage and KBS audience rating was terrific. The advertiser told us they believed us because business was good in KBS markets but how much help was KBS providing? We said, a lot. They said **prove it**! Our audience survey has resulted in what the advertiser calls "The most astonishing results I've ever seen in radio."

**plus... amazing merchandising aids!**

KBS stations not only deliver surprisingly large audiences (see survey, yours for the asking) but they work like they were all on your payroll—getting store displays, helping with distribution—promoting your products and your programs in their markets. We can prove **that**, too!

SEE FOR YOURSELF*

*complete facts file on request!
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<td>No Network Service</td>
<td>No Network Service</td>
<td>No Network Service</td>
<td>No Network Service</td>
</tr>
<tr>
<td>SATURDAY</td>
<td>Chevrolet</td>
<td>Nettie Service</td>
<td>Mira Life, Inc., Minn. Dakota (210)</td>
<td>No Network Service</td>
<td>No Network Service</td>
<td>No Network Service</td>
<td>No Network Service</td>
<td>No Network Service</td>
<td>No Network Service</td>
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<td>No Network Service</td>
</tr>
</tbody>
</table>

**TIME**

**SUNDAY**

**MONDAY - FRIDAY**

**SATURDAY**

---

**G usually, number of stations broadcast: OBA to be announced. Time EST.**

---
THIS ISSUE OF BROADCASTING-TELECASTING IS BEING READ BY 75,956 READERS*

American Research Bureau, Inc. study determined that each paid copy of Broadcasting-Telecasting is read by 4.68 persons per week. Broadcasting-Telecasting's paid print order is 16,230.
It’s CBS-TV, NBC-TV and ‘Life’—In That Order

AS the single, leading advertising medium revenue gainer, Life magazine was toppled from its perch in 1954 by two-television networks, CBS-TV and NBC-TV. Not only have these networks individually overtaken and surpassed Life’s billings but they also have been widening the gap at a continually increased pace.

The tv leadership—on network basis only—in the advertising world, exclusive of spot and local advertising billed on network stations, first was pointed up last week in a CBS-TV year-end statement which asserted the network this year “became the biggest single advertising medium in the world.”

To put the status of network billings compared to the former leader in the advertising field—Life, BT&V checked figures available from Publishers Information Bureau sources.

The figures revealed the following: In 1953, Life magazine’s gross annual billings (at the one-time insertion rate) was tops with $109,708,903; CBS-TV that year compiled $97,466,809 in gross annual billings, and NBC-TV $96,633,807.

The leadership changed early in 1954 with the January totals: for CBS-TV, $10,713,329; NBC-TV, $10,116,937, and Life, $7,571,310.

Totals through September, 1954: CBS-TV, $102,928,494; NBC-TV, $88,208,365, and Life, $80,457,420. Totals for January through October, 1954, the latest figures available to date this year: CBS-TV, $117,032,072; NBC-TV $100,541,824, and Life $91,527,916. (A CBS-TV spokesman said last week the network expects its total gross annual billings in 1954 to reach some $140 million.)

Even with the data on the first nine months of the above figures, noting the $5 million differential between the individual network totals and that of Life for January compared to the more than $35 million differential between CBS-TV and Life for the first 10 months of 1954, provides a dramatic tale of individual billings of these networks outstripping those of the former ad media’s “rooster.”
In Cincinnati---and beat

You can buy larger than Network Audiences with these WCKY Shows:

- **The Leo Underhill Show**
  9-10 am; 4.2 (Av) Pulse*

- **The Afternoon Ballroom**
  3-5 pm; 4.4 (Av) Pulse
  and get LARGER audiences than
  - Bill Stern
  - Gabriel Heatter
  - Fulton Lewis Jr.
  - Frank Sinatra
  - Amos & Andy
  - Fibber & Molly
  - Break The Bank
  - Strike It Rich
  - Queen For A Day
  - One Man's Family

- **The Morning Ball Room**
  10-12 am; 5.3 (Av) Pulse*
  and get LARGER audiences than
  - Breakfast Club
  - Ma Perkins
  - Edward R. Murrow
  - Perry Como

- **The Daily Hit Parade**
  6:15-7 pm; 6.1 (Av) Pulse*
  and get LARGER audiences than
  - Arthur Godfrey
  - Lowell Thomas
  - House Party
  - Perry Mason
  - Lux Theatre
  - Young Dr. Malone
  - Our Gal Sunday
  - Aunt Jenny
  - Rosemary
  - People Are Funny

* Sept.-Oct. Pulse
Buy WCKY
Network Ratings!

In the Greater Cincinnati Area—
Of the 302,630 Radio Homes
regularly surveyed by Pulse,
1 out of every 4½
was tuned to WCKY in
Sept.-Oct., EVERY DAY, MONDAY
THRU FRIDAY, 9 AM to 7 PM.

7 other stations, including 4 network outlets, DIVIDED
the rest of this audience.

Buy Independent—Beat Network Ratings—
Get Lower Cost per Thousand—and LARGE
outside bonus audience with
50,000 Watts

Buy WCKY

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK
bound to bring problems," Mr. Balcom said. "However, the public has already indicated its confidence in the stable value of black-and-white tv, and no one expects color set production to exceed a few hundred thousand in 1955. The pace of color tv production so far indicates that the transition can be accomplished smoothly.

"While the more than 32 million tv sets in use today might seem high, there are still over 15 million homes without television. Also, many sets in use are ready for replacement and there is an increasing number of second-set homes. The fact that we are still selling 10 million or more radios with over 100 million in use seems to indicate that saturation is only a relative term."

Mr. Balcom gave these reasons for his prediction that 1955 will be another good year for the industry:

Most economic forecasts indicate a general rise in business and consumer purchasing in which I am sure our industry will get its share.

Military procurement of electronic equipment and components is expected to remain relatively stable and may well rise due to the widening use of electronics in almost all military operations. A substantial rise in production of color television receivers will more than offset, because of a much higher cost, an expected mild decline in black and white set sales.

The steady growth in industrial and commercial uses of electronics will continue. An example is the development of computers for department stores and other business offices.

AGENCY BACKS FORECAST OF TRENDS FOR CLIENTS

Anderson & Cairns sponsors scientific business forecast for 1955-56 by the Institute for Trend Research.

ANDERSON & CAIRNS, New York advertising agency, has launched a new service for its clients and friends: sponsorship of a scientific business forecast for 1955-56 by the Institute for Trend Research, Hogkinton, N. H.

The institute is a non-profit corporation organized to increase scientific knowledge of economic trends and patterns. It carries on research education and service to its member companies.

T. Hart Anderson Jr., chairman of the board of Anderson & Cairns, gave a practical check list for top management decisions designed to help any company improve its competitive position during a short decline. "First, on the financial side," he said, "get into liquid position. Put financial fat on your bones between now and mid-1955. Second, as to merchandising, get ready to push both the luxury and economy ends of the price market. Use your liquid position to make needed price reductions early rather than too late in middle priced lines. Don't overstock dealers unless you want your goods to look like slow movers. Third, as to advertising, lay out plans which you can carry through undisturbed if the 1955-56 decline develops so you can take advantage of competitors who may be forced to cut prices sharply. Fourth, as to product development, plan to introduce new or improved items even after the bottom of the decline is reached and before competition is aware of the developing rise."

Ratner Elected V.P. at M-E

VICTOR M. RATNER, formerly with Theater Network 'Television' and R. H. Macy & Co., and previously at CBS, where he was a vice president, has been elected a vice president of McCann-Erickson, New York.

NEW TOP-POWER VHF COVERAGE OF 1,000,000 CAROLINIANS

WBTW—with studios and transmitter at Florence, S. C., signed on the air October 18th.

A great new area station, WBTW's channel 8 is the only VHF allocation in a 75 mile radius. With 316,000 watts, the station will serve more than a million people within its computed 100 uv/m contour. Retail sales exceed a half billion dollars. August Television magazine lists 95,590 sets in the coverage area.

On its own, the WBTW area ranks fourth in population in the two Carolinas. When combined with WBTY, Charlotte, it creates VHF television coverage of 1 out of every 2 Carolinians.

Represented Nationally by CBS Television Spot Sales

WBTW FLORENCE, S. C.

Channel 8 Top Power

A JEFFERSON STANDARD STATION

Page 54 * December 27, 1954

ADVERTISERS & AGENCIES

LATEST RATINGS

Top 10 Network TV Programs Dec. 1-7

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Dragnet (NBC)</td>
<td>51.9</td>
</tr>
<tr>
<td>2. You Bet Your Life (NBC)</td>
<td>50.4</td>
</tr>
<tr>
<td>3. Jackie Gleason (CBS)</td>
<td>60.1</td>
</tr>
<tr>
<td>4. Lassie (CBS)</td>
<td>40.6</td>
</tr>
<tr>
<td>5. Toast of the Town (CBS)</td>
<td>49.2</td>
</tr>
<tr>
<td>6. Bob Hope (NBC)</td>
<td>43.4</td>
</tr>
<tr>
<td>7. Two for the Money (CBS)</td>
<td>41.2</td>
</tr>
<tr>
<td>8. This Is Your Life (NBC)</td>
<td>40.2</td>
</tr>
<tr>
<td>9. Disneyland (ABC)</td>
<td>39.3</td>
</tr>
<tr>
<td>10. George Gobel (NBC)</td>
<td>39.2</td>
</tr>
</tbody>
</table>

Top 2 Weeks Ending Nov. 13 (Radio)

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Your Hit Parade (NBC)</td>
<td>30.54</td>
</tr>
<tr>
<td>2. The Toast of the Town (CBS)</td>
<td>28.95</td>
</tr>
<tr>
<td>3. The Jack Benny Show (CBS)</td>
<td>22.31</td>
</tr>
<tr>
<td>4. You Bet Your Life (NBC)</td>
<td>30.0</td>
</tr>
<tr>
<td>5. Dragnet (NBC)</td>
<td>28.52</td>
</tr>
<tr>
<td>6. Toast of the Town (CBS)</td>
<td>29.0</td>
</tr>
<tr>
<td>7. The Jack Benny Show (CBS)</td>
<td>27.97</td>
</tr>
<tr>
<td>8. You Bet Your Life (NBC)</td>
<td>28.06</td>
</tr>
<tr>
<td>9. Disneyland (ABC)</td>
<td>26.37</td>
</tr>
<tr>
<td>10. George Gobel (NBC)</td>
<td>26.36</td>
</tr>
</tbody>
</table>

NIELSEN

Top 10 Evening Sponsored Network TV Shows Dec. 1-7

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Your Hit Parade (NBC)</td>
<td>20.2</td>
</tr>
<tr>
<td>2. Dragnet (NBC)</td>
<td>38.2</td>
</tr>
<tr>
<td>3. You Bet Your Life (NBC)</td>
<td>35.2</td>
</tr>
<tr>
<td>4. This Is Your Life (NBC)</td>
<td>34.4</td>
</tr>
<tr>
<td>5. Toast of the Town (CBS)</td>
<td>34.1</td>
</tr>
<tr>
<td>6. Bob Hope (NBC)</td>
<td>30.0</td>
</tr>
<tr>
<td>7. Disneyland (ABC)</td>
<td>29.0</td>
</tr>
<tr>
<td>8. Two for the Money (CBS)</td>
<td>27.3</td>
</tr>
<tr>
<td>9. Person to Person (CBS)</td>
<td>25.1</td>
</tr>
<tr>
<td>10. Bob Hope Show (NBC)</td>
<td>24.9</td>
</tr>
</tbody>
</table>

TRENDEX

Top 10 Spot Shows—Nov. 1-7

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Lassie (Dial)</td>
<td>20.0</td>
</tr>
<tr>
<td>2. Dragnet (NBC)</td>
<td>35.2</td>
</tr>
<tr>
<td>3. You Bet Your Life (NBC)</td>
<td>35.3</td>
</tr>
<tr>
<td>4. This Is Your Life (NBC)</td>
<td>34.7</td>
</tr>
<tr>
<td>5. Toast of the Town (CBS)</td>
<td>34.0</td>
</tr>
<tr>
<td>6. Bob Hope (NBC)</td>
<td>30.0</td>
</tr>
<tr>
<td>7. Disneyland (ABC)</td>
<td>29.1</td>
</tr>
<tr>
<td>8. Two for the Money (CBS)</td>
<td>27.9</td>
</tr>
<tr>
<td>9. Person to Person (CBS)</td>
<td>25.9</td>
</tr>
<tr>
<td>10. Bob Hope Show (NBC)</td>
<td>24.9</td>
</tr>
</tbody>
</table>

VIDEODEX

Top 10 Spot Shows—Nov. 1-7

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I Led Three Lives (Ziv)</td>
<td>20.0</td>
</tr>
<tr>
<td>2. Dragnet (NBC)</td>
<td>35.2</td>
</tr>
<tr>
<td>3. You Bet Your Life (NBC)</td>
<td>35.3</td>
</tr>
<tr>
<td>4. This Is Your Life (NBC)</td>
<td>34.7</td>
</tr>
<tr>
<td>5. Toast of the Town (CBS)</td>
<td>34.0</td>
</tr>
<tr>
<td>6. Bob Hope (NBC)</td>
<td>30.0</td>
</tr>
<tr>
<td>7. Disneyland (ABC)</td>
<td>29.1</td>
</tr>
<tr>
<td>8. Two for the Money (CBS)</td>
<td>27.9</td>
</tr>
<tr>
<td>9. Person to Person (CBS)</td>
<td>25.9</td>
</tr>
<tr>
<td>10. Bob Hope Show (NBC)</td>
<td>24.9</td>
</tr>
</tbody>
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Copyright—Videodex Inc.

Broadcasting  Telecasting
**Adv. Week Kits Distributed**

CAMPAIGN KITS containing materials for promotion of all phases of the third annual National Advertising Week salute scheduled for Feb. 13-19, have been mailed to 110 advertising clubs and Advertising Week chairman of the Advertising Federation of America. The mailing was announced last week by J. L. Van Volkenburg, president of CBS-TV and general AFA chairman for the event, which is cosponsored by the Advertising Assn. of the West and the U. S. Chamber of Commerce as well as AFA.

The kits include newspaper mats, magazine plates, tv telops and scripts, radio transcriptions and scripts, window displays, posters and editorials intended for publication in printed media. The material was prepared at Foote, Cone & Belding, New York, under the direction of Roger Pryor, vice president in charge of the agency's tv department, and Otis Winegar, FC&B vice president.

**Klug Succeeds Fred Miller As Miller Brewing President**

NORMAN R. KLUG, vice president and secretary of Miller Brewing Co., Milwaukee, has been elected president of the brewery, succeeding the late Frederick C. Miller, 48, who with a son was killed in a plane crash at Milwaukee's Mitchell Field Dec. 17. Funeral services were held last Monday.

In addition to Mr. Klug's appointment, Lorraine Hohn Mulberger, vice president and a cousin of Mr. Miller, was elected treasurer. Edward W. Huber, vice president in charge of production, was given the additional duties of secretary and elected a director to fill Mr. Miller's vacancy.

Mr. Miller, onetime Notre Dame football great, was elected to the presidency of the firm in 1947 and is credited with leading Miller to one of the top five positions in the brewing industry in point of sales. Miller's radio-tv budget is $3 million. Mr. Miller also was a director of the Milwaukee Braves baseball team, whose games the firm sponsored on radio in 1953-54.

He is survived by his widow, a sister, six daughters and another son.

**WMBD JUVENILE THEATRE HELPS BRIGHTEN CHRISTMAS FOR THOUSANDS**

LITTLE folks did a BIG job for hundreds of needy Peoria area families this Christmas. The sixth annual Lions Club Juvenile Theatre Christmas Review filled Christmas baskets for 650 families. Admission to the two hour show at Bradley Fieldhouse was by the donation of canned goods.

- over 3,000 people saw the show
- over 6,000 cans of food collected
- over 650 food baskets distributed

This is another example of WMBD's service to the community and is clear evidence of WMBD's power in the Peoria area.

**NOW SERVING MORE ADVERTISERS THAN ALL OTHER PEORIA RADIO STATIONS . . . COMBINED!**

**See Free & Peters**
PIB REVEALS 13 OF 28 PRODUCT GROUPS ARE INVESTING MORE IN RADIO IN 1954

Figures for first nine months of this year show automotive, with $2 million more, and beer and wine, with $1 million more, leading those investing more in network advertising.

THIRTEEN of 28 national advertiser product groups spent more in network radio as of September of this year than they did for a comparable three-month period in 1953, an analysis of Publishers Information Bureau data indicates.

Thus, while network radio's total annual gross billings can be expected to show a decline at the year's end, it will not hold true that all top product groups correspondingly will show expenditure decreases.

Among those 13 are a number which have increased network radio expenditures substantially. Prominent in this category are automotive and related products, which spent some $2 million more, and beer and wine, which boosted expenditures by some $1 million. Other product groups showing increases in network radio: fuels, jewelry, transportation, insurance, horticulture, building materials, office equipment, publishing and media and "miscellaneous." (See table.)

Interestingly enough, the same product groups with increased network radio expenditures also—for except for two jewelry and publishing—boosted their totals in network tv for the nine-month period this year compared with last year.

PIB's report for September also showed Procter & Gamble, Gillette Co., Colgate-Palmolive Co., Lever Bros., and General Mills to be among the top 10 network advertisers in both radio and tv; General Motors to be the top automotive user of radio and Chrysler Corp. of tv; P. Lorillard Co. tops among cigarette firms using network radio with R. J. Reynolds Tobacco Co. and American Tobacco Co. similarly tops in network tv.

LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING SEPTEMBER 1954

<table>
<thead>
<tr>
<th>Product Group</th>
<th>September 1954</th>
<th>September 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>919,313</td>
<td>913,501</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>433,785</td>
<td>432,605</td>
</tr>
<tr>
<td>Drug &amp; Medicine</td>
<td>272,842</td>
<td>265,498</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Oils</td>
<td>52,011</td>
<td>52,091</td>
</tr>
<tr>
<td>Grocery, Candy &amp; Confectionery</td>
<td>396,654</td>
<td>396,654</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>227,486</td>
<td>227,486</td>
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<tr>
<td>Insurance</td>
<td>431,594</td>
<td>430,784</td>
</tr>
<tr>
<td>Jewelry &amp; Accessories</td>
<td>172,583</td>
<td>172,583</td>
</tr>
<tr>
<td>Motion Pictures &amp; Broadcasting</td>
<td>172,583</td>
<td>172,583</td>
</tr>
<tr>
<td>Newsprint &amp; Advertising</td>
<td>68,491</td>
<td>68,491</td>
</tr>
<tr>
<td>Oil Products</td>
<td>11,726</td>
<td>11,726</td>
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<tr>
<td>Outdoor Advertising</td>
<td>1,112,634</td>
<td>1,112,634</td>
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<tr>
<td>Pharmaceutical Products</td>
<td>2,431,256</td>
<td>2,431,256</td>
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<tr>
<td>Printed Materials</td>
<td>344,994</td>
<td>344,994</td>
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<td>Radio, Televisión &amp; Phonograph</td>
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<td>227,261</td>
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<td>Retail Stores</td>
<td>323,055</td>
<td>323,055</td>
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<tr>
<td>Stationery &amp; Office Supplies</td>
<td>52,114</td>
<td>52,114</td>
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<tr>
<td>Tobacco &amp; Cigarettes</td>
<td>732,932</td>
<td>732,932</td>
</tr>
<tr>
<td>Trade &amp; Wholesale</td>
<td>1,055,123</td>
<td>1,055,123</td>
</tr>
<tr>
<td>Transportation, Utilities &amp; Communication</td>
<td>1,834,322</td>
<td>1,834,322</td>
</tr>
<tr>
<td>Wholesale &amp; Retail</td>
<td>43,711,740</td>
<td>43,711,740</td>
</tr>
<tr>
<td>Writing Materials</td>
<td>124,238</td>
<td>124,238</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>904,576</td>
<td>904,576</td>
</tr>
</tbody>
</table>

Advanrtisers & Agencies
NEW BUSINESS
Borden Co. (food products), N. Y., will sponsor Way of the World on NBC-TV (Mon.-Fri., 10:30-45 a.m.), effective Jan. 3. Dramatic series will be completed in from 6 to 16 episodes, with new format designed to follow technique of class A women's magazine in presenting stories in short episode form. Agency: Young & Rubicam, N. Y.

Pet Milk Co., St. Louis, and S. C. Johnson & Son (wax and cleaner products), Racine, Wis., alternating weekly, will sponsor Red Skelton Show on CBS-TV in new time period, Tuesdays, 9:30-10 p.m., effective Jan. 4. Show currently on Tuesdays, 8-8:30 p.m. Agency for Pet Milk: Gardner Adv., St. Louis; for Johnson: Needham, Louis & Broerby, Chicago. American Chicle Co. (gum), Long Island City, N. Y., signs for alternate sponsorship of Zoo Parade on NBC-TV (Sun., 4:30-5 p.m. EST), effective Jan. 9. Agency: Dancer-Fitzgerald-Sample, N. Y.

Swift & Co. (food), Chicago, to sponsor Swift's Show Wagon with Horace Heidt and the American Way, starting Jan. 8 on NBC-TV (7:30-8 p.m. EST). Agency: J. W. Thompson Co., N. Y.


Consolidated Cosmetics Inc. (Lanolin Plus, other products), Chicago, will sponsor Monday broadcast of Bing Crosby Show, CBS Radio (Mon.-Fri., 9:15-9:30 p.m. EST), starting Jan. 3. Agency: Frank E. Duggan Adv., Chicago.

Tidewater Associated Oil Co., S. F., starts Saturday Pacific Coast Conference basketball game broadcasts on 40 ABC Radio Pacific Coast Net-

Everybody's Talking About It!

78,221 CARDS and LETTERS to KHOL-TV said...

"We Receive No Other TV Station Regularly!"

HERE'S UNDUPPLICATED COVERAGE

Here's unduplicated coverage that reaches 35% of Nebraska's total farm market. Your proof? 78,221 cards and letters received from Channel 13 viewers in just four days (October 26 to October 30, 1954) proving exclusive coverage by KHOL-TV. Get the story—get the facts today.

Mail Count by Towns upon Request from KHOL-TV

KHOL-TV

CHANNEL 13 — KEARNEY, NEBRASKA

Owned and Operated by JACK GILBERT, Station Manager

BI-STATES COMPANY

Phone Axtell, Nebr. SH-3-4541

McPHILLAMY, Sales Manager

CBS • ABC • NBC • DUMONT • NETWORKS

REPRESENTED NATIONALLY BY MEEKER-TV, INC.

Broadcasting • Telecasting December 27, 1954 • Page 57
MORE homes. More families. More people. No matter how you figure it, NBC Television delivers more, and keeps on delivering.

MORE homes for nighttime sponsors—an average of 803,000 more homes per program than the second network since the middle of September, when the most competitive programming in TV’s history began. That’s almost equivalent to all the homes in Connecticut and Rhode Island, and it’s extra!

