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24TH year

NOW 316,000 WATTS
Featuring New England's Favorite Live Local Shows

NBC—BASIC • ABC—DUMONT—CBS • WEED TELEVISION—NATIONAL REPRESENTATIVES
TOWER 1049 FEET ABOVE MEAN SEA LEVEL

Turn to Page 34 . . . See The Whole Powerful Story!
It's Better when it's BIG!

The **BIG** station in Hawaii is **KPOA**
Honolulu

which in combination with sister station, KILA, Hilo, delivers a **STRONGER SIGNAL** throughout Hawaii than any other station or network. Dominate Sales with Hawaii's Dominant Station.

Delivers more of Eastern Michigan than any other Flint Station. Dominate Sales with Eastern Michigan's Dominant Station.

WTAC Flint

**BIG** coverage means **BIG** sales on the **BIG** Stations

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

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

RADIO HAWAII, INC.
Coverage that Counts!

7 major Michigan markets
for NBC, CBS, and ABC

Now 100,000 watts!

Furs by Reynard of New York

Edward Petry & Co., Inc.
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.
ROAD SHOW • BBDO’s move to re- 
acquaint its people with radio by inviting 
four networks to make joint presentation 
[B&T, Dec. 6, 1954] is turning into road 
show. Success of BBDO project prompted 
Radio Advertising Bureau to offer to serve 
as booking agent for similar joint pitches 
to other agencies, top 12 of which now 
are slated to be covered. Next on list is 
N. V. Ayer & Son in Philadelphia. Wednes-
day, with Al Thompson Co. and 
Dancer-Fitzgerald-Sample in New York 
also booked for early showings.

ABC-TV soon may introduce five-time-
weekly film show produced by Walt Disney. 
Proposed program, aimed at children’s 
audience in afternoon slot, was discussed 
last week in Hollywood by Mr. Disney and 
Robert E. Kistner, ABC president. It 
would be addition to Disneyland, current 
nightly hit on ABC-TV.

POLITICAL PRODUCTION • With Demo-
crats doing convention shopping early by 
setting week of Aug. 27, 1956, for national 
convention (site to be selected), there are 
strong indications energetic new chairman. 
Paul Butler of South Bend, will seek to 
tailor proceedings to meet requirements of 
radio and television broadcasters. During 
Aug. 20 week, various committees will get 
together to organize “streamlined” conven-
tion, patterned to meet conveniences of 
nationwide audiences. Key effort, it’s un-
derstood, will be made to eliminate dreary 
polling of state delegations.

CARBON COPY of confusion at FCC, 
when President Eisenhower allowed FCC 
chairmanship to lapse from last April to 
October seen in situation at Civil Aeronaut-
ics Board. Chan Gurney, former South 
Dakota senator and former managing head of 
WWA, has been at stake (but with 
Rayburn’s opposition, it will be named “chairman” 
last week after year-end expiration of 
his term, with indications that new appointee 
later would be named chairman. White 
House last year had allowed Rotel H. 
Hyde’s term as chairman to expire, and he 
was served by vote of his fellow commissioners 
as acting chairman until appointment of 
George C. McConnaughey last October.

CONFIRMATION • Last Friday there 
was no indication when Senate Interstate & 
Foreign Commerce Committee would 
consider confirmation of George C. McCon-
naughey as member and chairman of FCC. 
That’s because, as of then, White House 
had not submitted nomination for consid-
eration of newly organized and Democrat-
controlled Congress. After Senate com-
mitee last Nov. 9 had voted 7-0 (but with 
seven Democratic members abstaining) for 
McConnaughey confirmation, Senate itself 
didn’t act. Thus at this session slate is 

wiped clean and no action can be taken 
until President resubmits nomination.

LOOK for Crusade for Spot Radio, 
financed by stations and conducted by 
Station Representatives Assn., among agen-
cies and advertisers during past two years, 
to cease operations about late spring. 
Stepped-up activity of Radio Advertising 
Bureau in spot field seen as making Cru-
sale no longer necessary. Decision to dis-
band expected to be announced soon.

LAMB PROSECUTOR • Although Broad-
cast Bureau, in its pleading to delay re-
sumption of Ed Lamb-WICU (TV) Erie 
license renewal hearing, said that chief 
counsel Walter R. Powell Jr. would be 
succeeded by trial attorney Edward J. Brown, 
top FCC source revealed Mr. Brown had 
been named “chief” counsel and deci-
sion won’t be made until this week. Other 
quarrels speculated Joseph Kistner, assistant 
chief of Broadcast Bureau, is likely 
choice. Mr. Powell left FCC for NARTB 
(story page 75).

STINGING editorial was published in Jan. 
6 issue of Edward Lamb’s Erie Dispatch on 
resignation of Walter R. Powell Jr. from 
FCC to become staff attorney for NARTB. 
Editorial alleged Mr. Powell, who has been 
FCC’s chief attorney in renewal proceed-
ings regarding Mr. Lamb’s WICU (TV) 
Erie, has been “fired” and also raised ques-
tions about Robert Leahy, FCC staff in-
vestigator. Question: Will Lamb stations 
remain in NARTB membership?

RAYBURN BAN • House Speaker Sam 
Rayburn’s opposition to airing of House 
committee proceedings may bring efforts 
from within his own Democratic Party to 
effect compromise. Mr. Rayburn has con-
tended telecasting of committee work un-
duly disturbs decorum. Suggestion will be 
for study of effect of broadcasting on 
congressional business, with provision 
made that important as well as sensational 
proceedings be aired. Unlike Senate, where 
each committee makes its own rules, rules 
of House are those of committee also and 
Speaker is boss.

COMMUNITY television operators, 300 
strong, have been urged to write congress-
men regarding unauthorized re-radiators 
operating in Washington state [B&T, Nov. 
22, 1954]. Fear is expressed by Commu-
nity Television Assn. officials that unham-
pered operation of unofficial and illegal 
“repeater” facilities will give ideas to others 
to detriment of community groups.

BEFORE ‘TONIGHT’ • Hazel Markel, top 
Washington newswoman, is aligning solidly 
with NBC. In addition to her new post as 
associate producer of Ted Granik’s The 
American Forum and Youth Wants to 
Know, she is expected to take on evening 
stint preceding Steve Allen’s Tonight (with 
(sponsors signed). She also is handling 
women’s angle, on spot news basis, on Ray 
Henle’s Three Star Extra (Sunoco sponsor-
ship, plus co-op).

COMR. FRIEDA B. HENNOCK has a 
new cause celebre—subscription tv. She 
has grabbed ball in recent days. But Conr. 
Robert E. Lee for some months has been 
making first-hand study of pay-as-you-go 
projects and is ramrodding FCC action, 
expected this week in form of first phase 
of rule-making looking toward broad com-
ments from all parties in interest.

HEADED FOR COURT • WTRI (TV) 
Albany principals definitely have decided 
to file court appeal against FCC denial of 
request to stay ownership transfer of 
WROW-AM-TV Albany to CBS newscaster 
Lowell Thomas and associates [B&T, Jan. 
3]. Commission, although refusing to grant 
stay of transfer, ordered Jan. 24 oral argu-
ment on WTRI charge that Mr. Thomas 
and CBS should be considered as one for 
purposes of multiple ownership rules. It 
also said future hearing will be held on 
other WTRI allegations. CBS-TV affilia-
tion changes from WTRI to WROW-TV 
Feb. 1.

NEW WRINKLE DEPARTMENT: Chica-
go advertising row hears an unidentified 
person has been representing himself as 
executive with “Sherman & Marquette 
agency seeking station affiliations for 
projected time purchases by Oscar Mayer 
& Co. and Quaker Oats. Changing his name 
as he moves around, he reportedly has 
made solicitations to stations in Seattle 
and elsewhere. Wrinkle: man reportedly 
is content to settle merely for free drinks 
and food. Rub: Sherman & Marquette no 
longer exists. Agency is now known as 
Wherry, Baker & Tilden.

TIT FOR TAT • Unusual offer going to 
radio stations around country from Centu-
ry Broadcasting System, New York: two 
free half-hour programs, billed as starring 
top name talent, to be provided by Cen-
tury five days weekly in return for one 
minute of time five days per week to be 
sold by Century. Letter says one program 
features such stars as Patti Page, Kaye 
Starr, Peggy Lee; others, such as Milton 
Berle, Dinah Shore, Frank Sinatra, Martin 
& Lewis. Century said to be subsidiary of 
Columbia Amusement Corp., looking 
agency, also offers to pay agency and rep-
resentatives’ commissions. It asked stations 
to reply by today (Mon.).
DO USE KTHS IF YOU SELL most or all of Arkansas!

If your product or distribution set-up calls for less than a statewide effort in Arkansas—If you don’t care about anything except Little Rock itself—KTHS is not for you.

KTHS is the big Arkansas radio buy. Big power (50,000 watts). Big network (CBS). Big coverage (see map).

"Technical" advantages of power are only part of the story. With an outstanding staff, topnotch facilities, programming know-how and merchandising gimmicks, KTHS easily captures a large part of the Arkansas radio audience, a large part of the time.

It’s as simple as that. If you want efficient, economical radio coverage of Arkansas, let The Branham Company give you all the KTHS facts.

50,000 Watts . . . CBS Radio
Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager

KTHS
BROADCASTING FROM
LITTLE ROCK, ARKANSAS
HEARST ACQUIRES WTVT (TV) MILWAUKEE; NBC BUYS WKNB-TV NEW BRITAIN, CONN.

PURCHASE of ch. 12 WTVT (TV) Milwaukee by Hearst Corp. for $2 million [Closed Circuit, Dec. 13, 1954] announced Friday, subject to usual FCC approval.

Milwaukee sale announcement came same day NBC officially announced its $606,000 purchase of WKNB-AM-TV New Britain-Hartford, Conn. (see earlier story page 27).

Milwaukee purchase "is first step in our long range plans to acquire the full quota of TV stations," Charles B. McCabe, Hearst radio-tv chairman, said in announcement. He also said Hearst is negotiating in other cities and that "further announcements may be expected."

Hearst owns WISN Milwaukee, WBAL-AM-TV Baltimore, and, through associated company, WCAE Pittsburgh. It owns newspapers in those cities and New York, Albany (N. Y.), Boston, Chicago, Detroit, San Francisco, Los Angeles, San Antonio and Seattle. WCAE is one of five applicants for Pittsburgh ch. 4.

Purchase price of $2 million includes assumption of more than $1 million in contracts for completion of power boost to 251 kw and 1,070-ft. tower. Station, which began operating last year, was granted following four-way merger among Milwaukee Area Telecasting Corp., Kolero Telecasting Co., and WEMP and WFOX Milwaukee.

With Hearst buy of Milwaukee ch. 12 station, company will withdraw from three-cornered Whitefish Bay (Milwaukee) ch. 6 hearing, it was said. This will leave WMIL Milwaukee and non-broadcaster Independent Television Inc. in contest for that channel, but merger may ensue. WCAN Milwaukee, intervenor in ch. 6 battle, has indicated it will withdraw when FCC approves CBS purchase of WOKY-TV Milwaukee and facilities of WCAN-TV [BFT, Oct. 23, 1954], it was understood. Piller station, which also had appealed to federal courts against Milwaukee ch. 12 merger grant, failed to file its brief Jan. 3 and its appeal was dismissed, it was learned.

NBC late Friday acquired WKNB-TV New Britain-Hartford (ch. 30)—its first uhf outlet—for $606,000. Transaction, subject to FCC approval, also is contingent upon move of transmitter site to Mt. Highy. Network will go "all out" and will seek one million-watt maximum from new location to provide Hartford-New Britain-New Haven coverage.

NBC, according to Charles R. Denny Jr., vice president in charge of owned and operated stations, acquired all of capital stock of New Britain Broadcasting Co. from Mrs. Robert Gross, former agency owner, and his associates. This includes WKNB-AM, daytimer on 840 kc, 1 kw, which NBC presumably would sell. Last ownership report lists stockholders as Mr. Gross 47.7%; Chester Bland 15.7%; Goodman Bank 10.3%; Lawrence Whitehead 3.3%; and Milton Conhaun 6.4%. WKNB-TV had Class A hour live rate of $400, film $350.

Transaction, in negotiation for several weeks, was completed Friday afternoon by Messrs. Gross and Denny, with Joseph Heffernan, NBC financial vice president; Thomas Irvin, NBC general counsel, and Judge Solomon Elsner and Washington attorney Lester Cohen. Blackburn-Hamilton handled sale.

WKNB-TV now has authorized power of 155 kw visual, 81.3 kw aural, with operating power of 20 kw visual and 10 kw aural. Antenna, on Rattlesnake Mountain, is 970 feet above average terrain, 545 feet above ground. Bolling Co. is national sales representative.

NBC said it had not yet decided upon location of its second uhf outlet, to give it full quota.

-- Business Briefly

BAYUK ON WINCHELL • Bayuk Cigars Inc. (Webster and Philadelphia), sponsor Walter Winchell's simulcast on ABC Radio-TV on alternate weeks effective Feb. 6. Other alternate sponsor is American Safety Razor Corp. Radio broadcasts of Winchell show, sponsored by Bayuk, will be on behalf of Webster cigars; telecasts for Phillips. D'Arcy Adv., N. Y., is Bayuk's agency.

CUDAHY APPOINTS • Cudahy Packing Co., Chicago (Old Dutch Cleaner, Delrich margarine), appoints Weiss & Geller, same city, to handle advertising, formerly serviced by Young & Rubicam. Radio-tv will be used.

SSS ON TV, RADIO • SSS Tonic, through Day Weinstein, Atlanta, using tv spot campaign in 20 markets for first time, in addition to radio schedule to break mid-February for 13 weeks.

MAIL ORDER BOOK • Harlon Publications, Greenlawn, L. I., placing quarter-hour program following news shows on radio stations from Maine to Minnesota and south to Washington to promote book, "How and When to Retire," which sells for $1 on mail-order arrangement. Agency: Metropolitan Adv., N. Y.

PIN-IT SPOTS • Procter & Gamble, Cincinnati (Pin-It home permanent), preparing 52-week tv spot campaign in number of markets, starting at varying times, Jan. 15 and Feb. 1. Benton & Bowles, N. Y., is agency.

Kools Back in Radio

BROWN & WILLIAMSON Tobacco Co., Louisville (Kool cigarettes), which canceled radio spot announcement campaign in evening time last month, is reinstating radio schedule in about 150 markets, using early morning periods, following trend of buying early-morning instead of evening time. Campaign breaks Jan. 17 for 13 weeks. Ted Bates Inc., N. Y., is agency.

NCAA Votes TV Committee

NATIONAL Collegiate Athletic Assn. last Friday adopted resolution formally authorizing establishment of 1955 Television Committee, which will draw up tv plan to be submitted to membership in mail referendum in spring (see story page 56). Names of 1955 TV Committee members were to be disclosed Saturday.

WBML Goes Independent

WBML Macon, Ga., longtime NBC affiliate, will not renew new network, according to George W. Patton, vice president and general manager. He said station will operate as independent, building programming around music and news. Headley-Reed is national representative.

Prospective Appeal Planned

CERTAINTY of court appeal against FCC's action in affirming Providence ch. 12 grant to WPOT-TV there and denying protest of ch. 16 WNET (TV) same city (see earlier story page 75) made known Friday by WNET attorneys. Appeal will be filed this week, it was said.

January 10, 1955 • Page 7
Storer Broadcasting Company announces the appointment of The Katz Agency Inc. as national representative for WJW Cleveland effective January 1, 1955
Lamb Asks FCC to Drop Issue in Renewal Hearing

EDWARD LAMB'S WICU (TV) Erie, Pa., petitioned FCC Friday for severance and immediate decision on Issue No. 1 in license renewal proceeding pending before Examiner Herbert Sharman. WICU charges "bankruptcy of the Broadcast Bureau's evidence to date [on Mr. Lamb's alleged communist ties] is appalling, and to require Mr. Lamb to answer further questions and to face new and discriminatory charges of such irresponsible and despicable witnesses as have been heard to date is an abuse of process."

WICU is entitled to renewal "as matter of law," petition asserted, charging there is no evidence Mr. Lamb misrepresented or concealed any material fact from FCC. Case resumes Jan. 18 but Broadcast Bureau has asked delay to Feb. 9 so new counsel Edward J. Brown can prepare.

Magazine Revenues Reach $694.1 Million, New Record

MAGAZINE advertising revenues reported at all-time high, reaching peak of $694.1 million for 1954, Magazine Advertising Bureau said today (Mon.). Figure is based on "exact measurement" and includes all 181 general and national farm magazines included in the Publishers Information Service; it is not projected to include any other magazines unreported in PIB. Sunday newspaper supplements are excluded.

Total revenues for 1954 are slightly ahead of 1953 figures, about $1 million more, MAB said, adding that rise in magazine advertising revenues has been "virtually uninterrupted since 1933," with gain from 1948 more than 18%.

KOLD Yuma Sold


Two other station sales reported Friday, subject to FCC approval: WKRM Myrtle Beach, Ky., and WHDM McKeenie, 2enn. Mike Layman and associates sell WKRM for $40,000 to Robert B. Freeland and G. Paul Crowder. Mr. Freeland and associates sell WHDM for $80,000 to Mr. & Mrs. Earl Norton, Columbus, Ind. Both sales handled by Paul H. Chapman, Atlanta broker.

Monroe Uhf Outlet Deleted

UHF deletion No. 101 announced by FCC Friday as Commission canceled permit for ch. 43 KFAZ (TV) Monroe, La., for lack of prosecution. Uhf outlets passed 100 mark earlier in week (story page 78). UHF deletions total 21. KFAZ earlier suspended operation. Ch. 45 WKST-TV New Castle, Pa., Friday asked FCC for permission to suspend operation for 90 days effective Jan. 14 pending consideration of petition for move to Youngstown, Ohio. Station said it has lost $70,000 over radio profits.

at deadline

FOR INVESTORS

NEW financial program aimed at investors and potential investors has been launched by eastern publisher in result of recent increase in public interest in Wall Street stock market. Five-minute show, titled Financial Review, is heard Monday through Friday evenings on WOR. John Scott, station newscaster, writes and narrates broadcast which consists largely of answering questions sent by listeners and explaining fundamentals of investing. Financial Review is sponsored by Bruns Nordenman, brokerage firm, through Galbraith-Hoffman Agency.

Political Convention Date Set

RECOMMENDATION that Democratic National Convention be held week of Aug. 27, 1956, made today to Democratic National Committee by Chairman Paul M. Butler. No site has yet chosen for convention. Meanwhile, site committee of Republican National Committee, under chairmanship of Republican National Chairman Leonard Hall, met Saturday to hear representatives of Atlantic City, Philadelphia and Chicago. Attending sessions was newscaster Bill Henry, representing Congressional Radio-Tv Correspondents Assn.

Bills Filed in Congress

NUMBER of activities affecting broadcasters were taking place last week as 84th Congress opened first session. Several bills proposed by congressmen were similar to others introduced in 83rd Congress.

Sen. Thomas C. Hennings (D-Mo.) proposed witnesses at congressional hearings be given right to refuse to be televised (S Res 15). Sen. J. William Fulbright (D-Ark.) commended CBS Inc.'s foundation to make grants to colleges formerly attended by executives (S Res 10, Dec. 31, 1954). Rep. Katherine St. George (D-M. Y.) reintroduced her last year's bill to require station investigation of persons for whom solicitations are made on air (HR 177). Sen. Hubert Humphrey (D-Minn.) promised news media he would open more congressional hearings to them. Rep. Kenneth Keating (R-N. Y.) reintroduced his anti-gambling bill (HR 910) of last year, similar to Senate bill last year which met broadcasters' and FCC's objections until it finally was rendered harmless through amendment but failed anyway. Rep. Emanuel Celler (D-N.Y.) asked that commercial sponsorship of congressional floor coverage by radio and television be dropped (HR 980). Rep. Carl Hinshaw (R-Calif.) again asked that subscription tv and theatre tv be made common carriers (HR 524).

PEOPLE

NORT WYNER, account executive on Rayco account for Emil Mogul Co., named account supervisor for Rayco auto seat covers and Manischewitz wine.

FRANK F. NEUGER, planning administrator in charge of coordinating RCA Tube Div.'s long-range marketing operations, to newly-created Tube Div. post of manager, semi-conductor marketing.

JOHN L. ZIMMER, senior producer of television commercials, appointed manager of commercial television production of Compton Adv., N. Y.

DAVID N. LAUX, head of agency relations, Studio Films, N. Y., and formerly account executive, Rutherfurd & Ryan, elected vice president of Studio Films.

CHARLES ADAMS, production head of films for tv, Loucks & Nording Studios, N. Y., elected vice president.

WILLIAM W. BOWEN, administrative staff assistant, Westinghouse Electric Corp., TV Radio Div., appointed staff assistant to R. L. Sandefur, sales manager.

JOE MCKAY, recently with Kay Thompson act and formerly account executive at Grant Adv. and other agencies, accepted job with Riley, assistant sound cameraman and formerly at WTOP Washington, to Kling Film Productions, Chicago, as directors.

ARTHUR W. ALDAG, general sales manager, selected vice president in charge of sales, and HARRY L. GADAU, advertising manager, elected vice president for advertising at Rival Packing Co., Chicago. Firm uses radio and television.

H. Weller Keever Named NBC Film Sales Manager

H. WELLER KEEVER, central sales supervisor, NBC Film Div., appointed national sales manager. He joined division in 1951 as salesman and in 1953 was promoted to central supervisor.

Mr. Keever announced these sales promotions within division: Leonard C. Warager, supervisor, named sales manager of eastern sales force headquarters in New York; Dan Curtis, acting supervisor, elevated to sales manager, central sales force for Chicago and Clifford Ogden, supervisor, promoted to sales manager of western sales force with headquarters in Hollywood.

In line with expansion of division, Curtis C. James, account executive, Murphy & Long, Dayton, Ohio, joins NBC Film Div. sales promotion staff as presentation writer.

Lohnes Estate $600,000

WILL of Horace L. Lohnes, Washington radio- tv attorney who died last month (Dec. 27, 1954), accepted for probate by Fairfax County (Va.) Circuit Court Friday. Estate, valued at more than $600,000, mostly bonds and securities, left to Mr. Lohnes' widow, Mrs. Thelma M. Lohnes, and daughter, Roberta Lee Lohnes, in equal trusts. Will included six bequests totaling $23,500. Mr. Lohnes lived at Twin Oaks, Vienna, Va.

Helen Hedeman Dies

HELEN HEDEMAN, 43, ABC Radio supervisor of auditions and casting, died Friday in New York. Miss Hedeman had been associated with ABC and the old Blue Network for more than 21 years.
the week in brief

NETWORKS JOCKEY FOR POSITION
NBC purchases its first u in New Britain; CBS affiliations shift; DuMont adjusts under trimmed sails... 27

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ANOTHER GLEASON CONTRACT
Comedian's deals now assure him income for 17 years... 29

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K&E president recommends ways to streamline operation... 30

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... that Screen Gems gives to its clients' commercials... 35

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Florida sessions will wrestle too-many-meetings issue... 60

THE NEED FOR CREATIVE PEOPLE
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RCA comes up with a new 50 kw transmitter; DuMont may go into radio set-making... 82

RAYTHEON HAS A TUBELESS RADIO
Portable, for $80, would run on flashlight batteries for a year... 83

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SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $10.00. Annual subscription to BROADCASTING + TELECASTING, including both issues: $14.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: $5.00 per copy; 53rd and 54th issues: $6.00 per copy.

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


*Reg. U.S. Pat. Off
Copyright 1955 by Broadcasting Publications Inc.
when you gossip you want a private line...

...and when you're viewing, you want an INTERFERENCE-FREE CHANNEL

From its central-Mississippi location, WJTV ... always first with an interference-free line to Mississippi's first market ... now, with 10 times more power, extends your private line to more than 20 additional bonus market areas. It's interference-free ... because no station in any city up to 400 miles away shares WJTV's channel.

And there's more ... more ... MORE to come! In a matter of weeks WJTV will further increase its power to 500,000 watts ... its second power increase since October 1, 1954.

Yes, sir! As comforting as a private line when you're gossiping ... that's what an interference-free station is. To the advertiser as well as the viewer.

And ... not at all incidentally ... WJTV is still the most-watched station in Mississippi's first market, the metropolitan Jackson area. Sixty percent of the time, against 37% for the second station and 3% for the third, according to the most recent Pulse.

JAY SCOTT, GENERAL MANAGER
FRANK WILLIS, COMMERCIAL MANAGER

Owned by Mississippi's two state-wide newspapers
The Clarion-Ledger • JACKSON DAILY NEWS

Represented Nationally by the Katz Agency

BASIC CBS
AFFILIATE and DUMONT
IF SUCCEEDING episodes of Norby, the new TV family series which made its bow Wednesday on NBC-TV, are as well presented as the first, viewers are in for solid, warm entertainment.

The storyline seemed a bit above par, and certainly much of the nonsense that clutters too many of the series' family contemporaries on TV was avoided. Aside from the fact that Norby holds great promise as program fare in 1955, the series is made especially interesting in that it is telecast in compatible color on a regular basis from Eastman color print film.

Norby, noted for its work in color film, lived up to advance notice that Norby's presentation was designed to be a sort of pioneering precedent for the use of color film in television.

The natural beauty of outdoor shots filmed on location at Pearl River, N. Y., the deeper color tones as the story switched to "inside" a top performance as the typical "watchdog" of office expenditures. One of the funniest sequences in a generally amusing show was the scene in which Mr. Norby extends his hands to receive congratulations on his promotion, but finds them caught in the ripped sleeves of his jacket.

- The show's producers promise more outdoor scenes as the series progresses. This alone should be worth the tuning-in, if the photography continues to be as good—colorwise particularly—as in the first episode.

Spurred by Eastman Kodak Co. through J. Walter Thompson Co. on NBC-TV Wed., 7-7:30 p.m. EST. Telecast in color from Eastman Color Print Film.

Cast: David Wayne, Joan Loring, Susan Hallaran, Evan Elliott; supporting roles by Janice Mars, Ralph Dunn, Carol Veatie.

Producer: David Swift; director: Richard Whorf; associate producers: John Graham and Max Allenlough.

Director of Photography: Larry Williams, ASC. Filmed by Norby Productions at 20th Century-Fox Movietone Studios, New York, and outdoors at Pearl River, N. Y.

Writers: Mr. Swift supervises two writing teams: Harvey Orkin and James Lee; David Rayfield and George Kirgo.

THE BOB CUMMINGS SHOW

ZANY is the word for the Bob Cummings Show, which bowed Jan. 2 as NBC-TV's challenge to What's My Line? on CBS-TV in the Sunday evening 10:30-11 spot. If enough people agree that zany comedy is fun, then for the first time in its long career, WML is going to have to fight for audience.

In his new series, Mr. Cummings is an eligible bachelor, much sought after by the ladies, with whom his photographic business keeps him in almost continuous contact. Mr. Cummings also has a sister, a "plain Jane" who is determined that if she can't lead him to the altar, at least no other girl will.

There are all the makings of another domestic situation comedy. But Mr. Cummings' writers and producers decided instead on low farce and the thin story line is subordinated to a series of raucous gags. In the opening program, a society matron friend of the hero's visits Bob's studio and sees his secretary, Shultzie, in an ape costume. (He'd been photographing the ape attacking a lovely bride: "This picture's got to be horrible. It's for the cover of a children's comic book.")

She thinks Shultzie really is an ape and throughout the rest of the program, when she hears of Shultzie typing letters, answering the phone, driving a car, etc., she becomes increasingly amazed. At the program's end she gives Bob her pet poodle, for him to teach to play bridge.

The show included a father-to-son talk which Bob tried to give to his nephew while posing for fashion pictures. There were also glamour photos of his sister, to entice an old beau, the outcome being that Bob gets an order to take similar pictures of the old beau's wife. And there was the comic secretary getting things all mixed up to help. And—those's enough to give the idea.

The cast overplayed with gay gusto, merily divorcing the plot—and characters—from any resemblance to reality. Mr. Cummings was properly handsome and helpless. Anne B. Davis, as Shultzie, provided an excellent cari-
Advertisers have a rich stake in what's happening in the Carolinas.

The Carolinas are on the march economically, and two top-power stations—WBTV and WBTW—now service this upsurging selling market.

WBTV and newcomer WBTW can, as a combination, deliver 50% of the people in North and South Carolina.

Together, WBTV and WBTW create a market of 3,375,000 people, over $3¼ billion in buying power and $2¼ billion in retail sales—a TV market comparable to the eighth largest in the nation.

For complete details on how WBTV and WBTW truly measure up to "Dominance doubled in the Carolinas," call CBS Television Spot Sales.
Retail shoe outlet buys 21 spots for one week — grossed more in that one week than in previous month. Pickup in quality trade especially noted.*

40 year old furniture store buys first radio in 21 years, taking 16% of newspaper budget for purpose. End of first month showed 15.1% increase over same month last year. Third month showed 28.3% increase over corresponding month year ago — largest month in 39 years.

Retail store kicks off big sale with newspaper-tv combination. Good results but quick fade. Drops newspaper-tv — picks up radio saturation schedule. Sale bounces back and shows steady rise to top newspaper-tv kickoff figures.*

Appliance store ordered 15-minute live talent show five days a week. First six weeks on air sales increased from $15,000 to $27,000. Store expansion to two new locations attributable in large part by owner to results of this single radio program.

Appliance distributor buys medium saturation announcement schedule beamed to housewives. Dealers report tremendous sales results. Advise beamed technique directly responsible.

Furniture store with a modest schedule of one minute radio announcements credits radio with a 50% increase in business.

* Full Details Available
AND IN TULSA...

Local sales are good . . . very good indeed!

AND . . .

Standouts in local sales are those being made by Tulsa radio stations to Tulsa merchants!
Interesting, isn't it! Local radio advertising in Tulsa is very good indeed.

Local station salesmen are experiencing their highest monthly gross in years!

WHY?

Because, in Tulsa, radio advertising is producing consistent, profitable results. Local merchants who can watch advertising results closely, day by day, watch advertising costs . . . they know AT ONCE what advertising pays off.

They know RADIO advertising pays off. Their cash registers prove it!

Want to know more? Want some success stories? Want to know how YOU can use radio advertising in Tulsa for YOUR clients? Contact any one of the Associated Tulsa Broadcasters, either direct or through their representatives.

Remember . . . EVERY sale is a LOCAL sale . . . no matter who pays the bill! So, take a tip from the men on the PAY OFF LINE . . . the LOCAL buyers of advertising . . . They're using Radio advertising in Tulsa.