MORE programs in the “Top Ten.” In the first four Nielsen Reports this fall, NBC twice hit six out of ten, and twice made it seven out of ten. It’s seven out of ten in the latest Nielsen pocket-piece, and every one of them reached more than 11,000,000 homes; the details are listed on the opposite page.

MORE sets tuned to NBC Spectaculars, and the dynamic program leadership that they represent. The latest Nielsen report shows still another of these 90-minute color super-shows in the top ten: the sixth to make a top-ten-
sized audience out of the seven so far rated. And the seventh barely missed.
MORE homes for the time-tested programs, too. It's seven years now since
Milton Berle took command of Tuesday night for NBC. He still holds it, and as
the listing shows, he's attracting greater audiences than ever before.
More people. And naturally, more values for advertisers.

NBC's 7 out of 10
FROM THE LATEST NIELSEN REPORT*

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>DRAGNET</td>
<td>13,998,000</td>
</tr>
<tr>
<td>YOU BET YOUR LIFE</td>
<td>13,221,000</td>
</tr>
<tr>
<td>BUICK-BERLE</td>
<td>12,465,000</td>
</tr>
<tr>
<td>MAX LIEBMAN SPECTACULAR</td>
<td>11,711,000</td>
</tr>
<tr>
<td>STEVE ALLEN SHOW</td>
<td>11,581,000</td>
</tr>
<tr>
<td>THIS IS YOUR LIFE (WK. 2)</td>
<td>11,549,000</td>
</tr>
<tr>
<td>FORD THEATRE</td>
<td>11,001,000</td>
</tr>
</tbody>
</table>

EXCITING THINGS ARE HAPPENING ON

NBC TELEVISION

A SERVICE OF Data Verified by A. C. Nielsen Company
(SEPT. REPORT #2, 1954-"NOVEMBER REPORT #1"

(From the Latest Nielsen Report* — Data Verified by A. C. Nielsen Company (Sept. Report #2, 1954—"November Report #1"))
work stations for eight weeks from Jan. 8. Agency: Buchman & Co., S. F.

Langendorf United Bakeries Inc., S. F., starts co-sponsorship of weekly CBS Newsroom-Sunday Desk (Sun., 5:30 p.m. PST) on 15 Columbia Pacific Radio Network stations for 52 weeks, starting yesterday (Sun.). Agency: Biow, Beirn & Tiogo, S. F.

AGENCY APPOINTMENTS


Mrs. Condle's Salad Co. (packaged produce and salads), and Cook Tea & Coffee Co. (Ankola and Chef brand coffees), both Salt Lake City, name Gardiner Adv. Agency, same city. TV programs being used by both firms.


Flammaster Chemicals Inc. (fireproofing and preservative solutions), Culver City, Calif., names Erwin, Wasey & Co. Ltd., L. A. TV spot advertisement campaign for Flammaster No. 2, for fireproofing Christmas trees, was held on four L. A. market TV stations. Richard C. Moses is account executive.

Sunny Brook Farms Milk & Ice Cream Co., Portland, Ore., name Don Dawson Co., same city.

Dynamo Battery Co. (battery manufacturers), San Diego, appoints Dan Lawrence Co., same city.

Dean Van Lines, San Diego, and Gardenia Stadium (sports arena), Gardena, Calif., appoint Vignolle & Powell, L. A. Nationwide radio campaign planned for former, and radio will be used to promote latter's future football, baseball and soccer events, as well as presale parking lots. Gus Vignolle and Maury Powell are respective account executives.


American Tuck Corp. (tape), N. Y., has appointed Grey Adv., same city.

Rochester (N. Y.) Hospital Service Corp. and Genesee Valley Medical Care Inc. (Blue Cross and Blue Shield for Rochester area) has named Harr-Conway Co., Rochester. Various media will be used throughout western New York.

H. J. Caruso & Co. (Dodge-Plymouth dealer), Compton, Calif., appoints Jim Fallon Inc., L. A. Radio-TV will be used.


A&A PEOPLE

Wildred Fulton, Biow Co., N. Y., to McCann-Erickson, same city, as chief timebuyer for Bulova Watch Co. account (CLOSED CIRCUIT, Dec. 13).

C. G. Grace, executive vice president, general manager and board member, Canadian Co., named president, Colgate-Palmolive Ltd., Toronto, effective Jan. 1.

D. M. Greene, general manager, KTVU (TV) Stockton, Calif., to S. K. Olympics & Staff, same city, as executive vice president.

Frank M. McGivern, formerly account executive, WBKB (TV) Chicago, to Strand, Moore & Bros., Kankakee, III., as vice president and account executive, serving in Chicago metropolitan area.

William R. Kinnaird, account executive, McCann-Erickson, Chicago, elected vice president.

H. C. Huebner appointed vice president in charge of merchandising, Polk Bros. Furniture & Appliance Stores, Chicago.


Ang Eline Gruber, formerly advertising manager, Sayman Products Co. (soap), St. Louis, to Prince Gardner Co. (leather goods), same city, in same capacity.

John Ashbaugh, J. F. Ashbaugh Co., Portland, Ore., to Botsford, Constantine & Gardner, same city, as former agency disbands. Ashbaugh accounts also to BC&G.

Richard Essey, Lever Bros., N. Y., to Grey Adv., same city, as manager of office services.

William C. Logan, art director in sales promotion, McCann-Erickson, N. Y., to Bryan Houston, same city, as art director in charge of sales promotion; Andrew T. Halmay, formerly TV director, Stuart Bowman, MacPerson, Toronto, to Bryan Houston as copywriter; Ralph J. Kidd, Hilton & Riggio, N. Y., to production department of agency.


Lee Russell, publicity director, Shulton Inc. (toiletries), N. Y., resigns to accept honorary appointment as student-instructor, SRI Aurobindo International U. Centre, Pondicherry, India.

Don P. Nathanson, vice president, Weiss & Geller Inc., Chicago, appointed publicity chairman, radio-TV section, public relations group, Heart Fund Drive, Chicago Heart Assn.; Daniel M. Welch, account executive, New England & Brory, Chicago, named co-chairman, publicity committee; other radio-TV committee members: Bennett Cooper, Richard Sachse and Robert Natin, all Weiss & Geller.


Cliff Hasking, 55, vice president in charge of L. A. office, Abbott Kimball Co. of Calif., died Dec. 2; he is succeeded by Hugo Scheibner.
MCA-TV ACQUIRES ALL UTP PROPERTIES IN $1 MILLION DEAL; ABSORBS PERSONNEL

Jack Gross and Phil Krasne, owners of UTP, will revert to production-only status with Gross-Krasne Productions. UTP now becomes part of MCA-TV film syndication division with Wynn Nathan, UTP sales vice president, becoming vice president and general sales manager.

ACQUISITION BY MCA-TV of all United Television Programs properties and the absorption of all UTP personnel into the MCA-TV organization were announced last Tuesday by David V. Sutton, vice president and member of the board of MCA-TV.

Negotiations leading to the transaction, involving 10 filmed series from UTP, were conducted by Mr. Sutton, Jack Gross and Phil Krasne, owners of UTP, who will revert to a production-only status with Gross-Krasne Productions. The cost to MCA-TV is understood to be about $1 million.

"UTP now becomes a part of the MCA-TV film syndication division," Mr. Sutton said. "MCA-TV film syndication division will now have the largest sales force in the television film industry and makes available to local and regional advertisers 23 diversified quality TV shows on film."

The MCA roster of shows, with the addition of UTP properties, includes: Abbott and Costello, Big Baker, U. S. A., City Detective, Famous Playhouse, Curtain Call, Follow That Man, Guy Lombardo, Heart of the City, Hollywood O'Foot, I Am the Law, Man Behind the Badge, Mayor of the Town, Playhouse 25, Pride of the Family, Royal Playhouse, Counterdpoint, Soldiers of Fortune, Space Ranger, Teleports Digest, Touchdown, The Lone Wolf, Waterfront and Where Were You?

Under the transfer, Wynn Nathan, former sales vice president of UTP, becomes vice president and general sales manager of the MCA-TV film syndication division. The following executives previously associated with UTP will work under Mr. Nathan: Aaron Beckwith, vice president and sales manager of the New York office; Tom McManus eastern sales manager; John Rohrs, vice president and midwestern sales manager; Robert Greenberg, vice president and western sales manager, and Ray Wilde, southwestern sales manager.

Other executives named as field supervisors of the film syndication division include Frank Brill, New York; DeArv Barton, Cleveland; Karl Von Shallern, Chicago; Layton Bailey, Dallas, and Ed Simmell, New Orleans.

The MCA-TV film syndication division will maintain 19 offices in the U. S. plus offices in London, Paris and Toronto. Offices in the U. S. are in Atlanta, New Orleans, Beverly Hills, New York, Boston, Philadelphia, Chicago, Pittsburgh, Cincinnati, Roanoke, Cleveland, Salt Lake City, Dallas, San Francisco, Detroit, Seattle, Minneapolis, St. Louis and Kansas City.

Additionally, Mr. Sutton announced the creation of a station program sales division and a merchandising division within the framework of MCA-TV. Lou Friedland has been appointed vice president in charge of the station program sales division, which will consist of salesmen calling directly on stations selling the MCA program package film plan.

Frank Mincola, who recently handled all merchandising for The Lone Ranger, has been named vice president in charge of the mer-

**FILM**

Mr. Nathan Mr. Beckett

a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes (147,000 TV homes)

118,000 UNDUPlicated WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

Represented nationally by:
The Boling Co. New York & Chicago

Broadcasting • Telecasting December 27, 1954 • Page 61
National Safety Council
PUBLIC INTEREST AWARD

presented to

WNAX 570

"for exceptional service to safety on the farm in 1953-54"

Only station in the nation to receive a National Safety Council Farm Safety Award for 5 consecutive years.

Constant attention to programming in the public interest is the primary concern of Cowles stations.

WNAX 570
Yankton, South Dakota
A Cowles Station, . . . under the same management as KTVT.

Broadcasting • Telecasting
'Len Firestone Drive' Termed Success by Unity

THE "Len Firestone Drive" was termed a "grand success" last week by Arche Mayers, president of Unity Television Corp., who said that more than $1.5 million in contracts have been signed since the campaign began Oct. 1. The drive will end Dec. 31.

Organized in honor of Len Firestone, sales manager of Unity, the drive is designed as a combination promotion-sales-advertising campaign and recognition of the company's top salesman. Prizes totaling more than $1,000 will be awarded to Unity field men responsible for the largest dollar volume, largest number of contracts and the highest single contract.

Mr. Mayers stated that thus far Bill Young, North Central Div. manager, leads in the largest dollar volume category; Jerry Weisfeldt, West Coast branch manager, in largest number of contracts, and Noah Jacobs, Eastern Div. manager, in the highest single contract.

FILM SALES

Sterling Television Co., N. Y., reports sale of 24 different shows to 99 stations across country during November. Included were two plays each of 100 programs of Movie Museum scheduled by KRCA (TV) Los Angeles for across-the-board showing. Christmas shows also were sold to 56 stations.

Interstate Television Corp., N. Y., has sold Little Rascals to WCCO-TV Minneapolis, WBKB (TV) Chicago, WTVI (TV) Rockford, Ill., and WPIX (TV) New York. Previous sales of series have been made to WXYZ-TV Detroit, KBTM (TV) Denver, WBEN-TV Buffalo, KSL-TV Salt Lake City, XETV (TV) San Diego, KING-TV Seattle, KDAL-TV Duluth, Minn., KPHO-TV Phoenix, KRON-TV San Francisco, KNXT (TV) Los Angeles and KTSN-TV El Paso. Interstate also has sold Hans Christian Andersen to WMIN-TV St. Paul, WTOP-TV Washington and KMBC-TV Kansas City, Mo., and Ethel Barrymore to KOMU-TV Columbia, Mo.

Guild Films Co., N. Y., has announced Florian Zabach Show sold in five new markets, raising number of stations carrying program to 67. New stations: WTVW (TV) Milwaukee; KITD-TV Idaho Falls, Idaho; KGGM-TV Albuquerque; WFLA-TV Tampa, Fla., and WABI-TV Bangor, Me.

Official Films, N. Y., has signed contract with K7TV (TV) Hollywood for The Star and the Story, half-hour tv film series, effective early Jan., whereby station acquires first-run rights to new films and re-run rights to 39 films already shown on KNXT (TV) Hollywood.

M & A Alexander Productions, Hollywood,
ANA NAMES BUDD COMMITTEE HEAD

REX BUDD, director of advertising of Campbell Soup Co., has been appointed chairman of the radio-TV steering committee of the Association of National Advertisers by the ANA board of directors. Mr. Budd has served as a member of the committee for the past five years.

As chairman, he succeeds Edwin W. Ebel, director of corporate marketing of General Foods Corp., who has resigned to take up new duties as vice chairman of the association. He will continue to serve as a member of the committee.


WBC Stations Join NARTB

AS OF JAN. 1, WITTING SAYS

CHRIS J. WITTING, president of Westinghouse Broadcasting Co., announced last Monday that all WBC stations will join NARTB effective Jan. 1 [Closes Circuit, Dec. 13]. Three WBC stations currently are members, They are KPIX (TV) San Francisco, WPTZ (TV) Philadelphia and KDKA Pittsburgh.

New NARTB members in the WBC group will be: WBZA Boston-Springfield; WBZ-TV Boston; KYW Philadelphia; WOWO Fort Wayne, and KEX Portland, Ore. WDTV (TV) Pittsburgh, which WBC has purchased subject to FCC approval, is already a NARTB member.

In announcing the WBC move, Mr. Witting stated that "Westinghouse likes the vigorous measures NARTB has taken for the promotion of radio and television as advertising media." He stated that the step "represents our endorsement of NARTB's program and acknowledges the leadership of Harold E. Fellows as president of NARTB."

TV's Have Pledged $220,000 For TVB Dues, Treyz Says

TV STATION operators already have voluntarily subscribed 55% of Television Bureau of Advertising's minimum budget of $400,000 for 1955. The percentage figure was released in advance of operators' receipt of membership application blanks, Oliver Treyz, TVB president, stated.

"TVB as of Dec. 21 has $220,000 voluntarily committed as 1955 membership dues," Mr. Treyz said. He commented that the "spontaneous support offers tangible evidence of the backing the stations throughout the country are giving to their new organization."

MacVane Elected Head Of Radio News Analysts

ELECTION of John MacVane of ABC as president of the Asso. of Radio News Analysts took place at a business meeting and Christmas luncheon at the Williams Club, New York, last Monday. He succeeds H. V. Kaltenborn. Other new officers: William Costello and Ned Calmer, vice presidents; Mr. Kaltenborn, George Fielding Eliot and Leon Pearson, executive committee; Merrill Mueller, secretary; Cesar Saerchinger, treasurer, and John W. Vandecook, assistant secretary-treasurer.

For the coming year, Mr. MacVane announced plans for the group to receive a number of foreign and American statements as guests for off-the-record discussions in New York or Washington. Four new members, elected by the ARNA membership, were welcomed at the Monday session. They are: Martin Agornsky, ABC; Walter Cronkite, CBS; James Fleming, NBC, and Allen Jackson, CBS.

New Conn. Broadcaster Group Elects Ryder First President

NEWLY-FORMED Connecticut Broadcasters' Asso., the first organization of its kind to be set up in that state, has elected J. Maxim Ryder, WBRY Waterbury, as its first president. Other officers are Aldo DeDominicis, WNHQ New Haven, vice president, and Walter B. Haase, WDRC Hartford, secretary.

THE BEST MUSIC IN AMERICA

a repertory of distinction

and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.
NEW QUERIES ENLIVEN BRICKER PROBE, RESURRECT FCC TV ALLOCATIONS PLAN

Robert Jones, Senate Commerce Committee investigating group’s majority counsel, precipitates speedup with new questionnaires and demands to FCC for financial and statistical data. FCC queries stations on coverage.

SEN. JOHN W. BRICKER’s probe of TV networks and uhf-vhf problems—relatively quiescent since the elections—last week had come suddenly alive in a series of events which reverberated with overtones from the FCC’s April 1952 Sixth Report & Order allocating a nationwide TV system.

Members of the Ohio Republican’s Senate Commerce Committee investigating staff—in a burst of activity belying speculation that the Nov. 2 Democratic victories had slowed down the probe—were bombarding a reluctant FCC with demands for hard-to-get data, had mailed out the third of a series of questionnaires, had queried the FCC a second time and were preparing more queries for other groups.

Behind the big push was attorney Robert F. Jones, former Ohio congressman and FCC commissioner, named by Sen. Bricker last summer to head the probe as majority counsel. Mr. Jones was one of two dissenting members of the FCC when that body published its 1952 television allocations document breaking the four-year TV freeze.

Last week’s developments saw:

• A supplemental questionnaire to the FCC asking for financial and statistical station data. The first of the Bricker investigation staff’s queries went to the FCC [B&T, Oct. 11] and the second to the four TV networks [B&T, Oct. 25]. All but one network answer were back last week.

• In the hands of all TV permittees and licensees as of last Oct. 1 (there were some 363), a questionnaire from FCC asking from each maps of its normal predicted Grade A and B contours and its predicted Grade A and B contours as limited by computed interference from adjacent and co-channel stations, all from actual values of effective radiated power and heights of antenna above average terrain at that time. FCC expects the completed station coverage maps by next Jan. 17.

• A fairly quick answer to the committee investigating staff’s third questionnaire—which went to American Telephone & Telegraph Co. (AT&T). AT&T made its reply Tuesday after receiving the query in the middle of the previous week. It dealt with costs of coaxial cables and microwave relays on a national scale and the reasons for such charges.

• The probability that other groups also will be getting questionnaires soon. These groups presumably would include multiple TV station owners, station representatives and others.

FCC’s firm stand against giving out individual financial data on each station, as requested by the investigation staff. FCC maintained it obtained the data by promising such information would be kept in strictest confidence. To give this information to the committee would be an explicit violation of that promise, FCC feels. Instead, FCC offered to submit data by “averages,” according to size, type, income group, geographical location, etc.

The prospect that coverage map information supplied by the stations to the FCC not only will take a lot of time and trouble, but several weeks and additional thousands of dollars will be needed by the FCC to complete more than 90 maps which will embody the data supplied by the stations. These 90-plus maps are the ones which will go to the committee investigating staff.

Uncertainty as to where the FCC will get the money to complete the 90-plus maps. It is estimated the job will take a half-dozen engineers three months to handle the work of organizing and transferring the information to the larger maps—a task which may cost $25,000 or more.

The week’s turbulent activities began Monday when Mr. Jones and Harry M. Plotkin, minority counsel for the investigation and former FCC assistant general counsel, met with the FCC. Mr. Jones reportedly at that time asked for additional data on stations.

AT&T replied Tuesday to the committee questionnaire which had been mailed to the company the previous week. The query asked for information on line charges and tariffs.

Late last week a number of consulting engineers in Washington had received copies of the

NOW
Stronger pull than ever!

KMJ-TV
FRESNO, CALIFORNIA • CHANNEL 24
boosts power!

Video power up to 447,000 watts
Audio power up to 223,500 watts

increasing signal power 12.58 times

KMJ-TV pioneered TV in this important inland California market. It’s the San Joaquin Valley’s most-tuned-to TV station. Now, with a powerful new signal and the finest transmitter location in the Valley, it has more audience pull than ever. And more than ever, KMJ-TV is your best TV buy in the Valley!

KMJ-TV — Fresno’s First Station — First in Power

First in Audience

Paul H. Raymer, National Representative

*KMJ-TV carries 19 out of the 25 top-rated nighttime programs viewed in the Fresno area. (October 1954 ARB report.)
KRIC, WDAE RAISE DIVERSIFICATION ISSUE

Stations, losing applicants for tv grants, charge the FCC with unfair discrimination because of newspaper ownership.

NEWS-PAPER diversification issue highlighted television oral arguments before FCC Tuesday in the Tampa-St. Petersburg ch. 13 and Beaumont, Tex., ch. 6 cases as counsel for losing newspaper applicants charged the Commission with unjust discrimination. The arguments were on petitions to reconsider final rulings in the two contests.

FCC heard the Beaumont argument despite an earlier announcement that KTRM there, one of three original applicants, is withdrawing from further litigation after reaching an agreement with successful applicant KFDM Beaumont [B&W, Dec. 20]. KFDM is to reimburse KTRM for expenses in the amount of $50,000 while W. P. Hobby obtains an 18-month option for 32.5% interest in a new corporation to be formed after KFDM's final ch. 6 grant is affirmed.

Mr. Hobby, who was 10% stockholder in KTRM with option to buy 25% more, is president and chief stockholder of the Houston Post and KPRC-AM-TV Houston. He is the husband of Oveta Culp Hobby, Secretary of Health, Education and Welfare.

The newspaper discrimination charge was raised by counsel for the third Beaumont applicant, Enterprise Co., publisher of the Beaumont Enterprise and Journal and operator of KRIC there. He charged that FCC's final ruling (overruling the examiner's recommendation favoring KTRM) reduced newspaper applicants to "second class citizens."

Leonard H. Marks, Enterprise attorney, continued such a ruling "would be clearly contrary to the advice that the Commission has given on numerous occasions to Congress, which has considered legislation which would prohibit you from doing exactly what this decision has done, namely discriminating against an organization because it publishes a newspaper."

He asserted that FCC erred when it ruled there were no significant differences among the applicants other than mass media diversification. Mr. Marks also noted the numerous other newspapers and radio stations in the proposed tv station's coverage area and said the examiner had beenright in ruling media diversification as a preference factor.

George S. Smith, appearing for KFDM, said Enterprise was rearguing the merits of the case rather than its petition to reconsider. He supported FCC's policy that local media diversification is a proper principle for ruling in competitive cases. He noted Enterprise planned to use its newspaper people on its proposed tv outlet and that the newspaper was not a "poor" one.

In argument on petitions to reconsider the final grant of ch. 13 at Tampa-St. Petersburg to Tampa Television Co., loser Tampa Times Co. (WDAE) charged newspaper discrimination. FCC's reversal of that decision recommending a grant to WDAE. Third applicant, Orange Television Broadcasting Co., also protested the ruling.

Fred W. Albertson, Times Co. counsel, argued the final ruling failed to recognize the applicant's superior and unjustly counted Times Co. out of the running on the diversification factor. He pointed out the ch. 13 decision violated precedent of the Tampa-St. Petersburg ch. 8 ruling, in which FCC preferred the Tampa Tribune (WFLA) over WTSP St. Petersburg and Tampa Bay Area Telecasting Corp. Mr. Albertson contended the Times is more qualified than was Tribune on local ownership, integration and other factors.

Marcus Cohn argued in behalf of Orange Television while Robert Hald defended FCC's final grant to Tampa Television. All Commissioners were present for this argument except Comr. Frieda B. Hennock, who plans to read the records.

FCC Refuses to Reconsider Florida, Virginia Tv Cases

FCC REFUSED to reopen its final decision in the Tampa-St. Petersburg ch. 8 case last week and turned down petitions for reconsideration filed by losing applicants WTSP St. Petersburg and Tampa Bay Area Telecasting Corp.

In reaffirming its final grant of ch. 8 to The Tribune Co. (WFLA), FCC said it could find no reason why it should overturn its earlier conclusions preferring the newspaper applicant on the basis of its past performance, among other factors.

Comr. Robert T. Bartley concurred in last week's action, stating he feels "it is good administrative practice and completely sound in law to deny reconsideration of matters already considered and decided. Otherwise, we will be engaged in re-doing work already done." He had dissented from the final decision, preferring a grant to WTSP instead.

In another tv case, that involving ch. 8 at Petersburg, Va., FCC also refused to reconsider its final ruling granting the new station permit to Petersburg Television Co. The Commission denied the petition of losing applicant WSSV there for rehearing. Comr. Bartley concurred. Petersburg Television is affiliated ownership with WLEE Richmond and WTAM-FM-TV Baltimore, Thomas C. Tinsley Jr. interests.
Aside from the obvious economies markets encompass in reach low tv would they is an economic viewpoint. Minimum of $100,000 able half of that $100,000 check indicated attorneys consulting engineers and draws "mother" plan and another impediment to the economic health of uhf and small-city vhf stations. Some hailed the proposal as putting tv within reach of local radio station operators whose markets encompass a five to ten mile radius. Aside from the obvious economies—estimated $100,000 for equipment, land and buildings, half of that if land, buildings and tower are available—enthusiasts feel that this move will permit channels in small towns to be utilized to best advantage as "miniature" tv outlets, able to grow if conditions warrant. Others feel the FCC idea is impractical from an economic viewpoint. Minimum of $100,000 is not the great saving it might be thought, they feel. Because, for another $50,000-$100,000, a full-sized tv station could be built that would have the wide coverage necessary to attract advertisers. "Coffee pot" coverage just isn't big enough to attract accounts, they emphasize. The FCC proposal asked for comments by Feb. 25. It also asked for reaction to the Sylvan Electric Co. petition regarding the establishment of satellite tv stations, filed last year [B* T, Sept. 21, 1953]. The proposal was predicated on further help in establishing tv stations in smaller communities. It referred to last summer's FCC move permitting authorizations for uhf stations which plan no local origination [B*T, Aug. 9]. This "quasi-satellite" policy has seen four such authorizations since then—to Pasco, Wash., Sweetwater and Lufkin, Tex., and Scottsbluff, Neb. The Lufkin grant was for a vhf channel. In asking for comments, the FCC asked they be directed to these questions, among others: 1. Public need for low-powered stations. 2. Technical standards. 3. Limitations regarding populations, distances from existing stations, relationship to "mother" stations. 4. Reference to multiple ownership rules. Comr. Frieda B. Hennock, in a lengthy dissent, claimed that the new proposal was another step in the destruction of the allocation plan and another impediment to the economic health of uhf and small-city vhf stations. The move, she said, enhances the "strong monopolistic trend which is visibly on the

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**Radiation Limits**

BECAUSE of "numerous" complaints of interference to other services, including television, FCC has issued a notice of proposed rule-making to specify bandwidth definitions and spurious emission limitations for am and fm broadcast stations. FCC indicated harmonics of am outlets are causing interference to government stations while second harmonic radiations from fm outlets are falling within the upper vhf television band. Radiation restrictions have been in use in the non-broadcast services for some time, FCC indicated, but they are new to am and fm. The notice, setting forth technical specifications and formulas, requested comments by March 7, 1955, and replies 10 days thereafter.

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**'Coffee Pot' Tv Plan Draws Mixed Reaction**

BROADCASTER consulting engineers and attorneys seem to be of two minds about the FCC's proposal to permit low-powered, 100-w tv stations in communities with populations below 50,000 [AT DEADLINE, Dec. 20], a B*T check indicated last week.

Some hailed the proposal as putting tv within reach of local radio station operators whose markets encompass a five to ten mile radius. Aside from the obvious economies—estimated $100,000 for equipment, land and buildings, half of that if land, buildings and tower are available—enthusiasts feel that this move will permit channels in small towns to be utilized to best advantage as "miniature" tv outlets, able to grow if conditions warrant.

Others feel the FCC idea is impractical from an economic viewpoint. Minimum of $100,000 is not the great saving it might be thought, they feel. Because, for another $50,000-$100,000, a full-sized tv station could be built that would have the wide coverage necessary to attract advertisers. "Coffee pot" coverage just isn't big enough to attract accounts, they emphasize.

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2. Technical standards.
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Lots of local residents claim to have seen one in Bear Lake, some 85 crow-flight miles north of Salt Lake City.

But, it's no myth as to which television station in the area is the most popular. KSL-TV has the upper hand—whether you count families watching or spot advertisers using.

For more information on how to boost your sales curve in the growing Mountain West market, see CBS-TV SPOT SALES, or call...

**KSL-TV**

SALT LAKE CITY

CBS-TV in the Mountain West

*Sources upon request.*
WHERE'S OMAR?
The world over they've heard of Omar's skill. As a tentmaker he had no equal, still, we doubt quite seriously, this most famous of men, could cover the West Coast of Florida like WPIN!

WPIN is the most listened to daytime station serving the eleven county area on Florida's West Coast. This dominant independent Tampa-St. Petersburg station reaches 790,300 people with a buying income of $889,640.00. Retail sales in the area are $835,180,000.00 and 251,270 homes have one or more radios. For the best buy in daytime radio in the rich West Coast of Florida market buy the station used by most local advertisers...

GOVERNMENT

Towers Taller Than 500 Ft. Not the Big Killers—Wright

OF THE thirteen air crashes involving radio or tv towers on record since 1950, only one occurred at a height greater than 500 ft. and only three involved towers higher than 500 ft. The one exceptional case was the finding of a former CAA airspace utilization division chief and now an aeronautical consultant. Mr. Wright made his study in conjunction with the Washington Airspace Subcommittee's recommendation that tv towers be limited 1,000 ft. above ground [B&T, Nov. 29 et seq.]. This recommendation was discussed by the Air Coordinating Committee's Technical Division two weeks ago and was endorsed [B&T, Dec. 22].

Detailing the reported air accidents involving broadcast towers, Mr. Wright also called attention to the fact that the CAA required aircraft to fly at not less than 500 ft. above ground and, outside of control areas, with minimum visibility of three miles for contact flying. In 1947, the rule was changed to eliminate the minimum height requirement, and minimum visibility was dropped to one mile for off-airways flight. The minimum height rule recently was reintroduced. But, he added, aircraft flew many times the 40-150 miles per hour of 1930 speeds and the minimums have not been materially changed.

Mr. Wright's specifications showed the following information:

- 956—WWK, Stuttgart, Ark., aircraft rammed 20 ft. below top of 324-ft. structure.
- KXLA El Monte, Calif., aircraft struck six feet below top of 375-ft. tower.
- Florida Light & Power Co., Melbourne, Fla., aircraft struck unknown number of feet below top of 150-ft. tower.
- WSTV-TV, Steubenville, Ohio, aircraft struck 481 ft. below top of 1,036-ft. structure.
- WPDR, Charleston, S. C., aircraft struck 77 ft. below top of 375-ft. tower.
- WBBK, Battle Creek, Mich., aircraft struck 81 ft. below top of 528-ft. tower.
- WSTV-AM, Steubenville, Ohio, aircraft struck unknown number of feet below top of 360-ft. tower.

All accidents occurred in daylight hours except the one at Stuttgart. All except that at Stuttgart, involved fatalities. All involved private planes except the Albany, N. Y., crash.

WTRI (TV) Stay Plea Denied

FCC last week turned down the request of WTRI (TV) Albany, N. Y., for a temporary stay against FCC approval of the sale of WROW-AM-TV Albany to newscaster Lowell Thomas and associates for $298,800 [B&T, Nov. 8]. Commission said there was no adequate showing that a stay was required.

WTRI claims that before Mr. Thomas' association with CBS, that network will have control of the WROW properties [B&T, Dec. 6]. Both stations are uft outlets. Still pending is the formal protest against the FCC's action approving the transfer.

New TV Prompter Patented

NEW type of television prompter, granted a patent last week by the U. S. Patent Office, throws lines and instructions on several screens around a set. The patent (No. 2,696,753) is 85% owned by Seymour Liebowitz, New York, and 15% by Sanford J. Kilon, one of the inventors. Other inventors are Robert H. Segal, John G. Herbst and Arnold J. Peckian.
Another star joins Standard Electronics Equipped stations!

congratulations and MORE POWER to WEAT-TV
Channel 12
West Palm Beach, Florida
...ON THE AIR
NEW YEAR'S DAY • 1955

After thorough comparison, WEAT-TV decided on Standard Electronics because of its low initial cost ... its low operating cost ... plus the fact that complete station equipment came from one reliable* source.

*Reliable on all counts including promises, delivery and service.

- Video equipment including Vidicon film chain.
- Two Multicon studio chains.
- 10 KW TV transmitter.
- Complete master control equipment, racks, monitors, etc. covering entire operation of TV station.
- High Gain Antenna. (Alford)

Find Out About the S-E Add-A-Unit Feature!
Permits expansion of WEAT-TV to maximum power at any time in the future without obsoleting equipment now in use ... Write, wire, or phone for information on transmitters, amplifiers, or any other television equipment to meet your specific needs. S-E Amplifiers are compatible with any make transmitter.
MORE TALKS SET BY U. S., MEXICO

Allocation problems, unsolved at the just-concluded Mexico City parley, will be resumed next spring in Washington.

Mexico has agreed to resume talks in April 1955 at Washington on am station allocation problems, it was reported last week by the State Dept. following the return of the U. S. delegation, headed by FCC Comr. Rosel H. Hyde.

The U. S.-Mexican conference, in Mexico City, underway since early November, was recessed Dec. 17 upon collapse of the negotiations for a bilateral agreement [BWT, Dec. 20]. Mexico also has agreed to withhold implementation of a new station assignments contrary to the old understanding until the renewed discussions in April.

In the interim, it was understood, Mexico plans to meet with Cuban telecommunication officials in an effort to work out disputes over clear channel and secondary station assignments.

U. S. observers appeared hopeful that Mexico's agreement to come to Washington next spring signals serious intent upon the part of the Mexicans to compromise the losses they suffered when they walked out of the 1950 North American Broadcasting Agreement talks. That treaty still waits ratification by the U. S. Senate.

U. S. Refuses To Call New NARBA

One reason why the recent Mexico City conference reached a stalemate, it was explained, was refusal of the U. S. to agree to a call for an entirely new NARBA in view of its promises to other countries under the 1950 pact. Also, it was noted, Mexico was reluctant to make a bilateral treaty with the U. S. until Mexico's disputes with Cuba are settled.

Mexico, however, just before the recess, appeared willing to forget its Cuban problems if the U. S. would agree to "division" of certain U. S. clear channel facilities. The U. S. refused.

The Mexico City talks chiefly have centered upon secondary station assignments in each country on the clear channels of the other. Differences arose over technical standards and interference protection.

Following is the text of the recess agreement signed by Comr. Hyde and Eugenio Mendez, chairman of the Mexican delegation, issued Monday by the State Dept.:

The Delegations of the United States of America and Mexico take this opportunity to express their satisfaction with the cordial atmosphere and frank discussion which have prevailed throughout this Conference. Many of the problems which confronted the Conference have been solved in a manner mutually satisfactory for inclusion in a possible over-all agreement between the two countries.

The Governments of the United States of America and Mexico have agreed that the present session of this Conference will recess on Dec. 17, 1954, and a Second Session of the Conference will be convened in Washington, D. C., U. S. A., in the month of April 1955 on a date to be agreed upon between the two countries, to continue consideration of the unresolved problems of the Conference in an effort to reach a definitive agreement. It is the expectation of each Government that the possibility of satisfactory agreement will be furthered by the opportunity during the recess of the Conference to review difficulties presented in the unresolved problems, and to clarify such matters with other counted which each Government may consider to have a bearing upon its efforts to resolve problems existing between the United States of America and Mexico. Each Government will endeavor to keep the other advised concerning matters having a bearing upon the further progress of the Conference.

In furtherance of their strong interest in reaching satisfactory agreement, and in order to preserve most effectively the possibility of accomplishing such agreement, the Delegations of the United States of America and Mexico have stated on behalf of their respective Governments that as a matter of domestic policy and pending completion of the Second Session of this Conference (a) they will limit new or changed assignments of broadcasting stations to conform with the provisions of the bilateral treaty provided for under North American Region Broadcasting Agreement, 1937, Engineering Arrangements 1941 and Gentlemen's Agreement between the two countries, (b) that existing notifications of stations assignments which are inconsistent with such standards will not be implemented during such period.

Hendrickson Resigns Delinquency Post

SEN. ROBERT C. HENDRICKSON (R-N. J.) resigned last week as chairman of the Senate Juvenile Delinquency subcommittee, reportedly to accept appointment as Ambassador to New Zealand. Sen. William Langer (R-N. D.), chairman of the Senate Judiciary Committee and only other Republican on the subcommittee, assumed acting chairmanship of the juvenile delinquency unit.

Sen. Hendrickson presided over several subcommittee hearings during the 83rd Congress on whether television programs effect delinquency on the part of children.

No additional hearings on tv programs are planned by the juvenile delinquency unit until the 84th Congress is organized by the Democrats.

Mr. Wright

WPAT SaleFiled at FCC; Wright to be President

SALE of WPAT Paterson, N. J., by the North Jersey Broadcasting Co. for $300,000 to newly-organized WPAT Inc. was filed with the FCC last week [BWT, Dec. 6].

North Jersey Broadcasting is 90% owned by the Passaic Daily News and 10% by James V. Casman. Former Congressman Dow H. Duinker is president of the newspaper.

WPAT Inc. is 99.5% owned by Emanuel Dannett, partner of the New York law firm of McGoldrick, Dannett, Horowitz & Golub. The remaining interest is held by Dickens J. Wright, currently executive vice president and general manager, who will become WPAT's president and general manager under the new ownership.

WPAT operates on 930 kc with 5 kw fulltime.

Tex., Calif., Pa. Top Station Grant Lists

TABULATION of broadcast station authorizations by state and city, released by FCC last week, shows Texas first with 281, California second with 245 and Pennsylvania third with 218 commercial and educational am, fm and tv outlets. New York City topped the city list with 37 stations, followed by Chicago, 32, Los Angeles, 29 and Philadelphia, 25.

Texas had the most am stations, 209, while California followed with 155 and Pennsylvania 130. California was first with fm authorizations, 51, followed by New York and Pennsylvania, 50 each, and Ohio, 42. Texas was first in tv having a total of 48 (47 commercial) while California had 39 and Pennsylvania 27.

Every U. S. territory has one or more am stations, including Guam, while Puerto Rico's 26 am outlets are more than any of 14 states. FCC said six states have no fm authorizations: Montana, Nebraska, North Dakota, South Dakota, Vermont and Wyoming. Alaska and Hawaii each have three commercial tv grants, which equals or exceeds the number for each of six states.

Booth Turns Back Permits. For Detroit, Saginaw UHF

PERMITS for ch. 50 WILB-TV Detroit and ch. 51 WSBM-TV Saginaw, both in Michigan, were returned by Booth Radio & Television Stations Inc. to the FCC last week. These raise to 116 the number of post-shaw tv stations which have surrendered their permits. Of these, 21 were vhf and 95 uhf facilities.

Multiple radio station operator Booth Radio & Tv said it was surrendering the permits in light of current problems posed by uhf operation in cities with established vhf stations.

Booth Radio & Tv is owner of WILB-WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw and WIBM Jackson, all in Michigan.

Broadcasting • Telecasting
WOAY-TV Oak Hill, W. Va., began commercial programming Dec. 14 affiliated with ABC and DuMont. Included in its primary coverage area, the station reports, are Beckley, Bluefield, Charleston and White Sulphur Springs. Reports of excellent reception have been received from a six-state area: West Virginia, Ohio, Kentucky, Tennessee, Virginia and Pennsylvania, the ch. 4 station claims. Representative is Weed.

Robert R. Thomas is 100% owner and Clyde Higgins is production manager.

WSFA-TV Montgomery, Ala., was scheduled to begin commercial programming Christmas Day as the second tv and first vhf there. The ch. 12 station is affiliated with NBC and represented by Headley-Reed TV. Programming at present is from 6:30 p.m. to about 11 p.m., David E. Dunn, president, has reported.

Reports from other stations:

WEAT-TV West Palm Beach, Fla., expects to teletow regular programs early in January. The ch. 12 outlet is a primary ABC affiliate represented by the Walker Co. Engineers from Standard Electronics Corp. are working on 24-hour shifts installing the transmitting equipment, hoping to have a test pattern on the air before the end of the month. James R. Meachem is president, Jack Rathbun operations manager, Ed J. Hennessey sales manager and Ross McPherson chief engineer.

WUNC-TV Chapel Hill, N. C., is scheduled to begin programming Jan. 4 as the country's 10th operating noncommercial educational outlet. Richard Burdick, former Hollywood writer-actor and recently with the McClatchy Broadcasting Co. in Sacramento, is executive producer. The ch. 4 station plans to offer film and kinescope recordings to commercial tv stations in the state.

WQXI-TV Atlanta (ch. 36), which began regular programming Dec. 18 (BVT, Dec. 20), has issued rate card No. 1, with a Class A base hourly rate of $200.

WGBS-TV Ch. 23 Start

Planned for Christmas Eve

STORER Broadcasting Co. was scheduled Friday to consummate its purchase of WMIE-TV Miami and begin teletowing on ch. 23 from the site and equipment of WFTL-TV Fort Lauderdale under an FCC temporary authorization (BVT, Dec. 20). Station was to broadcast for the first time under the WGBS-TV call letters.

Due Jan. 15 is the move of the ch. 23 transmitter to the Miami antenna farm with its antenna atop a 500 ft. tower. In mid-July, the Storer station is scheduled to begin teletowing from a 1,000-ft. tower in the same location.

When the Storer purchase takes place, the permit for WFTL-TV, formerly owned by the Fort Lauderdale Daily News and Noran E. (Nick) Kersta, will be returned to the FCC. This station was originally on ch. 23, but with the FCC's approval of the Storer purchase of its facilities and of WMIE-TV, its channel was changed to ch. 39. This switch permits WCBS-TV to use ch. 23 on the Miami farm.

Storer paid $55,409 for WMIE-TV and $300,000 for the facilities of WFTL-TV.

In a cleanup action on the Miami-Fort Lauderdale situation, the Commission last week dismissed as moot a protest by WINZ Hollywood and WMFL-TV Miami against last October's authority for WFTL-TV to move its transmitter to the Miami antenna farm. This does not affect the Storer operation due to begin Friday.

WPIX (TV) New York officials met with members of its Program Relay Plan, who are fed sports programs four nights a week, to discuss expansion of the service. Standing are (l to r): Ed Roberts and Otis Freeman, WPIX (TV), and Ned Pearson, WMGT (TV) Adams, Mass. Seated (l to r): James W. Miller, Telepool, Inc., Sturbridge, Mass.; John Porterfield, WGLV-TV Easton, Pa.; Frank Collins, WTVU (TV) Scranton, Pa.; Leavitt Pope, WPIX (TV), and Gus Kramer, WKNY-TV Kingston, N. Y. Other plan members are: WATR-TV Waterbury, Conn.; WHUM-TV Reading, Pa.; WWOR-TV Worcester, Mass.; WCMF-TV Harrisburg and WNOW-TV York, both Pa.

BROADCASTING • TELECASTING

WBBM Chicago Will Decrease Nighttime Base Rate Jan. 1

NEW WBBM Chicago rate card, No. 25, effective Jan. 1, setting single gross hourly rate for day and night (classes A and B) at $600 with new "progressive" discounts for advertisers has been announced by H. Leslie Atlass, vice president in charge of CBS Radio's Central Div. and WBBM general manager.

Under the new card, the nighttime base reduces from $810 to the base daytime rate of $600.

New discount formulas are for advertisers who use the station on steady days-per-week or weekly frequency basis and are designed to offer nighttime advertisers "a greater incentive to use the evening hours with the same frequency that has made daytime radio advertising so successful," according to Mr. Atlass.
ATLANTA OFFICE OPENED BY PETRY

OPENING of an Atlanta, Ga. office and additions to its sales staff, effective Jan. 1, have been announced by Edward Petry & Co., station representative.

Radio sales for Petry's Atlanta office will be handled by Joseph H. Sierer, formerly sales manager of WRNL Richmond, Va. Richard W. Hughes, formerly of the Petry St. Louis office, will be in charge of tv sales.

George Stevens, local sales manager, WFAA-

TV Dallas, Tex., will take Mr. Hughes' place in St. Louis.

In New York, Petry has added Dick Schiess, formerly Avery-Knodel account executive, and Ed Forester, previously with the Forje Co., to its radio sales staff. Ted Page has joined the firm's television sales staff after service with the George P. Hollingerby Co.

CBS Radio Spot Sales Names Hughes, Woolley

APPOINTMENT of Allan J. Hughes to the newly-created position of manager of sales development for the Central Div. of CBS Radio Spot Sales and of Jack Woolley as manager of the Los Angeles office of the station representative organization were announced last week.

Mr. Hughes, who will make his headquarters in Chicago, joined CBS Radio Spot Sales in March 1951, as manager of presentations in the New York sales promotion department. Previously, he had served in the network sales promotion department of NBC and, earlier, in a similar capacity with ABC. From 1944 to 1947 he was with NBC Spot Sales, where he rose to the post of promotion manager.

Early in his career, Mr. Hughes was adver-

tising and promotion manager of KOA Denver and with Paris & Pearl, New York agency, resigning in 1943 as assistant production manager.

In his new post, Mr. Woolley succeeds George E. Hurst, who has been named national sales manager for CBS-owned KMOX St. Louis (B+1, Dec. 13). Mr. Woolley joined CBS Radio Spot Sales from Searle & Parks Inc., West Coast radio and tv production firm, where he had been general manager since 1953.

Before his association with Searle & Parks, Mr. Woolley was engaged in independent market research work in Salt Lake City. He also has had experience as an account executive for KTTV (TV) Los Angeles, advertising manager of Penny-Owens Music Co., and account executive for KMPC Los Angeles.

Jerome Foniger of CBS Radio Spot Sales, Los Angeles, who moves to Cunningham & Walsh, is being replaced by Thomas J. Sweefford. Mr. Sweafford was formerly eastern sales representative of KNX Los Angeles and the Columbia Pacific Radio Network.

WAAA Sold for $100,000

SALE of WAAA Winston-Salem, N. C., for $100,000 to a group associated with WONE Dayton was announced last week by Ronald B. Woodard, president and treasurer of the new company, Camel City Broadcasting Corp. Mr. Woodard is president of Skyland Broadcasting Corp., which owns WONE and ch. 22 WIFE-TV Dayton. Ranny Dally, Dayton area broadcaster, will be general manager of the North Carolina 1 kw Negro-programmed independent station, it was reported.