How about YOU?
Why STERLING uses WHAM year after year—

With housewives, farmers, industrial executives and government officials an important customers for one or another of its diversified salt products, the International Salt Company, Inc., one of the world's leading salt producers, has found WHAM to be a good, low-cost-per-thousand medium for carrying its sales messages.

WHAM has brought sales results in this important Western New York sales market which have helped build and support high distribution of Sterling Salt products. Down-to-earth sales results all along its product line have made International Salt stay with WHAM year after year.

Also, International has made WHAM radio campaigns serve a double purpose, a basic medium around which to merchandise Sterling Salt—with mailing pieces, displays and premium offers to retailers.

Present and future Sterling Salt customers in all quarters listen to WHAM.

50,000 watts • clear channel • 1180 KC


SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

IN REVIEW

cature of a determined secretary, Rosemary de Camp as the sister and Dwayne Hickman as her son entered into the spirit of the romp and Isabel Randolph turned in an especially amusing performance as the amiable matron.

Sponsored by R. J. Reynolds Tobacco Co. for Winston cigarettes, through William Esty Co. Filmed by McCadden Corp. and broadcast from Hollywood by NBC-TV, Sun., 16:30-11 p.m. EST.

Star: Bob Cummings, supported by Rosemary de Camp, Dwayne Hickman, Anne B. Davis, Isabel Randolph, Deane Jergens.

Production supervisor: George Burns; director: Rod Amateau; producer-writer: Paul Henning; assistant producer: Al Simon; ass't. to the producer: Eddy Ruben.

FOUR STAR PLAYHOUSE

THE consistently good tv film series, CBS-TV's Four Star Playhouse, came up with a gem of a program last Dec. 23. In a week overlaid with Christmas trees, tinsel, cars, seasonal good will, precocious moppets and general stickiness, Four Star Productions' contribution stood out. Titled "The Answer," it was beautifully conceived, and executed with disarming simplicity.

A dispirited Hollywood screenwriter has returned home and during a visit to his uncle's bar meets an assorted group of people—a sailor, taxi driver, showgirl and a wine-loving intellectual bum, who has absorbed most of the encyclopaedia in his research for a play to be the monumental drama of all time. While answering questions to pay for wine, he is induced by the writer to reveal the plot of his play.

This play has to do with a 24-hour treaty, secured by the United Nations in a last-ditch attempt to prevent war between the two greatest powers in the world. To this end, the greatest minds in each field of human knowledge have been assembled to pour their wisdom into a mechanical brain. After assimilating this collected knowledge, the brain arrives at the answer—the Ten Commandments.

Deceptively simple plot-wise, "The Answer," in the hands of David Niven, as the skid-row philosopher, director, Roy Kellino and writer Leonard Freeman, is shaped into what should have been a lesson in worldly wisdom. But the final and conclusive "Four Star shall not kill," which was transposed in sequence for necessary dramatic effect.

Roy Kellino, whose "The Interlude" for Four Star is up for the current Screen Directors' Guild tv achievement award, is steadily proving himself a director of stature. Confined to one set with the major focus on one actor, his direction of Leonard Freeman's first-rate script was both sensitive and paced to bring out all possible dramatic values.

Production cost: $35,000 per program.


Producer-director: Roy Kellino (Dec. 23).


Photographed by George E. Diskant.

OPEN MIKE

Georgia on the Go

EDITOR:

I have just read your piece on Georgia [BT, Dec. 27] and want to congratulate you on the excellent way this special article was handled.

Harben Daniel, President
WSAV Savannah, Ga.

EDITOR:

... Congratulations. It was a good story, well told. Please send us 200 reprints.

J. T. Snowden Jr.
Vice President
WBA Augusta, Ga.

EDITOR:

We think you made a poor choice of words in your Georgia section, when you stated that it was a "short story." Actually, we claim nothing—we simply go by the Telepulse figures of October 1954, which showed 93.7% conversion.

Allen M. Woodall, President
WDAK-TV Columbus, Ga.

Work of Art

EDITOR:

You and your staff do a remarkable business 52 weeks out of the year. Each issue is truly a work of art. If I were to start to list the many feature stories which have proved invaluable to us during the past year, the list would be almost endless...

Frank V. Webb, V.P.-Gen. Mgr.
KFH-AM-FM Wichita, Kan.

Sabotage

EDITOR:

When I read your editorial "Sabotage" [BT, Dec. 27, 1954] I became 95% convinced. Actually, I have redoubled the irresponsibility of the reporting in a magazine that supposedly is the newsweekly of the radio and television industry.

You condemn, judge and try the NABET engineers who are on strike against KPIX TV San Francisco. You yell sabotage in your most pious manner when you have no proof whatsoever. If you had such proof why didn't you present it for all to see? Has the FCC or any duly accredited law enforcement agency proved that NABET engineers sabotaged the KPIX TV equipment? ... You know the answer to that as well as I do but you couldn't pass up an opportunity to let your union-hating magazine do some real sabotaging of good labor-management relations and condemn the NABET labs without a trial...

Taylor L. Blair Jr.
Chattanooga, Tenn.

[EDITOR'S NOTE: It remains for an FCC investigation, now underway, to pin the blame on specific individuals, but evidence is abundant that sabotage was committed. B-T sticks by its editorial guns.]

KOAl's Grubb

EDITOR:

The Dec. 20 edition of B-T carries a mention of our newly-appointed farm sales manager, Gene Grubb, but credits him as being on the staff of KLZ-TV [Denver].

... The correct information is as follows: Gene Grubb, sales staff KOA Radio, Denver, named farm sales manager.

John Aldern
Radio Promotion Manager
KOA Denver

Broadcasting • Telecasting

Page 16 • January 10, 1955
ME? A HOG CALLER? (HEAVEN FORBID!

SAYS MR. T. V. McREACH

Of course not! T. V. McReach is a well-bred fellow, with a carefully modulated voice and exquisite manners. But old-timers hereabouts remember the old McReach family of North Texas.

His father, Old Man McReach, was the champion hog caller in the area. And from McReach, senior, young T. V. got a basic philosophy: "If you can be heard far enough, if you call convincingly, and if you offer something they want, you can count on them to come."

You do all three with WFAA-TV's Long Reach (274,000 watts). And get this: TV sets in this rich market have increased 33.8%* in the last twelve months.

"This is worth looking into," says T. V. McReach.

Get the details from your Petry man.

*Broadcasting, Telecasting
December 6, 1954

Channel 8

WFAA-TV
DALLAS
NBC—ABC—DUMONT

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

January 10, 1955 • Page 17
Straight down the line these five ABC-owned stations bought new G-E 50 KW transmitters. And, to assure utmost coverage in each location, they installed special batwing antennas designed by General Electric and ABC engineers. Soon, many extra millions of TV viewers will see the positive results of this network's equipment-expansion program.

For the latest advances in tubes, circuitry, and power, get the new G-E “50”. It's ready for FCC-approved standard color signals. With a power-thrifty 5 KW driver, it streamlines operating costs beyond expectation.

Delivery of the new equipment from G.E. marks a highly-important step in ABC's consistent record of long-range power improvements begun early in 1953. The results to date?

—Credit ABC with the following:

1. Better service to both audience and advertiser!
2. Widely-augmented coverage!

With a G-E "50" the same results are yours for the asking. Get the complete story about the newest in G.E.'s comprehensive transmitter product line. Write, wire or phone the local field sales representative now. General Electric Company, Broadcast Equipment, Section X215-10, Electronics Park, Syracuse, N. Y. In Canada, write: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.
ALL flagship markets

G-E 50's

Progress Is Our Most Important Product

Joseph L. Sielski (Right), station engineer at WABC-TV, and Henry J. Treger (Left), assistant, inspect units in the new installation.

WABC-TV
New York

WXYZ-TV
Detroit

WBKB
Chicago

KGO-TV
San Francisco

KABC-TV
Los Angeles

COMPLETE TELEVISION EQUIPMENT
for VHF and UHF...for Black & White plus Color TV

TRANSMITTERS
powered from 100 watts to 100 KW

ANTENNAS
to fit every gain and pattern requirement—helical and batwing types

STUDIO EQUIPMENT
for complete audio and video facilities

PORTABLE EQUIPMENT
to handle all remote services
WHEN did radio-tv journalism emerge as a key function of the broadcast network's present-day operations? Or, was it only to thumb through the career of Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, to find the answer?

The search ends at the point when CBS last summer set a policy that emphasized its news and public affairs operation on the same level as other key CBS departments. Since last August, top-level supervision of CBS' global news and public affairs activities has been Mr. Mickelson's beat.

Mr. Mickelson, who now reports directly to Dr. Frank Stanton, CBS Inc. president, has supervisory authority over a weekly total of nearly 110 radio and tv presentations, including such diverse programs as straight news, discussions, religious, educational, documentary, sports, talk and special events.

In very broad outline, this means that in radio, news programming must follow the new patterns of the medium without yielding to any temptation to distort. Straight news presentation, he emphasizes, must be at once complete, objective, and interesting enough to hold on to the share of audience. Toward this end, he cites CBS Radio's expansion of five-minute radio news programming.

In tv, Mr. Mickelson believes not all the possibilities in straight news have been examined. Formerly, efforts have been concentrated on the form of presentation and on technical aspects; for example, the use of film at the expense of ideas.

The broadcast editorial, such as the one delivered last fall by Dr. Stanton, is here to stay but this right should be exercised by the broadcaster only when the corporate management feels strongly enough about an issue to comment. And, he warns, the editorial ought not to be delivered until first the subject has been researched to eliminate bias. At the same time, the opposing view must have equal time.

A tall, quiet man, modest as he is capable, Mr. Mickelson does not give the appearance of an executive who has lived with news deadlines nearly all of his working life.

The first deadline was met on May 24, 1913, at Clinton, Minn., where a son, Siegfried, was born to Mr. and Mrs. Olaf Mickelson. His father was a small-town merchant who moved to Sioux Falls, S. D., while "Sig" (he uses the abbreviated name) was still a toddler.

After public schooling in Sioux Falls, Sig Mickelson entered Augustana College where he studied history and showed an interest in current events. This led to study in journalism, then to the debating team. Competing in 1934 in a national debate, he lost by a narrow 5-to-4 judges' decision.

Armed with a bachelor of arts degree, Mr. Mickelson landed a reporter-editor's berth on the Sioux Falls Argus Leader and also handled radio newscasts at KSOS Sioux Falls.

After three years, he resumed his educational pursuits. He obtained a teaching position in journalism (1937-39) at the U. of Minnesota, squeezing in a masters degree in history. He later was an instructor in journalism at Louisiana State U., and an assistant journalism professor at Kansas U., and in the fall of 1941 at the U. of Minnesota.

His association with ivy towers ended in 1943 when he was called upon to aid in an expanding field of radio journalism, a task to which he has applied himself ever since. He joined WCCO Minneapolis, then a CBS-owned station, as news editor, and in six years successively became director of news and special events, and director of public affairs and production manager.

Under his tutelage, the news operation at WCCO was redesigned. The facelifting included addition of outside correspondents, local empha-
sis and scientific analysis of the audience.

This mark at WCCO was not lost at CBS headquarters, which in 1949 moved Mr. Mickelson to New York, appointing him director of public affairs. He became responsible for, among other things, Hear It Now and Nation's Nightmare, and organized the staff for The People Act.

Cameras and cables were becoming commonplace at CBS and a new era for news broadcasting was beginning. Subsequently, CBS-TV in July 1951 named Sig Mickelson as its director of news and public affairs. His staff grew from 18 to 200 people in the three years he was in charge.

Not long after he joined CBS-TV, Mr. Mickelson supervised a four-network telecast of the Japanese Treaty Conference in San Francisco which ushered in coast-to-coast television. In 1952, he was chairman of the tv network's committee that arranged for coverage of the Republican and Democratic national conventions in Chicago. He also helped in production of tv coverage of election returns, President Eisen-
hower's inauguration and CBS coverage of Queen Elizabeth's Coronation.

A former president of the National Assn. of Radio & Television News Directors, he also lists the Radio-Television Correspondents Assn., Sigma Delta Chi and the National Press Club among his memberships.

Mr. Mickelson and his wife, the former May-
belle Brown of Cairo, Ill., and their two chil-
dren, a daughter, Ann, 7, and a son, Allan, 4, live in a colonial-type home in Greens Farms (Westport), Conn. Much of his recreation is taken up with gardening and fishing.
The September, 1954 Telepulse survey in the Wheeling-Steubenville market gives WTRF-TV a clean sweep in every category. Not only were the top 25 most popular programs on WTRF-TV, but 63.5% of the viewing audience between noon and midnight were tuned to WTRF-TV, Wheeling. This, Friends, is known as dominating a market, not just slightly but so predominantly that there can be no question that the only way to reach this billion dollar market is with WTRF-TV.

And here are the reasons for this overwhelming domination:

1. WTRF-TV's 316,000 watts on channel 7 delivers a clearer, sharper signal all hours of the day and night.

2. NBC programming, supplemented by ABC shows, topped off by WTRF-TV's own programs designed especially for the viewers in this market are obviously what most people want most of the time.

3. Constant promotion and untiring publicity keep reminding viewers of WTRF-TV, the BIG station in the Wheeling-Steubenville market.

If you are interested in selling this important market, call any Hollingbery office or Bob Ferguson, VP and general manager direct at Wheeling 1177.
FIRST
IN RADIO!

FIRST
IN TV!

in Wichita Falls
Texas!

CBS AND Dumont
Television Networks

Wichita Falls Television, Inc.

J. PAT COONEY

on all accounts

AS PRODUCER and one of the creators of Play Marko, video version of bingo syndicated by The Caples Co., Los Angeles (B&T, Nov. 15, 1954), J. Pat Cooney, radio-tv director of the advertising firm, strongly believes that a combination of video programming and merchandising, such as is found in Play Marko, is the most effective way to produce results for a client.

Born in Mendodo, Ill., on Oct. 14, 1929, Pat—as he likes to be called—was educated in the Cleveland public school system and later majored in chemistry at U. of Chicago. He left college after three years, enlisting in the U. S. Army Air Forces early in 1941. He was discharged in September, 1945.

Pat Cooney then entered radio as an announcer-newscaster, working for WBEN Buffalo, WERE and WSRS Cleveland, WKBN Youngstown and KPRC Houston, among others. In 1951, he left the talent side of broadcasting to explore time sales as an account executive for KPHO-TV Phoenix. The following year, Mr. Cooney became Phoenix resident manager of Ley & Livingston Advertising, San Francisco (now merged into The Caples Co.), for whom he produced numerous radio and tv programs.

In 1953, he became part of the Southern California broadcasting picture, joining KFI-TV Hollywood as an account executive. Eight months later he assumed his present duties with the Caples Co.

Pat Cooney is especially active in tv production these days, with the expansion of the syndicated Play Marko series into new markets and supervising programming for such Caples clients as Union Pacific railroad and Thoroed Dog Foods. "I don't think radio is dead," he explains, "but at present my interest is in television. It's interesting and creative work."

Expanding on Play Marko, which he created with Russell R. Rullman and John Cody (Caples Co. vice president and account executive, respectively), and first introduced to broadcasting on KTLA (TV) Hollywood, he observes the whole idea of the program was the creation of store traffic, in which it has been most successful.

Presently single, Mr. Cooney has a son from a previous marriage living in Cleveland. Considered a promising tennis player when younger, he still gives his opponents a rough time on the courts. But during the bullfighting season, he now journeys down to Tijuana to watch the matadors and toreros, and to shout, "Ole!" with a true Latin fervor.
It’s No Draw... in Omaha

KMTV soars far out in front when it comes to popularity and coverage in the Omaha market.

This championship performance makes KMTV the favorite TV station in an area that includes 65 percent of all the people in Nebraska.

Both of Nebraska’s two major population areas—Omaha and Lincoln—are covered by KMTV’s dominating signal.

And ... an independent survey shows that KMTV has a 3-to-one leadership ratio as the one most-watched television station within a 100-mile radius of Omaha.*

To advertisers, this means KMTV offers a coverage area of nearly a million-and-a-half prosperous people ... a market more populous even than such cities as Baltimore, Cleveland, or Washington, D.C. There are more people in the KMTV coverage area than there are in the entire State of Nebraska.

How is such broad coverage possible? The answers are these: (1) KMTV’s strategic location, in more heavily populated eastern Nebraska, with Iowa right across the Missouri river, (2) KMTV’s low channel 3 with maximum power, and (3) the flat Nebraska-Iowa terrain.

That’s the coverage story. For KMTV’s overall rating superiority, see your favorite audience survey. The latest ARB (Oct. 14-21) gives KMTV all of the top 10 weekly shows . . . and the area’s favorite multi-weekly and locally-produced show. The latest Pulse (Sept. 7-13) gives KMTV 11 of the top 15 weekly shows.

To put this profitable combination of wide coverage and rating leadership to work for you, contact KMTV or your Petry man today.

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

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

* Survey name and statistics upon request.
SEE YOUR NEAREST RCA BROADCAST

BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DIVISION, CAMDEN, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

Page 24 • January 10, 1955

Broadcasting • Telecasting
North Carolina Firm Explodes Myth That Industrial Skill Is Regional

Take a new look if you still believe precision manufacturing is done only in the old established industrial centers. Example: Wright Machinery Company, a subsidiary of The Sperry Corporation. This Durham, N. C. firm is one of the nation's largest developers and manufacturers of automatic packaging machines. It helps North Carolina rate more firsts in recognized market surveys than any other Southern state.

Selling this big, buying State is no mystery. More North Carolinians listen to WPTF than to any other station.
POWER PLAYS TAKE SHAPE IN TELEVISION NETWORKING

- NBC buys WKNB-TV New Britain, its first uhf
- CBS-TV affiliations go to Gene Autry, Storer
- DuMont begins adjusting to trimmed operations

**FIRST UHF FOR NBC**

Bulletin: NBC late Friday bought WKNB-AM-TV New Britain, Conn., for $606,000, contingent upon FCC approval of the sale and the move of the tv transmitter to Mt. Highy near Middletown, Conn. The network plans to boost the ch. 30 station to a million watts.

NBC last week was negotiating to buy ch. 30 WKNB-TV New Britain, Conn., which would become the network's first owned television station in the uhf band. WKNB-TV is now the CBS-TV affiliate for the New Britain-Hartford area.

If NBC purchases the uhf outlet, new power plays between NBC-TV and CBS-TV will be inevitable.

Such a purchase would mean that NBC would have no further interest in the outcome of the contest for ch. 3 in Hartford between Hartford Telecasting Co. and Travelers Broadcasting Co., owned by WTIC Hartford. WTIC is one of NBC's oldest radio affiliates.

With NBC owning a uhf outlet in the Hartford area, the winner of the ch. 3 contest presumably would hope to affiliate with CBS. One of the principals and proposed general manager of Hartford Telecasting Co., WTIC's opposition in the case, is Harry C. Butcher, wartime naval aide to Gen. Dwight D. Eisenhower and pre-war Washington vice president of CBS.

The network position of ch. 8 WNHC-TV New Haven, the only other uhf assignment in Connecticut, would also be in question. WNHC-TV is now affiliated with both CBS-TV and NBC-TV. About 40% of its network programs are CBS-TV and 45% NBC-TV.

WNHC-TV, now operating at maximum power of 316 kw, has its transmitter some 26 air miles from Hartford and throws a strong signal into that population center.

Negotiations between NBC and Julian Gross, president and principal stockholder of WKNB-TV, have been in progress for several weeks. Points of difference were said to be still unresolved.

One source close to the negotiations said that NBC was hoping to make an arrangement contingent upon FCC approval of a move of the WKNB transmitter site to Mt. Highy, a commanding elevation south of Hartford and some 23 air miles north of New Haven.

Such a contingency would not be unlike that which was attached to the purchase by CBS-TV of WSTV-TV Steubenville, Ohio, for $3 million. That deal will be closed only if the FCC approves the move of the ch. 9 station to the Pittsburgh area [B&T, Nov. 22, 1954].

For political reasons NBC probably will seek an early conclusion to the WKNB-TV negotiations, it was believed. The network hopes to have at least one uhf acquisition or application in the bag before forthcoming Senate committee investigations get underway.

As matters stand, two major investigations of communications, with emphasis on television networking, are set—one by the Senate Interstate & Foreign Commerce Committee and the other by the equally powerful Senate Judiciary Committee (see story, page 73). In both, it will be to the advantage of networks to show that they are extending helping hands to uhf, a service that already has been presented to the Senate as the poverty row of tv.

CBS-TV already has contracted for one uhf. Its purchase of ch. 19 WOKY-TV Milwaukee for a total investment of $835,000 [B&T, Nov. 22, 1954] awaits FCC approval.

Assuming NBC acquires WKNB-TV, it will have only one more uhf to go before filling its television portfolio of five v's and two u's. The network now owns the limit of five vhf's, WRCA-TV New York, WNBQ-TV (TV) Chicago, WNBR (TV) Cleveland, WHER-TV Washington and KRCA-TV Los Angeles.

CBS owns WCBS-TV New York, WBBM-TV Chicago and KNXT-TV (TV) Los Angeles. Assuming its purchases of Steubenville's ch. 9 and Milwaukee's ch. 19 go through, CBS will be able to acquire one more v and another u. Selection of its second uhf station is expected to follow NBC's first uhf deal. Frank Stanton,

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**WDTV (TV) SALE APPROVED; RECORD sale of DuMont's ch. 2 WDTV (TV) Pittsburgh for $9.75 million to Westinghouse Broadcasting Co. was approved by FCC last week and steps were taken promptly for consummation of the ownership transfer today (Monday). FCC will be asked to change the call to KDKA-TV, representing the companion operation to Westinghouse's pioneer radio outlet, KDKA Pittsburgh. The price for Pittsburgh's sole commercial vhf station is the highest yet paid for a single broadcast station, FCC noted. Chairman George C. McConnaughey did not vote while Comr. Robert T. Bartley issued a dissenting opinion sharply differing with the majority ruling taken by Comrs. Rosel H. Hyde, E. M. Webster, John C. Doerfer and Robert E. Lee. Comr. Frieda B. Hennock was not present.**

As stated at the time of the signing of the purchase agreement [B&T, Dec. 13, 6, 1954], Chris J. Witting, WBC president, said "WDTV will continue to carry programs from all four networks until such time as there are other vhf facilities in operation in Pittsburgh."

The application disclosed WDTV eventually would seek to become the city's primary NBC-TV affiliate. An agreement to that effect between Westinghouse and NBC was submitted with the application.

Aside from the newly acquired WDTV, Westinghouse also operates KDKA-AM-FM Pittsburgh, WBZ-AM-FM Boston, WPTZ (TV) and KYW Philadelphia, KPIX (TV) San Francisco, WBZA Springfield, Mass., KEX-AM-FM Portland, Ore., and WOWO Fort Wayne, Ind. Westinghouse is agent for ch. 8 at Portland, where an FCC examiner has recommended a grant on that channel to a competitor, North Pacific Television Inc.

The transfer application also disclosed that Harold C. Lund, WDTV manager under DuMont ownership, would remain in that capacity under Westinghouse.

DuMont, aside from its network and manufacturing interests [B&T, Jan. 3], retains ownership of WABD (TV) New York and WTTG (TV) Washington.

Pittsburgh presently is also served by ch. 16 WENS (TV) and educational ch. 13 WQED (TV). Permits are outstanding for ch. 47 WTVQ (TV) and ch. 53 WKIF-TV.
CBIC president, reportedly has told Brig. Gen. David Sarnoff, RCA-NBC chairman, that CBS would pick up its second uhf until NBC picked its first.

The CBS purchase of WSTV-TV is under protest. Last week ch. 16 WENS (TV) Pittsburgh petitioned FCC to (1) dismiss the CBS-WSTV-TV applications because they violate Commission rules or (2) set the applications for hearing to obtain more information on which to determine if the proposals are in the public interest.

WENS contends the proposal to switch WSTV-TV's site to Florence, Pa., near Pittsburgh, violates not only the spirit and language of the Commission's allocation rules as established in Sixth Report, but also Sec. 307(b) of the Communications Act calling for equitable distribution of facilities. The petition noted that before the Sixth Report was issued WSTV argued that ch. 9 should be given the Wheeling-Steubenville area rather than Pittsburgh.

Protests of the CBS purchase and proposed WSTV-TV move were filed with FCC earlier by WWSW and WJAS Pittsburgh and ch. 35 WTRY (TV) Albany, N. Y. [B&T, Dec. 13, 1954]. WWSW and WJAS are contesting for ch. 11.

WTRY was successful in obtaining an order for hearing Jan. 24 on the $298,000 sale of WROW-AM-TV Albany (ch. 41) to a group headed by CBS commentator Lowell Thomas [B&T, Jan. 3]. CBS has announced affiliation with WROW-TV.

The only television operator with a full quota of stations is Storer Broadcasting Co. which owns ch. 19 WPIX-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WBRC-TV Birmingham and WXEL (TV) Cleveland and uhf's WGBS-TV Miami and KPTV (TV) Portland, Ore. The ch. 8 WXEL Cleveland last week picked up a CBS-TV affiliation (see below).

**CBS-TV BIG SWITCHES**

Plans to switch its affiliations in two cities—Cleveland and Phoenix—were announced last week by CBS-TV, which meanwhile reported three other station signings including the 12th contract for affiliation under its "Extended Market" (EMP) for small-market outlets.

In Phoenix, cowboy singer Gene Autry's KOOL-TV (ch. 10) will become a CBS-TV primary affiliate June 16, replacing Meredith Publishing Co.'s KPHO-TV (ch. 5).

In Cleveland, Storer Broadcasting Co.'s WXEL (TV), on ch. 8, will become a CBS-TV primary March 1 [B&T, Dec. 6, 1954]. It will replace WEWS (TV), on ch. 5, as the network's outlet there.

KOOL-TV has been affiliated with ABC-TV, and WXEL with ABC and DuMont. KOOL, acquired by Storer from Empire Coil Co., is under the general management of Franklin Snyder. KOOL-TV, owned by Maricopa Broadcasters, of which Mr. Autry is principal stockholder, is under the general management of Charles Garland, who also is a minority stockholder.

KBST-TV Big Spring, Tex. (ch. 4), was reported to have signed under EMP, designed to extend network television service to small-market stations at prices which the network thinks advertisers will find attractive [B&T, Nov. 29, 1954]. The station is owned by Big Spring Broadcasting Co., with Howard Barrett as general manager.

It also was announced that WTXO (TV) Bangor, Me., had joined CBS-TV as a limited alternate affiliate. The station, on ch. 2, is owned and operated by Murray Carpenter & Assoc., with Mr. Carpenter as president and general manager.

CBS-TV also announced that CJBB-TV Rimouski, Que., ch. 4, outlet, had joined as a secondary non-interconnected affiliate, effective last Nov. 21.

The station is independently owned but represented by the Canadian Broadcasting Corp.

**Dumont Trims Operations**

Meanwhile the DuMont TV Network last week was reported adjusting, with no major changes, to its new retrenchment regime [B&T, Jan. 3].

All of the approximately 25 stations being taken off "fulltime" AT&T network service had been notified, authorities said, and the reduced live relay program went into effect the day after DuMont's season of professional football and Shrine Bowl telecasts was completed Jan. 1.

The cutback in personnel, whose extent was not officially revealed but was said in some estimates to involve as many as 75 employees, was believed to have been completed. A rather extensive realignment of programs was announced, but largely retaining WABD (TV), owned station in New York, rather than the network operation generally.

Although they declined to identify the affiliates taken off eight-hour-a-day network service—numbering about half of the 50 which had been getting service from the DuMont authorities disclosed that the cutoff applied to all stations which were getting less than 35 hours a month, and confirmed that, generally, this meant the end of fulltime live service to affiliates west of Chicago.

Instead of service of the AT&T contract type, which must be paid for on an eight-hour-day, seven-day-week basis whether the relays are in use in all time that or not, DuMont will order live network service to these stations only in the case of sponsored programs and on the "occasional use" basis, which requires payment to AT&T only for hours used. (DuMont has been networking about 21 hours of programs per week.)

There was no affirmative word regarding the new "technological developments" that Allen B. DuMont Labs' Dr. Allen B. DuMont and DuMont Network's Managing Director Ted Bergmann had said that announcement of retrenchment plans, are in the offing to help achieve more efficient but not less costly telecasting.

Dr. DuMont, however, issued a statement in which he said B&T's account of DuMont development of a color television system, obtained from competent sources, "is not a correct or authorized statement of our plans or decision."

"The purported disclosure of DuMont Network plans 'in an informal comment by a DuMont executive' with a representative of the magazine Broadcasting • Telecasting, as reported in that magazine's issue of Jan. 3, 1955, is not a correct or authorized statement of our plans or decisions."

"As I stated in an announcement issued jointly with Ted Bergmann last week, it is true that 'we are near the end of our search for a technological improvement that will aid substantially in achieving the objective of more efficient and less costly telecasting than we reach beyond the end of our search and make the decisions necessary to inaugurate such a service, Mr. Bergmann and I shall make the announcement ourselves. Until that time, no one is authorized to speak for DuMont on the subject.'"

As the network moved into 1955, several program revisions were instituted in programming. Also announced were changes for WABD, DuMont's key outlet in New York.

Chief program changes announced for the network included: Down You Go moves from Wednesday 10:10-10:30 p.m. EST to Friday 10:30-11 p.m., effective last Friday; Johns Hopkins Science Review gives up its Sunday 1:10-3 p.m. time to Between the Lines and moves into the Sunday 3:30-5 p.m. period, effective Jan. 16; and One Minute Please moves from Friday at 9:30-10 p.m. to Thursday at the same time.

Officials said Chicago Symphony, about whose continuance there has been speculation, will continue in the Wednesday 8-9 p.m. period.

Among WABD program changes is the launching of a series of half-hour film dramas—a telecast weekly—in early-afternoon and late-evening periods, starting today (Monday). This series will be presented Monday through Friday at 1-1:30 p.m. and 11:15-11:45 p.m., and on Sundays at 1-2 p.m. and 11:30-12 midnight.
RADIO-TV SPOT ADVERTISING BENEFITS ACCLAIMED BY NEW YORK TIMEBUYERS

Flexibility and coverage are principal features of spot advertising in both radio and tv, according to speakers at the luncheon seminar of the Radio & Television Executives Society. Vitality of radio listening is cited in findings of current research.

SPOT ADVERTISING—radio and tv—was put on the "spot" at Tuesday's luncheon session of the Radio & Television Executives Society's timebuying and selling seminar at New York's Toots Shor's restaurant.

Speakers were Kevin Sweeney, president of Radio Advertising Bureau, and C. E. (Need) Midgley Jr., supervisor of the media department at the Ted Bates & Co. advertising agency.