Beaman Sells WKGN Knoxville

WKGN Knoxville, Tenn. (1340 kc, 250 w) was sold last week by Clarence Beaman Jr. to George Mooney, Abe Waldaur and Don J. Lynch, operators of WBSR Pensacola, Fla. Price was $75,000. Blackburn-Hamilton Co. handled the negotiations. Mr. Beaman has an option to buy 16% interest in WATE (TV) Knoxville, affiliated in ownership with WROL, conditioned on approval of the WKGN transaction.

KBIG November Sales Up

NOVEMBER gross billings for KBIG Avalon, Calif., show an increase of 25% over the same month of last year, station executives have announced. Overall business for the 11-month 1954 period through November show a 25% increase over the same 1953 period, according to the station.

75% Interest in KXEL Sold for $312,000

SALE of 75% interest in 50 kw KXEL Waterloo, Iowa, by Joe Dumond and associates to Egmont Sonderling, Richard Goodman and Mason Loundy, owners of WOPA Oak Park, Ill., and permittees of WOFT (TV) Chicago, for a gross figure of $312,000 was announced last week. Transfer of control is subject to FCC approval.

KXEL, an ABC affiliate, operates on 1540 kc with a directional antenna at night. It is represented by Avery-Knodel. WOPA is a 250 kw full time independent operation on 1490 kc. WOFT's grant is for the next 7 years.

Mr. Sonderling also owns a radio-tv producing company. Mr. Goodman is an attorney and real estate owner (hotels, office buildings). Mr. Loundy is a Chicago businessman. Approval of the purchase will make Mr. Sonderling a 18.75% owner; Mr. Goodman, 41.25%, and Mr. Loundy, 15%.

Purchase was of 85,000 shares of stock for $187,000 plus $125,000 for the rights to the name Josg Higgins, Mr. Dumond's "nom de radio," and a 10-year consultant's retainer for Mr. Dumond. Sale was arranged by Allen Kander, station broker.

WEBB Plans Feb. 15 Start

CONSTRUCTION of WEBB Baltimore, Md., new daytime station to be programmed to the 300,000 Negro population there, is now underway and will go on the air Feb. 15, the station has announced. All equipment will be RCA with the transmitter located at Dundalk, Md. WEBB will operate at 1 kw with 1 kw. Bentley Stecher, former sales manager of WSN Baltimore, will be general manager. The 1300 broadcasting Co., licensee, is owned by Leon B. Back, associated with the Rome Theatre interests in Baltimore; Mrs. Matilda W. Feldman, and Ben Strouse, vice president and general manager, WWDC Washington.

Fisher to Washington Post Co.

APPOINTMENT of Adrian S. Fisher as vice president and counsel of The Washington Post Co. was announced last week by Philip L. Graham, president of the company which publishes the Washington Post-Times Herald and operates WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla. Mr. Graham said the increased size of the company's operations makes it desirable to enlarge the executive staff through Mr. Fisher's appointment.

Mr. Fisher, who will start his new duties in mid-February, presently is a member of the Washington law firm of Covington & Burling.

REPRESENTATIVE PEOPLE

Richard H. Schutte, local sales account executive, KING Seattle, to CBS Radio Spot Sales, S. F., as account executive; Samuel F. Hill, Jr., sales staff, KNXT (TV), Hollywood, to CBS Television Spot Sales, S. F., as account executive.

John Lee Herbert, formerly with McCull's magazine, N. Y., to radio sales staff, George P. Hollingerby Co., same city.


BROADCASTING • TELECASTING
New Rate Card of WBBM Favors Steady Advertisers

ADVERTISERS who use WBBM Chicago on a weekly frequency or across-the-board basic will be favored in the new rate card (No. 25) announced last week by H. Leslie Atlass, vice president of CBS Central Div. and general manager of the CBS oto station. The card, effective Jan. 1 and issued "to give special recognition" to steady advertisers, calls for a single gross rate for day and night classifications, with the base daytime rates remaining unchanged. Advertisers would receive progressive discounts and would be offered a greater incentive to use evening hours with the same frequency as daytime radio to reach the full family audience.

Actual figures of the new card were not disclosed, but it contains a combination of two discounts found in previous rates. Present advertisers may elect to use card No. 24 for six months on business contracted for prior to Jan. 1. WBBM is represented by CBS Radio Spot Sales.

KSL’s Rate Card No. 21 Combines Class A, B Times

INTRODUCTION of a new rate card, No. 21, for KSL Salt Lake City, effective Jan. 1, was announced last week by Eugene M. Halliday, vice president and manager. The new rate card will establish a single rate for what has been Class A and Class B times—morning and evening classifications—but leaves afternoon rates unchanged.

Card No. 21, Mr. Halliday said, includes rates for new types of facilities offered by the station—eight-second and four-second identification announcements. Advertisers may continue on the current rate card (No. 20) for a period of one year from the effective date (without interruption of business under contract prior to Jan. 1, 1955), or may change over to the new card immediately, Mr. Halliday said.

KSL is a 50 kw CBS Radio affiliate and is represented by CBS Radio Spot Sales.

WKNB-TV Raises Rates

WKNB-TV New Britain, Conn., has announced publication of rate card No. 3, effective Jan. 15, increasing the Class A base hourly rate to $400. Clients on rate card No. 2 will be protected for six months, through July 15. According to an ARB Nov 4-11 survey the established uhf penetration is at 70% of all tv homes in the Hartford County area, the ch. 30 station has reported.

WILY Local Rates to Rise

LOCAL rates of WILY Pittsburgh, one of the Kluge station group, will be increased 15% effective Jan. 1, according to Erle Tannen, vice president-general manager. The station adopted a local-interest programming policy last summer, featuring rhythm and blues music.

REPRESENTATIVE APPOINTMENTS

WFIL-TV Philadelphia has appointed Blair-Tv Inc., N. Y.

WGRE Beloit, Wis., has appointed Everett-McKinney Inc., N. Y.

KENT Shreveport, La., has appointed John E. Pearson Co., N. Y.

STATION PEOPLE

Lewis La Mar, former announcer, WAIT Chicago, appointed assistant general manager, WNMP Evanston, Ill.

Jack Irvine, formerly general sales manager, KONA (TV) Honolulu, appointed general manager, KVAN Vancouver, Wash.

O. P. Bobbitt, sales manager, KTBC Austin, Tex., additionally appointed sales manager, KTBC-TV.

Robert J. McKendrick, formerly with WLOK-TV Lima, Ohio, to WWJ-TV Detroit as assistant program and production manager; Ron Gilbert, formerly salesman, New York Life Insurance Co., Detroit office, to sales staff, WWJ-TV.


Alan Purves, sales representative, Bonner Packing Co., Fresno, Calif., to KBIF there, as account executive.

Hal Henderson, formerly with WKRC Cincinnati, to sales staff, KGMB-TV Honolulu.

Les Sand returns to WWDC Washington as disc m.c.

Bruce Vanderhoof, formerly with KDYL-AM-FM-TV Salt Lake City (now KDYL-AM-FM-KTUT (TV)), to KING-AM-TV Seattle as host-mc.

Jim Boyes, disc m.c., WTCN Minneapolis, to KABC Hollywood in similar capacity.

Kernan Wright, formerly with WHNC Henderson, N. C., to WSRS Cleveland as organist and announcer.

Terry O'Flynn, formerly announcer, KWKM Shreveport, La., to announcing staff, WKY-AM-TV Oklahoma City.

Dick Andrews, KCOM Sioux City, Iowa, to WOW Omaha as disc m.c.; Dave L. Scheis, formerly with KOB-AM-TV Albuquerque, to WOW as announcer.

Dick Lewis, formerly with KOAT-TV Albuquerque, to KLZ-TV Denver as announcer.

Paul Meeks and Paul Comstock, formerly with technical staff, ABC-TV Hollywood, to KBET-TV Sacramento, Calif., as studio technicians.

Ralph Fenno returns to sports staff, WPOR Portland, Me.

Judy Bryson, program director, WTCN Minneapolis, to KEYD-TV there (target date: Jan. 1).

M. H. LeBlang, assistant advertising and sales promotion director, WCBS-TV New York, has

OPEN ALL NITE with Chuck Phillips Selling

In Milwaukee thousands of night workers and early risers rely on WEMP, Milwaukee's only all-night station, for music, news and weather.

Chuck is an important part of their lives. They buy what he sells. Dozens of happy national advertisers attest to this. Join them and Chuck and get up to twice the Milwaukee audience per dollar of any network station on WEMP.* Call Headley-Reed!

* Based on latest available Pulse rating and SRDS rates.

WEMP WEMP-FM
MILWAUKEE
24 HOURS OF MUSIC, NEWS, SPORTS

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resigned, effective Jan. 1, to open investment and insurance counselor offices at 550 Sth Ave., N. Y.

Edward W. Jacker, chief engineer, WAIT Chicago, resigns, effective March 26.

Sam J. Slate, program director, WCBS New York, will address 10th annual session of Georgia Radio & TV Institute at Henry W. Grady School of Journalism, U. of Georgia, Athens.

Richard Harteettt, sales executive WEWI Boston, appointed publicity chairman, Crosscup-Pishon Post, American Legion in Boston.

Jim Bentley, program director, KCEN-TV Temple, Tex., appointed acting chairman district 13 (Texas), National Assn. of Film Directors.

Robert W. Ferguson, executive vice president, Tri-City Broadcasting Co., and general manager, WTRF-TV Wheeling, W. Va., designated "Citi-

zen of the Month" by Wheeling Chamber of Commerce.

Frederick G. Edwards, engineer, WTIC Hartford, Conn., appointed Civil Defense Director for Manchester, Conn.

William I. Dougherty, executive vice president and general manager, WDOK Cleveland, voted member of Cleveland Variety Club and has been appointed to publicity, entertainment and membership committees.


Pat Meikle, personality, Magic Cottage, WABD (TV) New York, entertained Dec. 18 at Christ-

mas party sponsored by National Foundation for Muscular Dystrophy for 120 MD-suffered children.


Leo Carrillo, production manager, Abbott Kim-

ball Co. of Calif., L. A. and Bobbie Brecher, assistant media director, Milton Weinberg Adv. Co., same city, were married Nov. 24.

Paul O'Steen Jr., account executive, WQAM-

AM-FM Miami, father of boy, Kevin Stoudier, Dec. 2.

Joseph Coffin, director of sales development, KTAL (TV) Hollywood, father of girl, Audine Ellame.

Ed Dinmore, 39, newscaster, WBEN-TV Buffal-

o, N. Y., died Dec. 19.

AWARDS

McDERMOTT WINS 'McCALL’S’ AWARD

The woman's magazine pre-

sents its annual 1954 awards, giving recognition to women for public service achieve-

ments in radio-tv.

SELECTION of Angela McDermott of the Mo-

hawk-Hudson Council on Educational TV, Sche-

nectady, N. Y., as winner of the Top Award and as the "Outstanding Woman in Radio &

in launching a unique, citizen-supported ed-

Television for 1954" was announced last week in the January issue of McCaII's magazine.

Other winners of the 1954 McCaII's Awards to Women in Radio &

Television were an-

ounced as follows:

Dorothy Daniel, WQED (TV) Pitts-

burgh, in the "execu-

tive, service to the community" classification for her work on "Kentucky Colonel.

Marion Young Taylor, the "Martha Deane" of WGBH New York, "good, service to the community" classification, for her series on Juve-

nile delinquency; Mary Jones, WFIL Philadelphia, "broadcaster, service to women" award, for making possible the "Mary Jones Hearth," to provide shelter for homeless young women; Marian Koubler Rowe, KFXX (TV) San Francisco, "broadcaster, service to youth" category, for her program series "Adventure School.

In designating Miss McDermott for the Top Award, McCaII's pointed out that "while other people were worrying about and theorizing about the need for education tv programs, she was actually creating one. Her tv Schooltime" is a regular educational television program in New York State. It is one answer to the state's decision not to finance an official channel for education."

Miss McDermott, according to McCaII's, per-

suaded more than 3,000 teachers, students, writers, consultants and librarians to participate in the project. The magazine said that the television series, "McCaII’s" Schooltime," which Miss McDermott produced, is divided equally between programs for adults and school children. Miss McDermott was lauded by the magazine for having trained people to "understand what good educational television is, and to write for it, so that when official channels are made available, the needed personnel will be ready."

The McCaII's "Mike" Awards were estab-

lished in 1951 to give nationwide recognition to the public service achievements of women in the broadcasting industry. Each of the 1954 winners will receive her award—a golden microphone—in her home city during the on-sale period of the January McCaII's. Formal presen-

nation will be made at the McCaII's award dinner on May 7, during the convention of the American Women in Radio & Television in Chicago.

AWARD SHORTS

NBC-TV commended by National Safety Coun-

cil for "... making a major contribution to safety by emphasizing the need for extra careful driving over the Christmas holidays" in its scheduling of "Red Christmas," story stressing safe driving, on Medic Dec. 20. (9:30-10 p.m. EST).

Colgate Comedy Hour (NBC-TV, Sun., 8-9 p.m. EST) scheduled to receive award yesterday from B'nai B'rith, national Jewish organi-

zation, during telecast originating from Chicago.

Comdr. Seymour N. Siegel, U. S. Naval Reserve, awarded Certificate of Distinguished Service from Reserve Officers Assn. of U. S., Man-

hattan (N. Y.) chapter, for cooperation as director of radio communications of New York City in making success of organization's Na-

tional Defense Week last Feb. 12-22.

WDSU-TV New Orleans' Tip Top Space Ship program presented award from Air Reserve Center of New Orleans in appreciation of pro-

gram's work to promote air mindedness.

Mike Layman, president and general manager, WSPC Somerset, Ky., designated "Kentucky Colonel" by Kentucky Governor Lawrence W. Weatherby for community work.

BROADCASTING • TELECASTING

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Pay TV Would Doom Free TV, Rembusch Charges

SUBSCRIPTION TV advocates are seeking a preferred economic position, Trueman T. Rembusch, co-chairman of the anti-pay-tv Joint Committee on Toll TV, said last week.

In a statement indicating that the joint committee intended to place its case before the Senate Judiciary Committee, Mr. Rembusch challenged pay-tv proponents to use closed-circuit coaxial lines into homes. This "would maintain free tv on all television channels," he said.

"However," Mr. Rembusch went on, "they are seeking a preferred economic position by securing use of the free airwaves for toll tv. Such a preferred economic position would destroy the two and a half billion dollar investment in theatres in this country, which, in turn, would destroy the invaluable travel, invaluable to retail merchants' sales, to and from the theatres, with a net result of depressing retail sales nationwide."

Advertising agencies would be destroyed also, Mr. Rembusch said. Toll tv would create a "preferred class of listeners," he claimed. Subscription tv would also tie up "choice" hours so non-subscribing set owners would have no tv channel available for free television, he said.

In speaking of bringing the opposition to subscription tv to the Senate committee, Mr. Rembusch said that he is "confident that when all the evidence is in it will be found that toll tv would not only destroy free television as we now know it and the philosophy of broadcasting as we have known it for so many years in this country."

The Joint Committee on Toll TV was formed in Chicago last October by a group representing members of the Theatre Owners of America and Allied States Assn. of Motion Picture Exhibitors [BT, Oct. 25]. It has asked the FCC to defer action on Zenith Radio Corp.'s latest petition—to authorize subscription tv without a rule-making hearing—until it has had time to submit its comments [AT Dec. 20]. Mr. Rembusch, an Indiana theatre owner, is a past president of Allied States Assn. Sharing the chairmanship of JCTT with Mr. Rembusch is Alfred Starr, TOA.

In recent weeks, Sen. Harley M. Kilgore (D-W. Va.), slated to head the Senate Judiciary Committee in the next Congress, has proposed an investigation of "monopolistic" practices in radio and television. Among the subjects mentioned has been subscription tv [BT, Dec. 20, 13].

March of Dimes Staff Expands for '55 Drive

EXPANDED radio, television and motion picture department of the National Foundation for Infantile Paralysis will assist in the March of Dimes campaign to raise $64 million Jan. 3-31, it was announced last week by Howard J. London, director of the department. Fifteen persons have been added to the New York headquarters of the department, two to the Hollywood office and one in Chicago.

New personnel includes Joseph Kenas, formerly writer-director for Fox Movietone News, film writer; Peann C. Kirkbride, previously documentary film writer for RKO-Pathe, script writer and film supervisor; and Bob Novak, Saunders J. Thomas and Jesse Bukner, previously in radio and television production work, talent and production staff employees.

The roster of writers joining the department consists of Virginia Allison, formerly film and promotion writer at WCBS-TV New York; Luke deMatanis, previously tv and motion picture writer with Empire Productions; Edward Gilmore, free lance writer; Michigan Kroll, previously director of women's programs for CBS; Marshall Mead, magazine and radio writer, and David Pollard, formerly senior copywriter at Kenyon & Eckhardt.

In Hollywood, John Swallow, former West Coast program manager for NBC, will handle national radio, television and motion picture production. Jane Lait will be in charge of national radio-tv publicity on the coast. In Chicago, Jack Fisher of M. M. Fisher Assoc., will supervise national radio and television activities in that area.

Elsie Brown, formerly publicity director for Dancer-Fitzgerald-Sample, will direct publicity for the department.

The regular staff working under the direction of Mr. London includes Charles C. Bennett, script editor, who has been with the foundation for eight years; Joe L. Cramer, motion picture supervision; Ed Fransen, radio and television supervisor, formerly with Young & Rubicam; Adele McGuire, administrative assistant and liaison contact; Jo Beltveder, traffic, and Gloria Rosenthal and Antoinette Stallone. The staff will be assisted during the campaign by Frances Gervast, Alfa Elinas, Jeanne Markman and Virginia Pellet.

PROGRAM SERVICE PEOPLE

Howard Connors, St. Louis representative, ASCAP, N. Y., appointed to radio-tv station relations div., headquarters in Atlanta, Ga., covering Florida, Alabama, Mississippi and Georgia.


GRACE GIBSON, an American who is one of the largest independent program producers in Australia, orders 3,500 American radio scripts to be produced Down Under. Charles Michelson, New York program supplier, witnesses the purchase.

PROGRAM SERVICE SHORTS

Song Ads Co, (singing jingles), Hollywood, has produced 30-second radio spot announcement for Inn Maid Products (biscuit mix), Millersburg, Ohio, for regional use. Agency: Byer & Bowman Adv., Columbus, Ohio.

The QUINT CITIES

5 CITIES—2 COUNTIES

the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area, covers a market with money in its pockets ... a market blanketed by WOC.

The Quinet city area is ideal for test campaigns. Five cities combined into one metropolitan area; thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest WOC office ... or from WOC direct.

Col. J. Palmer, President

Ernest C. Sanders, Manager

Davenport, Iowa

AM-FM-TV

Free & Peters Inc.

Exclusive National Representatives

BROADCASTING • TELECASTING

December 27, 1954 • Page 75
MURPHY SEES RADIO HEADED FOR GROWTH

CBS Radio president asserts in a year-end statement that radio has little more to lose to tv because the latter already has reached "two-thirds of its circulation possibilities."

RADIO as a whole is headed for a period of "immediate growth," Adrian Murphy, CBS Radio president, predicted last week in a year-end statement.

The statement asserted that in the 10 months, January-October, CBS Radio’s gross billings were 62.1% ahead of its nearest competitor, and for the total year its gross billings were about $34 million. It was also pointed out that the network started 1954 with 219 am affiliates and 90 fm, and it will begin 1955 with 221 am and the same number of fm affiliates.

In support of his belief that radio will continue to grow, Mr. Murphy cited the following: "The explosion in the country; an increase in set ownership from 76,991,000 in 1948 to 111 million in 1954, with nearly 97 million in locations where there are no television stations; the existence and use of 26,180,000 radio sets in automobiles and 10 million sets in public places, to be added to home listening; an increase in existing radio stations from 1,800 in 1948 to 2,600 in 1954; the prospect that radio has little more to lose to television and can absorb such losses because the newer medium already has reached two-thirds of its maximum circulation possibilities."

One point of view was expressed with Mr. Murphy’s view that tv’s inroads on radio listening will diminish, the statement pointed out that the Pulse rating of Dec. 17 revealed that the radio audience for the exclusive CBS Radio broadcast of the Maricano-Charles heavyweight title bout lost last fall, with a rating of 30.7, was ‘greater than the combined audience of all television programs at the same hour.’

The dominant characteristic of today’s programming (on CBS Radio) is the relaxed mood, manifested in music, conversation, unpretentious humor."

One of the significant events in connection with public affairs broadcasting occurred, the statement said, when Dr. Frank Stanton, president of CBS, used the facilities of both CBS Radio and CBS-TV (for the editorial) advancing the right of broadcasting networks to equal access with all other information media.

ALL-ROUND RECORD FOR CBS-TV IN ’54

Network claims ‘sizable growth’ in billings, affiliates and programming.

In a year-end statement summarizing its activity in 1954, which it described as an “all-time record in all phases,” CBS-TV last week underscored a sizable growth in gross billings, number of affiliated stations and programming.

Among high points in CBS-TV’s summary:
• An increase in 1954 of more than 50% in gross annual billings, placing CBS-TV in terms of advertising revenue as “the biggest single advertising medium in the world.” (Also see box, page 51).
• CBS-TV’s network of 45 affiliated stations for a total of 202 operating stations both “within and without the continental U. S.”
• Debut in the early fall of the network ‘54 GOOD YEAR FOR DTN, SAYS DIRECTOR BERGMANN

DuMont managing director reports 213 stations carried DuMont Television Network programs and that DTN national billings were up 7.1%.

A REPORT on the status of the DuMont Television Network in 1954 was issued last week by Ted Bergmann, managing director of the network, stating that during the year DuMont “not only strengthened its position in the developing electronics-communications field, but also made substantial contributions to the solution of problems essential to the medium’s progress.”

Roster of 213 domestic stations carried DuMont shows during 1954, the largest list of any tv network, Mr. Bergmann said. DuMont shows were available to approximately 98% of the country’s 31 million set owners, he reported.

In 1954, the interconnection picture improved, Mr. Bergmann said, with 193 stations connected to the coaxial cable and microwave facilities. Record billings for WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, DuMont’s three stations, were also reported in 1954.

During the year, the network served 44 national advertisers who accounted for gross billings of $13,250,000. This marks a 7.1% increase over the total for 1953, which was $12,374,353.

Mr. Bergmann’s report also stressed the closed-circuit color experiments conducted at DuMont Tele-centre, New York, since July. At an 18x18 inch screen, each Sunday DuMont devoted time to color programming at DuMont, when color shows from film are aired over WABD. Some 80 DuMont affiliates are reportedly equipped to telecast in color.

The report pointed out that the teletranscription service has been “increasing steadily in usefulness, both to sponsors and to station programmers.” The department stepped up production of prints by 50%, providing a total of approximately 7,500 hours of programs.

Closed-circuit department continued to expand and serve new customers. It likewise provided DuMont cameras and personnel to pick up two heavyweight championship fights and the opening of the Metropolitan Opera for theatres throughout the country.

CBS-TV Sets Up Sales Unit

For ‘Extended Market Plan’

SPECIAL SALES unit has been established to service CBS-TV’s “Extended Market Plan,” it was announced last week by H. Hylan, CBS-TV vice president in charge of network sales. The plan was evolved to extend television network service to small market stations [BT, Nov. 29].