Mr. Midgley noted the similarity of tv spot to radio spot, particularly in flexibility, concentration of markets and as an advertising tool for national, supplemental, regional and local campaigns. He stressed the development of ID's in television and commented that the time intervals between network programs now have become "logi-im" for the timebuyer—"It's like Times Square in the rush hour."

He said that in spot tv, as in radio spot, the advertiser can reach more than 60% of the nation's population by placing schedules in 162 markets, although it is not always necessary to buy time on stations in all the markets.

While tv spot coverage often is undersold because of the wide area tv signals actually reach, Mr. Midgley said, it must be remembered that the timebuyer's decision on whether to use radio or tv "depends on the job that has to be done." Often, he said, the agency will find "the correct answer is the combination of both media."

Referring to radio's coverage, he said he wanted to take notice of "the amazing vitality of continued radio listening" which he noted has been pointed out in detail by recent research.

For the timebuyer who uses spot, Mr. Midgley outlined some suggestions: study the market area, the concentration of population; keep posted on stations—which are available in which markets and the job each station is doing; suggest following through trade publications such station activity as promotion; interpret station ratings, and after gathering facts, "decide and be positive about it."

Similarly for the seller of spot, he suggested: make advance appointments with timebuyers and have at least one important fact to present; make the point and be brief, recognizing that there is pressure on the timebuyer; if a station representative, expose the station manager to as many agency and advertiser people you deal with as is possible, and if lunching, remember the 2 p.m. "curfew", and be prompt in relaying confirmations along with exact time and rate.

Mr. Sweeney stressed radio's ability to deliver for the advertiser who wants "selective marketing." Radio spot can do the job better than other media, he declared.

Increasing competition by retail advertisers was one of "three significant trends developing for national spot advertisers in radio," Mr. Sweeney said.

"When a single large retailer comes in and takes 18,000 announcements annually out of those available in a market and his competitors gobble up another 10,000 annually, the competition for good times is sharpened for all national advertisers. And this is what is happening in many metropolitan markets," he said.

Other trends are "saturation announcement technique becoming standard practice" and "acceptance of the important 'plus' local personalities can give in local markets to national advertising."

Mr. Sweeney said a shift from the five-times weekly 52-week buying pattern of the 1940s to the "40, 100 or even 800 announcements per week pattern for relatively short periods" has emerged as an important trend in buying announcements.

Among advantages for spot radio compared to other selective media, Mr. Sweeney listed: ability to cover other than just the city market; selectivity that enables the advertiser to pick the right group within cities to which he wishes to advertise; flexibility permitting the advertiser to deliver more messages in one market as against another without expensive, mechanical adjustments; true localizing of an advertising message, and freedom of choice of stations within the large cities.

Sheaffer Ready New Buy

NEGOTIATIONS were nearing completion last week for purchase by Sheaffer Pen Co., Fort Madison, Iowa, of Who Said That? on ABC-TV starting Feb. 2 on an alternate week basis. Russell M. Seeds Co., Chicago, handles the Sheaffer account. Sheaffer would buy the panel show for its Fibeline fountain pens and pencils (Wed., 9:30-10 p.m. EST) on about 80 stations.

Seeds reportedly was surveying its other clients in the hope of coming up with a second alternate week sponsor for the revived series which recently moved to ABC-TV. Sheaffer was expected to continue part sponsorship of the CBS-TV The Jackie Gleason Show through the season.

GF Wants 'Greatest Show'

GENERAL FOODS CORP., New York, last week was negotiating with John North, head of Ringling Bros.-Barnum & Bailey circus, for presentation of a telecast of the circus, probably in color, sometime in March in the NBC-TV Tuesday night period normally occupied by Bob Hope and Martha Raye. If negotiations are completed, the circus show would be sponsored by the company's cereal division. Most shows are written by the associated products division of the firm. Benton & Bowles, New York, represents the cereal division of General Foods in the negotiations.

Gleason Signs Dorsey

For Saturday TV Show

A CONTRACT has reportedly been signed by Jackie Gleason with CBS-TV under terms of which the comedian's production firm, Jackie Gleason Enterprises Inc., will supply a Saturday night program starring Tommy and Jimmy Dorsey and the June Taylor Dancers. Costing $1,560,000 for the 1955-56 season, the program would be telecast from 8-8:30 p.m. in the half-hour preceding the comedian's new CBS-TV show The Honeymooners, scheduled to start next fall under a recently-signed $7.5 million contract with Buick Motors Div. of General Motors [B&H, Dec. 27, 1954].

The new contract, reportedly signed in Hollywood last Tuesday, is said to give the network Mr. Gleason's exclusive services at $100,000 per year, whether he works or not, for 15 years between 1957 and 1972. His production firm will also supply a replacement show this summer for a fee of $350,000 and receive an additional $1,560,000 if the Dorsey Bros. program is renewed for a second year.

Also rumored as up for sale by CBS is a half-hour radio version of The Honeymooners.

WRCA NEW YORK is carrying Music Through the Night, all-night symphonic music program, for Riggs Tobacco Co. (Regent cigarettes) Tuesday through Saturday from 12:30 a.m. to 6 a.m. Discussing the contract are (l to r): Ernest de la Ossa, WRCA station manager; L. H. Hartman, L. H. Hartman Inc. (agency) president; Arthur B. Modell, Hartman vice president and account executive, and Richard Arbucket, NBC Spot Sales account executive.
MODERN MANAGEMENT
FOR MODERN ADMEN

K&E'S PRESIDENT BILL LEWIS MAKES A BID FOR EFFICIENCY

ADVERTISING AGENCIES, to prosper today, must apply to their own operations the same modern management techniques employed by their clients, William B. Lewis, president of Kenyon & Eckhardt, declared in an address delivered Tuesday to the Poor Richard Club of Philadelphia. His remarks are excerpted below. The importance of internal communications to agencies, already expert in external communications, is stressed by Mr. Lewis, whose own brilliant career in advertising began in broadcasting, as program vice president of CBS.

I PREDICT that in the years immediately ahead more and more managers will devote more and more time to the application of modern management techniques to the operation of their advertising agencies, and that this application will lead in turn to better advertising agencies and to far better and more effective advertising, or mass communication, than we have seen or heard before.

There are signs on all sides that many agencies are adopting—if only by a process of osmosis—some of the successful management principles developed by America's more progressive industries, especially in the all-important area of internal communications.

I would like now to explore some of the areas where modern management techniques can serve advertising agencies profitably. To use for illustrative purposes some examples of Kenyon & Eckhardt operations, please forgive me on the grounds that I have no other recent experience.

First comes the question of objective. What kind of an agency are you trying to build? Do you want a good, well-staffed local agency, or a medium-sized, well-run national agency, or do you want the biggest agency in the world? Do you want your agency to service a diversified list of clients, or do you want it to specialize in certain product classifications?

There is plenty of room for all of these kinds of agencies and plenty of good clients who prefer each. But if you are going to staff and operate your agency at maximum efficiency you had better set your objective clearly in one direction and stick to it until fate or circumstances or growth dictate that you change it.

At Kenyon & Eckhardt we set a definite course some years ago, have never varied from it, and see no reason why we should change it for years to come. We want a national agency with a diversified list of clients, small enough in number so that each account can have the constant attention of the agency's principal people, but large enough in billings so that we can afford to render certain services in which we strongly believe.

Among these are:

1. The most creative commercials and print advertisements we can possibly produce.

2. Original research, especially into motivation, which will help us to improve mass communication on behalf of our clients.

3. Intelligent, well-integrated marketing, merchandising and promotion services to round out our advertising programs and to keep pace with the forward-looking marketing patterns being adopted by many of our clients.

4. A network of well staffed offices across the nation to enable us to adapt to regional and local needs the advertising of our national advertisers.

Next, let's consider the question of staff. An advertising agency has one commodity (and one commodity only) to sell to a client—the services of people: people with ideas, people with creative talent, people with vision and the ability to plan, people trained and experienced in every phase of the complex marketing strategies required today by nearly every purveyor of products or services, and people with the courage of their convictions.

How do you find such people? How do you know them when you do find them? Fortunately in this area there are useful tools available today, if agencies will only use them wisely. In the hands of competent and qualified management counsellors, mental ability tests and personality tests, including interest inventories, can go far towards eliminating the hazard of the square peg in the round hole.

I have heard it said that such tests are helpful in some areas but not in evaluating creative people. To me this is airtight nonsense, for these tests have helped us immeasurably—and we seek nothing but creative people. In the modern agency everyone had better be creative.

In addition to outside testing, it is well to have a personnel department of your own to probe deeply into the background, personality and working habits of the man you would hire (or, failing a personnel department, to do it yourself).

A great agency is not built, however, by putting together under one roof a group of individuals with diversified skills and letting nature take its course: The individual may be good but what incentive is he given to give his utmost in return? He may be willing but what tools and resources is he given to help him improve his work? He may possess great specialized skill but how can he be persuaded to work in concert with other specialists to produce overall advertising programs of maximum effectiveness? And to produce them with maximum efficiency?

THE ADMAN'S FOUR WANTS

It seems to me that today an inspired and experienced advertising man—he be writer, art director, radio or television producer, merchandising man, researcher, media buyer or planner, contact man or executive—wants these four things above all else: money, security, prestige, and a happy working climate (and not necessarily in that order). . . .
In the matter of incentive, you already pay high salaries (or you can easily persuade yourself that you do). But a high salary today, with the current income tax structure, means little except as a benchmark of prestige.

In addition to salary you have probably adopted some other form of incentive plan (or should)—bonuses, profit-sharing, retirement income. Then, there is the package of standard benefits you can provide—group insurance, hospitalization and the like.

Years ago one of our founders, Otis Kenyon (a very knowing man), decided that the one best incentive a good man can have is the incentive of working for himself. Consequently, at great expenditure of planning time and effort, he put together a unique installment buying plan to enable key employees to buy stock in the agency with no great hardship to themselves and in spite of the virtual impossibility of saving up any substantial amounts of tax-free money for the purpose. Furthermore, Otis Kenyon found his handful of co-owners equally willing to relinquish the majority of ownership they enjoyed in a very profitable business.

They were bright enough to know (and they were pioneers in this knowledge) that if the business were to expand and make even greater profits there would be to have many other members of the firm working as hard as they were—and for the same reason. As it turned out, their perception paid off. The people we want with us for years to come are persuaded, urged and cajoled to buy stock more avidly than any stock broker ever sought the investment of a widow's estate.

The result is that the agency is owned by just under 100 people—approximately 15% of the people employed in it.

Now we come to a discussion of two serious problems that beset the large and the growing agency—maintenance of high work quality and efficient procedures for getting the work out promptly and—if possible—right the first time.

Who is going to indoctrinate new people in the agency's method of operating? The standards it seeks to maintain? Somebody had better, or boundless and costly confusion will result all through the ranks. Bear in mind that such indoctrination is not an easy chore; it is not a matter of a couple of hours of casual conversation. The saw about teaching the old dog new tricks certainly applies here.

**ROAD MAP TO HIGH STANDARDS**

One of the tools we have developed is the K&E Book of Standards. It establishes a high goal for K&E workers. It develops a basic philosophy that advertising should be based on the reactions of the people who are exposed to it, rather than on the opinions of those who prepare or sponsor it. It breaks with many old advertising concepts; it points out many pitfalls to be avoided. It does not advocate any inflexible patterns, but encourages fresh ideas and creative thought. It is a basic guide to good roads to follow and bad roads to by-pass. Each creative worker at K&E (and as I have said before that classification includes nearly all of us) must be exposed to the Book of Standards at least four times a year. There are three reasons for this frequency:

1. The *old dog problem I mentioned earlier*. One of the hardest things in the world is to penetrate in a man's mind the shell of old and established concepts. You simply cannot teach new concepts in one session.

2. The *tendency to forget*. Unless you keep reiterating new standards you are trying to live up to, people have a tendency to backslide into old habits.

3. New information of value. The Book of Standards is constantly revised and up-dated as new information becomes available either through research or experience.

Another new tool we have developed is the Book of Procedures, which outlines the basic Kenyon & Eckhardt organization. It provides the philosophy behind the various K&E operating units and the procedures to be followed if K&E clients are to be served with the maximum effectiveness of which the agency is capable.

The philosophy of operation adopted by K&E is clearly stated in the introduction to the Book of Procedures, which new employees must read and study almost before they get their coats off:

"To operate successfully in Kenyon & Eckhardt you must understand clearly and at once that you are now a part of a group operation. Individual operations—no matter how brilliant—do not fit the K&E concept. We believe that clients profit from our full resources only when—"

1. The skills and experience of all the agency's key people are made available to the client (not just the people assigned to the account).
2. The client receives integrated programs of marketing and advertising wherein all facts complement one another, and work hand in hand in several unrelated directions but toward one desired and common goal.

"Group effectiveness cannot be achieved by isolated account management groups operating as agencies within agencies, nor by one-man dictatorships (no matter how strong and capable the man), nor by strong individual departments dictating their own account strategies without relation to the work of other departments. It can be achieved by careful organization, by efficient operating procedures, by group meetings and other practical forms of inter-office communications."

Like the Book of Standards, the Book of Procedures is not a static book. Changes are made in it whenever new and more efficient operating procedures come to light. We have developed methods to communicate these changes clearly and positively to our people, and all changes made in any given year are reviewed at the annual meeting.

**MODERN METHODS OF COMMUNICATION**

There are many other modern methods of communication that can contribute to the successful operation of an advertising agency. The common Conference or Call Report is worth a great deal more study than many agencies apparently give it, to be sure that all instructions are clearly given and that precise shades of clients' reactions are communicated to the workers who are to know them. Internal publications, prepared and edited for employees at various levels, are important to keep your people well informed of developments that will help them do better work and feel themselves an integral and important part of the agency. And as in any group operation, the Meeting is of transcendent importance.

In closing, I want to emphasize three points:

1. I do not consider the step I advocate—the application of modern management methods to advertising agency operation—to be an easy one. Even in this lengthy talk I have been able only to touch upon several of many areas where such methods might be applied. Each area might well be the subject of a prolonged seminar. What I have touched upon in 30 minutes might require weeks to study, months to plan, and years to put fully into operation.

2. Although of necessity I have used examples of K&E operations to illustrate my points, I do not want to leave the impression that I believe K&E to be the only agency in the country using modern management methods. My own one-man survey convinces me that quite a few forward-looking agencies have adopted or are installing such methods in varying degrees, and that many more will tend in this direction in the year ahead.

3. Finally, I do not want to leave the false impression that the instigation of these methods has solved all of our problems at K&E, and that the agency now runs benignly and smoothly along well-oiled tracks without roadblock, hindrance or an occasional derailment. That will be the day! We are still working with people (and creative people, at that) with all their temperamental pecadillos and their emotional involvements. We will never make a perfect score at fitting them all into ideal behaving patterns, but the degree of success we attain may have a real bearing on the future progress of the agency.

I will say this, however: I believe that our somewhat unusual recent success has come to us because clients and prospects are impressed with the fact that we are *trying* with every modern tool we can command to make the agency a business. I believe it will profit the reputation of advertising enormously if many more agencies will follow suit.
NEW SPOT RADIO REPORT PLANNED

Rorabaugh and Boerst set up service to cover activity in individual markets.

A NEW SERVICE measuring national and regional spot radio advertising is being announced today (Monday) by N. Charles (Duke) Rorabaugh, publisher of Rorabaugh Report on Spot Television Advertising, and James M. Boerst, owner of Executives Radio-TV Service [CLOSED CIRCUIT, Jan. 3].

To be issued quarterly, starting in April and covering the first quarter of 1955, the publication, Spot Radio Register, will be based on the reporting cooperation of approximately 400 stations in all major, secondary and tertiary markets, according to present plans.

In format the Spot Radio Register also will follow closely the pattern of the Rorabaugh Times. Rorabaugh said he Boerst in his introduction said it "will list complete spot radio activity based on information gathered directly from radio stations and station representatives and will list activity by market, by station, by advertiser and by brand. The listing will show the type, weekly frequency and time of broadcasts for each brand schedule."

In addition, the announcement said, dollar expenditure figures will be made available to individual clients.

Plans for such a service were hatched by both T. F. Flanagan, managing director of the Station Representatives Assn., and Kevin Sweeney, president of the Rorabaugh Advertising Bureau.

Mr. Flanagan urged the support of the stations and of the trade associations "for the very good reason that it will help develop more spot radio business."

He pointed out that "such complete figures are door-openers to salesmen working on the task of selling national spot advertising. "Agency account executives hesitate to recommend national spot to clients unless they can quote up-to-date records of such expenditures by the clients' competitors. And when such figures are available, competitors try to match or out-do in the same medium."

Rorabaugh said the Rorabaugh-Boerst move "encouraging," pointing out that "Radio Advertising Bureau is in favor of any undertaking that will provide authentic data on national spot radio."

Spot Radio Index will be sold to subscribers for $30 per quarterly issue, but stations which cooperate with the service by reporting spot advertising schedules may subscribe for half price. Among stations, only those which cooperate will be eligible to subscribe, but stations are not required to subscribe in order to cooperate.

Messrs. Rorabaugh and Boerst noted that despite their collaboration, there will be no merger of their respective firms and that they will continue to issue their existing publications independently.

Mr. Rorabaugh will direct sales and promotion activities for Spot Radio Register and Mr. Boerst will supervise research and production activities. Headquarters will be at Larchmont, N. Y.

Grey Elects Block, Rand

DAVID L. RAND and Leroy B. Block, account supervisors, Grey Adv., N. Y., were elected vice presidents of the agency at the final 1954 meeting of the board of directors. Mr. Rand has been with the firm for five years and Mr. Block for eight.

WINNERS in the BDBO Norman Spier and His Football Forecasts merchanting contest leave for the Rose Bowl game of Jan. 1. Greg Van Camp (l) and Albert Jones, WTRF-TV Wheeling, W. Va., promotion director and merchanting manager, respectively. The executives were first place winners and the trip was their prize.

Two Seattle Agencies Merge With Miller as President

SEATTLE advertising agencies Miller & Co. and the Wallace Mackay Co. have merged effective Jan. 1, and now are known as Miller, Mackay, Hoeck & Hartung, the new firm has announced.

The merging agencies will continue in operation at their present locations until Feb. 1 when they will move to quarters at 510 Virginia St.

Officers of the new company are: James R. Miller, president; Wallace Mackay, executive vice president; Gerald Hoeck, vice president and radio-television director, and Marlowe Hartung, vice president and art director. Houston Levers and Phil Reilly are senior account executives; Robert Wessom is media director; Burrell Brumbaugh is production manager, and Rose Frazier is office manager.

Accounts serviced by the agency include Stelco's Seattle Brewing & Malting Co., the Buchan Bakery, Bardahl Mfg. Co., West Coast Airlines, the Seattle City Light Co., and the American Mail Line, the agency has reported.

FAMILY SETS GAIN 3%—MRCA

Three-month study among various family groups released by Market Research Corp. of America.

An increase of 3% in family ownership of TV sets in the U. S. over a three-month period (July-October, 1954), was reported last week by Market Research Corp. of America.

Ownership in October stood at 61% compared to 58% in July, MRCA said. The firm said that in 28 geographic and family-characteristic breakdowns, TV set ownership growth was fairly uniform with increases ranging from one to five points.

The rate of increase, however, tended to slow down in family groups where ownership already was high. Samuel G. Barton, president of the firm, pointed out that all three of the one-point gains occurred in the breakdowns where July ownership was 10 or more points below the national figure. MRCA figures are from the National Consumer Panel which is a cross section of all U. S. families. Included are 5,800 families and more than 19,000 persons who report purchases regularly to MRCA.

Tables follow:

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ARF Report Discussion

THE Advertising Research Foundation's report on ratings standards (B&T, Dec. 27, 1954) will be discussed at the Jan. 25 luncheon session of the Radio & Television Executives Society's timebuying and selling seminar, it was announced last week. Speakers scheduled are G. Maxwell Ule, vice president and director of research, Kenyon & Eckhardt, who was chairman of the subcommittee which developed the ARF study, and D. H. Denenholtz, manager of research-promotion for The Katz Agency, station representatives. The luncheon begins at 12:15 p.m. at the Toots Shor restaurant in New York.

RETMA Issues Set Totals for 11 Mos.

OUTPUT of radio sets passed the million mark in November for the first time in 1954, and promised to reach the 10-million point for the year, with tv production setting a new high record for November, according to Radio-Electronics-Tv Mfrs. Assn.

Radio production totaled 1,098,725 units compared to 997,788 in October and 1,065,785 in November, 1953. Eleven-month production of radios this year, 9,138,955 sets, was below the 12,267,441 total in the same 1953 period.

The 6,313,392 tv sets produced in 11 months of 1954 compared to 6,766,590 in the same 1953 period. November's tv output was 858,501 sets, compared to 921,476 in October and 561,237 in November, 1953.

Of the November tv sets, 168,563 or about 20% were equipped with uhf tuning. Of the
...NOW... the Pacific Northwest joins the Storer scene

KPTV, Portland's first TV station and the channel consistently ahead in sales, takes its place as a member of the broadcasting industry's best-known organization. The Storer picture has always been the most profitable one for advertisers. Get the exciting story that goes with this picture now. Call KPTV or your local NBC Spot Sales representative today.

Oregon's MOST POWERFUL TV giant......
Ballantine Names Doolittle To Head Homemaking Service

P. BALLANTINE & SONS, Newark brewery, has started its homemaking service, according to President Carl W. Badenhausen, with Betty Doolittle, formerly NARTB assistant tv code director, as service director.

"The Ballantine service is a development in line with buying trends," Mr. Badenhausen said "filling a real need for the homemaker." Miss Doolittle explained that with ale and beer recognized "as pleasurable foods, we've have amazing and amusing information about nutrition, recipes, ideas on entertaining, high bits and surprising new developments."

Westinghouse '55 Line Debuts on Closed Circuit

A FULL-HOUR, musical-type closed-circuit tv show was used by Westinghouse television-radio division to introduce its 1955 line of sets to dealers and to newsroom viewers. Watchers the telecast in 26 cities Dec. 29.

The show, originating in CBS Studio 58 in New York (facilities were provided by CBS-TV), was carried simultaneously to dealers and newsmen gathered in Atlanta, Baltimore, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Houston, Indianapolis, Kansas City, Los Angeles, Miami, Minneapolis, New Orleans, New York City, Oklahoma City, Des Moines, Philadelphia, Pittsburgh, San Francisco, St. Louis, Seattle and Syracuse.

Pattered after the "spectacular" type of tv program, the black-and-white telecast featured the Honeydew Quaintset, the Joel Jerome orchestra, Westbrook van Voorhees and Betty Furness. It was directed by Perry Lafferty, who directs Robert Montgomery Presents programs and the Imogene Coca Show (both NBC-TV). T. J. Newcomb, division manager; R. L. Sanefur, general sales manager of the division; John Angel, radio sales department, and Rod Kershstein, sales promotion manager, took part in the show.

‘Silent’ Agency

GREY ADV., agency for a portion of the RCA Victor account, keeps plans for RCA Victor’s record price reductions so secret that, prior to the announcement, writers and art people working on the account were held up in a Manhattan hotel to work out details of copy, etc., and to help keep the secret until it was ready to be sprung.

Serutan, Geritol Shows To Urge Drugstore Buying

THE SLOGAN "Buy-It-at-Your-Drugstore" will be aired on all four network shows sponsored by Pharmaceuticals Inc. (Serutan and Geritol), on behalf of the drugists as a good will gesture by the advertisers.

During February the slogan will be used as the theme to pay tribute to the American pharmacist. The campaign will be urging the consumers to "Buy-It-at-Your-Drugstore" on the following shows: Douglas Edwards and the News, Juvenile Jury, Life Begins at Eighty and Meet Millie.

Stars of these tv shows will stress that the druggist, together with the physician, helps protect the family's health.

"With so many outlets now carrying drug items and cutting into drugstore sales," says Harry Parness, director of sales for Serutan and Geritol, "we feel that manufacturers of drug products should use their efforts to direct consumer buying toward the local drugstore.

By education and experience, the pharmacist is best suited to advise the public about all types of drug products.

In addition to tv, Mr. Parness said the campaign will be backed in radio, newspaper and magazine advertising.

Ticket Office in B'T Bldg.

A JOINT ticket office for American Airlines and National Airlines will be opened in the BROADCASTING*TELECASTING Bldg., 1735 DeSales St., N.W., Washington, Jan. 17. The new office will be across the street from the Mayflower Hotel. Two blocks from the NARTB headquarters.

LATEST RATINGS

Dec. 1-7, 1954

<table>
<thead>
<tr>
<th>Name of Program</th>
<th>No. of Cities</th>
<th>% TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Dragnet (NBC)</td>
<td>117</td>
<td>53.1%</td>
</tr>
<tr>
<td>2. I Love Lucy (CBS)</td>
<td>100</td>
<td>38.1%</td>
</tr>
<tr>
<td>3. You'll Never Get Rich (NBC)</td>
<td>85</td>
<td>34.9%</td>
</tr>
<tr>
<td>4. Jackie Gleason (CBS)</td>
<td>85</td>
<td>32.8%</td>
</tr>
<tr>
<td>5. The Toast of the Town (CBS)</td>
<td>61</td>
<td>31.8%</td>
</tr>
<tr>
<td>6. Studio One (CBS)</td>
<td>91</td>
<td>31.4%</td>
</tr>
<tr>
<td>7. Bob Hope (NBC)</td>
<td>112</td>
<td>30.5%</td>
</tr>
<tr>
<td>8. Tex Putney (Sun.) (NBC)</td>
<td>112</td>
<td>29.0%</td>
</tr>
<tr>
<td>9. Kraft Theatres (Nbc)</td>
<td>112</td>
<td>28.3%</td>
</tr>
<tr>
<td>10. Ford Theatre (NBC)</td>
<td>116</td>
<td>28.1%</td>
</tr>
</tbody>
</table>

Four Agencies Acquire New Accounts for '55

FOUR ADVERTISING AGENCIES have acquired new account commitments for '55.

The agencies are: BBDO, Blaine-Thompson Co., Roy S. Durstine Inc. and Grant Adv.

The Gillis Corp. of America, New York, appointed Blaine-Thompson Co., New York, to handle advertising for its new game, Ginatas. Slick Airways, New York, has appointed Roy S. Durstine as its advertising agency, according to Joseph F. Grant, vice president and general manager. The account will be handled by the Los Angeles offices of Durstine with W. D. Sloan, Los Angeles manager, as account executive. All media is being considered.

Continental Foundry & Machine Co., Chicago and Pittsburgh, has named BBDO to handle its advertising, out of the Pittsburgh office, effective March 1. Media plans are not set.

Accent, a monosodium glutamate additive to enhance natural food flavors, Amino Products Division of Intercontinental Corp., New York, has awarded Grant Adv, the account for all world-wide advertising and publicity outside North America. Fred Spence, vice president for Grant's International Division, will supervise the account with William Reede as the account executive.

Admiral-Sponsored Tv Survey Shows No Stampede to Color

A MAJORITY of present viewers in the Los Angeles area apparently are in no great hurry to purchase color tv receivers, according to a survey conducted for Admiral Corp. The study was made by Woodbury College, which in the past has conducted similar surveys on subscription video. Woodbury found that present set-owners are awaiting 21-inch screens with a price range of $300-$500.

According to the results, announced by Admiral last week, 87% of tv set families in the Los Angeles area have never seen color televisions; 92% do not own a color receiver before 1956; one third of those questioned said they would pay $100 for a 21-inch color instrument, nearly 27% said as high as $450-$600 and 23% $500-$650. 60% indicated they would buy a console model.

A total of 85% of the families covered in the survey own black-and-white receivers.

SPOT NEW BUSINESS


Tess-Kit (hair conditioner), manufactured by John Andre, New York, is placing ten-minute film show in 25 tv markets, starting Jan. 27. Agency, Product Services Inc., New York, is buying marginal time for one-time-only tests. If successful, will be extended to 13-week campaigns.

Charles Antell (Formula 9, shampoo and hair spray), Baltimore, Jan. 3 started spot campaign using 1,400 announcements in 34 top radio markets for 13 weeks. Saturation campaign featured Antell jingle and was placed by T. A. A. Inc., N. Y., its advertising agency.

(ABA continues on page 51)
Here We Crow Again!

POWERFUL WJAR-TV Channel 10 Providence

NOW 316,000 WATTS Featuring New England's Favorite Live Local Shows

NBC—BASIC • ABC—DUMONT—CBS • WEED TELEVISION—NATIONAL REPRESENTATIVES
Behind The "Screen" In WJAR-TV Live Local Programming

The series of sequence photos shown on these pages from WJAR-TV's daily remote telecast "Breakfast at the Sheraton" gives you an insight into the "behind the screen" activities in a typical Channel 10 live local presentation. This example shows why WJAR-TV has made live local programming the hallmark of their success in Southern New England... ideas in local TV showmanship plus concentrated attention to all production details make the difference.

WHOLE NEW CONCEPT IN LOCAL TV PROGRAMMING

WJAR-TV Providence began over 5 years ago to develop a highly individual concept of local programming. The theory behind the concept was — LOCAL OR REGIONAL AUDIENCES WILL SUPPORT LIVE LOCAL SHOWS!

How well the concept has weathered the test of 5 years is already evidenced by the pictures on these pages... and by the set count in the WJAR-TV market — 1,166,344 sets... and by the exceptional ratings of the more than 17 live local shows appearing on WJAR-TV Channel 10 daily!
WJAR-TV Demonstrates How Live Local Shows Are Created

TWO "TV GUIDE" CONTEST WINNERS OUT OF THREE!

TV Guide conducted a contest in June 1954 to elect the most popular local TV performers in New England. The result was first and third place winners from WJAR-TV. Concrete proof of the Channel 10 talent line up!

SPONSORS ENDORSE THIS SHOWMANSHIP

Sponsors, local, regional and national, are writing endorsements daily for the concept of TV showmanship created by WJAR-TV. The proof, as always, is in the results and Channel 10 advertisers get results! See our latest program-sponsor guide for the names of products and people you know!
Sunday Supplement Starring Betty Adams. A new and different family show just introduced, offering entertainment from the pages of leading metropolitan Sunday papers...plus features for children and family devotion. 10 to 11:30 A.M. every Sunday.

Breakfast at the Sheraton Starring Nancy Dixon, Johnny King and the 3M's. Another WJAR-TV First...the only daily live remote in New England! Guests, music, news of products and people and breakfast served to average daily audience of 100,...with thousands watching. Mon.-Fri. 9 to 10:00 A.M. 89% Share of H.U.T.*

Let's Go Shopping Starring Alice Jackson. Here is the accepted Southern New England TV Shopping Guide, on-the-air for five years! Alice Jackson takes her viewers on the type of window shopping tour that sells merchandise. Mon.-Fri. 1:00 to 1:30 P.M. 85% Share of H.U.T.