Terrence McGuirk, who has been associated with CBS since 1950, has been placed in charge of the unit as sales manager. He has served successively in CBS Radio network operations, assistant manager, sales and program service for CBS-TV’s WCBT-TV New York; in the CBS personnel relations department, and in CBS-TV’s sales department. He is a graduate of Fordham U. and served with the 10th Air Force during World War II.

Mr. Hylan, who described Mr. McGuirk as a “sales service specialist,” stated that the latter’s qualifications are “ideal” for the new task.
Right from WJAC-TV's Station Log...

**13,812 HOURS ON-AIR**

...and still going strong!

* says N. L. Straub, Technical Director of WJAC-TV

"Over two years ago, we placed five RCA-5762 power triodes in our TT25AL Power Amplifier," says Mr. N. L. Straub of WJAC-TV. "...Placed in service in September, 1952, each tube has now a total of 13,812 hours service—and still going strong!"

The 5762 is but one of many RCA power types delivering long-life performance in radio and television transmitters all over the country. Broadcasters have come to depend on the reliable operation of these tubes—operation that pays off! Lower capital investment per hour of tube performance — lower operating cost — minimum "down time" — more stable operation are the kind of "extra dividends" broadcasters get from RCA Power Tubes.

Call your local RCA Tube Distributor to fill all your broadcast tube requirements. You'll like his friendly, prompt and dependable service.
post. He said that in his latest capacity as "one of the key men" in the CBS-TV sales service operation, Mr. McGuirk has worked closely, for more than two years, with most of the major advertising agencies and affiliated network stations, handling and booking sales service and station clearances for "scores of network programs."

Mr. Hyland stated that in his new capacity, Mr. McGuirk will be supported by, and work in cooperation with the staffs of several departments at CBS-TV, including the research, sales development, and advertising and sales promotion departments.

**CBS Announces Grants To Executives’ Schools**

Thirteen schools will get $32,000 during the foundation’s first year in the name of 16 top officials.

CBS FOUNDATION Inc. is to announce today (Monday) a plan for making financial contributions to privately-supported colleges and universities from which key company personnel have graduated, the foundation said [Closed Circuit, Dec. 20].

Thirteen institutions are included in the first-year grants, begun on an experimental basis, made in behalf of 16 CBS employees, by the foundation, which makes charitable and educational grants for CBS Inc. and its divisions. A contribution of $2,000 for each of the 16 people is being made.

Standards governing grants are, “minimum service of 30 months on a continuous basis and on permanent staff, and promotion to or beyond a specified level of responsibility. Graduation from a privately-endowed educational institution on the approved list of one or more of the recognized college accrediting associations is also required.”

The foundation decided to limit its grants to private institutions because it was felt that CBS already was contributing materially to the support of publicly-endowed colleges and institutions through payment of local taxes at its various locations. Recognition was given to non-public schools’ need for increased private funds. Three public institutions were eligible for grants in point of their graduates’ service to CBS.

Five colleges and universities are to receive grants on behalf of employees who met the requirements during 1953. The other eight schools were included because of executive employees who met the standards in earlier years.

The grants, unrestricted as to use by the recipients, will continue to be made in behalf of employees who met the standards in years prior to 1953.

Grants are being made to the following institutions for the employees named (with the year each joined CBS):

- Brown U., Hubbell Robinson Jr., vice president in charge of network programs, CBS Television (1947);
- Columbia U., Howard S. Meighan, vice president, CBS Inc. (1934), and Louis Hausman, vice president, CBS-Columbia (1940);
- Cornell U., Henry Untermyer, WCBS New York sales manager (1937);
- Dartmouth College, Harry S. Ackerman, vice president in charge of network programs-Hollywood, CBS Television (1948), and James B. Conkling, president, Columbia Records (1951);
- Denison U., John Hundleby, manager of CBS Television program service (1938);
- Duke U., George Klahr, Chicago sales manager, CBS Television (1946);
- College of the Holy Cross, Daniel T. O'Shea, vice president, CBS Inc. (1950);
- U. of Kansas City, Edward F. Shurick, director of station relations, CBS Television (1950);
- New York U., Norman Adler, general attorney, Columbia Records (1951);
- Ohio Wesleyan U., Dr. Frank Stanton, president, CBS Inc. (1935);
- U. of Pennsylvania, Lawrence W. Lowman, vice president, CBS Inc. (1928), and James M. Seward, administrative vice president, CBS Radio (1933);
- Princeton U., Adrian Murphy, president, CBS Radio (1936), and Wesleyan U., Harry Ommerme, director of programs, CBS Television (1950).

Members of the CBS Foundation Inc. board, all directors of CBS Inc., are: Dr. Frank Stanton, president of CBS Inc.; J. A. W. Iglehart, partner in W. E. Hutton & Co. and president of the foundation; Ralph F. Colvin, member Rosenman, Goldmark, Colvin & Kaye; Dr. Leon Levy, Philadelphia, and Robert A. Lovett, general partner in Brown Brothers Harriman & Co. and former Secretary of Defense.

**CBS-TV Names Dozier Hollywood Program Head**

WILLIAM DOZIER has been appointed director of network programs, Hollywood, for CBS Television Network. He succeeds James Fonda, who has moved to a producer-creator position with the network [CBS, Bldg. 201]. Mr. Dozier will report to Harry S. Ackerman, vice president in charge of programming, Hollywood.

Mr. Dozier was first the head of CBS-TV’s story department and in 1952 was named executive producer in charge of CBS-TV’s dramatic programs. He was formerly story and writer head at Paramount studios and executive assistant to the vice president in charge of programming at RKO. He has also been associated as executive producer with Universal-International and Columbia Pictures. Before joining CBS, Mr. Dozier was assistant to Sam Goldwyn.

**NBC Radio Sets Three New Mon.-Fri. Programs**

As part of a realignment of the NBC Radio Network schedule, designed to bolster the network program format, Ted Cott, operating vice president of NBC Radio, last week announced the addition of three new Monday-through-Friday morning programs and the extension of another from five to six-days-per-week basis.

Mr. Cott, who gained fame in the re-organization to network affiliates in a closed-circuit talk said, the new shows are “the result of both listener and client requests following the success of the NBC Radio ‘across-the-board’ formula of booking major attractions and big-time shows.” As an example, Mr. Cott mentioned that Mary Margaret McBride, presented Monday-through-Friday (10-10:05 a.m. EST), departed within two weeks of its debut. Starting Feb. 12, it will be heard Monday-through-Saturday with Calgon Inc. joining General Foods Corp., Q-Tip Sales Corp. and Star-Kist Foods Inc. as sponsors.

The other programs, which Mr. Cott said will give listeners a favorite personality at the same time each day and present a small-unit sales package of “big-time” radio for advertisers, are: Dr. Norman Vincent Peale (Mon.-Fri., 10:05-10:15 a.m. EST), Joyce Jordan, M.D. (10:15-10:30 a.m. EST) and The Doctor’s Wife (Mon.-Fri., 10:30-10:45 a.m. EST). They will start on Jan. 3.

**NBC, CBS, Chicago Changes Indicate Program Expansion**

TELEVISION expansion programs are pointed up by developments reported by two networks—NBC and CBS—in Chicago during the last 10 days.

NBC announced it has renewed its lease with the Merchandise Mart in Chicago calling for additional space on the roof of the network’s Central Div. The network said it will receive over 43,000 sq. ft. more space for studios and offices. The expansion looks toward an increase, presumably, of live local and network-originated video programs. The Mart deal was reported as involving an estimated $5 million.

CBS Central Div. announced completion of a new antenna and transmitter by network engineers atop Chicago’s American National Bank Bldg., with an increase in WBBM-TV’s power to the maximum 100 kw. CBS also plans to move ahead with blueprints of its $1.5 million renovation-construction program at the Chicago Arena, to be used as a television-originating center sometime next year.

WBBM-TV boosted its power five-fold, increasing visual from 18 kw to 100 kw and audible from 9.2 kw to 30 kw. New antenna is 700 feet above ground, 1,293 feet above sea level. The station has been using original transmitter and antenna since July 4, 1953, when FCC authorized its switch from ch. 4 to ch. 2, and awarded the former to Milwaukee.
INTERNATIONAL

Canadian Stations Discuss '55 Plans

Radio Programming and sales policies for 1955 were discussed at a Vancouver, B. C., meeting of the All-Canada Mutually Operated Stations (ACMO). The increasing number of TV stations, some affiliated with All-Canada radio stations, call for more research to aid advertisers and more thorough planning for retail sales, the top personnel of the ten stations decided.

Joseph B. Ward, president of the Advertising Research Bureau Inc., Seattle, was guest speaker at the three-day meeting. He reported on results of studies with leading retailers in the United States and Canada, and outlined the problems of retail organizations. He told the ACMO executives how radio stations should present their plans for retail organizations.

The ACMO stations operate autonomously with a coordinated planning and information organization, All-Canada Radio Facilities Ltd., a station representative and transcribed program distributing firm. Stations reported increased business in 1954, some with an all-time high. Prospects for the coming year were considered good.

Attending the meeting were: Harold R. Carson, general manager of All-Canada Radio Facilities, Calgary; Lyman Porta, CKOC Hamilton; John Ansell, Laurie Irvine, F. H. Ephieke and Ram Roos, CKWX Vancouver; Rolf Barnes; Cam Perry and Garth Quint, CFCA Edmonton; Bob Innes, CJFC Kamloops; Bill Elsin, Lee Hallberg and Ralph Bashley, CJVT Victoria; Lorne McLeod, CFAZ Trail; Bruce Puric, CKCK Winnipe; Don Hartford and George Brown, CFAC Calgary; Denny Reid, CKOV Kalamazoo; Gerry Priest, CKRL Prince Albert; Bob Harris, CFCG Prince George, and Ken Compton and Roy Maine, CKCK Regina.

U. S. Radio Second at Night, First in Canadian Daytime

Canadian evening radio network programs led U. S. shows two to one in popularity during November, according to the national ratings released by Elliott-Haynes Ltd., Toronto. Our Miss Brooks led with a rating of 16.9, followed by Radio Theatre 14, Share the Wealth (Canadian) 12.2, Wayne & Shuster (Canadian) 12.1, Singing Stars of Tomorrow (Canadian) 10, Army Show (Canadian) 9.3, Championship Fights 9, NHL Hockey (Canadian) 8.8, and the Toronto Symphony Concert (Canadian) 5.7.

Daytime U. S. network shows led in popularity with the first Ave being Miss America 14.8, Pepper Young's Family 13.2, Guiding Light 12.9, Road of Life 12.3, and Right to Happiness 11.1.

In the French-language network field, evening shows were led by Le Homme et Son Deux 49.8, Le Surrermont 31.2, La Famille Pique 27.2, Toubom Bittent 18.2, and Theatre Ford 18.1. Daytime French-language shows were led by Rue Principale 30.2, Les Joyeux Troubadours 28, Vies de Femmes 28.2, Je Vous ai Tant Aimé 27.5, and Francine Loutin 26.5.

CBHT (TV) Halifax Begins; CIBUT (TV) Boosts Power

CBHT (TV) Halifax, ch. 3, began telemasting last Monday with five hours daily Monday through Friday, and longer periods on Saturday and Sunday. W. T. S. Briggs, Canadian Broadcasting Corp. director for the Maritime Provinces, announced the station will have local weather and interview programs and will be a non-interconnected station of the CBC TV network.

CIBUT (TV) Vancouver, ch. 2, on Dec. 16, the station's first anniversary, increased its power from 2.5 kw to 100 kw video, and 1.5 kw to 60 kw audio. CIBUT's new 265 ft. 12-

King & Porter Firm Formed

Formation of King & Porter, a broadcast consulting engineering service specializing in practice before the FCC, has been announced by W. Ray King and John L. Porter. The firm is located at 3536 W. Moreland St., Phoenix; telephone: Applegate 8-2975.

Professional Service Shorts

Mike Watson, Public Relations Counsellor, Hollywood, is author of booklet on public relations problems, including chapters on "Radio & Video, The Expanded Role in Your Public Relations" and "Radio-TV Giveaway Programs," available on written request to Mr. Watson at firm's address, 1540 N. Highland Ave., Hollywood 28.

Institute for Research in Mass Motivations, L. A., moves to 1135 S. Beverly Dr.; telephone: Crestview 6-6718.

Professional Service People

Anton Remenih, radio-tv columnist, Chicago Tribune, to Poladare, Greer & Bock (public relations), Hollywood, as writer.

Verne Burnett Jr., formerly with N. W. Ayer & Son, Phila., to Verne Burnett Assoc. (public relations), N. Y.

Edward L. Bernays, public relations counselor, appointed chairman, public relations committee, National Multiple Sclerosis Society's 1955 fund-raising campaign.

THE BUFFALO EVENING NEWS STATION

CB BASIC

WBEN-TV

CHANNEL 4

WBEN-TV LEADS THE WAY

1st on the air ... 1st in know how ... 1st in experience. WBEN-TV, Buffalo's favorite station, is also 1st in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBEN-TV has high penetration in Toronto and Southern Ontario. Trained and experienced personnel of Buffalo's 1st station are equipped to interpret and handle your advertising needs. . . .
GE SHOWS DIRECT LIGHT AMPLIFICATION

System, using no electronic tubes, hailed as clue to 'picture-on-the-wall' tv screens.

A SYSTEM of direct amplification of light without use of electronic tubes, employing experimental screens said to have given off ten times as much light as that which was projected on them, was demonstrated for newsmen last Tuesday by scientists of the General Electric Research Labs, Schenectady.

The brightness of a projected photograph was increased many times, in the demonstration in New York, when an electric current was passed through a special phosphor cell used as the viewing screen. But Dr. C. G. Suits, GE vice president and director of research, made clear that because of the small size of the screen—about four inches across—and the limitations in the type of light that can now be amplified, no immediate applications for picture projection screens should be anticipated.

Even so, Dr. Suits said, "discovery of this light amplifier may be the clue to achieving 'picture-on-the-wall' television screens," as well as important applications in X-ray fluoroscopy, photography, "seeing in the dark" devices and other developments involving reproduction of picture images.

In the demonstration, an ordinary lantern-slide projector was used, and the picture was a regular photo slide. An ultraviolet light source was used in the projector, and the resultant yellowish image on the small screen became brighter, as the voltage on the screen was increased in the manner usually accomplished by increasing the intensity of the projector light or by opening the lens aperture—neither of which was altered in this demonstration.

"There may eventually be many practical applications of the light amplifier," Dr. Suits said, "but it is no more possible to predict these with certainty now than it would have been to find new and promising applications of modern radio and television when the first electronic amplifying tube was invented 50 years ago."

GE authorities noted that applying an electric voltage does not, of itself, cause the special phosphor screen to give off light. Ultraviolet energy falling on the screen causes a faint glow, but there is no amplification. The latter, it was stressed, occurs only with the combination of both the voltage and the ultraviolet.

"The direct light amplifier is an outgrowth of extensive GE research in electroluminescence, a field devoted to direct conversion of electrical energy into light," according to Dr. F. E. Williams, head of light generation studies at the GE Research Laboratory, who said the light-amplifying phosphor was created by D. A. Cusano, young GE scientist who conducted the demonstration.

"Modulation of photoluminescence by an electric field has been previously reported by several scientists both in the U. S. and abroad, but true amplification has now been achieved," Dr. Williams added.

At least one other major company, RCA, also is conducting laboratory work on the amplification of light, RCA Board Chairman David Sarnoff having reported a week ago that RCA Labs had, during this year, amplified light electronically by ratios of more than 20 to 1 [WET, Dec. 20].

Asked whether the GE system was similar to that of RCA, GE officials said only that "so far as we know, the phenomenon you're seeing here today is new." They said they did not know whether it was "electronic" in the sense that, if GE receives a patent on it, rights to the patent will become available to RCA under the GE-RCA patent-licensing agreement.

RCA Electrofax Paper Gives Prints in Fraction of Second

DEVELOPMENT of a low-cost, coated paper that is so photosensitive that it can make contact prints at exposures of a fraction of a second was announced last week by RCA. The product will be used in a new, simplified dry photographic process known as electrofax.

An RCA spokesman said the new paper has proven its sensitivity in numerous tests, including experimental use in a camera. At exposures of one-half a second in outdoor light, it can produce positive prints in a few seconds with no chemical processing. The paper has been developed for specific use in the electrofax process for obtaining rapid and permanent prints from photo negatives, microfilm enlargements or projected images.

21-In. Color Set Readied By Emerson for Spring

EMERSON expects to have 21-inch color receivers on the market next March or April, it has been announced by Benjamin Abrams, president of Emerson Radio & Phonograph Corp. He said initial production will be on a conservative basis "inasmuch as mass consumer interest will not be a reality until it is possible to produce a 21-inch color receiver to be marketed at $500 or less."

Mr. Abrams said Emerson, which he had disclosed earlier this month to have discontinued its color set production because the 15-inch receiver already was obsolete [B&T, Dec. 6], will resume color receiver production within the next two months.

GE's Baker Predicts '55 Electronics Surge

DR. W. R. G. BAKER, vice president and general manager of GE's Electronics Div., in his year-end statement just released, offers bullish predictions on:

- Color tv set production—he estimates 200,000 units by the end of 1955.
- TV stations equipped for network color—50% of the estimated 530 tv stations which he believes will be on the air at the end of 1955.
- Service to the public—the trend to high-power broadcasting should provide still better video service.
- Electronic tubes—there will be an increased use of them next year.

The 200,000 color tv units expected in 1955 will add to an estimated 5.8 million black-and-white total for the year, according to Dr. Baker who notes that because each color set is equivalent in dollar value to about three monochrome units, the "total tv industry will operate at substantially the same dollar level in 1955."

Dr. Baker expects 150 stations to be able to transmit network color by the end of 1955 with color network facilities in 98 cities.

About one million radio units will use printed wiring, Dr. Baker says, noting that the expected 6.5 million units total "indicates a good com-
development programs, to

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parative standing with previous years. It is an

indication that radio has been making a satis-

factory adjustment to the expansion of tele-

vision."

In addition to advances underway and in-

creased production in the germanium (and transistor) field, general radio communication

equipment and military electronics, Dr. Baker
cites marked progress in electronic tube.

Among his predictions in the tube field: First

use in 1955 of an improved electrostatic gun

which he says will "lower black-and-white pic-

ture tube costs while retaining the performance

of the more expensive electromagnetic tube

now in general use."

In industrial and transmitting tubes, GE plans

commercial production of image orthicons and

videotips,

transistor
tube de-

Stage,

Dr. Siragusa reported

1955 tv receiver sales were higher than anticipated a year ago and said it may approach a "new record." He

expressed the belief that black-and-white tv

sales will drop slightly in 1955 to 6.5 million

sets, that 100,000-200,000 color units will be

sold in the industry and that radio sales would

exceed 10 million next year. He added Ad-

miral is not yet satisfied with present color
tubes. "First, they are too complex, second,

Color Tv Still in Lab Stage, Set Makers Say

COLOR TV still is commercially in the lab-

oratory stage and will develop slowly in 1955,

while monochrome tv and radio set produc-

tion will remain highly competitive and perhaps

slacken off next year. This was the gist

of yearend statements by the presidents of

two leading Chicago electronics firms—Ross

Siragusa of Admiral Corp. and Raymond W.

Durst of Hallicrafters Co.

Mr. Siragusa reported 1954 tv receiver sales

were higher than anticipated a year ago and said it may approach a "new record." He

expressed the belief that black-and-white tv

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miral is not yet satisfied with present color
tubes. "First, they are too complex, second,

Tv Receiver 'Banner Year' Foreseen by DuMont's Kelley

PREDICTION that 1955 will be "a banner year" for the DuMont TV Receiver Division was expressed last

week by William H. Kelley, vice president in charge of marketing, Allen B. Du-

Mont Labs, in a statement calling 1954 "the

greatest sales year from a unit sales standpoint"

in its receiver history.

Mr. Kelley observed DuMont's 1954 receiver

sales were 5% above those of 1950, which

he described as "the industry's top year" and

that receiver sales of other manufacturers to-

gether declined an average of 31/2% compared

with 1950. Mr. Kelley reported the sales were

7% above 1953. DuMont's position on color at the year's

end remains "unchanged," Mr. Kelley said,

adding the company will not go into excessive

production until manufacturing costs can be

reduced to a point where color receivers are

realistically priced.

Home Market Sets Plans

TENTATIVE plans for the International Home

Furnishings Market at Chicago's Merchandise

Mart Jan 3-14 have been announced. Feature

of the first week will be an all-appliance

conference, with radio, tv and other manufac-

turing representatives on the panel. Participants

will be announced later. Newest radio-tv re-

ceivers will be introduced at the market and

industry leaders will sumarize business trends

in various lines.

GENERAL ELECTRIC's five-bay helical antenna is loaded on a truck on its way to WIIL-TV Wilkes-Barre, Pa. Checking the shipment are Charles J. Simon (l), broadcast equipment product planning manager, and Frank P. Barnes, broadcast equipment manager of marketing. The antenna, coupled with a new GE 45 kw transmitter being shipped this month, will enable the ch. 34 station to increase to one million watts. Target date for the first telecast with the new power is Jan. 1. The antenna has a gain of 25 and was designed to handle 60 kw input from the transmitter.
they are round and cumbersome instead of rectangular. Lastly," he said, "the present tube sizes are not standard and the resultant cost is far too high. Mass production of color receivers at prices the public can afford will not be feasible until a color tube is available at approximately $50 to $60."

Mr. Durst reported Hallicrafters production and planning are geared to "actual market requirements and realistic projections for the future." He said his firm's figures reflect a "much stronger television market than existed in the recession of last year." As for color, he stated, "... we think that commercially it is still on the laboratory and not yet on the consumer's canvass. Much work is yet to be done to perfect color tubes and receivers to the point where they will be available to the public at prices suitable to the mass market. This fall, the company said, we can offer a 21-inch screen in the $500 range. We don't think it can be done much before the end of 1955 or early 1956. However, if research advances more quickly, we'll be ready sooner."

Spokesmen for a third firm, Motorola Inc., reported the company is proceeding slowly, based on revised estimates of last September, with overall prospects of some 15,000 sets by the year's end production-wise.

Mintz Predicts 50% Rise In 1955 CBS-Columbia Sales

SEYMOUR MINTZ, president of CBS-Columbia, television and receiver manufacturing division of CBS, reported that in 1954 CBS-Columbia registered "widespread gains in its drive for industry position" and that in 1955 the company expected to increase its overall sales volume by "at least 50%" and to increase its present industry position "substantially."

"Generally, we can expect industry sales of over six million black-and-white receivers [in 1955], 300,000 color receiving units and movement of more than six million home radio receivers," Mr. Mintz declared. "The outstanding news in the television industry in 1955 will be the advances made in color television."

Dage Readies Color Camera

PRODUCTION of its 3V color film camera is scheduled to get underway before the end of this month, Thompson Products Inc.'s Dage TV Div., Michigan City, Ind., has announced. Two orders for the camera had been received and, the company said, stressing the "excellent quality" and reasonable prices of its equipment, the company also provides a "complete line of accessories," the announcement said.