Hum & Strum Starring New England's Favorite Harmony Twoosome. Over 30 years in show business together, two of the finest singing salesmen in TV. Known all over Southern New England. Mon.-Fri. 12 to 12:15 P.M. Mon. 11:15 to 11:30 P.M. 81% Share of H.U.T.


Intermezzo Starring Borelli. New England's television "Piano at the Piano". A truly fine artist in outstanding interludes. Saturday 5:30 to 6:45 P.M. 93% Share of H.U.T.

Children's Theatre Starring Ted Knight. Talented Ted has earned a spot in kids' hearts throughout Southern New England with puppetry, ventriloquism and animated cartoons....as big a spot as Kukla, Fran and Ollie in our big viewing area. Mon. & Fri. 5 to 5:30 P.M. T.W.Th. 5 to 5:15 P.M. 95% Share of H.U.T.

Sugor 'N Spice Starring Betty Adams. What a kitchen sales lady this Betty Adams! She makes women want to try new products, new recipes...big male audience, too. Guests are the spice in her sugar 'N Spice. M.W.Th.F. 2:00 to 2:30 P.M. 81% Share of H.U.T.

Gadabout Gadids — Gadabout gadis about New England fields and streams, offshore fishing grounds and the Big Woods — brings back hunting and fishing instructions, authentic films. Top in interest in a region traditionally dedicated to gun, rod and camera. Fri. 10:45 to 11:00 A.M. 89% Share of H.U.T.

Tip Top Circus Starring Rikky the Clown. Rikky and his playmates are tip top on the screens of thousands and thousands of kids. In-person appearances merchandize his sponsored wares. Fr. 6:00 to 6:30 P.M. 89% Share of H.U.T.

The Olive Tinder Show Starring Olive and Pam. Olive Tinder and her dog Pam have created a very special audience with her famous guests from stage, screen and television, and her friendly chats on books, people and events. M.W.F. 2:30 to 3:00 P.M. 81% Share of H.U.T.

*%Share of H.U.T. based on latest available TELEPULSE (August, 1954): Comparison Measurement of WJAR-TV with 3 other stations serving area. in terms of % share of Homes Using Television reported tuned to Channel 10.
What A Personality Powerhouse!

No Wonder More New England Viewers Tune To 10!

WJAR-TV has built an amazing powerhouse of live local TV personalities in five short years... perhaps the finest collection of live, local talent in the TV business, certainly the finest in New England!

Just study the talent-roster shown on these pages and compare the sheer personality selling power with any combination of live local talent anywhere!

NOW OUR 316,000 WATTS reach even more of New England’s rich TV market (see new coverage map in this presentation): your best buy in New England TV has to be POWERFUL CHANNEL 10 WJAR-TV PROVIDENCE!

TV Sports Page Starring Warren Walden. Everybody’s sport... the man most often associated with sports in New England. Warren has the big names in sports as his guests. No better merchandiser of TV advertised products available in any regional market. Mon.-Fri. 7:15 to 7:30 P.M. 91% Share of H.U.T.

Today in New England Starring Ted Metcalf. News right off the top of the day. Delivered within the format of the Dave Garway show “Today”. Ted Metcalf gives the news a special human interest flavor. Mon.-Fri. A.M. 7:25 to 7:30, 7:55 to 8:00, 8:25 to 8:30, 8:55 to 9:00. 97% Share of H.U.T.

The Late News — Russ Van Arsdale puts the day’s finishing touches on the day’s news in a clear, sharp delivery. Mon.-Fri. 11:00 to 11:10 P.M. 85% Share of H.U.T.

The Weather Show Staring Nancy Byers. While the weather in New England isn’t always charming, the Weather Girl is... and her audience really appreciates her reporting. Mon.-Fri. 5:35 to 7:00 P.M. 11:10 to 11:15 P.M. 83% Share of H.U.T.

PROGRAMMING FOR PUBLIC SERVICE


Here We Crow Again!

POWERFUL CHANNEL 10 PROVIDENCE
IT TAKES TALENT TO PROGRAM TALENT
WJAR-TV HAS WHAT IT TAKES!

The impressive array of programming, production, promotion- and engineering control
talent you see on these pages make up the core of the success Channel 10 has scored in
every year of its more than 5 years on the air.

But — even the finest individual abilities need the best in equipment to bring out the
best in each . . . and at WJAR-TV the best equipment is available for this express purpose!
In showmanship and in the facilities to produce top TV shows, here is the leader in New
England — WJAR-TV.

George O. Griffis
Vice President of The Outlet Company,
which is owner and operator of WJAR-TV.

Vice President

Frederick Griffis — As Operations Manager, Fred Griffis
combines programming and commercial traffic talents with his liaison role in overall station
administration.

Seymour Horowitz — Program Manager Horowitz sets the pace
to keep Channel 10's seventeen
live local programs per day stepping lively.

Manning “Manny” Tesser, the
most versatile production man-
ger in New England television
— he's a television star, after din-
ner speaker, comedian and one
of the busiest and best produc-
tion managers in the business.

Thomas C. J. Prior — Tom Prior,
Chief Engineer, and his crew of
electronic experts keep WJAR-TV
on the air through hurricanes,
floods, fires and other challenges
to steady, clear, day-in, day-out
reception.

Jay Hoffer — Jay Hoffer’s Promo-
tion Department issues sales pre-
sentation brochures, tradepaper
advertising, publicity releases, on-
air promotion, program schedules,
WJAR-TV's external house organ
. . . promotes special history . . .
ordinates with network promo-
tions, makes up award entries,
analyzes trade press.

J. S. Sinclair — Dody Sinclair is
Director of Public Relations and
Merchandising — gets out mer-
chandising pieces for direct mail,
co-ordinates with network mer-
chandising tie-ins . . . makes all
arrangements for “Public Service Salutes” as when WJAR-TV pays
tribute to various cities in cover-
age area, devoting entire day to
each city’s industries, personali-
ties, history.

Bryant Whisenant & Gil Stein —
Staff Artists Whisenant and Stein
design and execute titles, com-
mercial presentations, sets, back-
grounds, promotional graphics for
on-air use . . . ready artwork for
programming and advertising . . .
develop styles and innovations
through projects within their own
department and co-ordinate proj-
ects with R. I. School of Design
and the local Historical Museum.

Sales Department — Eo Boghosian, Channel
10’s Sales Manager, has two right-hand men —
Al Solari and Gene Bourgoin. Among them, all
sales aspects are covered — local, regional and
national.

Channel 10 Newsroom — Spot coverage, special
features and all-out efforts during major dis-
asters stem from the WJAR-TV Newsroom —
as when on-the-spot coverage of the hurricanes
“Carol” and “Edna” made New England TV
News history and won the coveted RTNDA
award. Staff comprises six newsmen, four full-
time photographers — and four more photog-
raphers on call.

WJAR-TV Remote Truck — With the latest
remote equipment, WJAR-TV coverage is
“where it happens” with live action — where-
ever news or special events occur within Chan-
nel 10’s big Southern New England coverage
area. Equipment includes two field cameras,
complete control and switching system for tele-
vision live remote show.
Staff Announcers — Channel 10's ten young men with sales-alluring television personalities have established authority throughout Southern New England. Only to be expected, since they've built a solid recognition as top TV announcers. Reading left to right; Johnny King, Art Lake, Russ VanArsdale, Art Kershaw, Jim Brennan, Pete Gardner, Bill Sharpe, Jim Metcalf, Gene De Graide and Ted Metcalf.

Channel 10 Film Room — Film Director Bill Cooper receives and logs in all films — inspects, screens, times, edits for use on the air. He presides over two RCA 16 mm projectors, two automatic selectro-slide projectors, an SVE strip film projector, a Gray Telop opaque projector, rear screen projector and a TDC slide projector — all used in conjunction with two RCA TK201 film cameras with latest improvements. 16 mm cameras, Speed-graphic and instantaneous Polaroid cameras, plus completely equipped laboratory for rapid processing stills and motion pictures are in constant use.

Film Laboratory — Fred E. Foslev, Jr., Staff Photographer, checks temperature of solution in Bridgematic 16 mm film processing machine. This machine develops movie film at a rate of 100 ft. every five minutes. In background Frank Wildenhain prepares film just processed for show.

Control Room — Nerve center of Channel 10 is Control Room shown in action — which is the only way it can be shown, most of the 24 hours daily, especially when special events are being aired.

Studio A — The "Big Studio" shown on the air, with next program in sight being set up. Studio A has 3 RCA RK10A studio cameras. Complete lighting equipment includes Kliegl dimming control panel to light nearly 100 linear feet of sets. Contains modern electric kitchen and many other basic sets. Production staff available for consultation with clients. Studio B has its own camera and set facilities.
Over-all height above mean sea level — 1049 feet
Over-all height above ground level — 853 feet
Height of electrical center above average terrain — 920 feet

PREDICTED CONTOURS
WJAR-TV 316 KW-ERP CHANNEL 10
THE OUTLET COMPANY — PROVIDENCE, RHODE ISLAND

Prepared by
Craven, Lohnes & Culver
Washington 4, D. C.
November, 1954
THE PERSONAL TOUCH

SCREEN GEMS GIVES IT TO CLIENTS UNDER NEW SERVICE PLAN

By Rocco Famighetti

THE PRODUCTION of a filmed commercial for television at a large producing organization can be a protracted process involving many minds and many hands. One of the pitfalls is that somewhere along the assembly line someone will falter and there will be a "miss" twixt the sponsor's blueprint and the producer's end product.

It was this recognition of human frailty that prompted Screen Gems Inc., New York, one of the largest film-commercial companies, as well as a major producer of TV film programs, to establish its "personalized" service for advertising agencies. Under this plan one production unit will be entrusted with the responsibility for filming all the commercials of a particular agency.

Several weeks ago [BT, Dec. 13, 1954] Screen Gems outlined details of its new service and of its new subdivision, called the Producers Group, which will endeavor to eliminate the "miss" between the blueprint and the product by serving as the link between the agency and the sponsor and the various units at the production company.

It is the contention of Ben Berenberg, executive producer of Screen Gems, that the sole film commercial organization to extend this preferential service to agencies. He believes it is a natural outgrowth of the increasing importance of well-made commercials and of the stiffening competition in the field.

As an example of Screen Gems' sprawling organizational structure, Mr. Berenberg explained that the company consists of five subdivisions, aside from the Producers Group. They are preparation, headed by Ben Kranz; animation, Volus Jones; shooting, John Gilmour; editing, Don Heiss, and completion, Bob Horowitz.

"You can readily see," Mr. Berenberg said, "that as a commercial proceeds from one subdivision to another, one man or more might add one or more ingredients that could change the feel of the commercial as it was intended by the agency or sponsor. It was a realization of this pitfall that induced us to establish our new service."

At present, Screen Gems provides its "personalized" service to BBDO and Kenyon & Eckhardt. Mr. Berenberg is the supervisor of the unit producing film for BBDO, with Lee Goodman as associate producer on the account. Sonny Chalif, supervisor of production at Screen Gems, heads the unit servicing K & E, with Don Hershery as associate producer.

"We have learned," Mr. Berenberg said, "that in making commercials, certain advertisers and agencies want a specific approach to sell their product. There are certain subtleties wanted in a commercial that cannot be described in a story-board but must be injected into a commercial, sometimes by implication. They may want a reflection of their product in terms of tieing it to campaigns in other media. This is what I call 'quasi-intangibles.' These take time to communicate to a producer. If the same man is assigned to the same agency, our man and the agency man have built up a 'community of experience' over a period of time. Working in close association permits them to get along semantically. Each understands what the other wants and can do."

Mr. Berenberg believes that this system enables the agency to operate more efficiently and economically. He pointed out that ordinarily an agency planning a commercial submits a story-board to several production companies and requests bids. Very often, he said, not too much time is given to the production firm to submit ideas on how the filming can be accomplished more efficiently and more cheaply. From its "personalized" system, Screen Gems does not have to concern itself about a bid, Mr. Berenberg said, but can concentrate on methods to improve the story-board and reduce costs, when possible. (He observed that, as a check, both BBDO and K & E occasionally ask for bids from other production companies.)

Mr. Berenberg attributed speedy production of a "Quick" commercial for Richard Hudnut [BT, Aug. 9, 1954] to the "personalized" system's strength of close cooperation between agency, sponsor and producer. He explained that this commercial posed the problem of a time schedule, because the actors in the commercial were due to appear on the Hit Parade television program sponsored by Hudnut. Faced with a tight schedule, Mr. Berenberg said, the sponsor, agency and producer worked out all details in numerous huddles and were able to shoot the commercial in a limited number of days—at times when the talent was available. The commercial, he added, was received very favorably.

Mr. Berenberg insisted that SG's service is needed by small agencies as well as large. He observed that many small agencies do not have the personnel to do this type of work; if they do these departments are often small and comparatively inexperienced. In the case of a small agency, Mr. Berenberg said, Screen Gems will make available a producer from its pool, and will endeavor to assign the same unit to the agency, whenever possible, so that a close relationship can be nurtured.

Though BBDO and K & E are as yet the only agencies with their own units, Mr. Berenberg noted, two other agencies currently are in negotiations with Screen Gems for a similar set-up. He said that the company will provide a special unit when the volume of business is large enough and declined to give further details.

January 10, 1955 • Page 35
FOR MANY YEARS, personal appearances were almost exclusively a motion picture industry activity. Of the other mass entertainment media, performers in live radio and TV programs and on the stage were held too closely to their performance and rehearsal schedules to take to the road; only the syndicated transcribed radio program field afforded stars enough time to meet their public "in person."

But, in 1949, when film began to become an important factor in television programming, Ziv Television Programs Inc. realized that its production schedules allowed the same leeway to its stars that motion pictures did to theirs and that personal appearances might be utilized as profitably for Ziv programs as they had for theatre motion pictures.

When Eckerd Drug Co. opened a new drug store in Charlotte, N. C., Herbert Philbrick, author of "I Led Three Lives," best-selling book on which Ziv’s top-rated TV series was based, was invited to the grand opening to meet customers and employees. Adolph Menjou, visiting the New York brewery of Schaefer Beer, sponsor of Favorite Story in New York as part of a personnel relations campaign, ate in the employees’ cafeteria and visited with brewmasters, clerks and other personnel. Later, he posed for photographs with route salesmen and drivers.

A star’s visit to a city gives his local sponsor ample opportunities for local publicity. Ceremonies at the airport, motorcades with banners identifying star, sponsor and product, news conferences, radio and TV appearances, meetings with civic associations and school groups are typical examples of what can be done.

Sponsors are highly enthusiastic about the results of public appearances. Ziv reports. Revell Fox of Kiestka, Bakewell & Fox, Denver agency for Coor’s Beer, called Mr. Philbrick’s appearances in eight western markets where the account sponsors I Led Three Lives one of the most “worthwhile public relations campaigns” Coor’s ever had. Buddy Smith, owner of Fashion Cleaners & Laundry, Fort Smith, Ark., said he was “tremendously enthusiastic” over results of Mr. Philbrick’s appearance in his city.

Richard Carlson, who portrays Mr. Philbrick in the I Led Three Lives series, has also made personal appearances for local sponsors of this program. Other Ziv stars who have done the same include: Adolph Menjou of Favorite Story, Duncan Renaldo and Leo Carrillo of Cisco Kid and David Brian of Mr. District Attorney.

A few of the going-on in Cincinnati last summer, when Mr. Brian, as Mr. D. A., was guest of honor at the convention of the National Assn. of County & Prosecuting Attorneys, are shown in the photographs accompanying this article.
TOUR TO PROMOTE A FILM SHOW

TO CINCINNATI

TIEING IN with a local sponsor of his Mr. District Attorney telecasts, David Brian discusses the merits of Pennington Bread with Wendy Barrie during a guest appearance on her program on WKRC-TV Cincinnati, WHIO-TV Dayton and WTVN-TV Columbus.

FUTURE FAN poses in the polio ward of Cincinnati's Children's Hospital with Mr. District Attorney, momentarily dressed in white.

GOING to headquarters to increase his knowledge of modern crime-fighting techniques, Mr. District Attorney makes a police radio broadcast under the watchful eye of Cincinnati police chief Col. Schratel. Policemen also are part of the tv audience and the buying public and so worth a special visit during a personal appearance tour.
starring
in "HIS"
A new syndicated TV series

Gene Lockhart
HONOR, HOMER BELL

You feel its heartwarming humanity and enjoy its happy twists of plot. And no one in all the world of the theatre so captures that “feel of America”, makes it live so lovably, so genially, so memorably as Gene Lockhart.

Through 39 half hour episodes, he lives to the full the home and professional life of a fine engaging man. And he creates a warm response for your name and your product.

NBC FILM DIVISION
SERVING ALL SPONSORS . . . SERVING ALL STATIONS
30 Rockefeller Plaza, N. Y. 20
Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.
In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal
GENERAL ELECTRIC has taken the policy of "off-beat" scripts and a non-fixed budget to come up with the part filmed and part live CBS-TV General Electric Theatre. While the series has had a few duds mixed in with the hits, the techniques it has introduced can be useful to the tv industry as a whole.

General Electric Theatre started on CBS-TV last Sept. 26 after six months of actual planning and, according to the December American Research Bureau national ratings show only one half-hour anthology series in the top 15 programs and it, NBC-TV's Fireside Theatre with a five-year edge, is number 12.

By using part filmed and part live programs for GE Theatre, there are many more advance problems in that you combine both types of problems, according to executive producer Mort Abrahams. One basic problem is story material. Some excellent scripts simply can't be done live. So, in this series, Mr. Abrahams adds, those scripts can be filmed. It is perhaps the first time, he says, that stories do not have to be fitted to the medium. In the case of GE Theatre the medium fits the story.

Talent is another basic problem. Some stars can't go East at the desired time for live originations. Because of the policy of filming some programs in Hollywood, such talent as Alan Ladd, Joseph Cotten, Jane Wyman, James Stewart, Fred MacMurray and Barry Fitzgerald have made their tv film debuts under the auspices of GE. Conversely, the recent signing of Myrna Loy for her first video appearance was completed because her vehicle, Emily Kimbrough's "It Gives Me Great Pleasure," can and will be filmed in New York.

"GE has never given me a set of rules or any do's or don'ts and is the only client I have ever heard use the words 'off-beat' and 'fantasy' in connection with proposed stories and scripts," Mr. Abrahams declares. Not only that, he adds, but GE has no fixed budget for this series. Estimating that film is two to three times higher than live, the price range for the live programs is $18,000 and up. GE's filmed half hours have cost as much as $70,000, as in the case of "The Face Is Familiar," which starred Jack Benny.

GE Theatre has divided its 1954-55 season into 13 films, 22 live dramatic programs and four live musical programs to feature Fred Waring and his Pennsylvanians, two of which will be telecast in color. This group did the Thanksgiving and Christmas programs, of which the latter was the series' first color telecast at an estimated $100,000, and is scheduled for an Easter presentation and possibly an Armed Forces Day salute.

In connection with the films, GE's contract calls for original runs plus an option on first reruns. Upon completion of this contract, each film reverts to its star. This clause, whereby stars retain an interest in their films, is deemed the main reason GE has been able to snag such top name talent. A deal was worked out with Henry Fonda, for example, under which he will star in Emmett Kelly's autobiography, "The Clown." After its second run Mr. Fonda

By Marjorie Thomas

RESPONSIBLE for the live programs for CBS-TV's General Electric Theatre are (l to r) Mort Abrahams, executive producer; Ronald Reagan, program supervisor-host, and Don Medford, director.
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LAUGHS!
STARS!
SONGS!

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Hilarious COMEDY STORIES!
PLEASED with the success of the new CBS-TV General Electric Theatre are (l to r) Z. Wayne Griffin, producer of many of the filmed programs; Ronald Reagan, program supervisor-host; Mrs. Reagan, actress Nancy Davis; Walter Tibbals, vice president in charge of West Coast production, BBDO, and Robert Jackson, in charge of GE public relations, San Francisco.

will have all film rights and can go ahead with his plans to star in his own independent motion picture adaptation.


In securing stars, money has been no problem, Mr. Abrahams says. The problem has been to get dramatic material the stars feel is worthy of their talents. With certain people in mind, Mr. Abrahams and his staff proceed to hunt for the right script. "We’re bucking the same transition that was faced when stars went into radio," he says. "But tv is another way of presenting them to a mass audience and they’ll have to give in sooner or later. We must convince them it is their responsibility as performers to want to reach this new mass audience. Also, the new problems of acting in video provide a challenge to any ‘real’ actor," Mr. Abrahams injected.

The roster of writers signed to insure literate scripts and entice stars includes Charles Jackson, Carson McCullers, Samuel Taylor, William Inge, Gore Vidal, Truman Capote and Jerome Weidman.

Mr. Abrahams, who produces CBS-TV’s Medallion Theatre, is producer on all live shows for GE Theatre and serves as executive producer on many of the filmed shows. Z. Wayne Griffin and Leon Gordon produce most of the filmed shows through the facilities of Revue Productions. In a few instances, however, a star has his own production setup, as in the case of Jane Wyman’s Karman Productions and Alan Ladd’s Jaguar Productions. Don Medford directs all the live shows with specific directors assigned to those that are filmed.

As a rough estimate, Mr. Abrahams says that 60% of the live shows will originate in New York and 40% in Hollywood. This, he explains, is because some scripts demand space which is available only on the West Coast. Shrugging off the live vs. film and New York vs. Hollywood controversies, he advises, "Let’s not fight but take advantage of the best facilities in both places."

This debate will be resolved very shortly, according to Don Medford, by the magnetic tape. The process, which he believes will be made available in not too long a time, has the ‘spontaneity of live video combined with the range of hindsight of film. We’ll be able to shoot at a time and money cost...
 WHICH TYPE OF CAMERA MOUNT SHOULD YOU BUY?

Proper mounting of television and motion picture cameras is essential for efficient operation, smooth production and good showmanship. Choice of mobile equipment should be determined by the size of your studio, types of shows, size of camera crew, camera equipment used, budget and many other factors.

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<tr>
<th>Time</th>
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**RADIO TELECASTING**

**January 10, 1955**
comparable to live tv, but with the chance to retake, edit and see the location filming now available only to film," he says.

Relying on CBS-TV's Ray Milland Show, NBC-TV's Joan Davis Show and ABC-TV's Adventures of Ozzie and Harriet to promote specific products and divisions, GE, through BBDO, adheres strictly to institutional advertising for its Sunday evening anthology series. Billed as GE's progress reporter, Don Herbert uses the commercial time to discuss and demonstrate new developments, either completed or in the research stage.

What would appear to be a most happy selection is that of Ronald Reagan as program supervisor-host. As an actor, Mr. Reagan introduces each program and will appear in seven shows for the series. He has already done one on film and two live. Additionally, Mr. Reagan recently completed a seven week's tour of GE's some 280 plants to further personnel and public relations. As program supervisor, he is employed directly by GE. When the agency, sponsor and production units confer, his attitude is that he represents the sponsor's viewpoint in helping select and put on the best possible show. "I feel that I provide the liaison between the entertainment and the business end, and I also feel personally responsible in seeing to it that we don't select stories which might hurt GE," he declares.

"Ronnie's position in relation to the client agency is about as carefully thought out as anything I have ever seen. There is nothing ad lib in this whole operation," according to Mr. Abrahams, "and the incredible thing is that so far, nothing has been fouled up."

---

**The direction**—of any film, TV or studio procedure where experience plays an important part in obtaining the desired effects is so it is in the film processing laboratory.

At Precision, expert guidance through each phase of the processing operation assures producers, cameramen and directors the finest possible results.

All of which leads to another form of direction: West of 5th Avenue on 46th Street in New York to Precision. That's the right direction for you wherever you are and whatever your film processing problem.

In everything there is one best... in film processing, it's Precision.

---

JOEL MALONE, a tv film maker by happenstance, doesn't believe in whistling in the dark. In order to produce half-hour tv shows with quality and with reasonable budgeting planning must be minute, intricate and precise, Mr. Malone observes.

And that's why Joel Malone Assoc., Hollywood, Calif., in producing The Whistler series for CBS Television Film Sales syndication, can knock out half-hour films assembly-like, as are hard top convertibles at the Willow Run plant.

Mr. Malone is new to tv film production. Paradoxically, it fits him like last year's glove. He knows tv's limits and potentials, having been reared in radio as a writer for CBS on the West Coast in the late 30s. Radio, he notes, has been his training ground for the commercial and timing aspects of tv.

Tv film, he explains, fundamentally is a half-hour production because it is patterned after radio. That's one of the first things he says a tv film producer must understand. Also, the producer must not forget that tv is seen in the living room on a screen that's microscopic in size as compared to the majors' trend to the wide, Cinemascope-sized movie screen.

In 1940, Mr. Malone joined Warner Bros. to learn about motion pictures. He was a writer and associate producer at Warner's "shorts" stable and later switched to "features" (he was a writer for the first feature-length vehicle in which Jane Wyman starred). Two years later, Mr. Malone was in the Army. He spent four years with the Army Air Force motion picture unit, directing and producing on some 22 half-hour films, including state-side work on "Target Tokyo."

In 1946, Mr. Malone was editing and writing CBS Radio's The Whistler. Since that year, he has written some 200 of the radio shows. Also in post-war years, Mr. Malone wrote screenplays for Universal International Pictures, being associated with some 10 motion pictures.

Reviewing this varied experience, Mr. Malone believes he has profited from all of it, permitting him to apply what he has learned to the production of tv films. His production techniques—which basically pivot on carefully planned charts and timetables—were learned partly in the Air Force.

A great concern for the independent producer is the budget problem. If you go over the budget, it can mean money out of your own pocket. Thus, Mr. Malone has drawn from Hollywood's top production skills for his associates, directors and cameramen.

Pre-production, he notes, is one of the secrets of tv film success. The sun's arc must be studied when shooting outdoors, to avoid shooting into the sun or being harried.
Detroit youngsters have a new hero. He's a masked adventurer—"Captain Flint"—whose fabulous career as a soldier, jet pilot, deep sea diver, cowboy lends great weight and authority to his words. He entertains the kids with Western films and interesting guests (right) who demonstrate their specialties. He also tells inspirational stories of national heroes with action pictures. Proof of Captain Flint's tremendous appeal: his rating is already double that of competition.

Weekdays, 4:00 to 4:50 P.M., (participating).

WXYZ-TV
Channel 7, Detroit
Represented Nationally by Blair TV, Inc.
by varying shadow lengths. This seasonal change is but one of the intricacies of split-second timetabling.

An idea as to how problems must be met and licked can be gleaned from Mr. Malone's current schedule. On Nov. 11, his company was contracted by CBS to produce The Whistler series, for which a pilot film already had been made. On Nov. 15, the crew started shooting. On Dec. 23, the schedule called for the completion of the first Whistler cycle—13 films. Thus, 13 half-hour films in 33 days, eliminating Sundays and Thanksgiving Day.

Mr. Malone, who writes about half of the tv series, recalls how important the company's schedule is in terms of dollars. On Nov. 24 the unit completed "Kind Thought" (starring John Howard) after shooting "outside." Set for 1 p.m. that day, a cast of 16, including stars, supporting players, stand-ins and extras was ready at the studios for "inside" shooting of "Roark Island" (starring Tom Brown), the next in the series.

His philosophy on tv film? Film productions are "little half-hour movies employing the same techniques, so far as possible, as those used in motion pictures." After exterior shots, the camera records the story by following the people in it. Except for establishing mood and setting, the tv camera, he notes, must concentrate on the action.

"This is where we differ from feature movies," he explains. A person's look, expression or reaction rather than words as in radio or panoramic camera work as in widescreen movies distinguish films for tv.

AMONG authorities who should know best, 3-D is regarded as a phenomenon that never got off the ground, either in the nation's movie houses or in television.

It is not that it is obsolete or impractical, say these experts, but simply that it got sidetracked for the likes of Cinemascope in theatres and for color in the visual broadcast medium. Three-dimension television right now is deader than last year's fashions.

But if and when it ever comes to tv—perhaps with the natural advantages of color—one of Chicago's fastest growing film companies will say: "We did it first."

While, like everyone else, Academy Film Productions has relegated 3-D tv to the backburner, this company retains a specialized knowledge of three-dimension shooting techniques. It claims to have pioneered in the first projected 3-D commercial ever made expressly for television.

This commercial was produced in 1953 through W. E. Long Co., Chicago, for Holsum Bread to illustrate to its salesmen what a three-dimensional film could do for them on television. The fact that the film was never shown on the air does not detract from another fact: that it appealed to the advertiser and proved an effective sales pitch. It also won Academy nationwide distinction in the three-dimension field.

Bernard Howard, president and executive producer of the firm (located at 122 W. Chestnut St. in Chicago), acknowledges that, for now, 3-D tv is dormant. But he is equally convinced that there is a field for it.

It is quite impelling to see a pretty model extending a loaf of Holsum bread (or for that matter, one of a variety of other appealing products) right into the viewer's home. Practically stated, 3-D has not yet come to commercial television because no system has been found to be compatible with present standards. Among the interests which have been "toy ing" with the phenomenon are ABC, American Television Inc., 3-D Productions Corp., American Broadcasting Div., and National Television Corp., introduced at the 1953 NARTB convention in Los Angeles, called for polarized light glasses, a specially-designed tv receiver and a conventional camera with accessories (a rotating plastic disc and front-surface mirror). The ATI method was based on the "mind-retention" theory with alternating pictures. All techniques have been relegated to the mothballs.

Academy uses the Bolex Stereo, a special lens and silver-coated screen. It has turned out 3-D films for the National Safety Council, Stone Container Corp. (industrial), Sears, Roebuck & Co. and other organizations. It also prepared the first baseball film ever shot in 3-D, a game between the Chicago Cubs and the Milwaukee Braves.

A Stone Container sound-and-color 3-D film won Academy the Merit Filming Award from American Cinematographer, national cameramen's publication for the American Society of Cinematographers. It was prepared for "meritorious achievement in the photography of the motion picture" in mid-1954.

Academy stresses its ability to turn out quality commercials in record time, sometimes operating around the clock on editing and other activities. To this end, the company recently completed a three-month renovation program. Academy produces animated, semi-animated, live action, slide and other type commercials.

Mr. Howard says he went into the tv film production field in April 1950 after working with and for agencies for 14 years, because he felt there was a definite need "for a producer who could interpret and examine the problems of making a tv film commercial from the point of view of the advertising agency (and its clients) as well as that of the film producer." He noted that production costs were "too high."

Mr. Howard likes to describe Academy as "the largest small studio in Chicago." The third dimension at Academy is the personalized service which it extends to clients, he adds, and is likely to be emphasized if and when 3-D comes to iv sometime in the future.

3-D TELEVISION

IT NEVER GOT OFF THE GROUND, BUT IF IT EVER DOES, ACADEMY FILM CAN SAY IT GOT THERE FIRST

out-selling...out-performing
ALL OTHER TV FILM SYSTEMS

the

53rd

rd.

DUMONT multi-scanner
installed at WIRI
Great Northern Television, Inc.
PLATTSBURG, N. Y.
Effective immediately, all United Television Programs, Inc. personnel and film properties become a part of the MCA-TV Syndicated Film Division. This makes available for TV sponsorship throughout the world the largest, most complete selection of quality TV film programs anywhere. Now the MCA-TV staff consists of 68 salesmen who offer you 22 separate filmed TV programs for local or regional sponsorship.
<table>
<thead>
<tr>
<th><strong>THOMAS MITCHELL</strong></th>
<th><strong>GUY LOMBARDO</strong></th>
<th><strong>PRESTON FOSTER</strong></th>
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<tbody>
<tr>
<td><strong>MAYOR OF THE TOWN</strong></td>
<td><strong>AND HIS ROYAL CANADIANS</strong></td>
<td><strong>WATERFRONT</strong></td>
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</table>

Thomas Mitchell stars in 39 exciting topical dramas. Consistently a top rated radio and TV show for many years. Already sold in over 60 markets.

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

Sell your product through sponsorship of this outstanding family situation adventure series with a salty tang, starring Preston Foster. 65 films available.

<table>
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<tr>
<th><strong>ROD CAMERON</strong></th>
<th><strong>ROCKY JONES</strong></th>
<th><strong>HEART OF THE CITY</strong></th>
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<tr>
<td><strong>CITY DETECTIVE</strong></td>
<td><strong>SPACE RANGER</strong></td>
<td>(Also known as &quot;City Assignment.&quot;)</td>
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</table>

65 half-hour mystery and adventure films, starring Rod Cameron. In its third year of successful selling for sponsors.

39 films that hold adult and juvenile audiences spellbound. Backed by a merchandising campaign guaranteed to give your product top recognition.

(Also known as "City Assignment.") Pat McVey and Jane Nye, as a crusading team of newspaper reporters, bring you drama and suspense...91 films.

<table>
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<tr>
<th><strong>KEN MURRAY</strong></th>
<th><strong>GEORGE RAFT</strong></th>
<th><strong>TELESPORTS DIGEST</strong></th>
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<tr>
<td><strong>WHERE WERE YOU?</strong></td>
<td><strong>I'M THE LAW</strong></td>
<td><strong>TOUCHDOWN</strong></td>
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Great heroes, war personalities, famous events, daring exploits, presented in documentary style with Ken Murray as your host. 26 films available.

George Raft plays the role of a metropolitan police officer in 26 hard-hitting films of drama and mystery. A top rating-getter in leading markets.

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

13 half-hour films covering top college games of each week. Available only during football season.
a show for every product, every market, every budget!

Now, whether you want comedy, drama or mystery, you're sure to find the perfect show to fit your needs among MCA-TV's 22 top-rated film shows.

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

MCA TV
Film Syndication

ROYAL PLAYHOUSE AND COUNTERPOINT
78 dramas to build prestige for your commercial message. Sponsored as Fireside Theatre by Procter & Gamble. One of the highest rated film shows.

CURTAIN CALL
13 encore dramas starring such famous Hollywood personalities as Lew Ayres, Joan Bennett, Miriam Hopkins. Available under your own title.

PLAYHOUSE 15
78 neatly produced 15 minute dramas, each with a surprise twist ending. Available first run in over 100 markets.
FAMOUS PLAYHOUSE
Over 200 films in this high-rated anthology of comedy, mystery, adventure and drama, featuring famous Hollywood stars.

CHARLES BICKFORD
MAN BEHIND THE BADGE
Charles Bickford hosts and narrates 39 half-hour thrilling, true-life dramas of law enforcement presented in documentary style.

LOUIS HAYWARD
THE LONE WOLF
Louis Hayward stars as the world's most famous adventurer, fighting evil and intrigue throughout the world . . . an electrifying series of 39 films.

ABBOTT AND COSTELLO
America's funniest comedy team stars in 52 hilarious films, in the style that has kept them on top for 15 laugh-filled years.

PAUL HARTMAN
PRIDE OF THE FAMILY
Inimitable Paul Hartman stars in this hilarious situation comedy . . . 40 fun-filled films now available in many leading markets.

JOHN RUSSELL
SOLDIERS OF FORTUNE
26 exciting new adventure-packed films. With an all star Hollywood cast. Already sold in 100 markets to 7-Up Bottling.

MELVYN DOUGLAS
HOLLYWOOD OFF-BEAT
Melvyn Douglas stars as a private sleuth in 13 exciting and unusual dramas mixing love and adventure. Supported by an all star Hollywood cast.

ALAN HALE, JR. RANDY STUART
BIFF BAKER U.S.A.
Alan Hale, Jr. and Randy Stuart star in 26 half-hour films of international mystery and intrigue. A sure-fire combination appealing to all TV-viewers.

RALPH BELLAMY
FOLLOW THAT MAN
Ralph Bellamy stars in 82 exciting films made expressly for TV . . . realistic, action-packed adventures that every member of the family will enjoy.
only MCA-TV has so many proven top-rated TV film shows!

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

CONTACT YOUR NEAREST MCA-TV OFFICE FOR AUDITION PRINTS TODAY!

NEW YORK: 598 Madison Ave., Plaza 9-7500
BEVERLY HILLS: 937 Santa Monica Blvd., Creestview 6-2001 or Bradshaw 2-3211
ATLANTA: 515 Glenn Bldg., Lamar 6750
BOSTON: 45 Newbury St., Copley 7-5830
MCA-TV CANADA: 111 Richmond St., West, Suite 1209, Empire 3-5025

CHICAGO: 430 North Michigan Ave., Delaware 7-1100
CLEVELAND: 1172 Union Commerce Bldg., Cherry 1-6010
ROANOKE: 116A West Kirk Ave. Roanoke 3-4344
NEW ORLEANS: 42 Altard Blvd., Galvez 4410
CINCINNATI: 3790 Gardner Ave., Sycamore 9149
DALLAS: 2102 No. Akard St., Prospect 7536
DETROIT: 837 Book Tower, Woodward 2-2604

MCA-TV FRANCE: 49 bis Ave., Hoche, Paris

SAN FRANCISCO: 105 Montgomery St., Exbrook 2-8922
SEATTLE: 203 White Building, Mutual 4567
SALT LAKE CITY: 212 Beacon Bldg., 3-4657
MINNEAPOLIS: 1048 Northwestern Bank Bldg., Lincoln 7863
PITTSBURGH: 550 Grant St., Suite 146, Grant 1-9995
PHILADELPHIA: Bellevue-Stratford Hotel, Broad & Walnut Sts., Pennypacker 5-9462
ST. LOUIS: 1700 Liggett Drive, Woodland 2-3683

MCA-TV ENGLAND: 139 Piccadilly, London West 1
Malga Products (Silicone ironing board cover), Newark, will use participations on NBC-TV "Home" (11 a.m.-12 noon) starting Feb. 24 through June 1955. Agency: Edward Lieb Adv., same city.

Philip Morris & Co., N.Y., signed to sponsor Wednesday-through-Friday 7:25-7:30 p.m. EST segment of Tennessee Ernie Show (Mon.-Fri., 7:30-8:30 p.m. EST) under CBS Radio power plan: 7:15-7:30 p.m. portion of show now offered on power plan. Agency: Biow-Beirn-Toigo, N.Y.

Pond's Extract Co., N.Y., will sponsor Pond's Theatre on ABC-TV (Thurs., 9:30-10:30 p.m. EST), effective Jan. 13, taking program and time period previously sponsored by Kraft Foods Co., Chicago. Agency for Pond's and Kraft: J. Walter Thompson Co., N.Y.

AGENCY APPOINTMENTS

American Meat Institute, Chicago, appoints Lennen & Newell, N.Y. Account formerly handled by Leo Burnett Co., Chicago.


American Popcorn Co., Sioux City, Iowa, appoints W. D. Lyon Co., Cedar Rapids, Iowa, for bulk of sales division.

Treadway Inn, Rochester, N.Y., appoints Hutchins Adv. Co., same city, with Stuart J. Rice as account executive. Radio will be used.

Eberhard Faber Pencils Co., Brooklyn, appoints Anderson & Cairns, N.Y., with Lanning Moore as account executive.

Arizona Brewing Co. (A-1 Pilsner Beer), Phoenix, name Erwin, Wasey & Co., Ltd., L.A.

Botany Lanolin Cosmetics, N.Y., appoint Hirshon-Garfield, same city. Radio-tv will be used.

WGTH-AM-TV Hartford, Conn., appoints Arnold Kupper Adv., same city.

AGENCY SHORTS

Roy M. Bird Adv. and Ross Adv., both Portland, Ore., have merged into Bird & Ross Adv., with offices in Times Bldg. Principals are Mr. Bird and Maurice Ross.

Dave Fris Adv. Inc., Albany, N.Y., has moved to new and expanded quarters at 277 Lark St.

Barnes Chase Co., L.A. and San Diego, opens S.F. office this month at 145 Montgomery St.


William S. Adamson becomes sole owner-operator, Adamson, Buchman & Assoc., Salt Lake City, following retirement of Howard M. Buchman because of health. Agency name remains unchanged.

Radio Adv. Corp. of America, Jersey City, N.J., has changed name to Fiore & Fiore Inc.


Walter Craig, vice president and advertising director, Pharmaceutical Inc., Newark, N.J., appointed vice president and radio-tv director, William H. Weinraub & Co., N.Y.

T. W. Kuhn, vice president in charge of sales and director, Bohn Aluminum & Brass Corp., Detroit, elected executive vice president; C. M. Adams, secretary and director, elected vice president; E. K. Mann Jr., vice president and controller, elected treasurer and director, succeeding F. M. Taylor, who has retired; W. J. Lane, legal counsel, elected secretary.

Alice M. Liddell, media director, Ingalls-Minter Co., Boston, additionally appointed vice president.

Edward S. Lanning, copy chief and account executive, MacDonald-Cook Co., Chicago, appointed vice president, continuing to headquarters in South Bend, Ind., office.

J. Norman McKenzie, vice president in charge of merchandising, James Thomas Chirurg Co., Boston, appointed vice president and general manager in charge of that city's office; Russell Loftus, Young & Rubicam, Montreal office, to Boston staff of agency as account manager.

Joseph R. Daly, account executive, Doyle Dane Bernbach, N.Y., appointed vice president.

William K. Ziegfeld, vice president and creative director, Leo Burnett Co., Chicago, to Lennen & Newell, N.Y., as vice president on copy, contact and planning.

W. S. Walker, formerly with Platt, Zachary & Sutton, N.Y., elected vice president, Grant & Wadsworth, same city.

T. B. Adams, account executive, Campbell - Ewald Co., Detroit, appointed general assistant to president.


Graeme Stewart, formerly advertising and sales promotion manager, Stewart-Warner Corp., Chicago, to Campbell-Mithun, same city, as account executive.


Daniel Ladd, Cecil & Freshrey, N.Y., to Ted Bates & Co., same city, as account executive; Richard G. Terry, Compton Adv., N.Y., to advertising dept. of agency.


John E. Dobie, formerly with Biow Co. (now Biow-Beirn-Toigo), N.Y., to Benton & Bowles, same city, as associate account executive.


Bernard Zipp, formerly president, Paramount Steel Co., Cleveland, to executive staff, Bernard B. Schnitzer Inc., S.F.


Sherwood Dodge, vice president for marketing, Foote, Cone & Belding, N.Y., appointed general manager of that city's office.

Hilton Wasserman, George Fry & Assoc., N.Y., to Kzenon & Eckhardt, same city, as director of personnel administration.

Steve Richard, Flint, Mich., resident representative, Kudner Agency, N.Y., appointed Pacific region Buick publicity supervisor, headquartering in L.A.

Don Caviot, formerly general sales manager, KSSO Sioux Falls, S.D., appointed director of advertising and sales promotion, Cordozzo's (furniture), St. Paul, Minn.

Ted Pepple, formerly assistant advertising manager, Gaylord Container Corp., St. Louis, to account service staff, Kruipnick & Assoc., same city.

Elie Berezniaik, copy research group, McCann-Erickson, N.Y., to research staff, radio-tv dept., N.W. Ayer & Son, same city; Edward J. Harligen, CBS, to traffic bureau, radio-tv dept.; Harold Edward Morrissey, traffic dept. of agency, transfers to copy staff.

John Schuman, formerly advertising manager, Norge Div., Borg-Warner Corp., Chicago, to Leo Burnett Co., same city.

James C. Shelby, account executive, McCann-Erickson, Chicago, resigns with future plans to be announced shortly.

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FILM

27 High Budget Movies Released for TV Use

A TOTAL of 27 "multi-million dollar" motion pictures are now ready for distribution, according to Earl Collins, president of Hollywood Television Service Inc., who stated the initial production cost of most of the features ranged from $1 million to $2 million each.

Making up the "diamond group" are 26 features never released to tv before including "Change of Heart" with Susan Hayward; "Brazil" with Tito Guizard; "Scotland Yard Investigator" with Sir Aubrey Smith, and a group of pictures starring Judy Canova.

First feature in the group up for distribution is "Bill and Coo," Ken Murray's Academy Award winning film.

Prints were acquired from Consolidated Film Industries with a high rating in the matter of light and sound fidelity and clarity for tv presentation," Mr. Collins declared.

Ziv Colorcasting Schedule To Be Increased for 1955

THE NUMBER of Ziv Television Programs' shows to be telescast in color this year has been increased over the number presented in color during 1954, it was reported last week by John L. Sinn, president.

Mr. Sinn said that KSD-TV St. Louis and WTMJ-TV Milwaukee each scheduled three colorcasts for the first three months of this year and that other stations are planning to present Ziv programs in color at later dates. KSD-TV and WTMJ-TV have scheduled colorcasts of "I Led Three Lives," Mr. District Attorney and the Favorite Story film, "The Empty Holster."

In 1954, according to Mr. Sinn, Favorite Story was telescast in color over KING-TV Seattle, WNBW (TV) New York (now WCBS-TV) and WHER-TV Mexico City on Aug. 14. Another Ziv property, Cisco Kid, was telescast in color by WBTV (TV) Charlotte on Oct. 30 and over WBAL-TV Baltimore on Nov. 9.

Bing Signs for CBS-TV Films

EXCLUSIVE agreement with CBS Television has been signed by Bing Crosby for two one-hour film programs to be made and released during 1955. CBS-TV has the right to one network rebroadcast of each show, according to Hubbell Robinson Jr., vice president in charge of network programs, who disclosed the agreement last week.

Mr. Robinson stated that the first show is now in preparation. It will be produced by Ralph Levy and will be made during March. The second show will be filmed during either June or July.

Brody Settles With Reynolds

SALES CONTRACT governing distribution of Wild Bill Hickok tv film series has been purchased from Stuart Reynolds for $125,000 by William F. Brody, president of the firm which produces the series. The check, received by Mr. Reynolds Dec. 29, also affects a settlement of the suit he filed against Mr. Brody last May in which he claimed Mr. Brody owed him $74,470 under a contract whereby he would receive 5% of the gross income from national sales of the series. The film series has been sponsored by Kellogg Co., through Leo Burnett Co., since February 1951.
Bulldog or oom paul, meerschaum or briar; each has its distinctive characteristics. Television stations — on a far broader scale — have equally diverse personalities.

It's as simple as this: *quality* TV stations concentrate upon tastes and interests of the individual communities they serve. "Packaged" representation is not for them. Nor does it have any place in the tailored, quality service developed by Harrington, Righter and Parsons for the quality stations listed below.

This makes us different, too. Different because we serve *only* television, different because we believe in giving the maximum to a few instead of the minimum to many. It makes sense to us. Perhaps it also makes sense to you to find out more about our standards of quality representation.

Harrington, Righter and Parsons, Inc.

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
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<tbody>
<tr>
<td>New York</td>
<td>WAAM</td>
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<tr>
<td>Chicago</td>
<td>WBEN-TV</td>
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<td>San Francis</td>
<td>WFMY-TV</td>
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<td>Louisville</td>
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<td>Milwaukee</td>
<td>WTMJ-TV</td>
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<tr>
<td>Mt. Washington</td>
<td>WMTW</td>
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*television — the only medium we serve*
FLASH!

LAST MINUTE SALES of ZIV-TV's

"Eddie Cantor Comedy Theatre"

include:

Ballantine's Ale
New York City

All-Canada Limited
Montreal, Que.
Ottawa, Ont.
Hamilton, Ont.
Kitchener, Ont.
London, Ont.
Sudbury, Ont.
Kingston, Ont.
Port Arthur, Ont.
Peterborough, Ont.
Sault Ste. Marie, Ont.
Saskatoon, Saskatchewan
Regina, Saskatchewan
Calgary, Alberta
Edmonton, Alberta
Winnipeg, Manitoba
Vancouver, British Columbia
Sydney, Nova Scotia
Halifax, Nova Scotia
St. John, New Brunswick

See ZIV-TV ad on Pages 42-43

EASTMAN TRI-X FILM DESIGNED TO CUT COSTS

Producers of realistic, semi-documentary films will benefit from decreased lighting demands which will cut time and production costs, the firm says.

BOON to the producers of realistic, semi-documentary type of filmed TV programs is seen in the development of the new Eastman Tri-X 35mm film, said to require only one-third as much light as ordinary film. While not designed to replace Puls-X or Super Double-X film, Tri-X, which costs about the same, claims several advantages to better fill the needs of such programs as NBC-TV's Dragnet and Medic, and CBS-TV Film Sales' The Lineup.

Night scenes, according to an Eastman spokesman, can be photographed in normal night street light. This makes for more natural exteriors and cuts costs as there is no necessity for extra illumination. Decreased handling of lights has meant that Mark VII now is able to shoot five Dragnet programs in two weeks instead of the previous record of four films in that time, B&X was told. Especially beneficial to the desired realism, it was explained, Tri-X provides greater shadow detail with objects actually seen in the shadows, whereas with other film the objects appear completely black. This reproduction of extreme contrasts, in turn, provides a greater range of effect lighting.

Available for the past six months, Tri-X is also being used by Roland Reed and Hal Roach Jr. for NBC-TV's My Little Margie because fewer light setups means greater speed in shooting schedules. DPI loads its cameras with Tri-X for B & R Enterprises' ABC-TV Ray Bolger Show, because in shooting before a studio audience there is so much physical exertion on the part of the dancer-comedian that he can't withstand the heat generated by the usual amount of lighting.

While Medic, Dragnet and the syndicated Waterfront strive for realism and can exploit the fact that actors look more natural in less light, there are several series which would not be benefited by the development of Tri-X. As one cinematographer revealed, he can't use it because there are some actresses, beyond the first flush of youth, who need light and lots of it—otherwise lines and wrinkles galore become apparent.

Newsreels are taking advantage of the new film to cover night scenes and, in particular, to shoot fall and winter sports and events, coverage of which has heretofore been hampered by unsatisfactory natural lighting.

CBS Newsfilm Increased Subscribers 600% in '54

CBS Newsfilm boosted its number of subscribers more than 600% in 1954, Howard L. Kany, manager, reported in a year-end statement last week.

Total of 43 stations receive its edited stories and scripts supplied on a virtual round-the-clock basis from production centers in New York, Washington, D. C., Chicago and Los Angeles, Mr. Kany said. Subscribing stations are in all sections of the U. S. and in Alaska, Hawaii, Mexico, Puerto Rico, Venezuela, Cuba, Sweden, and Denmark. Recent station additions are KPIX (TV), San Francisco, KGGM-TV Albuquerque and KPRC-TV Houston.

Top stories supplied subscribers during 1954 by CBS Newsfilm, division of CBS News & Public Affairs under Vice President Sig Mickelson, included the hydrogen bomb explosion in the Pacific, shootings by Puerto Rican nationalists in the U. S. House of Representatives, Atlantic Coast hurricanes, midwestern and Texas floods, Army-McCarthy hearings, Indo-Chinese war and national political campaigns.

G-K Budgets $1 Million For California Construction

BUDGET of approximately $1 million has been set by Gros-Kramer Inc for the expansion of California Studios, Hollywood, construction on which started today (Jan. 10) and is scheduled for completion within four months.

Structures to be erected include three new sound stages, air-conditioned with thermostat control. An ultimate total of 11 major stages will reportedly give California more shooting stage space than is currently available for TV film production at any studio.

WISE Potato Chips and WBBX-TV Wilkes-Barre, Pa., come to terms on the sponsorship of ABC Film Syndication Inc.'s Passport to Danger, which Wise is sponsoring effective Jan. 6. L to r: Bill McLaughlin, media manager; Lynn-Fieldhouse Adv. agency; S. C. B. Lynn, advertising firm partner; and David M. Baltimore, WBBX-TV general manager.

FILM PRODUCTION

ERKO Inc., Hollywood, started pre-production on Hey, Taxi, new half-hour TV film series to be made with cooperation of Teamsters Union (Chauffeurs Div.). Original comedy, suspense, drama and human interest stories, centered around taxi driver, will be supplied by union members in nation-wide contest with taxi driver union official, attorney and producer representative selecting stories to be filmed, awarding $50-$100 prizes each. Producer is Robert Erlik, with plans for early spring production start.

Jerry Fairbanks Productions, Hollywood, signed by Texas Co., N. Y., to shoot "The Story of a Star," 35 mm. Eastman color film of Texaco operations; 27-minute version will be released to tv. Film Councils, N. Y., represented Texas Co.

RKO-Pathé, N. Y., has produced several one-minute tv spot announcements for National Foundation for Infantile Paralysis, some of
1st telepulse in Sioux City, Iowa proves KVTV dominance

Top 10 shows
Top 23 shows
24 out of top 25

ARE ON KVTV

All with a rating of 40 or better

The week of November 8-14, Telepulse moved into Sioux City, Iowa, and conducted the first television survey in this "2nd largest" of Iowa's markets. The results show clearly that KVTV dominates completely.

KVTV PULLS A 77
SHARE-OF-AUDIENCE RATING

Throughout the test week, Monday through Sunday, 6 p.m. to midnight, KVTV rates a spectacular 77 in share of audience. Whether it's local-live, film or network, the dominant station in Sioux City is KVTV.

Which all goes to show—

KVTV is the television buy in Siouxland.

Ask your Katz man for all the facts.

KVTV
Channel 9
Sioux City, Iowa
CBS, ABC, DUMONT

Broadcasting • Telecasting

January 10, 1955 • Page 55
Menkov Quizzed

WORLD TV news beat was claimed last week by INS-Telenews for Charles E. Shutt, managing editor of INS-Telenews and News of the Day, Washington bureau, who obtained a questionnaire interview with Soviet Premier Georgi Malenkov on New Year's eve. INS-Telenews said Mr. Shutt was the first tv and newsmen man to secure an interview with the Kremlin's ruler. It was obtained by persistent requests of the Soviet embassy in the Nation's Capital, taking a year and a half before this persistence was rewarded, according to INS-Telenews.

Premier Malenkov's answers were read for the cameras in Washington by Soviet Ambassador Zarubin. They were cable to Washington from Moscow and included a bid for a diplomatic conference to settle Far Eastern problems.

which feature Benny Goodman Trio, Baird Puppets, John Cameron Swazy and singer Jaye P. Morgan.

Hollywood Television Productions, Jersey City, N. J., is producing The Golden Girls of Golf, quarter-hour tv film series featuring noted Bauer sisters, for release late in February.

RANDOM SHOTS

Borns Television Productions, N. Y., established as producers of live dramatic and variety tv programs at 40 E. 49th St.; telephone: Plaza 1-0554.

Van Coerening Productions, Chicago, producers of Adventures Out of Doors, has appointed Stevens Pictures for Television, Atlanta, as southern sales representative, covering 13 states out of five branch offices.

Houston-Fearless Div., Color Corp. of America, L. A., announces new continuous contact printer for 16mm black-and-white or color motion picture film.

Sportsvision Inc. (delayed sports film), S. F., has appointed Telefilm Enterprises, N. Y., as sales representative in 13 New England and Middle Atlantic states; Television Film Distributors, Denver, in Rocky Mountain states from Canada to Mexico, and H Quentin Cox and Merrill Rawson in Oregon. Firm also named distributor of Adventures of Danny Dee, half-hour juvenile cartoon series. Danny Dee Enterprises Inc., Hollywood, has completed first 30 films and 10 more expected ready this month.

FILM PEOPLE

Paul A. O'Bryan, Dow, Lohnes & Albertson (law), Washington, elected secretary-treasurer and board member, Quality Films Inc. (Championship Wrestling From Hollywood), L. A., succeeding late Horace L. Lohnes, who owned 33.5% interest in firm.

Lee Savin, executive vice president, United Television Programs, Hollywood, to Gross-Krane Inc., same city, as executive vice president and general manager of all G-K enterprises.

Chadyeane M. Gooding, formerly with KACY (TV) St. Louis, to production dept., King Film Productions, Chicago, as assistant.

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TRADE ASSNS.

NCAA MEMBERS SOUNDED OUT ON FIVE TV PLANS FOR '55

The national football telecast controls of past years proved to be an ever festering point among the schools at last week's convention. The Big Ten again hints of rebellion. The Pacific Coast Conference reiterates its stand for a regional plan. A straw vote is to guide the tv committee in its proposal for fall.

GROWING dissatisfaction for the National Collegiate Athletic Assn.'s policy of nationally-controlled telecasting of college football games was in evidence at the NCAA's 49th annual convention in New York last week.

But no clear-cut judgment could be ascertained on the final course the 1955 television committee will adopt toward a program for next fall. However, these major developments did unfold:

- The Western Conference (Big Ten) urged adoption of a national-regional plan and voiced a threat that if its stand were repudiated, it might have to withdraw from the NCAA program, leading possibly to "unrestricted" television in the Midwest.
- The Pacific Coast Conference stood firm for regional telecasts, but did not buttress its stand with any threat, implied or overt.
- The Eastern Collegiate Athletic Conference recommended establishment of a plan similar to the one in effect for the past several years, setting up national controls for protection of attendance of the games of Lester attraction.
- The National Opinion Research Center, Chicago, issued its sixth annual report on the effects of television upon college football attendance, showing that attendance during 1954 rose 2.5% over 1953 but attributing this "modest increase" to larger student enrollments and slight advancement in personal incomes (See separate story, page 58).
- The question of which type of television program to select for 1955 was discussed at a round-table meeting Thursday at the Hotel New Yorker, attended by about 300 directors of athletics. Harvey Cassill, U. of Washington and chairman of the 1954 television committee, summarized five possible plans.

Following discussion by several delegates from the floor, one delegate from each of the NCAA member colleges was asked to indicate by written straw vote his preference on a 1955 plan. It was stressed that the straw vote represented only "an expression of opinion" for the guidance of the 1955 tv committee and opinions expressed would be kept confidential even from NCAA membership. The nature of the 1955 program, delegates were told, is the responsibility of the new committee, which will forward its recommendations to NCAA membership for a mail referendum in the spring.

Plans that delegates were to consider in the straw poll were as follows:
1. The 1954 tv plan, calling for one game telecast per Saturday. No college team to be telecast more than once during the season, and point of origin of weekly telecasts to be widely distributed geographically with all NCAA districts represented.
2. National-regional type of program with national control through the medium of an NCAA tv committee which would establish basic limitations for operation of the program within each region. Controls may take several directions. For example, the U. S. could be divided into regions for television purposes along traditional groupings; institutions be allowed to telecast one game at home, and one away from home, on stations in regions where game is played; an institution be restricted to a choice of either regional or national telecasting (but not both); each institution be allowed to negotiate its own television contracts with the consent of opponents in games involved.
3. The "one-rule" plan with a single turn governing the "live" television of member institutions' football games. Under the plan any member institution may telecast one of its home games and appear on television in one of its away games, only one of which may be carried on a network (carried into more than one tv market area). Member institutions may make their own arrangements under this one restriction.
4. Regional program under which regions would be established along traditional lines.

THE NCAA last week heard a warning from Herbert O. "Fritz" Crisler (picture at left), U. of Michigan athletic director, that the Western Conference (Big Ten) might withdraw from the NCAA tv program if a limited television program, instead of the national-regional setup favored by the Big Ten, is adopted. Thad Brown (at microphone in picture at right), NARTB vice president, also spoke. Flanking him are Harvey Cassill (l), chairman, and Asa S. Bushnell, director, of the 1954 NCAA tv Committee.

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More reasons why WFBM-TV is “First in Indiana”

COVERAGE:

**POPULATION, 1954** ........ 2,226,700
**FAMILIES, 1954** ........ 695,840

Note: The population and number of families in WFBM-TV's 0.1 mv (figures listed above) are greater than the combined state totals in New Hampshire, Idaho, Vermont and South Dakota.

*Circles indicate contours as registered with the FCC.*

WFBM-TV

Represented Nationally by The Katz Agency
Affiliated with WEOA, Evansville; WFDF, Flint;
WOOD AM & TV, Grand Rapids
No telecasting across regional lines. Maximum telecasting of one home and one away game per college.

5. No restrictions plan, under which each member college would negotiate for the telecasting on a local, regional or national basis. There would be no rules imposed by the NCAA concerning the number of an institution's tv appearances or the area covered by its telecasts.

The 1955 telecasting committee, which will frame this year's plan to be elected at a business meeting on Friday.

In addition to Mr. Cassill, the 1954 television committee consisted of J. Shipher Harr, Franklin & Marshall College; Walter Byers, executive director of the Big East; and E. L. Romney, Mountain States Conference; Eugene F. Flynn, Holy Cross College; Howard Grubbs, Southwest Conference; Wilbur V. Hubbard, San Jose State College; Robert J. Kane, Cornell U.; Reaves E. Peters, Big Seven Conference; and Asa S. Bushnell, Eastern Collegiate Athletic Conference, served as director of the 1954 tv committee.

In a report to the convention, Mr. Cassill characterized the 1954 plan as "successful," claiming it had achieved its objectives.

An indirect challenge to NCAA's controlled plan was expressed by Father Edmund Joyce, moderator of athletics of Notre Dame U. Father Joyce, who said he detected "a considerable change of thought" at this convention, said he was opposed to the secret straw ballot that was to be taken, pointing out that NCAA delegates had the right to know "the temper of feeling" among the membership. He contended the results of the straw vote could serve as a guide to members in asking questions on the plan that appears to be in favor.