MANUFACTURING PEOPLE

William S. Thompson, formerly owner-manager, Nautical Radio Supply Co., Newport Beach, Calif., appointed manager, Los Angeles branch store of Gates Radio Co., Quincy, Ill., succeeding Robert Kuhl, who has been promoted to position in Quincy sales office.

James E. Madden, regional sales manager, Emerson Radio & Phonograph Corp., N. Y., to Motorola Inc., Chicago, in same capacity, covering portions of Texas, Oklahoma and Louisiana.

Harold M. Zimmermann, head of engineering products procurement, RCA, N. Y., to CBS-Columbia, Long Island City, N. Y., as purchasing agent for government operations.

ABRAMS PROPOSES FCC CABINET RANK

Emerson Radio & Phonograph president, in awarding seventh $10,000 educational grant to KETC (TV) St. Louis, also asks annual $1 million federal appropriation for educational tv.

AN ANNUAL $1 million federal appropriation for educational tv and an FCC with Cabinet rank were proposed last week by Benjamin Abrams, president of Emerson Radio & Phonograph Corp.

Mr. Abrams' proposals were made in his talk Monday on KETC (TV) St. Louis, to which he presented $10,000 for having qualified as the seventh educational tv station in the U. S. to commence operations. Mr. Abrams, under the Emerson Educational Television Grant, is awarding $10,000 to each of the first 10 educational tv stations to go on the air.

Pointing up educational tv as having far-reaching and constructive effect upon the welfare of the people, Mr. Abrams noted that the government is spending billions of dollars yearly for defense. Thus, he said, a $1 million yearly allotment to educational tv "would hardly be felt in our budget and would have immeasurable results in raising the cultural and educational levels of the American people."

Mr. Abrams said that in a short period of time communications have become a vital and integral part of day-to-day life in the U. S., and "certainly, these media [radio-4v], coupled with the telephone and telegraph, are of sufficient importance to us to provide greater prestige and greater latitude for operating to the agency charged with their supervision."

Thus, he recommended the elevation of FCC to the President's Cabinet and the appointment of a Secretary of Communications.

Referring to the Dept. of Agriculture, which is of Cabinet rank, Mr. Abrams asked: "Who is to say that feeding the minds of the people is not as important as filling their stomachs?"

Minderman Named Exec. V.P. By D. C. Educational Tv Unit

EARL MINDERMAN, field liaison officer of the National Citizen's Committee for Educational Television, has been elected executive vice president of the Greater Washington (D. C.) Educational Television Assn., according to an announcement from Dean Martin A. Mason, chairman of the association's board of trustees. Prior to his joining NCET two years ago, Mr. Minderman was assistant to the chairman of the FCC. The Greater Washington Educational Television Assn. was organized under Mr. Minderman's leadership in 1953 and now consists of five universities, eight school systems, nine cultural institutions and an advisory council composed of 90 civic and professional groups.  

Auspicious Beginning

A COMPLIMENT that would have pleased any professional announcer has been received by Jack Phibbs, U. of Denver junior studying radio. Last October, over the college radio station 24-year-old Phibbs interviewed Sir Alexander Grantham, British governor and commander-in-chief of Hong Kong, who was in Denver lecturing on the importance of Hong Kong to the free world.

When he returned to the Far East, Sir Alexander discussed his interview with AP correspondents in Hong Kong and said, "The best interviewer among the many I have encountered was a young U. of Denver student... The lad asked the most comprehensive questions and showed the greatest alertness and resourcefulness in developing a subject in question-and-answer conversation."

Something that Sir Alexander didn't know was that he was the subject of student Phibbs' very first interview.

Natl. Audience Board Takes Initial Steps in Tv Study

THE NEW National Audience Board has accomplished three initial steps in its proposed mass survey of the public's wishes concerning television programming, according to Mrs. Florence Thalheimer, California committee chairman.

Meetings have been held this month between NAB members and Earl J. Hudson, vice president in charge of ABC Western Div.; Amos Baron, general manager, KABC-TV Los Angeles, and William Whitley, director of public affairs and special events, and George Moscovia, manager of tv development, both Columbia Television Pacific Network.

Reporting that tv officials are highly enthusiastic, Mrs. Thalheimer revealed that some of the questions for the survey have already been decided upon, and that discussions are continuing on how NAB and tv executives can best solve the problem of reviewing new video programs.

NAB has not been formed as a censorship board, she emphasized. "We want to find out what type of programs people want, what hours they watch regularly and if tv is a family affair. We are not conducting a popularity poll of individual programs, though," she declared.

The new group was inaugurated last month [B&T, Nov. 15] with Peter Goebel, founder of WQNY Newburgh, N. Y., as national chairman.

U. of Dayton Sets Tc Credits

COURSES in television production will be offered by the U. of Dayton, Ohio, starting with second semester classes, which begin Feb. 7, according to Very Rev. Andrew L. Seebold, S.M., president of the university. The courses are titled "Basic Television" and "Television Problems" and will carry three and four credits, respectively. Students taking the latter course will assist in producing programs for the Dayton Educational Television Foundation, of which UD is a charter member, the announcement said.
WHAT'S A 'DOODL-LI-BOOP'? WNEW New York's early morning disc m.c. team of Gene Klavan and Dee Finch conducted a contest to find out what a "doodl-li-boop" is and at the same time solicit funds for the Children's Aid Society. When the disc m.c.s played a new recording, "Santa and the Doodl-li-boop," listeners phoned and wrote asking what the expression meant. Messrs. Klavan and Finch then invited listeners to send letters describing a "doodl-li-boop," along with a contribution for the society. The writer of the best letter received a Christmas tree which was installed personally by the disc m.c.s and gifts including a color tv set, a mink stole, electric trains and a doll house.

WCBS PROGRAM SHIFT IN A MOVE designed to strengthen its program schedule, WCBS New York has shifted This Is New York from its 9-9:30 p.m. period to 11:30-11 p.m., and expanded the Bob Haymes Show from 45 minutes to an hour and 15 minutes (8:15-9:30 a.m.). Both programs are on WCBS Monday through Saturday. According to Carl Ward, WCBS general manager, the change will allow Bill Leonard of This Is New York more flexibility in the station's coverage of local events and extend Mr. Haymes' time on the air to a total of 9 hours and 45 minutes each week, including his Mon.-Fri. 10:30-11 p.m. Melody in the Night program.

WBSC MAKES HISTORY WBSC Bennettsville, S. C., claims to have made history last month by broadcasting a football game between two Negro high schools for the first time in its area and most of the Carolinas. The occasion was homecoming for the local Marlboro County Training & High School, which played Tomlinson High of Kinston, S. C. The broadcast capped six weeks of planning and effort on the part of school officials. The cost of the airing was split between one Negro and three white commercial sponsors. WBSC, which ordinarily programs two hours of Negro-appeal music daily, hopes the event will encourage increased public service and improved relations between the races.

AUTOCADE ON KXLY-TV AUTOCADE introducing 1955 model automobiles to the public was staged by KXLY-TV Spokane, Wash. Through the cooperation of the police department, which roped off a block in front of the station's studios, KXLY-TV displayed the cars in an hour and one-half show.

STUDENTS FROM AFAR STUDENTS From Afar, a program designed to promote international understanding through a better appreciation of the customs, folk music, arts and crafts of various foreign nations, is being presented on alternate Sundays by WKAR-TV East Lansing, Mich., educational outlet of Michigan State College. The series features the most interesting foreign students residing at the school, including persons from Europe, South America, the Far East, and Africa. The programs include such presentations as a Hindu wedding ceremony, a Japanese flower arrangement, South American dances and songs, a Chinese painting, folk songs and dances from Arab nations and African music. Students furnish art objects, clothing and other items from their respective countries, briefly discuss them and their countries, and also mention what they are doing as students in America.

NEW SERIES of Sunday evening programs, Scope, "to offer something for everyone," has been started on the Canadian Broadcasting Corp. tv network. The programs will vary in length from one hour to 90 minutes and will not adhere to any one theme, but present a

SOMETHING FOR EVERYONE

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[Note: This schedule will be corrected to press time of each issue of B.T.]
**PROGRAMS & PROMOTION**

wide range of subject material in varied forms, some of which will be experimental. The series will include drama, music, dance, documentary reporting and other communicative forms. The first program was devoted to a new Canadian musical play, *Sunrise*. For tv, based on Stephen Leacock's "Sunshine Sketches." Tchaliokovsky's "Nutcracker Suite" will be danced by the National Ballet of Canada this week. Early in January there will be a forecast of things to come as seen from the year 2055. Other programs will deal with the invention of the telephone, art gallery highlights and opera and dramatic productions.

**WBS SALES KIT**

SALES presentation kit promoting a new series of across-the-board musical radio shows produced by World Broadcasting System, New York, has been sent to more than 1,000 World subscribers. The programs offer 111 spot availabilities to advertisers. The shows are: *Music Coast to Coast, Passport to Daydreams, Guess Who, Guess What, Song and the Stars, The Three Suns and Blackwood Brothers Quartet.* Each broadside in the kit is tailored to the program it describes, pointing up the format of the show and explaining the advantages of using the program.

**START THE DAY RIGHT**

COINCIDENT with Joe McCauley's taking over the *Start the Day Right* show on WIP Philadelphia, 106,000 flyers were distributed to listeners, stating "Start the Day Right... Brush your teeth... Bathe... Shave... Dress neatly... Eat a good breakfast... Kiss your wife (or husband) goodbye... and while you're doing all these things you'll feel better if you listen to Joe McCauley, 6 to 9 a.m., Monday through Saturday, WIP."

**JWT CANADIAN MARKET SURVEY**

BOOKLET on Canadian market groups has been prepared by J. Walter Thompson Co., Ltd., international advertising agency of Toronto. The survey covers 81 main advertising markets, divided into four main groups based on population. For each market the table in the report lists the total population, percentage of change between 1941 and 1951 and details on retail sales and homes, etc., based on the 1951 Canadian census. The survey points out that the areas of Montreal, Toronto, Vancouver, Winnipeg, Ottawa, Quebec and Hamilton produce 38.3% of the total retail sales in Canada and that they have 30% of the total population and 28% of its retail stores.

**WTCA-TV FLYERS**

FLYERS listing several programs and personalities have been sent to advertisers and agencies by WTCN-TV Minneapolis-St. Paul. The sheets, each a different color, carry sketches appropriate with the programs and personalities, such as the one for Relaf—"Music, Music, Music with Dean Holmes." Selling soft music floating from a tv set and a limp woman and prone dog overcome it. Another flyer says "Everyone wants to see more of Sheriff Sev" and reports when Sheriff Sev made a recent public appearance, 1,400 youngsters turned out to see him. Wes Lolli and the Southern Playboys, a western and folk music band of Bar G Jamboree, are billed on the other sheet.

**MEET ME AT THE COPA**

CELEBRITY-INTERVIEW show titled *Meet Me at the Copa*, originating from New York's Copacabana night club, will be telecast by WATV (TV) Newark, N. J., starting in January. The show, scheduled for the 10:30-11:30 p.m. time period, will include segments of regular Copacabana shows and interviews with guests in the nightclub's lounge and will be conducted by Bill Williams, disc m.c. of WNEW New York. *Meet Me at the Copa* was created by Jules Podel, president of the nightclub, in cooperation with Advertisers Associates of America, and is designed for participating sponsorship.

**WRCA FARMER'S DAUGHTER**

RADIO-TV editors in New York were visited Dec. 10 by Phil Alampi, WRCA-AM-TV New York farm and garden editor, and Shirley Downs of Riverhead, L. I., N. Y., who was crowned "WRCA's Favorite Farmer's Daughter" Dec. 4 at the New Jersey Mid-Atlantic Farm Show in Atlantic City. Miss Downs triumphed over 435 entrants and received $1,000 worth of prizes in a contest launched by Mr. Alampi, who contends "farm girls are healthier and more beautiful than city girls—they make better wives, better cooks and better housekeepers." While visiting the editors, Miss Downs presented them vegetables grown on her father's Long Island farm.

**KNX BABY SITTER**

INCLUDED among the prizes in the current letter-writing contest on KNX Hollywood's Matinee program are the services of host-m.c. Johnny Jacobs as baby sitter. Contestants, who must submit essays on "Why I Want a Baby Sitter," receive the services of Mr. Jacobs, together with a Rheem gas hot water heater and a trip for two to Las Vegas, Nev., should they win.

**'MAYOR' PROMOTION SUCCESSFUL**

ESTIMATING the worth of free tv, tv and newspaper publicity accorded Thomas Mitchell on his recent tour of eastern cities at $100,000, Mickey Gross, in charge of publicity for Gross-Krasne Inc. and United Television Programs Inc., declared the full scale exploitation tour to promote Mayor of the Town was successful beyond expectations. Mr. Mitchell visited more than 2,000 U. S. mayors and participated in many civic functions in much the manner of motion picture exploitation, according to Mr. Gross. Mayor of the Town has pre-release sales in excess of $600,000.

**TEX BENEKE ON WCAU-TV**

TEX BENEKE and his orchestra have been signed by WCAU-TV Philadelphia to stage "The Tex Beneke-New Year's Eve Dancing Party" from the station's studios. The program will be aired from 11:30 p.m. to 3:30 a.m. and Mr. Beneke and his orchestra will welcome the New Year by playing nearly three hours of all-time popular favorites. Through a special arrangement with the USO, a group of 50 servicemen and 50 USO hostesses will be present at the event as guests of WCAU-TV.

**Appraisals • Negotiations • Financing**

**BLACKBURN - HAMILTON COMPANY**

<table>
<thead>
<tr>
<th>Midwest</th>
<th>East</th>
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</thead>
<tbody>
<tr>
<td>$30,000.00</td>
<td>$95,000.00</td>
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</tbody>
</table>

Fulltime 250 watt single station market. Combination operation. Network bonus. Presently absentee ownership. Needs owner-operator. Terms $10,000.00, balance out over four or five years.

**Midwest** $30,000.00

Fulltime 250 watt single station market. Combination operation. Network bonus. Presently absentee ownership. Needs owner-operator. Terms $10,000.00, balance out over four or five years.

**Appraisals • Negotiations • Financing**

**BLACKBURN - HAMILTON COMPANY**

**WASHINGTON, D. C.**

James W. Blackburn
Clifford Marshak
Washington Bldg.-Sterling 3-4511

**CHICAGO**

Ray V. Hamilton
325 Montgomery St.
Oakbrook 2-5671-2

**SAN FRANCISCO**

William T. Stubblefield
223 Montgomery St.
Oakbrook 2-5671-2

**Page 84 • December 27, 1954**
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.
RADIO

Situations Wanted—(Cont’d)

Announcer, Dj. Seven years experience, Available now. Consider all. Box 663F, B.T.

Staff announcer—Florida, Georgia. Operate board, news, Dj. Selling, bookkeeping experience. Box 696F, B.T.

Announcer: Five years experience; seeks permanent position with progressive station; Dj, board, news, sports; immediately available. Box 700F, B.T.

Announcer—4 years experience in Dj work, news, and sports play-by-play. Prefer Midwest. Box 103F, B.T.

Staff announcer. Married, vet. Two years AFR. One year commercial radio. Six months experience salesman. References. Box 710F, B.T.

Announcer, now employed 1kw, strong on news and commercials, ready to move up to am or tv station metropolitan area. Box 713F, B.T.

Announcer—deejay. Five years experience. Wants large market northeast location. Box 720F, B.T.

Announcer, experience as program director wishes location in Wisconsin. Twenty-nine years of age, five years radio. Available immediately. Call or write Gene Books, 1808 Summit Street, Eau Claire, Wisconsin.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School. 258 S. Wabash Ave, Chicago 4, Ill. Wabash 2-0712.

TELEVISION

Help Wanted

Announcer

Announcer wanted for one of the nation’s foremost television stations, Buffalo, New York. Only qualified applicants need apply with audition disc or tape, photograph and references. Box 881F, B.T.

Technical


Production-Programming, Others

Wanted—Established midwest vh station looking for female continuity writer, send photo and complete resume to Box 859F, B.T.

Situations Wanted—Managerial

Manager, assistant manager or program manager, experienced all phases in both tv and radio. Recently manager for KHOL, vhf, 300,000 population area. Best references from present and previous employers. Station provides an excellent community and network and agency experience. Age 36, married, one child. Prefer midwest. Box 860F, B.T.

Station-commercial-sales manager. Proven successful in managing local and major uhf-vhf operations. Can cut costs and increase sales.成果, now employed, but station has been sold. Seek permanent position with percentage or stock arrangement. Box 865F, B.T.

Assistant to manager. Five years supervisory experience. Excellent record, references. Box 870F, B.T.

Production-Programming, Others


Newscaster—Staff on the side. Where experience is appreciated. $5. Box 660F, B.T.

FD—morning announcer. Also was night news editor 5kw CBS affiliate. Veteran, Married. Permanent. Tape, Photo, resume, references. Available immediately. Box 665F, B.T.

Attention new stations—Program director-chief engineer available. Capable and experienced both announcing and engineering. First class license. Also good copywriter. Can help you cut staff costs and make profit. Box 664, B.T.

News reporter, rewrite, announcer, board, copy. 11 years experience. State salary as locale may dictate. Box 702F, B.T.

Thoroughly experienced program manager immediately available for similar supervisory position. Box 705F, B.T.

Newsman seeks spot midwest station. B.S. radio journalism 1952, some experience, veteran. Box 710F, B.T.


Television

Producers-Manager

Producer-director, over two years experience, television, radio. Desires assistant program director or similar position in east. Box 669F, B.T.

Experienced PD put television station on air, into black. Seeking larger market. Immediate availability. Best references. College education Box 707F, B.T.

Experienced tv continuity director desires major market. Six years experience. Box 708F, B.T.

Telethon producer—representative seeking future. Six years all phases of TV production, administration, promotion. College, married, excellent references. Will travel. Box 712F, B.T.

Television

Situations Wanted—(Cont’d)

Production-Programming, Others

For Sale

Stations

250 watt fulltime independent Wisconsin market. Well staffed, well equipped, excellent network, excellent future, $35,000 liberal financing. Box 859F, B.T.

Southern one kw station operating in the black with modern building and good equipment. Price $30,000, with $15,000 down. Box 860F, B.T.


Equipment Etc.

For sale: Federal type 101A, one kilowatt, fm transmitter and General Electric type BM1A fm station monitor. Very good condition. F.O.B. Western Pennsylvania. Box 672F, B.T.

Fm transmitter, 10 kw we power amplifier, used on 98.1, with power supply, full set of tubes. Also 8-section colorized fan antenna, ws $5-4, gain 4-7. Write us an offer. KCMC-TV, Texarkana, Texas.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Box 717F, B.T.

Two RCA MI-4075-G Universal pickups complete with filters and extra head. All $175.00. WDDB, Springfield, Tenn.

RCA TF5A 5 kw antenna for channels 4-5-6. This antenna complete in every detail including desier equipment. Available now. Write or call Robert Simms, Station WNBK-TV, Rock Island, Illinois.

250 watt am transmitter, 459 feet of ¾ inch coaxial cable and 250 watt tuning unit, one half price. Radio Station WMNC, Morgantown, N. C.

Presto 15A cutter, 87B amp. Good condition. New price $75.00; sell $45.00. Central Recording Studios, 224 Kansas, Topeka, Kansas.

PROSPECTIVE TV BROADCASTERS

$$ SAVE THOUSANDS $$ ON NEW EQUIPMENT

* TRANSMITTER (RCA T7-5A)

* TOWER (558' SELF-SUPPORTING)

* All in Orginal Packing and Ready for Immediate Shipmen
FOR THE RECORD —

Station Authorizations, Applications
(As Compiled by B E T)
December 16 through December 21

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Television Station Grants and Applications Since April 14, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>vhf</td>
<td>uhf</td>
</tr>
<tr>
<td>96</td>
<td>216</td>
</tr>
<tr>
<td>Educational</td>
<td>Total</td>
</tr>
<tr>
<td>15</td>
<td>31</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.:

| vhf | uhf | Total |
| 986 | 737 | 1,723 |

Applications filed since April 14, 1952:

| New | vhf | uhf | Total |
| 99 | 337 | 559 | 1,212 |

One hundred-fifteen CPs (21 vhf, 95 uhf) have been deleted.

One application did not specify channel.

Includes 93 already granted.

Includes 616 already granted.

FOR SALE — (Cont’d)

Equipment


Wanted to Buy

Stations

Independent operator desires to acquire all or control of midwest radio station. Box 710F, B.T.

Radio stations, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Broker, Box 811, Tulsa.

Equipment Etc.

Wanted to buy frequency monitor and 550 or 500 watt transmitter. Box 627F, B.T.

Good fm transmitter, frequency monitor, antenna, new or used, state price and details. Box 701F, B.T.

Immediately, good working condition, mobile transmitter, rent or buy. WWBG, phone 31284, Bowling Green, Ohio.

Instruction


For Sale

Equipment

USED

1KW TRANSMITTER

We have taken in on trade a Collins 20-T Transmitter. This is the large deluxe two-cabinet unit, in practically new condition. Sold for around $8000.00 new. Price tuned to frequency, with used tubes, $6500.00.—We will also have near the end of January a Raytheon RA-1800 1kw transmitter taken in on trade. Price with tubes and tuned to frequency $3750.00 or as is, directly off of broadcast has floor $3400.00. Write, wire or phone: Larry Cervone, Gates Radio Company, Quincy, Illinois.

ACTIONs of FCC

New TV Stations

APPLICATIONS

Hilo, Hawaii—Hawaiian Bcstg. System Ltd. (KHBC Hilo, KGBM-AM-TV Honolulu), vhf ch. 9 (186-192 mc); ERP 2.15 kw visual, 1.05 kw audio; antenna height above average terrain 305 ft., above ground 325 ft. Estimated construction cost $32,935, first year operating cost $18,260, revenue $24,960, net profit $6,700. Applicants K.B. Kane and L.A. Kane, 1545 Kailua Rd., Honolulu.

Wiev, Calif.—Wiev TV, Inc., vhf ch. 12 (69-72 mc); ERP 5.33 kw visual, 2.6 kw audio; antenna height above average terrain 740 ft., above ground 424 ft. Estimated construction cost $150,660, first year operating cost $48,000, revenue $60,000, net profit $12,000. Applicants C.W. S. Wilson, L.H. McCreary and John D. Lowery, 7651 120th St., Inglewood, Calif.

Elko, Nev.—Elko Bcstg. Co. vhf ch. 11 (66-72 mc); ERP 5.33 kw visual, 2.6 kw audio; antenna height above average terrain 940 ft., above ground 652 ft. Estimated construction cost $190,102, first year operating cost $51,900, revenue $81,000, net profit $29,100. Applicants Elko Bcstg. Co., Inc. 35 East Washington, Elko, Nev.