"No matter which plan is indicated as the preferred one in the straw poll," Father Joyce said, "I know I have a lot of questions that I want answered."

In reply, Chairman Cassill told Father Joyce he could bring up the matter at the business meeting on Friday.

Mr. Crisler, spokesman for the Western (Big Ten) Conference, contended that sentiment had grown in the Big Ten for the so-called "national-regional" plan, pointing out that some "pressure" had been exerted by state legislatures in the seven mid-western states that support state institutions in that area. He warned that the conference could "not hold the line" for a controlled plan and said it would be forced to withdraw from the 1955 plan. This could lead, he said, to "unrestricted" tv in the conference area.

Al Masters, Stanford U. and spokesman for the Pacific Coast Conference, spoke briefly in support of the regional plan. He claimed that the best interests of the Pacific Coast would be served by such a plan.

One unusual sidelight to the convention was a charge by Jack Trinsey, national director of the newly-organized American Television College Football Fans.

The ATCCF was organized by Mr. Trinsey and other college football fans throughout the country "to enable college football to flourish and live with television" [B&T, Jan. 3]. He said he had been invited to attend the convention and submit views to the tv committee, but claimed he had been told he would not be permitted to talk.

Thad H. Brown Jr., NARTV tv vice president, told NCAA in a brief talk that "readjustments, new ideas, new concepts, imaginative thinking on an individual basis, are all necessary to keeping up with, and taking advantage of, this modern world of opportunity."

Grid Crowds Gained 2.5% in '53—NORC NCAA-sponsored study also discloses substantial increase in tv set circulation, but nevertheless gives an indirect endorsement to limited television program.

SIXTH annual report of the National Opinion Research Corp., Chicago, circulated at the NCAA convention in New York last week (see story, page 56), showed that attendance at college football games in 1954 registered a 2.5% gain over 1953.

The report, prepared by NORC at the behest of NCAA, attributed the "overall modest" increase in ticket sales in 1954 to "the slight advances in personal incomes and the continued growth in student enrollments."

NORC provided a tabulation of paid attendance at games from 1947 through 1954, with a corresponding table showing the number of television sets in circulation, based on NBC and ABC estimates for Nov. 1 of each year. It showed that in 1947-48 (average per two years), paid attendance was $15,248,000 and sets in circulation, 426,000; 1949, $15,675,000 and 3,025,000 sets; 1950, $15,172,000 and 9,169,000 sets; 1951, $14,272,000 and 14,556,000 sets; 1952, $14,196,000 and 19,751,000 sets; 1953, $13,754,000 and 26,364,000 sets; 1954, $14,091,000 and 32,262,000 sets.

NORC observed that in 1954 the "small rise" in attendance was accomplished despite an increase of almost six million new tv sets during 1954. It voiced the opinion that the new tv set owners consisted primarily of persons in the lower economic group, who never had "great interest" in college football and who were not attenders.

In an indirect endorsement of a limited television program, NORC stated that the "slight upturn" was accomplished in a period of "fast population and income gains," and stressed that attendance remains "well below the pre-television peaks." The report added:

"Were the present limited television program to be replaced by wide-open television of major games, or by another program which would substantially increase the number of top games available locally on tv screens, all evidence indicates a further adverse effect on attendance levels generally."

And from J. Wright Mackey, Commercial Manager at WRAK, this comment: "We work hard to keep our sponsor happy....Associated Press is a welcome aid in renewing a satisfied account."
SPONSORS WARM TO AP
Because... it's better
and it's better known.

"About 100 injured...
Sticking with it.
Will call you back."

Case History No. 4

Merrill Morris, news director of WMTR, Morristown, N.J., had just arrived home. It was late. A full day at the station was behind him. The phone rang. He was told:

"Bleachers at the Dover auto speedway have collapsed. Looks like a good story."

Morris called The Associated Press, then headed for the speedway, 15 miles away. Enroute, he picked up a police bulletin:

"All available ambulances needed in Dover. Urgent!"

The speedway was a scene of busy doctors and ambulance crews. A quick check gave Morris the broad facts.

"Looks like about 100 injured," he reported. "Sticking with it. Will call you back."

Although WMTR couldn't use the news until the next morning, Morris stuck with the story all night... interviewing doctors, victims, relatives.

Finally the story was wrapped up and Morris went home to bed.

Even as Morris slept, WMTR continued to protect The AP.

Station Manager Kenneth Croy and Nick DeRienzo followed up on the condition of the injured.

Once again, Station WMTR — noted for being on top of the news — had done a top-notch job for The Associated Press and fellow AP members everywhere.

"We give The AP the complete story as quickly as possible and we hope other members will do the same. The more all of us contribute the better the entire AP report will be."

Merrill Morris, Kenneth Croy and Nick DeRienzo are among the many thousands who help make The AP better — and better known.

Those who know famous brands...know the most famous name in news is AP
NARTB Board Lines Up Heavy Agenda For Meeting in Florida Jan. 26-28

High on list will be problems caused by the log-jam of countless conventions and clinics. Smaller committee meetings will also be held in Hollywood, Fla., commencing Jan. 23.

NARTB's Board of Directors will seek a solution to one of broadcasting's pressing problems — the logjam of conventions and clinics — at its winter meeting to be held Jan. 26-28 at Hollywood Beach Hotel, Hollywood, Fla.

With the industry growing in both size and complexity, radio and TV executives have become involved in heavy expenditure of time and money because of the staggering lineup of business meetings.

NARTB President Harold E. Fellows will take a series of recommendations designed to whittle the meeting schedule down to an manageable size, saving both time and some of the estimated $3.5 million spent in attendance. The association has been studying the question for some months.

Extent of the meeting problem was shown in a B&T analysis of ideas submitted by 400 stations [B&T, Dec. 13, 1954]. This study cited 59,048 man-days spent away from station offices to attend industry meetings.

Meeting Attendance Up

While declining attendance of NARTB district meetings has been causing concern in recent years, the 1954 figure was slightly higher than 1953. Even so, many of the meetings failed to show the spirit and interest found at state association sessions where programming was livelier and delegates stayed along with their chairs while under discussion.

NARTB's board will decide — or ask a committee to consider — whether NARTB, Radio Advertising Bureau, Television Advertising Bureau, Broadcast Music Inc., AF broadcasters and the 40-plus state associations as advertisers, agencies and film distributors to participate in code operation. At a December meeting with American Assn. of Advertising Agencies the whole code problem was discussed in detail [B&T, Dec. 6, 1954].

If additional industry agencies are invited to join stations and networks in subscribing to the code, basic changes in the whole code process will be involved. These would include display of the Seal of Good Practice. NARTB has not yet announced withdrawal of the seal from a subscriber. John E. Fetzter, head of the Fetzter Stations, is code board chairman with J. Leonard Reinisch, WBSE-TV Atlanta, serving as vice chairman.

Code board actions will be presented to the NARTB TV Board Jan. 26. The Radio Board meets Jan. 27, with the combined boards to meet Jan. 28. R. McCollough, Steinman Stations, is chairman of the TV Board. Henry B. Clay, KWKH Shreveport, La., is chairman of the Radio Board.

Group meetings are planned Jan. 24 by the Television Broadcasters Committee and General Finance Committee. The By-Laws Committee meets Jan. 25 along with the Convention Committee.

PAYING HONOR to FCC Chairman George C. McConnaughy (2d from l) when he spoke to Southern California Broadcasters Assn. in Hollywood on "Regulatory Controls of the Communications Industry," are (l to r): William Beaton, general manager, KKW Pasadena and past president, California State Broadcasters Assn. and SCBA; Mr. McConnaughy; Robert J. McAndrews, vice president and commercial manager, John Poole Broadcasting Co., Hollywood, Calif. SCBA president; Mrs. Thelma Kirchner, general manager, SCBA; Mrs. Glenda H. Kennedy and Leonard E. Kennedy, vice president, Don Lee Broadcasting System, Hollywood, and SCBA vice president; and Bernard H. Linden, engineer in charge, FCC Los Angeles office.
Gates manufactures many things for the Electronic Industry

Yes—many Gates manufactured items are supplied to other manufacturers or directly to users. More and more for quality and fast service, Gates is relied upon for both standard and special design items. Try Gates first whether the need is large or small. You will be pleasantly surprised.

Gates Radio Company
Quincy, Ill., U. S. A.
Manufacturing Engineers Since 1922
PREDICTS INCREASE IN RADIO-TV SPOT

Adam Young, new SRA president, sees 1955 prospects "excellent" for tv spot business; asks for true and accurate evaluation of radio.

PROSPECTS for increased television national spot business in 1955 are "excellent," and there is every reason for spot radio advertising to grow.

This outlook for the national spot field was offered last week by Adam J. Young, newly-elected president of the Station Representatives Assn., who based his observations on a survey conducted by SRA and its members on prospective business for 1955.

"With 100 new television stations on the air in 1954," Mr. Young said, "and with television also proving to be a most potent sales medium, the prospects for national spot business in 1955 are excellent.

Mr. Young was less forthright about prospects for the outlook in national spot radio, but declared: "The best way to put it is to say that in 1955 'radio will be reborn.' The great success of television is, to an extent, overshadowing the growing radio medium. Many advertisers are testing out television or looking for the right combination of the two broadcast media. Since there is every reason for spot radio advertising to grow, stations and their representatives face the difficult problem of helping stations, advertisers and their agencies to evaluate radio truly and accurately.

As reasons why radio "must move up to largely increased volume," Mr. Young cited the following information on radio's strength:

"The only medium reaching virtually every person in 95-98% of all homes; multiple sets take to radios to all rooms in the home with personal listening; radios in 30 million cars make radio the largest outdoor medium; countless bulk hours of listening by individuals and groups in stores, hotel rooms, garages, factories, barber shops; 25 million radio sets sold in the last two years; average home listening same in 1954 as in 1953, though radio was in more homes, and radio listening increased in tv homes."

As evidence of the rebirth of radio, Mr. Young pointed out that the representative firms, through the association, had completed a new spot radio presentation, setting forth new concepts of media planning that fit 1955; the Radio Advertising Bureau is stepping up its promotion of national spot business and N. C. Rorabaugh and James M. Boerst have promised more complete spot radio reports [CLOSED CIRCUIT, Jan. 3; also see page 32].

Looking toward the future, Mr. Young asserted that programming in radio has become "the foremost station problem." He said that stations cannot lean "so heavily" on networks as hereofore claimed and claimed that many stations without network affiliation are "dominant in their markets, purely as a result of outstanding local programming."

Another problem facing radio stations, according to Mr. Young, is that methods of buying time gradually are changing. Station representatives, he said, are in a position to suggest simplified methods of buying radio time to produce more importance and contact at a cost to point out to stations examples of successful programming that may strengthen their weak periods.

Treyz Discusses Phila. Advertising Expenses

ALTHOUGH Philadelphia has a high average of weekly viewing, local advertisers there are funneling money at a far greater ratio into newspapers than into television, according to Oliver Treyz, president of Television Bureau Inc.

Mr. Treyz' look at the Philadelphia market was contained in his first major address as head of the new tv industry promotion bureau. He spoke Wednesday before the Tv Assn. of Philadelphia at the Poor Richard Club.

An impressive array of figures was presented by Mr. Treyz to back up his assertion that in Philadelphia local advertisers are more resistant to tv while national advertisers are more receptive to the medium.

The figures as presented by Mr. Treyz: in 1954, advertising expenditures on tv in Philadelphia totaled $43.5 million, of which $28 million was for network, $8 million for spot and $7.5 million for local. In newspapers, a total of $50 million was spent by advertisers in the Quaker City, $12.5 million of it by the national advertiser and $37.5 million by the local advertiser.

Thus, according to Mr. Treyz, national advertisers prefer television in Philadelphia by a ratio of 3 to 1 while local advertisers there favor newspapers 5 to 1. Mr. Treyz noted that the number of hours viewed per week per family in Philadelphia stands at 30.4.

The Tvb president said the bureau would endeavor to find out why the discrepancy in local advertiser interest as between newspaper and television.

Annual Bar Group Dinner

THE annual banquet of the Federal Communications Bar Assn. will be held Jan. 21 at the Mayflower Hotel, Washington. Harold E. Mott, Welch, Mott & Morgan, is chairman of the banquet committee; R. Russell Eagan, Kirkland, Fleming, Green, Martin & Ellis, tickets, and Corwin R. Lockwood Jr., Hogan & Hartson, reservations. The annual FCBA membership meeting takes place the same day at lunch.

AAAA Seeks Uniform Availabilities Form

Compton Adv.'s Ruth Jones suggested a standard format in a speech on Dec. 7, 1954; her idea was endorsed by H-R Reps. Frank Pellegrin and forwarded to the AAAA.

A REQUEST that station representatives provide samples of individual forms used for submission of radio and tv availabilities to timebuyers has been made by the American Assn. of Advertising Agencies' Radio-Tv Committee.

The bid is an outgrowth of a move stimulated by a public statement by Ruth Jones, forms committee representative to standardize forms used by stations and their representatives [CLOSED CIRCUIT, Jan. 3]. Standardization of such forms also has been on the AAAA committee's agenda for some time.

Miss Jones urged a standard form for a talk Dec. 7, 1954, at a Radio & Television Executives Society timebuying and selling seminar in New York, noting that it would be helpful to all timebuyers if station and representatives would agree on such a form.

Endorsing Miss Jones' suggestion, Frank E. Pellegrin, vice president of H-R Representatives and H-R Tv Inc., originally urged it in a letter to Frank Silvernail, BBD0 radio-tv manager and chairman of the AAAA Radio-Tv Committee, that a group be appointed to review standard forms now in use by representatives or stations. Mr. Silvernail relayed the letter to AAAA.

Mr. Pellegrin said:

"As you well know, from your own experience during your timebuying days, when any timebuyer is given a rush job to do, he frequently will have to buy 40 or 50 markets—maybe more.

'Essence Alike, Detail Different'

"These will be submitted by 20 or 30 different representative firms, each firm has its own pet form on which it submits availabilities. They are alike in essence but different enough in detail that the timebuyer can never find the same piece of information in the same place on any two forms."

"The wear and tear on his eyesight and nervous system must be terrible."

Mr. Pellegrin proposed that the AAAA work group review all of the so-called "standard" forms now in use, compare their relative merits and come up with a recommended single standard form, which combines the best features. He suggested that the form be "truly uniform" from the viewpoint of timebuyers so that it would be "easier to use.""

He said: "On that basis, I am sure the AAAA would have the wholehearted cooperation of all sales elements in the industry."

This standard form would be a contribution to the industry such as the forms standardized for contracts by AAAA and NARTB, Mr. Pellegrin continued.

The reason why the request was not turned over the Station Representative Assn., Mr. Pellegrin said, was that every representative "now thinks his own form is the best." Additionally, he observed, it should be the timebuyer and not the salesman who "should call the shots and say what he prefers rather than having the salesmen get together and decide on what they are going to let the buyer have, whether he likes it or not."
Flynn, director, radio-telecommunications, Archdiocese of New York; J. Edgar Hoover, FBI; Clement Johnston, president, U. S. Chamber of Commerce; George C. McConnaughey, FCC chairman; Glen McDaniel, RETMA president; Drew Pearson, commentator; Rabbi Abba Hillel Silver, Congregation Tifereth Israel, Cleveland; Waurine Walker, president, National Education Assn., and J. Ernest Wilkins, assistant secretary, Dept. of Labor.

Mr. SMITH

New York AWRT Chapter To Discuss News Mechanics

THE MECHANICS of gathering, evaluating and presenting news over radio and television and ways and means of dramatizing the news will comprise the theme of an all-day conference of the New York chapter of the American Women in Radio & Television, to be held Saturday at the Hotel Savoy-Plaza there.

The morning session, which will concentrate on a discussion of news gathering, judging and presentation, will offer a panel of speakers, including Sig Mickelson, CBS vice president in charge of news and public affairs; Dave Zellmer, CBS News, executive producer for television; Jesse Zousmer, CBS, news writer for radio, drama producer; Calvin Secrest, executive to Person; Howard Kany, manager, CBS Newsfilm, and Ned Calmer, CBS news correspondent.

The principal luncheon speaker will be Davidson Taylor, NBC vice president in charge of public affairs, who will talk on "Projecting the News."

The panel for the afternoon session, which will be devoted to methods of winning news attention to a particular radio and television program or product, will consist of Dan Mich, editorial director of Look magazine; Hal Boyle, Associated Press; Susan Adams, DuMont Television Network; Maggi McNelis, WABC-AM-TV New York; Reuben Frank, managing editor, NBC-TV Background, and Martha Deane (Marian Young Taylor), MBS-WOR New York.

Zabin Elected President Of League of Adv. Agencies

JAMES B. ZABIN, partner in Pommer-Zabin Adv., New York, has been elected president of the League of Advertising Agencies, it was announced last week. Mr. Zabin, who will be officially installed in his new office at an annual dinner Jan. 21 at the Advertising Club, New York, succeeds Louis E. Reinhold, Richmond Adv. Service.

Other new officers elected are: Lester Harrison, Lester Harrison Inc., Irving Davis, Irving Davis Adv, and Lester Loeb, Lester Loeb Adv, vice presidents; Julian Ross, LAA executive secretary; Max Sinowitz, Chelsea Adv., secretary, and Charles Ford, Iveson-Ford Assoc., treasurer.


Mr. ZABIN

Sitrick to Take NARTB Publicity, Information Post

JOSEPH M. SITRICK, assistant chief of the International Press Service of U. S. Information Agency, will join NARTB Jan. 31 as director of publicity and informational services. He succeeds John H. Smith Jr., who has resigned to join the public relations staff of Chrysler Corp. in Detroit.

Mr. SITRICK

When the information activity came under the State Dept. he was special assistant to the Assistant Secretary of State in charge of public and Congressional relations. For a time he was Congressional correspondent for Voice of America and later VOA special events director in Washington.

He was employed at WHBF Rock Island, Ill., after World War II service and then joined the FBI in World War II he was production director of the Armed Forces Radio Service in Washington. Prior to war service he was special events director of WSUI Iowa City, Iowa, and holds a BA degree in radio from Iowa State U. He attended high school in Davenport, Iowa. He is married and has two daughters.

Bucky Powell Leaves FCC, Joins NARTB Legal Staff

WALTER R. (Bucky) POWELL, chief of the FCC Renewal & Transfer Div., Broadcast Bureau, joins NARTB's legal department as staff attorney, effective Jan. 10. He will report to Vincent T. Wasielowski, NARTB chief attorney, and succeeds Abish A. Gill, who left NARTB Dec. 20 to join the legal staff of Storer Broadcasting Co. in Miami.

Mr. Powell has been chief Commission counsel for the Broadcast Bureau in the license renewal proceedings involving WICU (TV) Erie, Pa., whose principal owner is Edward O. Lamb.

With FCC since 1946, Mr. Powell, 42, has specialized in broadcast matters and was named chief of the transfer branch in 1948. A Washington native, he received his AB from Center College, LL.B. from George Washington U. in 1938 and L.L.M. from Georgetown U. in 1940. His government career began as a trial attorney with the Dept. of Justice Anti-trust Div. In World War II he served as a lieutenant commander in the Navy. He is married and has two daughters.

Md.-D.C. 'Watchdog' Unit

NEW Freedom of Information Committee has been formed by Leslie H. Pearld Jr., WBAL-AM-TV Baltimore, as president of Maryland-District of Columbia Radio & TV Broadcasters Assn. Members are Tom While, WBAL, chairman; Theodore Koop, CBS Washington; Charles J. Truitt, WBOC-AM-TV Salisbury, and Alan Long, WFMD Frederick. The committee operates as a "watchdog" agency in the area, working with the NARTB Freedom of Information Committee.
On WBNS-TV

Bill Zipf

Bill Zipf's daily round-up of farm news includes weather, rural events and livestock reports and has a dominant audience in WBNS-TV's 33 county coverage area. Advertisers find Bill's face to face commercial approach a direct sales getter.

Aunt Fran

Daily at 5 p.m. Aunt Fran faces her loyal WBNS-TV audience of children and mothers for a half-hour of playtime and crafts. Aunt Fran's appealing and clever commercial presentations send mothers out to buy, for this top rated program is by-word of the young, and a product by-law of parents.

Kitchen Fair

Jeanne Shea welcomes her audience daily at 2 p.m. to her Kitchen Fair, where cook's recipes are closely coordinated with advertisers' products. Actual demonstration by Jeanne and her guests, coupled with eye appeal and a variety of product usage make Kitchen Fair not only a top rated WBNS-TV program, but a top rated sales vehicle.

A LIMITED NUMBER OF SPOTS are currently available on these daily programs which contribute greatly to WBNS-TV's reputation as one of the most sales-minded and outstanding stations in the country.

COLUMBUS, OHIO

CHANNEL 10

WBNS-TV

CBS-TV NETWORK — Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 13 North High St.

REPRESENTED BY BLAIR TV

STATIONS

DEVELOP 'CREATIVE' PERSONNEL—PACK

WBC national program manager decries lack of training in development of new production, programming personnel.

RADIO BROADCASTING industry was urged last week by Richard Pack, national program manager of the Westinghouse Broadcasting Co., to train and develop "creative" radio production and programming personnel.

He told a meeting of officials of WBC's five 50 kw radio stations at a radio-only meeting that television has "a surplus of competent TV production and programming executives" but radio "just hasn't been training new programming personnel." The meeting was held last Thursday through Saturday at the Hotel St. Regis in New York and was attended by executives of KDKA Pittsburgh, KYW Philadelphia, KEX Portland, WBZ Boston and WOWO Fort Wayne.

"Too many radio program managers, producers and disc jockeys," Mr. Pack said, "are afflicted with a nerve-deadening malady which might be called 'TV frustration.' They are spoiling to get into television even though they know that both the financial and personal rewards can be as great in radio as in TV."

A five-point "therapy" program was offered by Mr. Pack to cure TV-minded radio personnel of "TV frustration." He said radio station employees ought to keep in mind that the American people bought more radio sets than TV sets in 1954; a good local radio disc jockey "makes more than a lot of network television personalities," their major opposition is the other radio stations and not the television stations in their town; the music-and-news formula should be applied "resourcefully and imaginatively," and "a good radio man is hard to find these days."

Mr. Pack disclosed plans for three joint public service operations by WBC stations to be built around public education, mental health and juvenile delinquency. He said that some programs will be uniform for all stations, while certain phases will be handled purely on a local basis.

Through WBZ and KDKA, Mr. Pack said, WBC plans to produce cooperatively two or three program packages for the Quality Radio Group, of which WBZ and KDKA are members. He noted that these might be written by KDKA personnel and produced at WBZ.

Other speakers during the three-day meeting were Chris J. Witting, president of WBC; David E. Partridge, national advertising and sales promotion manager; Eldon Campbell, national sales manager, and Joseph E. Baudino, executive vice president. Another speaker was E. V. Huggins, vice president of corporate affairs, Westinghouse Electric Corp.

Mr. Witting announced that a similar meeting would be held at a later date for officials of Westinghouse television stations—WBZ-TV Boston, WPTZ (TV) Philadelphia, KPIX (TV) San Francisco and KDKA-TV Pittsburgh.

WAIM-TV to Increase Power

WAIM-TV Anderson, S. C., reports plans to increase power to 207.5 kw Feb. 15. The station says its new transmitter will be equipped to handle network color programs. The uhf ch. 40 outlet went on the air Dec. 15, 1954, as a CBS-TV affiliate.
KRON-TV has some impressive statistics too. Look at the way the station stacks up—

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

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

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

San Francisco
KRON TV

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

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

Represented nationally by Free & Peters, Inc.
FIFTH VHF GOES ON FOR MPLS.-ST. PAUL

THE FIFTH vhf station in the Minneapolis-St. Paul market was set to begin commercial programming yesterday (Sunday). Also scheduled to debut at the weekend, in North Carolina, was the 10th operating educational outlet.

In Minneapolis, KEYD-TV (ch. 9), owned by the Family Broadcasting Corp (KEYD-AM), will be affiliated with DuMont TV Network and represented by H-R TV Inc. Henry C. Klages is president and Lee L. Whiting, vice president and general manager. KEYD-TV is the fifth station in the market, two of which are shareowners.

Educational WUNC-TV Chapel Hill, N. C., was to begin regular programming last Saturday. The ch. 4 station will offer film and kinescope recordings of its programs to commercial tv's in the state. Richard Burdick, former Hollywood writer-actor and recently with the McClatchy Broadcasting Co. in Sacramento, is executive producer.

With these debuts, the number of operating tv stations totals 424.

Other Starters
Reports from other stations:
WEAT-TV West Palm Beach, Fla., began commercial programming Jan. 1 and claims it has received good reception reports. Ch. 12 WEAT-TV, the third station there, is operating at 112 kw. It is a primary ABC affiliate and represented by the Walker Co. James R. Meachem is president of licensee WEAT-TV Inc.

WFLA-TV Tampa, Fla., owned by the Tribune Co., has announced construction is in progress and that programming will start in late February. The ch. 8 station plans to affiliate with NBC. It is represented by Blair-TV Inc.

WILK-TV Set to Become Second 1,000 Kw Vhf

WILK-TV Wilkes-Barre, Pa., with the help of clear weather, yesterday (Sunday) was set to become the station's second uhf tv station to operate at the maximum one million watts, according to Thomas P. Shelburne, managing director. Another Wilkes-Barre station, ch. 28, WTVW, began operation at full 1,000 kw Dec. 31.

Because of sleet, WILK-TV was prevented from making a final adjustment in the transmission line last Thursday, when it was originally planned to increase to the new power. The ch. 34 station will use a General Electric 45-kw transmitter with six klystron tubes. The climb to 1,000 kw will be spread over a couple of days, Mr. Shelburne said, in order to protect the equipment and allow engineers to keep check as the power is fed gradually.

Mr. Shelburne said that with the aid of good weather the adjustment was to be made last Friday.

WTVW (TV) Boosts to 316 Kw

WTVW (TV) Milwaukee, operating at 100 kw since it went on the air last Oct. 27, has increased its power to 316 kw, according to Soren H. Munkhof, station manager. The increase has enabled WTVW to extend its coverage area from 40 miles to 50-65 miles, and to reach about 20,000,000 sets, the ch. 12 station claims. A new RCA 50 kw transmitter is providing the new power. WTVW also announced it has received the first shipment of steel for its new 1,105-ft. tower, to be located on the same site as the present temporary one on the north side of the city.

Hood Named WKRC Manager

HUBBARD HOOD, sales manager of WKRC Cincinnati for the past three years, has been promoted to general manager of the station, according to David G. Taft, executive vice president of Radio Cincinnati Inc., which operates WKRC and W K R C - T V. Mr. Hood has been with WKRC radio sales since September 1940 and was appointed to his present post as sales manager in February 1952.

KTVK (TV) Completes Tower

COMPLETION of the antenna tower of KTVK (TV) Phoenix has been announced by Robert Latham, chief engineer of the station. The tower is 220 ft. above ground and 1,670 ft. above average terrain and will transmit "100 kw power to 83% of Arizona's tv families," according to the station. Target date for the ch. 3 station is Jan. 15. A test pattern was scheduled for last week.

The Hangin' of Soddy Joe

On the moonless night of October 3rd, 1878, a character known only as Soddy Joe stole a horse from a Kansas farmer.

Four hours later, a posse caught Joe just west of Great Bend and hung him from this tree.

That's swift action!

And if you want SWIFT SALES ACTION for your product, turn the job over to WIBW—the radio station Kansas farmers listen to most.* We've been hanging up sales records for the past 30 years.

* Kansas Radio Audience 1954.
YOU MIGHT TRAVEL 421 MPH ON THE GROUND*

BUT... YOU NEED WKZO-TV TO COVER GROUND IN WESTERN MICHIGAN!

The WKZO-TV television market is much larger than you'd guess. It includes more than 514,000 television homes in the 29 most populated Western Michigan and Northern Indiana counties!

January, 1954 Hoopers, left show that WKZO-TV is far and away the number-one station in this area. WKZO-TV gets almost two-thirds more evening viewers, almost five times more afternoon viewers, one-and-a-half times more morning viewers, than the next station!

Let Avery-Knodel give you all the facts on WKZO-TV—Channel 3, and the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids.

100,000 WATTS • CHANNEL 3 • 1000' TOWER

The Felzer Stations

WKZO—KALAMAZOO
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WJEF-FM—GRAND RAPIDS
KOLN—LINCOLN, NEBRASKA

Associated with WJED—PEORIA, ILLINOIS

*In 1954, Lt. Col. John P. Staff rode this fast in a rocket-propelled testing sled at Holloman Air Force Base in New Mexico.
**WCPO-TV Inaugurates Series Of Mysteries in New Format**

A NEW PATTERN in TV film programming, utilizing a late evening mystery series titled Shock, was launched last Monday by WCPO-TV Cincinnati, according to an announcement by Ed Weston, assistant general manager of the Scripps-Howard station.

The program, scheduled Monday through Friday, 11:15 p.m. to 12:15 a.m., is sub-titled Inner Sanctum and at the start will feature this NBC Film Div. series. Two different half-hour films are run in the hour. When the Inner Sanctum run is completed, Shock will continue with other mystery films stressing climactic punch-endings. A film series will run for 7½ weeks and will include 39 shows, thus allowing distributors a fast turnover, Mr. Weston said. This film package, he continued, "cuts station costs up to 30%".

Mr. Weston said he has been negotiating with many film syndicators who are interested in this type of station sale: Ziv, MCA, NTA and Flamingo.

**KOSI Readies for Power Boost**

KOSI Denver, Colo., has awarded a contract for a custom-built 15-kw transmitter to Fritz Bauer, consulting engineer of Springfield, Mo., the station has announced. The switch from its present 1 kw to 5 kw on the same frequency, 1410 kc, is scheduled to take place May 1.

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**GITTLESON NAMED WMUR-AM-TV V.P.**

NORMAN J. GITTLESON, formerly station manager and commercial manager for WJAR-TV Providence, R. I., has been appointed vice president-general manager of WMUR-AM-TV Manchester, N. H. Mr. Gittleson, who has been with the Rhode Island station since April 1950, assumed his new post Jan. 2.

Mr. Gittleson began his television career at WFMY-TV Greensboro, N. C., after many years in radio sales and promotion with various stations. He served with the U. S. Navy for four years before moving to WJAR-TV.