Waze, Iowa—Waze TV, Inc. vhf ch. 12 (69-72 mc); ERP 5.33 kw visual, 2.6 kw audio; antenna height above average terrain 840 ft., above ground 444 ft. Estimated construction cost $190,102, first year operating cost $51,900, revenue $81,000, net profit $29,100. Applicants Waze TV, Inc., 35 East Washington, Elko, Nev.

Existing TV Stations

APPLICATIONS


WTSH-TV Miami, Fla.—Lindsey Hopkins School granted mod. of CP for noncommercial educational ch. to change ERP to 11.5 kw visual, 5.7 kw audio; antenna height above average terrain $600 ft. Granted Dec. 14; announced Dec. 21.

WGOV-TV Miami, Fla.—Storer Bcstg. Co. granted mod. of CP to specify ch. 12 (69-72 mc); ERP 100 kw visual, 55 kw audio; change studio location to 1st St. & Main Ave., Hollywood. Granted Dec. 14; announced Dec. 21.

STATION DELETED


APPLICATIONS

WEAT-TV West Palm Beach, Fla.—WEAT-TV Inc. seeks mod. of CP for ch. 14 to change ERP to 6 kw visual, 33.7 kw audio. Filed Dec. 20.

WOPT (TV) Chicago, Ill.—WOPA-TV Inc. seeks mod. of CP for ch. 8 to change corporate name to WOPA Inc. Filed Dec. 20.

KXWV-TV Roseville, N. M.—John A. Barnett seeks mod. of CP for ch. 8 to change transmitter location 3 miles SW of highway I10, 715 feet W of U. S. Route 441, near near Miami; antenna height above average terrain 790 ft. Granted Dec. 17; announced Dec. 21.

CALL LETTERS ASSIGNED


KFJF-TV Klamath Falls, Ore.—KFJF Bcstg., ch. 10.

KXWV-TV wax, Tex.—KXWV Bcstg. Co., ch. 10.


Page 88 • December 27, 1954

Broadcasting • Telecasting
December 17 Applications

ACCEPTED FOR FILING

License for CP
KYA San Francisco, Calif., KYA Inc.—License to cover CP (BP-3585) as mod., which authorized installation of a new transmitter and change studio location (BL-3547).

Modification of CP
WDUV Jacksonville, Fla., Telrad Inc.—Mod. of CP (BP-3168) which authorized a new standard broadcast station for extension of completion date (BMP-6725).

Modification of License
WEGA Evansville, Ind., WBFM Inc.—Mod. of license to change name of licensee to Consolidated Telecasting & Radio Beasts, Inc. (BML-1412).

WBFM Indianapolis, Ind., WBFM Inc.—Mod. of license to change name of licensee to Consolidated Telecasting Television & Radio Beasts, Inc. (BML-1412).

License for CP
WCCG Belmont w/c, R. R. Hilker, Osa Shepherd, Lucille Hand and Arthur Hilker Jr. d/b as Central Bcstg., Co.—License to cover CP (BP-8669) as mod., which authorized new standard broadcast station (BL-3546).

WAKR Loudon, N. C., Southeastern Bcstg. Corp.—License to cover CP (BP-8212) as mod., which authorized new standard broadcast station (BL-3546).

Renewal of License
WOOF Dothan, Ala., Agnes W. Bowling, Trustee of the WOOF Trust—(BR-19175).


WTVI Tallahassee, Fla., John H. Phipps—(BR-860).

WGCT Winter Park, Fla., Orange County Beasts.—(BR-2099).

WFPO Force, P. R., Voice of Porto Rico Inc.—(BR-885).

Remote Control

Application Returned
KVIN Vinling w/c, John M. Mahoney and John Q. Adams d/b as Vinilia Bcstg., Co.—License to cover CP (BP-9366) as mod., which authorized new standard broadcast station. Exhibited after Section 1.

Modification of CP
WBRG-TV Birmingham, Ala., Birmingham Bcstg. Co.—Mod. of CP (BPCP-581) as mod., which authorized changes in facilities of existing tv station to extend completion date to 3-15-55 (BMPCT-2969).

KJH-TV Los Angeles, Calif., General Telecasting Inc.—Mod. of CP (BPCT-1853) which authorized changes in facilities of existing tv station to extend completion date to March 1955 (BMPCT-2968).

WINF (TV) Watertown, Ind., Tri-State Television Inc.—Mod. of CP (BPCT-1515) as mod., which authorized new tv station to extend completion date to 7-7-55 (BMPCT-2969).

WLEX-5 Lexington, Ky., WLEX-TV Inc.—Mod. of CP (BPCT-1815) which authorized new tv station to extend completion date to 6-13-56 (BMPCT-3566).

WFLR-TV Fayetteville, N. C., Fayetteville Beasts, Inc.—Mod. of CP (BPCT-1950) which authorized new tv station to extend completion date to 6-13-56 (BMPCT-3566).

WTPA (TV) Harrisburg, Pa., The Patriot-New Co.—Mod. of CP (BPCT-5869) as mod., which authorized new tv station to extend completion date to 5-15-55 (BMPCT-2969).

December 21 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerr on Dec. 21
Springfield, Ill., WMAY-TV Inc.—Granted petition for extension of time for to and including Jan. 1, which exceptions may be filed to initial decision in re ch. 2 (Dockets 1970-90).

By Hearing Examiner Herbert Sharrman on Dec. 15
Miami, Fla., L. B. Whiting—By Memorandum Opinion and Order granted petition for leave to amend its application for ch. 10 (Docket 1929) and reopen the record to permit inclusion of “Exhibit 40” in proceedings concerning record was thereupon closed, subject to request by any party for further hearing as the matters raised by the amendment and Exhibit 40, to be filed in writing within five days of the release hereof.

By Hearing Examiner J. D. Bond on Dec. 16
Roanoke, Va., Times-World Corp.; Radio Roanoke Inc.—Issued a Memorandum Opinion and Order after supplemental hearing concerning which shall govern the course of hearing for ch. 7 (Docket No. 16653-65).

By Hearing Examiner Elizabeth C. Smith on Dec. 16
Issued a Statement and Order after pre-trial conference which shall govern the course of the proceeding to the extent indicated, in re application of Allegheny Bcstg. Corp., et al., for ch. 4 at McKeesport, Irwin, etc., Pa. (Dockets 7287 et al.).

By Hearing Examiner Hugh B. Hutchison on Dec. 20
Muleshoe, Tex., Blackwater Valley Beasts; Muleshoe Bcstg. Co.—Gave notice of pre-hearing conference concerning application for am stn stations (Dockets 11122-23).

BROADCAST ACTIONS

By the Broadcast Bureau

Applications for Dec. 17
Granted CP
WCBT Roanoke Rapids, N. C., WCBT Inc.—Mod. of CP (BPCT-1815) as mod., which authorized new tv station to extend completion date to 11-15-55 (BMPCT-2969).

WBFM-TV Waltham, Mass., WBFM Inc.—Mod. of CP (BPCP-741) as mod., which authorized change in facilities of existing tv station to extend completion date to 2-15-55 (BMPCT-2872).

WBFM-TV Indianapolis, Ind., WBFM Inc.—Granted mod. of CP and license to change corporate name to Consolidated Television & Radio Beasts, Inc. (BMPCT-2758, BMLCT-25).

The following were granted extensions of completion dates as shown: WTPA (TV) Lexington, Ky., to 6-13-55; WTPA (TV) Harrisburg, Pa., to 6-13-55; WBCR-TV Birmingham, Ala., to 6-17-55.

Actions of Dec. 16

Remote Control

The following were granted authority to operate transmitters by remote control: WEEU Reading, Pa.; WMAK Waukesha, Wis.

Actions of Dec. 15

Granted Licenses
WCHF Chippewa Falls, Wis., Chippewa Falls Beasts, Co.—Granted license for am broadcast station: 1150 kc, 1 kw, D (KL-5029).

WHTA-MF Madison, Wis., State Radio Commission—Granted license to cover CP (BMLCT-2965) which replaced expired permit (BLED-161).

Modification of CP
WNMY (TV) Montclair, N. J., WNAX Beasts, Corp.—Granted mod. of CP to change corporate name to Mont. Manhattan Television Inc. (BMPCT-2655).

KADO Anadarko, Okla., Cadco Bcstg. Co.—Granted mod. of CP for approval of antenna, transmitter location and make changes in antenna system (BMP-6438) (Condition).

The following were granted extensions of completion dates as shown: KJFO Fresno, Calif., to 6-8-53; WHLM Honolulu, Hawaii, to 2-14-55.

Actions of Dec. 13

Remote Control

The following were granted authority to operate transmitters by remote control: WRRM Boise, Idaho; WBTW Williamsport, Pa.; KBIF Fresno, Calif.

Granted License
WTVJ (TV) Miami, Fla., WBMX Inc.—Granted license covering change in studio location of tv station on specific agricultural land (not a move) (BLCCT-286) (Action of 12/14).

December 21 Applications

ACCEPTED FOR FILING

Modification of CP
NYWCN-FM New York, N. Y., City of New York, Municipal Beasts, System—Mod. of CP (BPCT-1944) which authorized changes in licensed stations and extension of completion date. (BMPCT-4067).

WTVG-FM Mount Vernon, Ohio, The Mount Vernon Beasts, Co.—License to cover CP (BPCP-1817) as mod., which authorized new fm station (BLH-1606).

KCCF-FM Corpus Christ, Tex., International Radio Corp.—Mod. of CP (BPCP-1814) as mod., which authorized new fm station to extend completion date to 1-15-55 (BMPCT-2872).

WBFM-TV Indianapolis, Ind., WBFM Inc.—Mod. of CP (BPCT-789) as mod., which authorized changes in facilities of existing tv station to change corporate name to Consolidated Telecasting Television & Radio Beasts, Inc. (BMPCT-2875).

WSFA-TV Montgomery, Ala., Montgomery Bcstg. Corp.—Mod. of CP (BPCP-789) as mod., which authorized new tv station for extension completion date to 6-15-55 (BMPCT-2873).

WTVW (TV) Bangor, Me., Murray Carpenter and Associates.—Mod. of CP (BPCT-1799) as mod., which authorized new tv station to extend completion date 7-5-55 (BMPCT-2885).

KGVO-TY Missoula, Mont., Meth's Inc.—Construction permit to replace expired CP (BPCP-829) as mod., which authorized new tv station (BSC-1002).

KVSO-TV Airdrome, Okla., John F. Easley—Mod. of CP (BPCT-1812) which authorized new tv station for extension completion date 7-12-55 (BMPCT-2863).

WAZL-TV Hazleton, Pa., Hazleton Television Corp.—Mod. of CP (BPCT-481) as mod., which authorized new tv station extension completion date (BMPCT-2864).

WNBW-TV Rock Island, Ill., Rock Island Bcstg. Co.—Mod. of CP (BPCT-580) as mod., which authorized changes in facilities of existing tv station to install new antenna system. Ant. Ht. above aver. terrain 398 ft. (BMPCT-2866).

WNPT Tuscaloosa, Ala., The West Alabama Bcstg. Co.—Mod. of CP (BPCT-818) which authorized...
ized change in hours of operation; installation of DA-N and changes in the antenna system for extension of completion date (BMPCT-27).

KWTV-AM Fort Worth, Tex. KWTV, Inc. - Mod. of CP (BMPCT-101) as mod. which authorized new TV station to extend completion date to 7-05-54 (BMPCT-27).

WXSY-TV Detroit, Mich., WXSY Inc. - Mod. of CP (BMPCT-101) as mod. which authorized changes in facilities. Detroit station to extend completion date to 7-10-54 (BMPCT-27).

WJRT (TV) Flint, Mich. WJRT The Goodwill Station Inc. - Mod. of CP (BMPCT-97) which authorized new TV station to extend completion date to 12-25-54 (BMPCT-27).

WNYC-TV New York, N.Y., City of New York, Municipal. Bscg. - Mod. of CP (BMPCT-101) as mod. which authorized new TV station to extend completion date to 12-31-54 (BMPCT-27).

WHDQ-TV Memphis, Tenn., General Teleradio Inc. - Mod. of CP (BMPCT-60) as mod. which authorized new TV station to extend completion date to 2-28-54 (BMPCT-27).

WSAU-TV Wausau, Wis., Wisconsin Valley Television Corp. - Mod. of CP (BMPCT-101) which authorized new TV station to extend completion date to 7-1-55 (BMPCT-27).

Modification of License

WFPM-TV Indianapolis, Ind., WFPM Inc. - Mod. of CP (BMPCT-101) as mod. which authorized new TV station to extend completion date to 3-31-54 (BMPCT-27).

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (•) indicates stations now on air with regular programming. Circled station is listed in the city wanted list. Each station, WB or WH, is licensed, where it is licensed, separated figures are shown for each as claimed. Set estimates are from the station. Further queries about sets should be directed to the source. Total U.S. sets in use is unduplicated D/T estimate. Stations not preceded by triangle (•) are grantees, not yet operating.

ALABAMA

Birmingham

• WABT (TV) (22) NBC; CBS; ABC; DuM; Clair; 302,600
• W蕴TV (TV) (22) ABC; CBS; KATY; 304,316
• WJIN-TV (TV) (25) NBC; CBS; ABC; DuM; Deb; 2,225
• WBAS-TV (TV) (23) NBC; Walker; 40,000
• WTVY (TV) (22) ABC; NBC; News; Read; 22,000
• WCAK (TV) (23) See footnote (c) The Mobile TV Corp. (5) Initial Decision 12/23/54
• WREB (TV) (10) ABC; NBC; DuM; Ray- mer; 42,650
• WSFA-TV (TV) (10) ABC; NBC; Headley- Reed; 3,254/12/23/54

Total stations on air in U. S. and possessions: 419; total cities with stations on air: 213. Both totals include XERJ-FM; Juarez (TV) in Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 34,050,731. * Indicates educational stations.

* Cities NOT interconnected to receive network services.

(a) Figure does not include 3,131,314 sets which WBAS-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WJIN-TV Louisville, Ky. Last report was 308, 544 on July 10, 1952.

(c) The following stations have suspended regular operations but in CP: WRAS-TV Mobile, Ala.; KLID-FM Fresno, Calif.; KTHE (TV) (4) NBC; WLIF-FM Miami; WPFA (TV) Pensacola; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WWJ-TV Detroit; WATV (TV) Du- luth; Minn.; WCOC-Television Meridian, Miss.; KACY (TV) Peoria, Mo.; ROW-TV Butte, Mont.; WPPG-TV Atlantic City, N. J.; WTVE (TV) El- mina; WTVG-TV Dayton, Ohio; EKER (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WQW-TV Jackson, Miss.; KMLZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTVV-TV Nor- folk, Va.

(d) Shreveport TV Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim TV Corp. (KSLA (TV)).

Remote Control


Applications Returned

WIAQ Sanurce, Puerto Rico, Radio Station WIAQ Inc.—Renewal of license (name incorrect) (SN-115) (9) WBCS-Cleveland, Tennessee, R. B. Heims, Carl J. Hoskins and Jack T. Heims d/b as Southeastern En- tertainment Corp. for a new standard broadcast station on 854 kw, with power of 500 kw, daytime hours of operation. (Exact site not given.)

Renewal of License

WRUF-FM Gainesville, Fla., U. of Fla.—(BRH- 415) License for CP

WNAA (FM) New Albany, Ind., School City of New Albany—License to cover CP (BPE-264) which replaced expired permit which authorized changes in licensed station (BLED-162).

WPBR (FM) Winter Park, Fla., Rollins College—License to cover construction permit (BPE- 254) which authorized changes in licensed station.

WCRB Waltham, Mass., Charles River Bestg. Co.—License to cover CP (BPE-608) which au- thorized change in hours of operation from day- time only to unlimited, using power of 1, installation of directional antenna (DA-2) and change studio location (HL-555).

WGEC Greenville, N. C., Carolina Bestg. Sys- tem Inc.—Renewal of license. Amended to change name to Greenville Radio Co. Inc. (BR-56).

December 27, 1954

New Starter

The following TV station is the newest to start regular programming:

WQXI-TV Atlanta (ch. 36), Dec. 18.

Murfreesboro

• WEDM (TV) (10) 6/25/54, 2/24/54

Selma

• WSLA (8) 2/24/54, 12/23/54

ARIZONA

Mesa (Phoenix)

• KVAR (12) NBC; DuM; Raymer; 101,500

Phoenix

• KOOL-TV (10) ABC; Hollingbery; 106,800
• KPMO-TV (5) CBS; DuM; Katz; 103,000

Rustenburg

• KTVK (3) Weed; 6/10/54, 1/12/55

Tucson

• KROI-TV (33) CBS; DuM; Hollingbery; 36,666
• RVQA-TV (4) ABC; NBC; Raymer; 36,666

Yuma

• KRVA (11) NBC; DuM; Grant; 24,070

ARKANSAS

El Dorado

• KRRB (10) 2/24/54, 12/23/54

Fort Smith

• KSFA-TV (22) ABC; CBS; NBC; DuM; Pearson; 22,500
• KMAC-TV (5) Rambeau; 6/3/54, 2/5

Hot Springs

• KTRV (9) 1/20/54

Little Rock

• KAR-TV (4) NBC; DuM; Petry; 85,764
• KETV 19/30/52, 12/23/54

North Little Rock

• KATV (11) Brumham; 1/14/54, 12/23/54

(See Pin Staff)

El Dorado

• KATV (7) ABC; CBS; Avery-Knodell; 7,333

Texarkana

• KCMC-TV (6) See Texarkana, Tex.

Broadcasting • Telecasting

New Large Market

December 27, 1954 • Page 91
FOR THE RECORD

CALIFORNIA

Bakersfield—
  † KBAK-TV (29) ABC; DuM; Foroe; $4.00
  † KBKE-TV (10) CBS, NBC; Avery-Knoedel; 145,360
Berkeley (San Francisco)—
  † KCED (9)
Chico—
  † KCHL-TV (12) ABC, CBS, NBC, DuM; Avery-Knoedel; 48,062
Corona—
  KCOA (52), 9/1/53-Unknown
Eureka!—
  † KHEM (5) ABC, CBS, NBC, DuM; Hoag-Blair; Blair TV, 16,778
Fresno—
  KFBD-TV (53) See footnote (c)
  † KJEO (47) ABC, CBS; Brinham: 142,796
  † KMJ-TV (4) CBS, NBC; Raymer: 142,900
KARM, The George Haim Station (12) Bolling; Initial Decision 8/27/54
Los Angeles—
  † KABC-TV (7) ABC; Petry; 1,955,185
  KBOC-TV (121) 2/10/52-Unknown
  † KCP (13) Katz; 1,955,185
  † KFDC (8) DuM; H-B; 1,955,185
  KNXT (2) CBS; CBS Spot Sls.; 1,955,185
  † KECA (4) NBC; NBC Spot Sls.; 1,955,185
  KTHE (28), See footnote (c)
  † KTLA (5) Raymer; 1,955,185
  *KTV (11) Blair; 1,955,185
Modesto—
  KMERB-TV (14) 2/17/53-Unknown
Monterey—
  KEMV-TV (8) ABC, CBS, NBC; DuM; Hollering; 492,271
Sacramento—
  KBBK-TV (46) 8/28/53-Unknown
  KCCO-TV (40) ABC, CBS, NBC, DuM; Weed: 196,506
  KCNA Inc. (3) Initial Decision 6/5/51
  KBSK-TV (10) H-R; 9/25/54-4/15/55
San Francisco—
  KTBV (20) 3/11/53-Unknown (granted STA Sept. 15)
  KGO-TV (7) ABC; Petry; 1,033,430
  KPIX (5) CBS; Katz; 1,033,430
  KBRON-TV (4) NBC; Free & Peters; 1,033,430
  KSAN-TV (32) McGilvra; 136,350
San Jose—
  KQXI (11) 4/15/54-Unknown
San Luis Obispo—
  KVEO-TV ABC, DuM; Grant; 78,148.
Santa Barbara—
  KEST (3) ABC, CBS, NBC, DuM; Hollering; 453,699
Stockton—
  KSTV (19) DuM; Blair
  KTVU (36) NBC; Hollering; 112,000
Tulare (Fresno)—
  KVTVG (27) DuM; Foroe; 150,000
Visalia—
  KAKU (43) 10/8/54-Unknown

COLORADO

Colorado Springs—
  KXVS (11) ABC, CBS, DuM; Hollering; 92,223
  KHDO-TV (13) McGilvra: 32,000
Denver—
  KXTV (9) ABC; Free & Peters; 253,586
  KFEL-TV (2) DuM; Blair; 253,586
  KLR (7) CBS; Katz; 253,586
  KOA-TV (4) NBC; Petry; 253,586
  KMGH-TV (46) 7/1/53-Unknown
Grand Junction—
  KFXJ-TV (3) ABC, NBC, DuM; Holman, 7,600
Pueblo—
  KCJS-TV (5) NBC; Avery-Knoedel; 50,000

CONNECTICUT

Bridgeport—
  WCBS *(71) 1/26/53-Unknown
  WICC-TV (43) ABC; DuM; Young; 72,340
Hartford—
  WCHI *(24) 1/26/53-Unknown
  WGNH-TV (18) ABC; DuM; H-R; 241,236
New Britain—
  WKBN-TV (30) CBS; Bolling; 219,422
New Haven—
  WHEL-TV (59) H-B; 9/18/53-Unknown
  WNBC-TV (8) ABC, NBC, DuM; Katz; 700,052
New London—
  WNLC-TV (59) 12/31/53-Unknown
Norwich—
  WUNE *(25) 1/26/53-Unknown
Winsted—
  WSTF (27) 5/27/53-Unknown
Waterbury—
  WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
  † WDCL-TV (12) NBC, DuM; Meeker; 223,039

DISTRICT OF COLUMBIA

Washington—
  † WMAL-TV (1) ABC; Katz: 660,000
  WOOK-TV (40) 3/24/54-Unknown
  WRC-TV (4) NBC; NBC Spot Sls.; 660,000
  WTTG-TV (9) CBS; CBS Spot Sls.; 646,000
  WTTG (3) DuM; Blair: 660,000
Washington Metropolitan TV Corp. (20) 10/21/54
  5t-Unknown

FLORIDA

Clearwater—
  WPTQ (28) 12/2/53-Unknown
Daytona Beach—
  WMJJ-TV (2) 1/6/54-7/1/55
Fort Lauderdale—
  WFLP-TV (23) NBC; Weed; 148,000
  WFTV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers—
  WINK-TV (11) ABC; Weed; 10,430
Jacksonville—
  WJHF-TV (36) ABC, NBC, DuM; Perry; 75,000
  WMEN-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 540,263
  WOBS-TV (30) Stars National: 8/6/53-1/1/55
Miami—
  WMFL (33) 12/5/53-Unknown
  WMCN-TV (18) Stars National: 12/2/53-1/1/55
  WTHIS-TV (1) 1/11/53-Unknown
  WTIV (4) ABC, NBC, DuM; Free & Peters; 285,300
  WTVT (17) See Fort Lauderdale
  WPLG (11) ABC, CBS, NBC; Blair: 70,000
Panama City—
  WJDM (1) ABC, NBC; Hollering: 12,800
Penascola—
  WEAR-TV (3) ABC, CBS, DuM; Hollering: 50,000
  WPPA (15) See footnote (c)
St. Petersburg—
  WSUN-TV (30) ABC, CBS, DuM; Weed: 124,000
Tampa—
  WFLA-TV (8) Blair: 8/4/54-Feb. ’55
  WTVT (4) Avery-Knoedel; 9/25/54-Spring ’55
  WRVT (12) ABC; Walker: 2/18/54-1/1/55
West Palm Beach—
  WEAT-TV (12) ABC; Walker: 2/18/54-1/1/55
  WIRK (21) ABC; DuM; Weed: 41,520
  WJNO-TV (5) ABC, CBS, DuM, Meeker; 222,500

GEORGIA

Albany—
  WALT-TV (10) ABC, NBC, DuM; Bura-Smith: 45,000
Atlanta—
  WAGA-TV (5) CBS; DuM; Katz: 450,190
  WLWA (11) ABC; Crosley Sls.; 400,430
  WOQL-TV (3) ABC; frees
  WSXI-TV (8) NBC; Petry; 475,221
Augusta—
  WJRF (6) ABC, NBC, DuM; Hollering; 127,700
  WRDW-TV (12) CBS; Headley-Head: 110,000
  WRFD (20) ABC, NBC, DuM; Headley-Head; 89,220
  WWHB-TV (4) CBS; Hollering: 85,592
Macon—
  WMAZ-TV (13) ABC, CBS, DuM; Avery-Knoedel; 81,888
  WNEX-TV (7) NBC; Blumak; 62,032
Rome—
  WROM-TV (9) Weed; 135,250
Savannah—
  WPTG (11) ABC, CBS, NBC, DuM; Avery-Knoedel: 92,231
  WSAV Inc. (3) Initial Decision 3/31/54
Thomastat—
  WCTV (6) Stars National: 12/23/53-1/1/55

FOR THE RECORD

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.