**Conference-Call News Circuit Arranged by Five in S. C.**

FIVE South Carolina stations have formed a conference-call news circuit by which stories of statewide news interest are exchanged. In pre-arranged order, each newsmen reports over the loop, with stations tape-recording the programs for a wrap-up of state news. The plan was devised by Charles Wickenberg, news director of WMSC Columbia, S. C. Participation newsmen include Harry Gianaris, of WCSS Charleston; Ervin Melton, WMJX Florence; Jim Hobbs, WSPA Spartanburg, and Monty DuPuy, WFBC Greenville.

The conference call method is less costly than direct line pickups, according to C. Wallace Martin, manager of WMSC, and serves as a good program source as well as prestige builder. Mr. Wickenberg said the idea grew out of Marine Corps procedure, where commanding officers talk on a loop to all battery commanders. Each station shares in cost of the 15-minute five-way circuit.

**WRCA-AM-TV Calls 1954 Best in Stations’ Histories**

"MOST auspicious year in the stations' histories—programming, sales and operations-wise" was recorded during 1954 by WRCA-AM-TV New York, according to Hamilton Shea, NBC vice president in charge of WRCA-AM-TV, and Ernest de la Osa, stations' manager.

WRCA radio time sales reached a record peak in 1954. Local sales ran 48% more than those made in 1953. National spot sales were "well ahead" of those in the previous year.

In TV, WRCA-TV's time sales for 1954 were 29% higher than they were in 1953. High point of the year was set in August when records show $21½ million in net billings.

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**WDSU RADIO NEW ORLEANS—VITAL TO THE SOUTH'S BIGGEST MARKET**

Gracious, indeed, are New Orleans homes—but gracious! Where are the occupants?

Thanks to its Deep South climate, New Orleans is an outdoor city. That's important to remember when advertising to the South's biggest market. And this makes it a very important fact that WDSU has more out-of-the-house listenership than any other New Orleans station.

Success in reaching its audience with programs of great consumer acceptance means that sponsors, too, have enjoyed great success in reaching WDSU's receptive audience with tasteful sales messages. Won't you ask us about availabilities?
Superior Quality at one-half the price of comparable systems!

COLOR-VISION Film Camera System

- Complete Package including rack mounted equipment and accessories
- Requires very little floor space
- Backed by a growing organization

The recent purchase of Dage by Thompson Products combines Dage's pioneering spirit and electronics genius with the integrity, experience and financial security of one of the most respected names in American industry.

The new Michigan City plant provides a six-fold increase in engineering and manufacturing facilities.

Dage Also Makes Monochrome Equipment

VIDICON FILM CAMERAS
STUDIO AND PORTABLE SYNC GENERATORS
MASTER MONITORS
SWITCHING EQUIPMENT
TV FILM PROJECTORS
HIGH QUALITY VIDEO MONITORS—PORTABLE AND RACK MOUNTED
MICROWAVE RELAY EQUIPMENT

WIRE COLLECT for Detailed Information and Prices!

DAGE TELEVISION DIVISION | THOMPSON PRODUCTS, INC., MICHIGAN CITY, INDIANA
WGN-AM-TV’s 1954 Slate ‘Outstandingly Successful’
WGN-AM-TV Chicago recorded an “outstandingly successful” 1954 as WGN marked its 30th year and WGN-TV its sixth milestone, Frank Schreiber, manager and treasurer, stated in a yearend summary.

Mr. Schreiber said the TV operation “developed a successful plan of nighttime programming with film” the past year and said radio “continues to make pertinent progress, especially with the rural and small town areas, and the future looks very encouraging.”

William A. McGuiness, commercial manager, WGN-AM-TV, reported a 13% increase in national spot and local revenue the last six months of 1954 over the same period in 1953.

WCUE Has Record Billing
RECORD gross billings at WCUE Akron, Ohio, during 1954 were 18.1% higher than those in 1953, Tim Elliott, president of the outlet announced last week. Combined gross local and regional business was up an estimated 18% over 1953. National spot business increased by 12.3%. Estimated net profits, before taxes, exceeded those of the previous year by 26.8%.

WVEC-TV Records Increase
INCREASE in national business of over 400% during the last four months of 1954 was reported last week by WVEC-TV Norfolk, Va. Thomas P. Chisman, president of the ch. 15 uhf outlet, cited local spot sales as being up over 200%, and predicted a record year for the station in 1955.

Charlotte Cooperation
A NEWS SCOOPO that epitomized cordial press-broadcasting relations was registered on Dec. 29 by WBT-WBTB (TV) Charlotte, N. C., when the stations simultaneously broadcast the sale of the Charlotte Observer to the Knight newspaper interests by Mrs. Curtis B. Johnson. The Jefferson Standard stations were invited by the newspaper to be the first to make the announcement. Jan J. L. Knight, vice president of the Knight newspapers and new president and publisher of the Observer, flew to Charlotte and with Mrs. Johnson broadcast news of the sale. WBT-WBTB broke the story at 6:30 p.m. and the Observer headlined the story the next morning. The past cooperation between the stations and the Observer was credited for the scoop. This was climaxd last October when WBTB telecast a salute to “National Newspaper Week.” Mr. Knight, who is former general manager of the Miami Herald, has several radio-tv interests [BT, Jan. 3].

Weed Sees Rise in Tv Spots On Locally-Produced Shows
AN EXPANSION in spot tv programs, wherein programs are locally-produced for national advertisers, is seen for 1955 by Joseph J. Weed, president of Weed Television Corp., station representatives.

In a forecast to client stations and to advertisers last week, Mr. Weed said stations have mastered most production techniques and, in some instances, created original formats which have wide appeal to local audiences. Mr. Weed made particular note of news and special events treatment by local outlets which use basic material supplied by national and world-wide news services. Stations are able to weave in the local viewpoint which may be lacking in network presentations, Mr. Weed said.

Strides have been made in the development of community-level panel and discussion programs, Mr. Weed reported, adding that the potential is high for locally-produced children’s shows and interview programs.

KRON-FM Suspends
KRON-FM San Francisco, on the air since July 1, 1947, operating on 96.5 mc, suspended operations on Dec. 31, 1954. A station spokes- man said the action was taken because it was decided that “the effort, energy and money” expended on KRON-FM could be “better devoted to other broadcasting services of the company.” The station’s suspension in no way affects KRON-FM San Francisco, he added.

WTVI (TV)’s CP Telethon
PLEDGES in the cerebral palsy telethon conducted just prior to the holidays by WTVI (TV) St. Louis were at the $80,000 mark last week, with both pledged and unpledged funds still coming into the station. WTVI is a uhf outlet operating on ch. 54, competing against two vhf outlets. John D. Scheuer Jr., WTVI executive vice president and general manager, said the talent lineup for the Dec. 17-19 telethon included artists from a dozen other local tv and radio outlets, plus the services of 4,300 volunteer workers. Talent included Ted Mack and Met Torme, Joe Garagiola, sportscaster, and 200 other radio and tv personalities.
TWO Free & Peters sales executives are made "Colonels of the Year" in recognition of outstanding personal development and sales performance in 1954. Receiving awards from F&P President H. Preston Peters (c) are Arthur Bagge (2d from l), midwest radio sales manager at Chicago, and Lon King (2d from r), tv account executive in the Detroit office. Taking part in presentation are Russell Woodward (f), executive vice president for radio, and Lloyd Griffin (r), vice president for tv.

BRANHAM CREATES UNIT OF 'JUNIOR DIRECTORS'

The representation firm also announces the election of three new vice presidents: Patzlaff, McCauley and Harding.

A NEW "junior board of directors" has been created by the Branham Co., station representation firm. The board's first meeting was to be held in Chicago over the past weekend.

According to M. H. Long, chairman of the board, who made the announcement, the junior board is a form of "multiple management" that has been used successfully in many types of industries. He said the Branham firm anticipates "that it will prove particularly advantageous in the media representation field."

At the same time, Mr. Long announced the election of three new vice presidents: Walter F. Patzlaff at San Francisco, who is in charge of the West Coast operation; L. Sloane McCauley of the newspaper division, and George Harding of radio and tv, both at Dallas.

The junior board members were selected from the younger stockholder-employees, according to Mr. Long, who said they represented a cross-section of the Branham selling organization on a geographical basis.

Newly-elected junior board members and their headquarters are Frank Stapleton and Thomas B. Campbell, New York; A. J. Engelhardt Jr. and Dudley D. Brewer, Chicago; Edwin C. Charney, Detroit; Norman E. Noyes, Los Angeles, and Horace L. Ralls, Atlanta.

REPRESENTATIVE APPOINTMENTS

KBAK-AM-TV Bakersfield, Calif., respectively appoint Weed & Co. and Weed Television Corp., both N. Y.

WJW Cleveland appoints Katz Agency Inc., N. Y.

KFJU-TV (under construction) Klamath Falls, Ore., and affiliated KWIN Ashland, Ore., appoint W. S. Grant Co., S. F.

Storer Appoints Kelley

WILLIAM E. KELLEY has been appointed an executive in the New York national sales office of the Storer Broadcasting Co., Tom Harker, SBC's vice president and national sales director, announced Wednesday.

Mr. Kelley headed the sales department of KGBS-TV (now KENS-TV) San Antonio when that station was purchased by the Storer organization. He later became national sales director of that station, and held that post when Storer sold it to the San Antonio Evening News Pub. Co.

STATION PEOPLE

John F. Crohan appointed station manager, WICE Providence, R. I., succeeding John C. Martin.

Robert Murray, operations assistant, WSRS Cleveland, appointed station manager, affiliated WDBF Del Ray Beach, Fla.

William Dempsey, educational director, KPIX (TV) San Francisco, appointed program manager, succeeding R. W. Wassenberg, who moves to KTVU (TV) Stockton, Calif., as station manager.

Edward F. Glacken, formerly assistant program director, WBOC-TV Salisbury, Md., to WFMZ-
TV Allentown, Pa., as director of program operations.

William Thomas Hamilton, sales executive CBS, appointed sales manager, WNDU-TV South Bend, Ind., U. of Notre Dame outlet, effective Feb. 1.

Carl Langewisch, advertising salesman, KCOW Alliance, Neb., promoted to advertising manager.

William Hollebeck, program director, KOVR (TV) Stockton, Calif., to newly-created position, studio manager, KPFD-TV San Diego, supervising filmbuying, programming and production.

Jay Watson, formerly assistant manager, KPOA Honolulu, to KOVR (TV) Stockton, Calif., in same capacity.

Daniel H. Burns, sales representative, WIS Columbia, S. C., appointed sales manager.


Phil Sutterfield, formerly with WHAS Louisville to WNOX Knoxville as sports director.

John Thayer, account executive, KHOL-TV Kearney-Holdredge, Neb., promoted to regional sales director.

Joseph W. Seacrest, president, Nebraska State Journal (KFAB Omaha), Lincoln, appointed to three-year term, director, Federal Reserve Bank of Kansas City.

Gilbert Graham, appointed assistant production manager, WBBM-TV Chicago, succeeding Eugene McClure, who becomes sales traffic manager, succeeding Jules Kantor, who becomes account executive.


Roy Maner, formerly with WSOO Charlotte, N. C., to WIST there as account executive.

Dick Winters, WAAF Chicago, to station's sales staff.

George Kenyon appointed film director, WJBK-TV Detroit, succeeding Robert Buchanan, who has been appointed to tv sales staff; David Shannon to sales staff, WJBK.

Gilbert L. Fall, sales representative, film div., NBC, returns to KPTV (TV) Portland, Ore., as sales staff member.

Arthur Strickland, former staff writer and chief photographer, Florence (S. C.) Morning News, to WBTW (TV) Florence as chief photographer.

Jack Daly, formerly with WBRY Waterbury, Conn., to news staff, WRLN Richmond, Va.

Brooke Johns, Broadway personality of 1920s, started Brooke Johns Show Jan. 8, WGAY Silver Spring, Md.; Joanne Johns, daughter, also featured on program.

Claude (Buddy) Young, professional football player, Baltimore Colt, to WEBB Baltimore as disc m.c.

Cy Nelson, formerly with WGIL Galesburg, Ill., to WJJD Chicago, as disc m.c., succeeding Stan Dale, now in armed services; Lani Lehus, entertainer, signed by WJJD to do musical remote from Club Internationale, Chicago.

Tom Barry to WOL-AM-FM Washington as disc m.c.

Marin Morsch to WLBB DeKalb, Ill., arranging and broadcasting women's homemakers club program.

Bert Chance, sales manager, KOVR (TV) Stockton, Calif., to KBET-TV Sacramento (target date: Feb. 15).

Noel C. Breault, formerly sales manager, WEAN Providence, R. I., to WPFAW Pawtucket, R. I.

Representative People


Charles E. Haddix, S. P. sales manager, KLX Oakland, Calif., to Tracy Moore & Assoc., Hollywood, as northern California manager, with offices at 201 Monadnock Bldg.; telephone: Exbrook 2-6444.


Jerome A. Moore, account executive, Tracy Moore & Assoc., Hollywood, father of girl, Rae Alice, Dec. 28.


SOLD most effectively through... YOUR MERIDIAN STATIONS

KPHO-TV and KPHO

Channel 5 - CBS Basic
First in Arizona since '49
Hi Fidelity Voice of Arizona

AFFILIATED WITH BETTER HOMES and GARDENS - REPRESENTED BY KATZ

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Broadcasting • Telecasting
PLOTKIN REPORT ASKS REVIEW OF FCC, JUSTICE ACTIVITY IN NETWORK FIELD

Senate Commerce Committee probe of network and uhf-vhf problems is made ready by new Chairman Magnuson as Congress opens.

WHAT is likely to be the Senate Commerce Committee's majority report on the current probe of tv networks and uhf-vhf problems was submitted to incoming Chairman Warren G. Magnuson (D-Wash.) last week by Mr. Plotkin, who also has been former FCC assistant general counsel who has been minority counsel for the investigation since it was initiated last summer by Sen. John W. Bricker (R-Ohio) as chairman under a GOP regime.

Mr. Plotkin's recommendations reportedly suggest that the investigation be continued, but that the committee first take steps to ascertain if the Justice Dept. and the FCC are exercising their full authority in the respective fields where they are empowered to act against monopolistic situations.

Subcommittee Chief's Job

SEN. WARREN G. MAGNUSON (D-Wash.) as late as last Thursday was reported debating whether he would take over the chairmanship of the Senate Commerce Committee's Communications Subcommittee. The incoming Commerce Committee chairman was said to be considering heading the subcommittee because of the critical importance of the broadcasting industry as a molder of public opinion. Earlier, he had expressed his intention of heading the Maritime subcommittee.

Others being considered for the Communications Subcommittee chairmanship are Sens. John O. Pastore (D-R.I.) and A. S. Mike Monroney (D-Okla.). Other Democrats on the Commerce Committee are Sens. Lyndon B. Johnson (Tex.), George A. Smathers (Fla.) and Earle C. Clements (Ky.). Two Democrats will be added and its seven Republicans probably will remain, with Sen. John W. Bricker (R-Ohio), chairman during the 83d Congress, as ranking GOP member.

The House Commerce Committee, which will be headed by Rep. J. Percy Priest (D-Tenn.), will add seven new Democrats, while two Republicans will be dropped from the 31-man group. Rep. Priest has announced he will have standing subcommittees.

Probes to Continue

Sen. Magnuson, meanwhile, set the machinery in motion last week to continue all special investigations and studies currently being made by the Commerce Committee, including the probe of the networks and uhf-vhf problems. This was in the form of a resolution introduced on the floor by the Washington Democrat, asking authorization to carry on the committee's investigations initiated by Sen. Bricker, for which funds expire Jan. 31.

Sen. Magnuson's resolution is similar to that (S. Res 173) approved last year for committee investigations under Sen. Bricker. The Senate at that time appropriated $115,000 for work by three subcommittees. The amount to be asked in Sen. Magnuson's resolution—which would be in effect from Feb. 1, 1955, to Jan. 31, 1956—was not specified pending the Commerce Committee's organizational meeting.

Sen. Magnuson and Harley M. Kilgore (D-Tenn.), who has proposed a probe of "monopolistic trends" in the communications field as chairman of the Senate Judiciary Committee, had not conferred by last Thursday on fields of activity in which they will operate to prevent overlap, but they apparently had reached an agreement on the problem.

Although the two senators had not talked together by Thursday, it was believed the agreement had been reached through their respective representatives. Under the plan (closed circuit, Jan. 31), the Commerce Committee would examine the Communications Act of 1934 to determine if changes are needed. The Kilgore group would restrict its probe to the "monopoly" aspects of manufacturing company ownership of networks and radio-tv stations, and common ownership of newspapers and radio or tv and ownership of both radio and tv outlets.

Mr. Chernoff, now a radio-tv consultant on the West Coast, conferred with Sen. Kilgore last month and afterward talked to network radio-tv manufacturing and other officials in New York. Mr. Chernoff, part owner of WTAP-TV Parkersburg, W. Va., resigned a year ago as general manager of KFMB-AM-TV San Diego and still makes his home there.

Regarding a report that the Kilgore investigation did not plan to investigate "monopolistic" aspects of subscription tv, the West Virginia Democrat's office last week disowned such a report and said there was nothing to indicate
ator would not go ahead with his announced plan to take a look at the pay-as-you-see TV field.

It still was not definitely known last week whether Sen. Kilgore would head the investigations as chairman of the Senate Judiciary Committee or its Anti-Monopoly subcommittee, or whether he would turn the active reins over to another senator who would be chairman of the subcommittee.

Speculation was rife last week on Capitol Hill on who would head the subcommittee, which also, under Democratic control of the Senate, is expected to hold investigations of the Dixon-Yates atomic energy committee.

Regarded as the most likely candidate to head the subcommittee was GOP Sen. William Langer (N. D.), who is said to be in agreement with Sen. Kilgore on many issues. Also in the running was Sen. Estes Kefauver (D-Tenn.).

Sidney Davis, who has been counsel for Sen. Langer's chairmanship of the anti-monopoly group under the Republicans, said last week he would remain as counsel with either Sen. Langer or Sen. Kefauver, if asked.

Sens. Kefauver and Thomas C. Hennings (D-Mo.) also are regarded as candidates for the Judiciary Committee's Juvenile Delinquency subcommittee, which held hearings during the 83rd Congress on TV programming for children.

Boxing Investigation?

BOXING may come in for an investigation by the Senate Commerce Committee, Sen. Warren G. Magnuson (D-Wash.), incoming chairman of the committee, said last week. Sen. Magnuson told reporters the committee may investigate possible racketeering in boxing, with its jurisdiction for such a probe to come from the large number of fights being televised.

The International Boxing Club and its president, James D. Norris, were the subject of an expose-type article in a recent issue of Sports Illustrated magazine.

Ex-Gov. Pyle Undecided On Leaving Public Life

EX-GOV. J. Howard Pyle of Arizona, on leave as vice president of KTAR Phoenix, is undecided whether to stay in public life or return to broadcasting, he told B&T Tuesday. His second two-year term as governor ended Jan. 2.

Gov. Pyle has been offered an important government job by the White House, it was learned in Washington after he had talked with President Eisenhower, but he refused to answer any questions about the assignment.

With 20 years of broadcast experience prior to his Arizona executive post, he feels the urge to get back in the industry. "I'll do a lot of thinking in the next 10 days," he said, before leaving Washington for Phoenix. "After I clean up two or three things, I'll be in a better position to make up my mind. It's hard to get out of public life once you're in it."

Gov. Pyle was re-elected in 1952 by the largest majority ever given a state candidate in Arizona but lost out this year in the general election trend that brought defeat to many Republican candidates. He owns a little over 1% interest in KTAR and its affiliated KVAR (TV) at nearby Mesa (800 of 64,706 shares).

Portland Ch. 12 Loser Appeals Grant to Oregon Tv

AN APPEAL to the U. S. Court of Appeals in Washington against the FCC's grant of ch. 12 Portland, Ore., to Oregon Television Inc. (B&T, Aug. 2, 1954) and the Commission's denial of a request to reopen the hearing (B&T, Dec. 13, 1954) was filed last week by Columbia Empire Telecasters Inc., the unsuccessful applicant.

The Commission's grant to Oregon TV Inc. was made primarily on the ground that it comprised new, non-broadcast and non-newspaper ownership in tv. It is principally owned by Portland businessmen, including Julius L. Meier Jr. (Meier & Franks department store) Columbia Empire was denied among other things, because its owners were affiliated with radio stations and newspapers (KPOI-Portland Journal and Wesley J. Dunn, owner of KSFO and former owner of KPIX [TV] San Francisco).

Attack on Oregon TV's qualifications by Columbia was based primarily on questions regarding the manner in which its proposed general manager, Walter J. Stiles, was hired and resigned, and the validity of the Commission's action regarding diversification. Columbia also claimed that Oregon misrepresented its plans for its antenna site, and was not financially qualified.

A third applicant, Northwest Television & Broadcasting Co., has not participated in the petitions for reconsideration or in the appeal to the court.
GRANT OF CH. 12 TO WPRO-TV AFFIRMED

FCC denies protests of WNET (TV), upholds earlier rulings granting the tv permit and special temporary authority to begin operation.

FINAL decision affirming its 1953 grant of ch. 12 to WPRO-TV Providence, R. I., was issued by FCC last week denying the Sec. 309(c) economic protest filed by ch. 16 WNET (TV) there, which postponed commencement of the vhf station for more than a year.

In its final ruling, to which Comr. Robert T. Bartley dissented and in which Comr. Frieda B. Hennock did not participate, the Commission majority ruled there was no prejudicial prejudice to the protest hearing and grants of the ch. 12 and STA had been stayed by the Commission pending hearing of the protest.

FCC turned down WNET's claims of improper procedure in the protest hearing and in the original ch. 12 grant. The decision concluded the ch. 16 content was not prejudiced, that the examiner did not make final conclusions and instead certified findings of fact to the Commission—since FCC considered all issues in its final ruling.

FCC said the WPRO-TV grant represented "action taken on an application long on file with the Commission and pursuant to published and well-known regulations reasonably designed to meet the processing situation confronting the Commission."

The final ruling also denied three basic substantive arguments made by WNET. These included alleged violation of the multiple-ownership rules, contravention of Sec. 319 of the Communications Act (premature construction) and violation of FCC policy against "payoffs" in tv application dismissals.

The Commission refused to agree that because of the merger agreement, principals in three am stations in the same community were "interested" in the same tv venture. FCC noted the merger has neither been effected by the parties nor approved by FCC.

Cherry & Webb Broadcasting Co., WPRO-TV permittee, operates WPRO-AM-FM there and is chiefly owned by William S. Cherry Jr. and his sister, Ann Cherry Gross.

Hope principals include President John B. Poor, Mowry Lowe and Henry H. Tilley, all with WEAN Providence until sale of the station by General Teleradio Inc. last fall for $250,000 to the Providence Journal, approved by FCC [B&T, Sept. 27, 1954]. Mr. Lowe, former WEAN manager, has bought WHOO Orlando, Fla., from Edward Lamp for $295,000, subject to Commission consent.

Largest single stockholders (20% each) in Providence were Robert T. Engles, president and manager of WHIM Providence and Charles G. Taylor, WHIM program director. Each holds 12.5% of WHIM and 25.5% of WORC Worcester, Mass. They withdrew from Providence under the merger proposal and acquired personal options for part interest in WPRO-TV.

FCC refused to accept WNET's premature construction charge against WPRO-TV, based on provisions for tv expansion provided in the WPRO-FM building and tower. The Commission indicated the WNET argument constituted excessive restriction against "any" construction or planning for eventual tv service when a station undertook building of new tv facilities.

The WPRO-FM tower was victim to Hurricane Hazel, FCC observed.

The Commission could not agree with WNET that the ch. 12 merger proposal included provision for an excessive "pay-off" to Messrs. Engles and Taylor if certain option rights were canceled for consideration of $295,500.

The merger plan calls for formation of a new firm having capitalization of 1,000 shares, $100 par. Cherry & Webb would acquire 550 shares, Hope 250 shares and Greater Providence 200 shares. In consideration for their withdrawal from Greater Providence, Messrs. Engles and Taylor received an option for 12 months (from the time FCC approved transfer of the permit for ch. 12 from Cherry & Webb to the new firm) to acquire 130 shares of the stock in the new firm held by Cherry & Webb and hope (Cherry & Webb would transfer 110 shares and Hope 20 shares).

The option agreement provided that before the end of the 12-month period, but not before seven months, Cherry & Webb and Hope have the right to cancel the option by paying Messrs. Engles and Taylor the sum of $200,000 in cash.

FCC said it could not find fault with $5,500 of the sum designated as reimbursement of expenses, although the $200,000 raised a "more serious" question. But the Commission could not find "unreasonable" Messrs. Engles and Taylor's original interest in Greater Providence or their right to buy stock in the proposed new firm, and thereby could not find unreasonable the alternative payment of $200,000 should they relinquish such valuable rights.

In his dissenting opinion to the majority report, Comr. Bartley stated:

I dissented to the original grant in this case because of the circumstances surrounding the "pay-off" for dismissal of the competing applications. The findings made by the examiner after a hearing and adopted here by the Commission, concerning the specific details of the payments made and to be made and the "consideration" granting as a result of these agreements, merely strengthen my original opinion that a grant should not be made. I am therefore compelled to dissent from the action of the majority here.

THE PEOPLE YOU'RE AFTER ARE PRE-SOLD ON THIS SALESMAN

Cesar Romero, star of the new TV hit, PASSPORT TO DANGER, is definitely a "hot" property. Every moviegoer knows him, and he is starring in three new pictures about to be released, so you can see he needs no build-up to your customers. No wonder local and regional sponsors have snapped up this show! With Romero, you know you'll get an audience. Plus attention for your selling message...because he'll also do your commercials and go all-out for your product. The ones keep coming in, and someone else may gobble up your market. Contact us today, at one of the offices listed below.

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SENATE RULES UNIT REPORTS ON RADIO-TV

Subcommittee recommends that witness be allowed to object to lights and cameras, and that Senate consider installing radio-tv facilities on Hill.

A WITNESS giving testimony before a congressional committee hearing should be entitled to request that tv and motion picture cameras and lights not be directed at him, a Senate Rules subcommittee recommended in its report published last Thursday.

Such a request then would be ruled on by committee members present at the hearing, the report said. The three-man Senate group held hearings during the 83rd Congress under the chairmanship of Sen. William E. Jenner (R-Ind.) on ways and means of overhauling congressional hearing procedures, and among other things heard testimony on whether radio and tv should be admitted to open Senate committee hearings.

The subcommittee’s recommendation said witnesses should have the right to protest against cameras and lights on grounds of distraction, harassment or physical discomfort, with committee members present ruling on the request.

The Senate subcommittee also recommended that the parent Senate Rules & Administration Committee study the practicality of installing up-to-date facilities on Capitol Hill for unobtrusive coverage of committee hearings by radio-tv and other news media.

Testimony pro and con on the radio-tv question was heard from senators and congressmen at hearings last summer [B*T, July 5, 1954, et seq.] and arguments in favor of radio-tv coverage from broadcasters and others [B*T, Aug. 9, 1954]. The Senate Rules subcommittee made no recommendations specifically concerning radio coverage.

House Speaker Sam Rayburn (D-Tex.) has ruled against televising of House committee hearings during the 84th Congress [B*T, Jan. 3].

In its report last week the Senate group cited testimony in favor of tv coverage by Sen. Karl Mundt (R-S.D.) during the hearings and a statement by Ernest Angell, board chairman of the American Civil Liberties Union, favoring unrestricted coverage, with no rights of objection by witnesses. The Senate group’s report added in part:

If we accept the premise that the public is entitled to see the work of all public sessions of congressional committees, it would seem to follow that broadcasting, televising and photography of such proceedings, provided these media do not interfere with the orderly preservation of the evidence, are a legitimate means for acquainting the public with the activity of its legislature. We are not prepared, however, to go into so far as the ACLU, and [we] believe that a request by a witness to testify free from distraction should be considered and that petition [by the committee].

The report cited an "up-to-date communications facilities" used in broadcasting and televising United Nations activities unobtrusively (a point made by industry witnesses at the hearings), recommending that the Senate study the "feasibility of installing modern facilities for the coverage of public committee hearings by all communications media."

Citing criticism that radio and cameras degrade and cheapen the legislative process, transform hearings into carnivals and bring out the theatrics rather than the statesman in legislators, the subcommittee said, "There is no answer to satisfy all the critics."

Other members of the Senate Rules subcommittee were Sens. Frank Carlson (R-Kan.) and Carl Hayden (D-Ariz.).

Program’s Contents Checked, Ziv Ty Informs House Group

ZIV TELEVISION Programs Inc., in an unsolicited report last week to the House Commerce Committee, said the firm is careful not to include in the program content of its shows any subject matter which in conjunction with beer commercials, might be considered offensive, distasteful or harmful to the audience or the business identified with the program.

The House Commerce Committee last summer asked broadcasters and the beer and wine industries to report on the amount of beer and wine advertising on radio-tv. NARTB and the U. S. Brewers Foundation have made their reports [B*T, Jan. 3].

The Ziv TV report was signed by John L. Sinn, president, and said, "We believe tv advertising of beer can be accomplished with care and good taste."

Lamb Postponement Asked

FURTHER CONTINUANCE of the FCC license renewal hearing involving Edward Lamb’s WICU (TV) Erie, Pa., from Jan. 18 to Feb. 9 was requested of Examiner Herbert Sharffman Thursday by the Commission’s Broadcast Bureau. Action followed resignation of Walter R. Powell Jr., chief Broadcast Bureau counsel in the case, to join NARTB (story, page 63).

Earlier, counsel for WICU asked extension of the renewal hearing until Jan. 18 in order to complete investigation of certain Broadcast Bureau witnesses who are being recalled for further cross examination [B*T, Jan. 3; Dec. 20, 1954].

WBID-TV Asks 1,000 Kw

POWER boost to 1 megawatt was requested by ch. 62 WBID-TV Detroit, Mich., in an application filed with the FCC last week. GE transmitter and antenna were specified with antenna height above average terrain of 643 ft. The application further specified its studio and transmitter location as the Penobscot Bldg., 645 Griswold, Detroit.

ABC, NBC Urge Rayburn To Throw Out TV Ban Idea

TWO NETWORKS have asked House Speaker Sam Rayburn (D-Tex.) to withdraw imposition of his proposed ban on televised coverage of

MR. DALY MR. TAYLOR

House committee hearings. Rep. Rayburn said Dec. 28 that he would reimpose the ban against tv in effect during the 82d Congress, of which he was House speaker [B*T, Jan. 3].

John Daly, ABC’s vice president in charge of news, special events, sports and public affairs, in a letter to Rep. Rayburn, asked that the ruling be withdrawn until ABC and other interested parties could present their views. Mr. Daly said he believed industry views "will be unanimous in recommending that in all public matters radio and television be granted right of access equal to that granted any other medium of information."