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  5 copies ................................ $ 4.50
  10 copies ................................ 8.50
  25 copies ................................ 20.00
  50 copies ................................ 37.50
  100 copies ................................ 70.00

Order now! BROADCASTING TELECASTING

1735 DeSales St., N. W., Washington 6, D. C.
IDAHO
Boise! (Meridian) —
> KBOI (5) CBS, DuM; Free & Peters; 286,000
> KIDT-TV (1) ABC, NBC, DuM; Blair; 25,600
Idaho Falls
> KIDT (3) ABC, CBS, NBC, DuM; Gil-Pernera; 21,450
Payette—
> KXWR-TV (6) ABC; Holllingbery; 3/28/53-Unknown
Twin Falls—
> KLIX-TV (11) ABC; Holllingbery; 3/19/53—Early '54

ILLINOIS
Belleville (St. Louis, Mo.)—
> WTIV (54) ABC, CBS, DuM; Radio TV Representative; 300,274
Bloomington—
> WBLN (15) McGillivra; 113,348
Champaign—
> WCIA (3) CBS, NBC, DuM; Hollingbery; 507,000
WPTL (12) 11/4/53-Unknown
Chicago—
> WBBM-TV (2) CBS; CBS Spot Sls.: 1,071,800
> WSKY (51) ABC; Blair; 2,014,000
> WGN-TV (9) DuM; Hollingbery; 2,090,000
WIBC-TV (56) 1/30/53-Unknown
WIND-TV (20) 3/3/53-Unknown
> WBBQ (6) NBC; Spot Sls.; 2,043,000
> WOFT (44) 2/15/54-Uptown
WTTW (11) 11/5/53-Unknown
Danville—
> WDAN-TV (24) ABC; Everett-McKinney; 30,000
Decatur—
> WTVP (17) ABC, DuM; Bolling; 140,000
Evansville—
> WTLE (32) 8/15/53-Unknown
Harrisburg—
> WSIU-TV (22) ABC; Walker; 30,000
Johnsville—
> WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
> WRKX-TV (43) CBS, NBC; Headley-Reed; 214,637
> WTVL-TV (19) CBS, ABC, DuM; Petry; 214,000
> WLN-TV Co. (8) Initial Decision 11/22/54
Quincy (Hannibal, Mo.)—
> WQIN-TV (10) ABC, NBC; Avery-Knodel; 128,900
> KQRA-TV (7) See Hannibal, Mo.
Rockford—
> WRZX-TV (13) ABC, CBS, H: R; 212,287
> WTVQ (30) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
> WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 288,947
Springfield—
> WICS (20) ABC, NBC, DuM; Young; 85,000
Sangamon Valley TV Corp. (5) Initial Decision 11/30/54

INDIANA
Bloomington—
> WTVY (4) ABC, CBS, DuM; Meeker; 284,643 (also Indianaapolis)
Elkhart—
> WSIV (52) ABC, NBC, DuM; H: R; 204,103
Evansville—
> WPTF (42) ABC, NBC, DuM; Venard; 78,486
> WEHT (50) See Henderson, Ky.
> Evansville TV Inc. (7) Initial Decision 10/4/54
Fort Wayne—
> WKY-TV (33) NBC, DuM; Raymer; 112,186
> WINT (18) See Terre Haute
> WANE-TV (88) Bolling; 9/29/54-Unknown
Indianaapolis—
> WPSD-TV (6) ABC, CBS; Katz; 685,000
> WISH-TV (6) ABC, CBS, NBC, DuM; Bolling; 685,900
> WTTV (4) See Bloomington
Lafayette—
> WPSB (59) ABC, CBS, NBC, DuM, Rambeau; 64,250
Muncie—
> WIBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 97,560
Notre Dame (South Bend)—
> WNDU-TV (46) NBC; 8/15/54-Unknown
Petersburg—
> WRAY-TV (52) See footnote (c)
South Bend—
> WSBV (34) CBS, DuM; Raymer; 205,321
Terre Haute—
> WTVI (10) ABC, CBS, DuM; Bolling; 144,387
> WTVI (10) ABC, CBS, DuM; 12/15/53-Unknown
> WTVI (15) ABC, CBS; H: R; 117,038

IOWA
Ames—
> WLO-TV (5) ABC, CBS, DuM; Weed; 247,500
Cedar Rapids—
> KWWL-TV (8) ABC, DuM; Vanard; 118,333
> WMT-TV (2) CBS; Katz; 248,120
Davenport (Moline, Rock Island)—
> WCIO (6) ABC; Free & Peters; 299,186

SYMBOL OF TELEVISION SERVICE IN BALTIMORE MARYLAND

LOUISIANA
Alexandria—
> KALB-TV (5) Weed
Saturn Rouge—
> WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
> WBRZ (2) Hollingbery; 3/29/54—March '55
Lafayette—
> KLFY-TV (10) Rambou; 6/16/53—June '55
> KYVL-TV (10) 9/10/53-Unknown
Lake Charles—
> KPLC-TV (7) NBC; Weed; 55,933
> KTAT (25) CBS, ABC, DuM; Young; 30,000
Monroe—
> KPAX (43) See footnote (c)
> KNOC-TV (4) ABC, NBC, ABC, DuM; H: R; 176,500
New Orleans—
> WCKG (25) Gil-Pernera; 4/2/53—Early '55
> WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 236,367
> WJLM-1V (61) ABC, CBS, DuM; Bolling; 105,902
Shreveport—
> KSLS (12) ABC, CBS, NBC, DuM; Raymer; 68,000
Shreveport TV Co. (13) Initial Decision 6/7/54—See footnote (d)
KTRV Inc. (13) Initial Decision 6/11/54

MAIN
Bangor—
> WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 76,104
> WTWO (5) Venard
Winston—
> WFLA-1V (17) DuM; Everett-McKinney; 219,257
Poland Spring—
> W(obs) (6) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 390,933
Portland—
> WCHS-TV (5) NBC, DuM; 141,504
> WPDM (55) DuM; Surrey, Righter; 205,321
WPMI (53) DuM; Everett-McKinney; 50,100

MARYLAND
Baltimore—
> WJZ (13) ABC, DuM; Harrington, Righter & Parsons; 575,174
> WBAL-TV (11) NBC; Petry; 575,174
> WMAR-TV (2) CBS; Katz; 575,174
> WLIF (18) 12/9/53-Unknown

WAAM-13

316,000 WATTS
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
New York, Chicago, San Francisco

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Cumberland—
  » WTCG-TV (19) Du; Burn-Smth; 40,700

Massachusetts
  Adams (Pittsfield) —
    » WMGT (19) Du; Walker; 169,015
  Boston—
    » WEEB-AM (111) 5/12/54-Unknown
    » WCBS-AM (12) CBS; NY; 1,666,000
    » WAII (38) ABC; Boston; 195,000

Michigan
  Ann Arbor—
    » WPAG-AM (29) Du; Detroit-McKinney; 22,400
    » WORC-AM (76) 11/6/53-Unknown
  Battle Creek—
    » WBCK-TV (58) Headley-Read; 11/20/52-Unknown
  Bay City (Midland, Saginaw)—
    » WJTV-AM (5) ABC; Du; Headley-Read; 389,705
  Cadillac—
    » WWDJ (13) ABC, CBS; Du; Weed; 62,410
  Detroit—
    » WCBJ-AM (11) 5/12/53-Unknown
    » WJR-AM (2) CBS; Katz; 1,666,000
    » WMGC (111) 5/12/53-Unknown
    » WTVI (4) ABC; Du; Blank; 1,659,000
    » WJBW (50) 8/36/53-Unknown
    » CKLW (9) See Windsor, Ont.
  East Lansing—
    » WAKR-TV (40)
  Flint—
    » WJRT (12) 5/12/53-Early ’55
  Grand Rapids—
    » WOOD-AM (13) ABC, NBC; Du; Katz; 460,860
    » WMCM (23) 9/24/53-Unknown
  Kalamazoo—
    » WKKO-AM (3) ABC, CBS, NBC, Du; Avery-Knodel; 563,300
  Lansing—
    » WOTM-AM (54) Du; Detroit-McKinney; 25,000
    » WJIM-AM (6) ABC, CBS, NBC; Petry; 410,390
  Marquette—
    » WAGE-AM (6) 4/17/54-Unknown
  Muskegon—
    » WTVM (33) 12/23/53-Unknown
  Saginaw (Bay City, Midland)—
    » WJTV-AM (4) ABC, CBS, Gil-Penna; 146,000
    » WSGM-AM (51) 10/29/53-3/25-54
  Traverse City—
    » WPBN-AM (7) NBC; Holman

Minnesota
  Austin—
    » KMCT (6) ABC; Pearson; 95,851
    » DULUTH (Superior, Wis.)—
      » WCGT-AM (13) ABC, NBC, Avery-Knodel; 74,500
      » WDAM-AM (6) See Superior, Wis.
    » WFTV (38) See footnote (c)
  Hibbing—
    » KHTV (10) 1/13/54-Unknown
  Minneapolis (St. Paul)—
    » KFYO-AM (4) CBS; Free & Petry; 500,200
    » WCCO-AM (4) CBS; Free & Petry; 500,200
    » WTMN-AM (11) ABC; Blais; 550,000
  Rochester—
    » KROC-AM (19) NBC; Meker; 92,386
  St. Paul (Minneapolis)—
    » KTPO-AM (11) ABC; Petry; 51,000
    » WTMN-AM (11) ABC; Blais; 500,000

Mississippi
  Biloxi—
    » Radio Assoc. Inc. (13) Initial Decision 7/1/54
  Columbus—
    » WCBI-AM (4) McGilvra; 7/28/54-Early ’55
  Jackson—
    » WTJS (25) CBS, Du; Katz; 61,000
    » WLBT (13) NBC; Holleying; 98,472
    » WSLA-AM (12) ABC; Weed; 188,439
  Meridian—
    » WKOC-AM (3) See footnote (c)
    » WTVK-AM (11) ABC, CBS, NBC, Du; Headley-Read; 56,800
  Tupelo—
    » Tupelo Citizens Tc Co. (9) 12/8/54-Fall ’55

Directory information is in following order: call letter, city, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement license date for stations.

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OREGON

Eugene—
KVAN-TV (13) ABC, NBC, DuM; Hollingbery; 30,000
Klamath Falls—
KFJL-TV (2) 12/2/54-Unknown
Medford—
KRES-TV (5) ABC, CBS, NBC, DuM; Headley-Petty; 23,750

PENNSYLVANIA

Allentown—
WFMZ-TV (67) Avery-Knodel
WQCY (38) Reed; 9/12/53-Unknown
Altoona—
WFPG-TV (10) ABC, CBS, NBC, DuM; Headley-Reed; 44,128
Bethlehem—
WLEV-TV (31) NBC; Meeker; 80,397
Easton—
WOLV (57) ABC, DuM; Headley-Reed; 84,915
Erle—
WICU (12) ABC, NBC, DuM; Petry; 208,500
WUFT-TV (99) 12/31/53-Unknown
WSEE (33) CBS; Avery-Knodel; 48,369
Harrisburg—
WCME-TV (37) Cookes
WHIP-TV (55) CBS; Bolling; 183,002
WTPA (71) ABC, NBC; Headley-Reed; 152,602
Hazleton—
WAHL-TV (63) Meeker; 12/15/53-Unknown
Johnstown—
WARD-TV (36) ABC, CBS, NBC; Meeker; 602,300
WJAC-TV (6) ABC, CBS, NBC, DuM; Headley; 825,563
Lancaster—
WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,300
WWLL (21) 12/7/53-Unknown
Lebanon—
WILB-TV (15) See footnote (c)

RHODE ISLAND

Providence—
WJAR-TV (10) ABC, NBC, DuM; Headley-Reed; 167,244
WNET (16) ABC, CBS, DuM; Haymer; 75,000
WPRO-TV (12) Dr.; 9/3/53-Unknown (grant-
ed STA 9/23/53)

SOUTH CAROLINA

Anderson—
WAIM-TV (40) CBS; Headley-Reed; 101,255
Columbia—
WACA-TV (13) 6/3/53-Unknown
Charleston—
WCRC-TV (5) ABC, CBS; Free & Peters; 12,000
WUSN-TV (2) NBC; H-R; 128,500

BULLSEYE in the Detroit area
— for greater coverage!
— for greater response!

CKLW-TV Channel 9
325,000 Watts

THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE MARKET!

CKLW radio covers a 15,000,000 population area in 6 important states. The lowest cost major station buy in the Detroit area.

Adam Young Television Corporation National Rep.

J. E. Connors
President
Population in El Paso Area Jumps 16% Since 1950*

Talk about booming markets, look at the El Paso Southwest (the nation's largest trade area.) With a 10% population increase since 1950, El Paso County ranks 5th in Texas in retail sales... When you tell your story on KROD-TV, you get real coverage of this prosperous, growing market. And, with the backing of KROD-TV’s effective promotion, you get real impact at consumer, retailer and wholesaler levels... Let a Branham man give you the KROD-TV story!

UPCOMING

DECEMBER
Dec. 31: Deadline, return post-freeze TV station questionnaires to FCC, Washington, D. C.

JANUARY
Jan. 3-4: NCAA TV Committee meets, Hotel New Yorker, New York.
Jan. 3-14: International Home Furnishings Market, Merchandise Mart, Chicago.
Jan. 5-7: NCAA 49th 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.
Jan. 15: Deadline, Col. Keith Rogers Memorial Award, Ottawa, Canada.
Jan. 19: First meeting, Broadcast Advertising Council of Chicago.

FEBRUARY
Feb. 1: Deadline, CARTE Gold Medal Award for public service work in fire prevention and fire safety, New York.
Feb. 1: RAB Clinic, Phoenix, Ariz.
Feb. 7: RAB Clinic, Los Angeles.
Feb. 9: RAB Clinic, Fresno, Calif.
Feb. 10: RAB Clinic, San Francisco.
Feb. 9: Deadline, American Women in Radio and Television Scholarship Award, New York.
Feb. 10-12: Southwestern Region, Institute of Radio Engineers, Dallas.
Feb. 11: RAB Clinic, San Antonio, Texas.
Feb. 13: Fourth Annual Screen Directors Guild Awards Dinner, Biltmore Hotel, Los Angeles.
Feb. 14: Deadline, Entries for National Board of Fire Underwriters Gold Medal Award for public service work in fire prevention and fire safety, New York.
Feb. 21: RAB Clinic, Washington, D. C.
Feb. 23: RAB Clinic, Richmond, Va.
Feb. 25: RAB Clinic, Baltimore, Md.

MARCH

MAY
May 5-8: American Women in Radio and Television Annual Convention, Drake Hotel, Chicago.
May 22: NARTB Convention, Washington, D. C.

JULY
July 11-31: Institute in Live and Filmed TV, U. of Miami, Coral Gables, Fla.
MORE than a week had passed, at the time this was written, since striking members of the National Assn. of Broadcast Employees and Technicians sabotaged equipment at KPIX (TV) San Francisco.

In that time there had appeared no evidence that NABET intended to do anything but support the inexcusable actions of 44 irresponsibles. On that record, NABET now presents itself as a union which means to do its bargaining by violence and sabotage.

NABET's sabotage is not yesterday's coal mines or the Haymarket of 1886. It is a business which demands of its employees a high degree of skill, intelligence and judgment. Of these ingredients, only skill—and that corrupted—was demonstrated by the NABET strikers who shorted circuits, knocked out sync generators, replaced good tubes with bad ones and so mutilated equipment that KPIX could not resume regular programming for two days.

Broadcasters who have NABET crews on their own premises can hardly be expected to ignore the willful actions of NABET members in San Francisco. They have every right to fear that the same sort of mischief could be visited on them next time the union happens to become displeased with a contract.

What is more, suspicions are bound to be aroused against other unions, no matter how peaceable they may have been in the past. All unions are bound to suffer as a consequence of NABET's rash behavior in San Francisco.

If the NABET members who threw KPIX off the air are allowed to get away with what is certainly an immoral and illegal act, what is to prevent others from taking like action elsewhere?

It is to that question that management must now direct itself. Whatever legal and physical precautions can be taken should be taken. If sabotage is to be encouraged by unions, broadcasters have no choice but to place the protection of their valuable property and the assurance of continued service to the public above all other considerations.

1955: Lumps, Bumps & Business

Broadcasting is becoming big business. It will be bigger in 1955. Because of bigness there are more brickbats than bouquets being thrown—legislatively, business-wise and otherwise.

It wasn't that way before television, though radio took plenty of lumps in its evolution. Except for the networks and a few manufacturers, the business of radio broadcasting was in the hands of small entities, in the "small business" category. It didn't take much capital to get into radio, and the prudent operator could make a tidy return on investment. Most financing was internal.

In television, the story has been different. Much outside financing has been required. Costs are higher (by a ratio of perhaps five to one). TV had to start practically full-blown. The larger entities had to lead the way. The competition for preferred facilities has been stiffer.

At the yearend it's traditional to take a look ahead. The overall economic picture, we're told by the experts, is bright. All advertising for 1955 should rise from $8.3 billion to $8.7 billion. Radio and television should get their equitable shares, but not by just sitting there.

Many wonders are destined to emerge from the laboratories. Color tv should get rolling, despite what appears to be desultory interest on the part of the public and advertisers too. Maybe that magnetic tv tape recorder in color as well as black-and-white will become commercially available. And certainly subscription television will be heard from, at least to the extent of comments and possibly that "day in court" before the FCC.

What about radio? The network picture is no brighter. Yet everybody says radio—network radio—is here to stay and will adjust itself to changed economic conditions.

Nationally, it would appear that radio has suffered because it has taken a number relative living under the same roof with its more affluent tv cousin. Locally, radio continues to do pretty well, because in most cases it is sold and programmed separately. Because those tv chips are bigger; because it's easier to make a tv sale and make more money on it, the emphasis has been on tv when both are sold from the same shop. Business prudence dictates full divestiture of radio and tv in selling and creative programming.

On the Washington front, the forecast is for inclement weather with storms of hurricane force on Capitol Hill, probably starting next month and to run until the 1956 political conventions. The question no longer is whether there will be an investigation, but whether there will be two or more running simultaneously, and covering substantially the same ground.

Because tv has become of almost inestimable public importance, it has attracted the politicians' interest. Similarly the blue-nosers and the reformers are swarming like the termites they are. Influence peddlers, too, are beginning to appear, taking advantage of a "split administration," and flocking, as always, to "big business" when it appears to be navigating in troubled waters.

In summary: 1955 won't show up badly for the overall business of broadcasting. There will be more dollars spent on the media, with television outstripping radio in total dollars. It would appear the only way network radio can go is up—perhaps some of it under new auspices. Local and spot should lose no ground.

It is the regulatory and legislative picture that's most alarming. In spite of being plagued by the reformers and plundered by some politicians, we'll predict that the broadcast media will wind up 1955 first in the hearts of their countrymen.

The Warp and Woof of ARF

The SLM volume issued last week by the Advertising Research Foundation titled "Recommended Standards for Radio and Television Program Audience Size Measurements" is a splendid Christmas gift to all ARF subscribers.

The book does two things never before attempted: First, it establishes standards for ratings; second, it shows how well each known method, if used to its maximum potential, measures up to those standards.

What the report does not do—and the ARF subcommittee members who developed and wrote it stress this point as emphatically as they can—is to evaluate, or even discuss, the achievements of the existing commercial rating services.

Possibly—even probably—no buyer or seller of broadcast time will agree 100% with the committee's recommendations. Certainly, none of the rating service executives whose comments take up a large part of the book expresses anything like full agreement. Many of their comments, in fact, vigorously disagree with the committee's conclusions.

But there can be no disagreement with the fact that someone had to propose standards as the first step toward a badly needed clarification of the whole ratings picture. The standards advanced by ARF are not sacred; they should be widely discussed and they can be changed if the informed consensus is that change is needed. What's important is that there are now standards to discuss.
Meet a character

BOB JONES

We call this show "Bob Jones" because it is built around a true character named Bob Jones. He's the major domo. Bringing favorite melodies of yesteryear, some by the original artists, some hot off the record-presses. His visualization of the music is unique and fresh...as only this character can make it.

And he has a time slot that is really perfect...11:15 pm Monday thru Thursday...between top-rated "NEWS, WEATHER, SPORTS" and Steve Allen's "TONIGHT."

What you might call a natural!

Meet the man who for the past two years has captivated Baltimore with his original style...loose, lanky, and loquacious. Ladies love his dry humor. Men love his easy-going, relaxed manner. He's the master of underplay, but, brother, CAN HE SELL! He produces a commercial right off-the-cuff, or so it would seem, that's loaded with dynamic sell.

Yes, we admit Bob Jones is a character, and he can put some real character into your sales. Get him on your team with either spot announcements or full sponsorship.

WBAL-TV

NBC Affiliate in Baltimore
Represented by Edward Petry & Co.
WBRE Radio
Wilkes-Barre, Penna.

30 Years

Doing one thing consistently well
Outstanding selling performance

Louis G. Baltimore
President

David M. Baltimore
Vice President
General Manager

Charles Sakosi, Sr.
Chief Engineer

NBC Affiliate
National Representative The Headley Reed Co.