Davidson Taylor, NBC vice president in charge of public affairs, said: "We hope the speaker (Rep. Rayburn) will give this matter serious reconsideration because it is our belief that television is the most direct reporting device thus far invented."


PETITION to institute a rule-making proceeding looking toward allocation of ch. 6 to a point on Martha’s Vineyard at Nasketucket, Mass., was filed with FCC last week by E. Anthony & Sons Inc., licensees of WNBH-WFMR (FM) New Bedford and WOCH-AM-FM West Yarmouth, and former permittee of ch. 28 WTEV-TV New Bedford and ch. 50 WBOS-TV Boston.

The petition said the assignment can be made without deletion or substitution of any presently assigned vhf channels and would cover the southern Massachusetts area including New Bedford, Fall River, Martha’s Vineyard, most of Nantucket and Cape Cod.

Meanwhile, FCC last week turned down a joint petition filed by ch. 62 WFIE (TV) Evans-
ville, Ind., and ch. 50 WEHT (TV) Henderson, Ky., seeking de-intermixture of uhf and vhf channels in the area. FCC denied their request for switching of the educational reservation at Evansville from ch. 56 to ch. 7. Chairman George C. McConnaughey did not vote and Comr. Robert T. Bartley dissented. Three applicants are in hearing for ch. 7: WGBF, WEOA and Evansville TV Inc.

NARTB, THEATRENO
ASK PAY-TV HEARING

Petitions ask FCC to take full action of subscription plan. Zenith has requested authority for toll tv without hearing.

FULL and complete hearing on subscription television was asked of the FCC last week by NARTB and the theatre exhibitor dominated Joint Committee on Toll Tv.
Seven Insurance Firms Deny FTC Jurisdiction

ANSWERS from seven health and accident insurance firms of the 17 charged by the Federal Trade Commission with false and misleading advertising [BT, Oct. 25], said the companies are licensed within the states they are operating and therefore not under FTC jurisdiction, the commission announced last week.

Additionally, the replies indicate public misunderstanding of the charges has resulted in a decline in business. Southern National Insurance Co., Little Rock, Ark., which the FTC noted last week asked for dismissal, said it has been deluged with personal calls and correspondence from policyholders inquiring into its financial stability and how long it would stay in business. "Many policyholders," the firm said, "have cancelled policies and others have advised they would take action."

Another, American Life & Casualty, December asked the FTC for a similar dismissal, asserted that the rate of application for new policies decreased approximately 34.7% since release of the charges. Reserve Life Insurance Co., of Dallas, Texas, said that it has received thousands of letters from policyholders. One letter declared, "I heard on radio . . . your insurance is worthless. They said your insurance doesn't live up to what's in the policy."

The seven companies whose answers were announced last week are: the Guarantee Reserve Life Insurance Co., Hammond, Ind.; Guarantee Trust Life Insurance Co., Chicago; LaSalle Casualty Co., Chicago; Life Insurance Co. of America, Wilmington, Del.; United Insurance Co., Chicago; Bankers Life & Casualty Co., Chicago, and Prudence Life Insurance Co., Chicago.

In addition, about a fortnight ago, the commission issued similar complaints against six more firms: Sterling Insurance Co., Chicago; Combined Insurance Co. of America, Chicago; Professional Insurance Co., Jackson, Mich.; Service Life Insurance Co., Omaha, Neb.; Postal Life & Casualty Insurance Co., Kansas City, Mo., and Girardian Insurance Co., Dallas, Texas.

Big Ed’s New Post
FORMER Sen. Edwin C. Johnson (D-Colo.), who was a Senate leader in communications legislation and served as chairman of its Commerce Committee which has jurisdiction over radio-tv, will be inaugurated as mayor of Colorado Springs tomorrow (Tuesday). He had announced last November that he would resign his seat in the Senate since 1936, but last November declined to run again for his seat in order to seek the governorship.

KLZ-TV Denver will telecast the entire inaugural proceedings which will originate from the House chambers of the State Capitol Bidg.

Initial Decision Favors KHAS for Hastings Ch. 5
INITIAL decision proposing to grant a new tv station on ch. 5 at Hastings, Neb., to KHAS there was issued by FCC Examiner Charles J. Frederick last week.

The decision became possible when Strand Amusement Co. dismissed its competitive bid last May. KHAS is owned by Assistant Secretary of Defense Fred A. Seaton and family. Mr. Seaton also is former Republican senator. The Seaton family also owns the Seaton Publishing Co., owners of KMAN Manhattan and KGKF Coffeyville, both in Kansas, and publishers of Hastings Tribune, Manhattan Mercury, Coffeyville Journal, Winfield (Kan.) Courier, Alliance (Neb.) Times Herald, Deardwood (S. D.) Pioneer-Times, Lead (S. D.) Call, Sheridan (Wyo.) Press, and the magazine Western Farm Life (Denver).

Daytime Skywave Comment Deadline Again Extended
STILL further extension of the deadline for comments on FCC's daytime skywave proposal from Jan. 17, 1955, to April 17 was announced by the Commission last March. Date for filing replies was extended to May 1. This is the fourth extension since FCC announced its proposal last March, which drew opposition from segments of the industry [BT, Nov. 29; Oct. 11; July 19, 12; March 15].

Three More Uhf's Deleted; Total Now Stands at 100
UHF TV stations which have surrendered their permits numbered 100 last week with the deletion of ch. 39 WSHA (TV) Sharon, Pa.; ch. 36 KCTV (TV) Sioux City, Iowa, and ch. 23 KEIT (TV) Little Rock, Ark. In addition, 21 post-thaw vhf stations have surrendered their permits.

WSHA was owned by Leonard J. Shafitz. The FCC last November issued an order directing Mr. Shafitz to show the FCC why its permit for WSHA should not be revoked. The Commission charged financial misrepresentation in the application for the ch. 39 facility [BT, Nov. 8].

Meanwhile, a new corporation, Community Telecasting Co., filed its bid for the Sharon facility and specified the identical transmitter site of the former WSHA. Community Telecasting Co. is composed of equal partners Sanford A. Schafitz, sole owner of WFAQ, Farrell, Pa., and applicant for a new am station at Salem, Ohio, and Guy W. Oelly, local banker.

Another action approved the request of ch. 42 WNAM-TV Neenah, Wis., to suspend operations having concluded arrangements to merge with ch. 5 WFRV-TV Green Bay, Wis.

Application for approval of the merger was filed with FCC last week. The merger interests propose to operate ch. 5 WFRW-TV with the ultimate discontinuance of ch. 42 WNAM-TV. The application further disclosed a plan to operate ch. 5 facility from WNAM-TV Neenah studio and from leased tower facilities of the defunct WIPG-FM, near Green Bay.

According to the merger agreement, WFRV-TV principals will exchange their shares of stock for an equal number of shares in WNAM-TV. In addition, a number of WFRV-TV principals agree to purchase an additional 839 shares of stock for $389,000. WFRV-TV principals then will own approximately 41% of the merged interests.

District Court Continues LBS-Baseball Suit to April
THE U. S. DISTRICT COURT in Chicago has continued until April 18, action on the $12 million suit filed by the now defunct Liberty Broadcasting System against 13 major league baseball clubs.

Judge Julius Hoffman will proceed, however, with a pre-trial hearing as scheduled Jan. 17 at which time the issues will be sifted in conferences with attorneys for baseball and LBS. Judge Hoffman also is expected to determine whether trial will be by jury and what other steps can be taken to shorten the litigation.

Bill Reversal Asked
In Court of Appeals
REVERSAL of the FCC's decision granting Flint, Mich., ch. 12 to WJR Detroit, was asked of the U. S. Court of Appeals in Washington last week by unsuccessful applicants, WFDF Flint and W. S. Butterfield Theatres Inc. The two applicants claimed that the Commission acted erroneously in granting the Detroit applicant. One basic issue is that of diversification.

The FCC reversed the hearing examiner in making the ch. 12 grant to WJR. The hearing examiner had favored the WJR Flint, but the FCC’s decision last May [BT, May 17, 1954] held that WFDF's relationship to WFBM-AM-FM-TV Indianapolis, WOOD-AM-TV Grand Rapids and WEOA Evansville disqualified it on the diversification issue. All the stations are owned by Harry M. Bitter and family.
MBS IN NOV.-DEC.
BILLS $9 MILLION

In yearend statement, O'Neil also points out that Ward survey findings will guide program revisions for 1955.

MORE than $9 million in new business, renewals, and extensions was billed by Mutual in the last two months of 1954, it was reported last week by the network in a yearend statement.

Singly out for noteworthy attention was the return to the network of three leading advertisers: National Biscuit Co., Kraft Foods Co., and the Esso Standard Oil Co.

Among other clients listed as having renewed their programs over Mutual for 1955 were P. Lorillard Co. (for Queen for a Day); R. J. Reynolds Tobacco Co. (for the multi-message programs), and American Home Products (Gabriel Heatter commentaries). Religious groups which renewed their commercial time on Mutual included: The Billy Graham Evangelistic Assn., the Christian Reformed Church, the Dawn Bible Students Assn., the Lutheran Laymen's League, the Voice of Prophecy, the First Church of Christ, Scientist, and the Radio Bible Class.

Thomas F. O'Neil, Mutual president, stated that in line with the recently-completed J. A. Ward survey measuring total radio audience and activities of the individual listeners throughout the day, radio must "bury the past and re-assess the situation on the basis of listener location and their changing listening patterns due to the inroads of television."

During 1955, Mr. O'Neil continued, Mutual will be guided by the results of the survey, re-assigning its schedule to reflect changes in listenership pattern. The first step in that direction, he said, is the announcement of a schedule of nighttime broadcasts of major sports events, beginning tomorrow (Tuesday). The Parade of Sports will be presented on a three-to-six day per week basis, and will cover basketball, hockey and major track events (BPT, Jan. 3).

**NBC Promotes Hole, Hennig, Loeb**

PROMOTIONS of Leonard H. Hole, Anthony M. Hennig and Thomas O. Loeb to new positions in the NBC-TV network program division was announced last week by Thomas A. MAAVITY, division vice president.

Mr. Hole, who held the title of director of production for the division, has been advanced to director of program development. Mr. Hennig, who was associate director of production facilities, succeeds Mr. Hole as director of production. Mr. Loeb, producer and manager of the NBC Business Unit, has been named manager of the NBC-TV network program division.

Associated with broadcasting for 22 years, Mr. Hole joined NBC's statistical department in 1932. From 1943-49, he held executive posts with Benton & Bowles, CBS and Allen B. DuMont Labs. In 1950, he rejoined NBC.

production manager and a year later assumed the added duties of acting program manager. He was promoted in 1952 to director of production facilities.

Mr. Hennig joined NBC in 1929, was appointed assistant to the treasurer in 1937 and assistant treasurer of the old Blue Network in 1942. He served several years with ABC before rejoining NBC in 1952 as manager of studio and theatre operations. He later was promoted to director of plant operations.

Mr. Loeb began his radio career in 1936 as program director-announcer of WDNC Durham. He was radio director-account supervisor for Lord & Thomas, New York, from 1937 to 1941, and following World War II service as an Air Force captain he was associated for four years with Foote, Cone & Belding. He joined
JOHN F. DAY NAMED CBS NEWS DIRECTOR

APPOINTMENT of John F. Day, assistant managing editor of the Newark (N. J.) Star-Ledger, as director of news for CBS was announced last week by Sig Mickelson, vice president in charge of news and public affairs. Mr. Day succeeds Edward P. Morgan, who resigned to become commentator on the American Federation of Labor's news program on ABC Radio [BTV, Nov. 29, 1954].

Mr. Day's CBS post is his first assignment in radio and television news.

He began his newspaper career with Lexington (Ky.) Leader in 1936 and subsequently served with AP, Cleveland Press, Dayton Evening News and Louisville Courier-Journal.

ABC-TV's 'Ozark Jubilee' Under 'You-Set-Price' Plan

HOUR-LONG Ozark Jubilee, country music program from the mountains of Missouri [BTV, Jan. 3] will be presented on ABC-TV on Saturday nights, 9-10 p.m. EST, starting Jan. 22 under what was reported unofficially last week to be a five-year contract.

First half-hour of the show is being made available to affiliates for local sale — under an extension of the "You-Set-the-Price" plan which ABC-TV inaugurated on its special Christmas program by Burr Tillstrom [CLOSED CURTAIN, Dec. 20, 1954] — while negotiations are in progress for sales of the second half-hour on a network basis.

Unlike customary co-op selling, ABC-TV will let each affiliate set the price, then pay the network a percentage. In the case of the Tillstrom show, 87 stations carried it and sold it locally (in addition to a purchase by Gordon Baking Co. on four stations). Those which sold the show paid ABC-TV 30% of their take. In the case of the first half-hour of Ozark Jubilee, stations are asked to pay the network 35% of revenue from local sale.

Networks Plan YWCA Tribute To Commemorate Centennial

ALL-OUT INDUSTRY support was planned for the YWCA last week as it launched its centennial celebration. A tribute to the organization is to be carried Jan. 23 on NBC, 6:30-7 p.m. The YWCA will be specially cited on DuMont Television Network's New York Times Youth Forum, CBS Youth Takes a Stand and Wonderful City and MBS Ruby Mercer Show. Dramatic material has been made available for local station use.


NBC Radio Names Swats To Head Detroit Sales

APPOINTMENT of R. L. (Bud) Swats Jr. to the newly-created post of manager of NBC Radio network sales in Detroit is being announced today (Monday) by Fred Horton, director of radio network sales. The position has been established "in order to service the increasing number of clients and agencies in the Detroit area with a full-time radio staff unhindered by the demands of television," Mr. Horton said.

Until he received his new assignment, Mr. Swats was an account executive for NBC Radio's Central Division, Chicago. He launched his advertising career in 1936 when he joined Blackett-Sample-Hummert, Chicago. He joined NBC in 1952.

WWON Woonsocket to Drop Yankee Network Affiliation

OVER five year's affiliation with the Yankee Network will be terminated Jan. 30 by WWON-AM-FM Woonsocket, R. I., Gene Rousseau, manager of the stations, has announced. The association with the Yankee Network began Aug. 1, 1949. The stations will concentrate on improved local programming featuring more music and news, with additional special feature broadcasts of local interest, according to Mr. Rousseau. Commitments already have been made to broadcast the 1955 Woonsocket Mardi Gras activities (Feb. 16-22) and the station will continue to carry city council meetings as a public service. Mr. Rousseau said the present staff will be augmented to handle the new programming.

NBC Signs 'Oscar' Pact

SIX-YEAR contract for radio-tv rights to both motion picture nominations and academy awards has been signed by NBC, Fred Wile Jr., vice president in charge of programs, NBC Pacific Div., and Charles Brackett, president, Academy of Motion Pictures Arts & Sciences, announced jointly. This year's radio-tv coverage already is committed to Oldsmobile Division of General Motors. The first special event under the new contract will be academy nominations to be broadcast early in February from Hollywood.

'You Are There' Liaison Set

WITH its You Are There set for origination from Hollywood in the future, CBS-TV last week established a liaison unit in its New York headquarters, 485 Madison Ave., to be staffed by Elizabeth Bullock and Jane Swan, both of whom have been associated with the program. Miss Bullock will serve as liaison between the production unit in Hollywood and writers in New York; Miss Swan, between the production unit and research areas in New York.
ABC-TV Signs 3 Stations; Affiliates Now Total 223

SIGNING of three new affiliates by ABC-TV, bringing the total to 223, was announced by the network last week.

The new affiliates are WFRV-TV Green Bay, Wis., owned and operated by Valley Telecasting Co.; WOAI-TV San Antonio, Tex., owned and operated by Southland Industries Inc.; and KPLC-TV Lake Charles, La., owned and operated by Calcienio Broadcasting Co.

WFRV-TV, on ch. 5, will become affiliated effective April 1. WOAI-TV, on ch. 4, affiliated on Dec. 11, 1954, and ch. 7 KPLC-TV on Dec. 1.

PREPARING to conclude an agreement which will affiliate WFRV-TV Green Bay, Wis., with the ABC-TV network on or about April 1 were (l to r): Alfred R. Beckman, director of station relations for ABC-TV; Don Shaw, regional manager of the ABC station relations department; Donald Wirth (seated), vice president and general manager of WFRV-TV, and Clayton Ewing, WFRV-TV president. The ch. 5 station is owned by Valley Telecasting Co.

Godfrey Dines at White House

ARTHUR GODFREY, CBS star, was guest of President Eisenhower at a stag dinner Thursday at the White House.

WTVN (TV) Joins CBS-TV

WTVN (TV) Bangor, Me., has joined CBS-TV as a limited alternate affiliate, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, has announced. The ch. 2 station is owned and operated by Murray Carpenter & Assoc. Mr. Carpenter is president and general manager.

NETWORK PEOPLE

Will Powell, assistant production manager, Panoramic Pictures for 20th Century-Fox, Culver City, Calif., signed as coordinator of program development, NBC Pacific Div., Hollywood.


Len Moreale, sales service dept., CBS-TV, promoted to assistant manager of department, succeeding Terrence McGuirk, recently named sales manager, CBS-TV Extended Market Plan unit.

Howard Keegan, radio production director, NBC Central Div., Chicago, appointed head of radio workshop training group for employees, succeeding John Keown, resigned.


Father Max Jordon, former NBC foreign correspondent and religious program director, took vows as Benedictine monk in Beuron, Germany.

TEENAGE JUKEBOX, aired Saturdays from 9:30 A.M. 'til 12 noon, is a wow of a program. We knew we had a big audience, but Pulse didn't show it. We decided to prove it. So, we added a new twist...offered to dedicate numbers to pals if the kids called in. And did they call! Whew! They knocked our phones right off the stand. Average: 750 calls per program.

A headache? Yes...but we proved our point. TEENAGE JUKEBOX is a heck of a good program. After January first '55, we're adding a half hour. Time: 9 A.M. to 12 noon. Three full hours.

Here's a hot spot for a message and products aimed at teenagers...eager teenagers. Ask your Hollingbery man for details. Us? We have to stop now and answer the #%@*! phone!
RCA, DuMont UNVEIL RADIO PRODUCTS

Smaller, less expensive 50 kw transmitter announced by RCA. DuMont Labs states that it may enter the general production of radio sets.


* RCA unwrapped a new type 50 kw am broadcast transmitter which was said to represent "the most significant advance in [transmitter] design in nearly two decades." * An Allen B. DuMont Labs official, queried by B*T, acknowledged that DuMont is "experimenting with the idea" of entering the general production of radio sets.

The RCA development was announced Thursday by Theodore A. Smith, vice president and general manager of the RCA Engineering Products Div. He said he expects the new "Ampliphaser" transmitter, which is to be made available to broadcasters late in the year, to have "a revolutionizing effect on American broadcasting as did the high-level modulation circuit for maximum power transmitters introduced by RCA some 17 years ago."

A Black-and-white "define" plans have been made to apply the new principle of the "Ampliphaser" high-power transmitter to lower-power radio transmitters but that "certain threshold are indubitable for the future." RCA has not yet set the price on the transmitter, but it was said the cost can be expected to be lower than existing comparable 50 kw transmitters.

Space, Costs Reduced 50% According to Mr. Smith, the new transmitter will require half the space of comparable broadcast equipment and will reduce operating costs by 50%. It uses phase modulation principles to produce standard broadcast amplitude modulation (am). An electronic circuit permits two 25 kw phase-modulated amplifiers to produce a combined power which RCA said would equal the output of "appreciably larger transmitters." Only a few watts of audio power is needed to generate the 50 kw modulated signal. RCA said that the circuit already has been used successfully in foreign equipment and is of particular advantage for high-power transmitters operating at 50 kw and above.

From the broadcaster's view, Mr. Smith said, the transmitter will save building space, simplify installation and reduce cost while eliminating about half of the normally required power tubes, "bulky" components and accessory equipment. The transmitter, he said, is housed within four cubicles which require less than half the floor space needed by existing 50 kw radio transmitters. The need for under-floorable tieces, external blowers and associated equipment are eliminated, Mr. Smith said, and because the new transmitter is air-cooled, costly and heavy wind cooling apparatus is unnecessary. The most important component eliminations, he pointed out, include modulator tubes, modulation transformers and rectifiers.

While DuMont may be only considering full radio set production at this time, the firm already is making radio sets which are offered as an optional extra in three models of its new "Fashion Home" tv receivers. [AT DEADLINE, Jan. 3] The radio is operated separately from the tv receiver but uses a common speaker. These radio receivers were shown Monday at Chicago's American Furniture Mart.

William H. Kelley, vice president and general manager of DuMont Labs, had predicted that a high percentage of future DuMont tv set sales would be in the models with radio installed. The tv set with a DuMont radio installed at the factory has $30 added to its list price. Up to now, except for console type set production, DuMont has concentrated solely on television in its set production.

The acknowledgment that DuMont is experimenting with radio came from Jack Siegrist, mechanical engineer of DuMont's Receiver Div., who last Monday disclosed details of the DuMont "radio optional" — which he described as "an outstanding technical development in radio engineering."

The optional radio weighs about three pounds and has a chassis a little larger than a man's hand — but with common use of the tv speaker — "gives the performance of a large console radio." It contains two superheterodynes (AC-DC), has a built-in loop antenna and can be installed in the tv receiver without changing the location of any tv parts. It uses 10 resistors, 21 capacitors and one of its circuits is manufactured with the new printed circuit technique.

CBS-Columbia Sets Move Into Industrial tv Field

MOVE into the industrial tv field by CBS-Columbia Inc. was announced last week by Seymour Mintz, president of the radio-tv receiver manufacturing division of CBS.

CBS-Columbia will begin to manufacture closed-circuit industrial color tv equipment as part of the company's "program of expansion and diversification in the electronics field," Mr. Mintz said.

The CBS industrial color camera chain, developed by CBS labs, is available immediately. Robert K. Hartman, director of government and industrial contracts, reported. Production of the unit will be carried on at CBS-Columbia's Long Island City (New York) plant. Mr. Hartman reported that the chain is the same unit that has been demonstrated successfully by CBS in industrial, medical and merchandising applications.

DuMont Appoints Scott Cathode Tube Sales Manager

APPOINTMENT of Robert G. Scott as general sales manager of the cathode-ray tube division of Allen B. DuMont Labs, Clifton, N. J., was announced last Wednesday by F. P. Rice, division manager. Mr. Scott succeeds William C. Scales, now manager of DuMont's receiver sales division.

In his new post, Mr. Scott is responsible for the sale and merchandising of DuMont's tv picture tubes. He joined the company in 1948 as a senior engineer in the cathode-ray tube division and then was assigned to product engineering and subsequently placed in charge of sales engineering. Last year he was promoted to assistant sales manager of the division.

WATCHING Glenn Flynn, chief executive of WOW-TV Omaha, as he threads film through a new RCA projector, are (I to r) Bill McBride, program director; Bill Kofler, director of engineering, and Fred Ebener, sales manager. New equipment purchased by WOW-TV from RCA includes a Vidicon camera and two 16mm film projectors, an investment of $28,000.

RADIO-TV MAKERS SHOW THEIR WARES

Latest models go on display at Home Furnishings Market.

RCA's Folsom sees outstanding sales volume in '55.

THE 1955 outlook is for line-holding prices on tv receivers in the foreseeable future, a unit output comparable to 1954's seven million in monochrome and a sprinkling of color sets — anywhere from 150,000 to 300,000 — manufacturing representatives predicted at the International Home Furnishings Market in Chicago last week.

While the sale of major appliances is expected to show a more gainful rise in 1955, black-and-white receivers probably will hold their own in a "transition" year that looks toward the advent of colorcasting on a mass-production basis some months ahead.

Color television was conspicuous by its absence in the form of exhibits and displays at the winter mart in Chicago's merchandise and American furniture headquarters.

And yet replies to queries for predictions were optimistic. Frank M. Folsom, RCA president, felt there will be "continued vigor and new ideas in merchandising and advertising. The new year should be a good one for all who recognize their opportunities in a buyer's market which necessitates extra hard work and expert sales planning." RCA displayed its new 21-inch color console model, with suggested retail price of $895. The console includes simplified controls for focusing and other purposes. Also shown were 21-inch black-and-white sets for $259.95 and $269.95, along with RCA-Victor's radio and phonograph instruments. The line also has a record-in-the-slot player attachment and two am-fm radios.

While CBS-Columbia showed its complete line without price or model changes or additions, spokesmen claimed a market up to 300,000 color sets, depending upon dealer promotion.

Backing President James Carmine's optimistic predictions for a "baner year" in tv and appliances, Philco Corp. showed 11 new video

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models supplementing its previous line of 24 units, including a 21-inch set for $159.95 and table sets ranging up to $219.95. The new 21-inch consoles range from $229 to $299.

Among other exhibits:

Westinghouse Electric Corp.—Twenty-four new sets, including 17-, 21-, and 24-inch table and console items, in the $190-$500 price range.

Admiral Corp.—Two new 21-inch and 24-inch giant consoles. Admiral also had announced to distributors a vidicon receiver, a 245-square-inch picture priced at $865, containing a 15-inch set which it sold for $1,000 in December 1953. Admiral’s automation and robot chassis concepts are incorporated in the 24-inch units.

Motorola Inc.—A color set with picture claimed comparable to 21 inches in monochrome, 202 square inches (CBS-Columbia’s 200), price $995. A new line of 17-inch transistor receivers, with suggested retail prices for some 50 sets in the range from $149.95 to $1,350 for a 21-inch console combination. Firm claims a new concept in TV styling with a shorter 50-degree picture tube.

Allen B. DuMont Labs.—A new 21-inch table model and two new 21-inch open-face consoles. They contain radio as “optional units.”

Zenith Radio Corp.—A new line of 17-inch receivers, with suggested retail prices for some 50 sets in the range from $149.95 to $1,350 for a 21-inch console combination. Firm claims a new concept in TV styling with a shorter 50-degree picture tube.

Caharpell-Farnsworth.—A new line of TV combinations and high fidelity instruments, to be marketed within 60 days. Among other exhibits were Raytheon Mfg. Co. (which last week introduced a new translator radio—see this page), Arvin Industries, Bendix and General Electric.

Bersche, Branigan Fill RCA Tube Division Posts

HAROLD F. BERSCHE, formerly manager of distributor sales, tube division of RCA, has been promoted to the newly-created post of manager of the marketing services department of the division, it was announced last week by Lee F. Holleran, the division’s general marketing manager. Duward M. (Max) Branigan, promotion manager for the division’s receiving tube and transistor marketing department, was named manager of distributor sales.

In his new position, Mr. Bersche, who has been associated with RCA sales and merchandising activities for 10 years, is responsible for all advertising, sales promotion, warehousing, traffic and market research activities affecting the RCA tube division’s four product-marketing departments: receiving tube and transistors, cathode ray tubes, electronic components, and equipment and parts.

As manager of distributor sales, Mr. Branigan will supervise the tube division’s distributor field force sales and will have responsibility for sales of all distributor items handled through distributors. These products include RCA electron receiving tubes, television picture tubes, power tubes, test equipment, electronic components and radio batteries.

Raytheon Announces Tubeless $79.95 Radio

A TUBELESS radio receiver, doing away with conventional vacuum tubes and incorporating eight transistors instead, was unveiled by Raytheon Mfg. Co. in Chicago last week. The receiver is slated to sell for $79.95.

Introducing the new portable model, which is designed to operate a full year from the power of four conventional, one-cell flashlight batteries, Henry F.Argento, vice president and general manager of Raytheon’s tv-radio operations, predicted that plug-in receivers may be obsolete in five years.

Raytheon spent over $5 million and five years in research to perfect the receiver now in production.

Other characteristics of the new receiver are: (1) It will operate for two and a half hours from a single set of mercuric oxide batteries; (2) With normal care, the transistors need never be replaced; (3) It will operate for one year at a cost of about 60 cents compared to $15-$35 for an ordinary plug-in battery-operated radio with vacuum tubes.

Mr. Argento said the new radio, compared with conventional radios, offers “equivalent sensitivity and greater undistorted volume.”

Philco President Sees Good Year for Appliances

POINTING to economists’ estimates that the U.S. buying public will have $9 billion more to spend in 1955 than it had in 1954, James H. Carmine, president of the Philco Corp., predicted before a convention of Philco distributors in Atlantic City, N.J., that 1955 will be a banner year for the television and appliance fields.

In discussing prospects, Mr. Carmine stated his belief that “with proper emphasis on creative selling and merchandising,” sales of radio and tv receivers, air conditioning units, freezers, refrigerators, and electric ranges could exceed 1954 sales even though the overall picture in the electronics field last year was very good.

Zenith Offers Fm Control Unit

ZENITH RADIO CORP. announces automatic frequency control circuit designed to simplify FM tuning and eliminate drifting for best reception. A control circuit contained in the firm’s new AM-FM table model sets allows for a way of several degrees on either side of the desired channel. When the indicator comes within range, the circuit automatically tunes station on the center of the channel, eliminating drift and “locking in” the station. H. C. Bonfig, Zenith vice president and sales director, said the device “permits full enjoyment of FM’s superior reception qualities without the extremely careful dial manipulation necessary heretofore.” Models are available in cabinets for suggested retail prices of $89.95 and $91.95.

Gen. Instruments Expanding

FIVE-POINT expansion in the Canadian operations of General Instrument Corp., Elizabeth, N.J., manufacturer of television, radio and electronic components, has been announced by Abraham Blumenkrantz, chairman of the board. The program includes construction of an expandable 250-employee plant at Waterloo, Ont.; increased development and production of “made in Canada” parts; establishment of a product research laboratory, and additional personnel and new equipment.

Maury Farrell

Star of “Time to Rise”

6:45 to 9:00 AM

Maury Farrell is likely by Birmingham people, and they always respond when he speaks. “Time to Rise” gets Birmingham awake, out of bed, to breakfast, and to work. It’s loaded with cheerful music, news, weather and time signals. It’s the local program Birmingham people listen to most. It doesn’t quite double the second station in audience, as a rule, but it comes awfully close.

You can Sell Your Products to Alabama folks

If you Tell them on programs they enjoy hearing

Represented by

John Blair & Co.
Seidel Terms Television 'Sparkplug' of Electronics

TELEVISION continues to serve as the "sparkplug" of the electronics industry, with total TV sales in 1954 accounting for about $1.5 billion and expected to hit a similar mark this year when seven million units are expected to be sold, an RCA official said last week.

Robert A. Seidel, RCA vice president, appeared on an all-appliance panel Wednesday during the International Home Furnishings Market in Chicago. He predicted that set-makers would turn out about 200,000 color units in 1955. Mr. Seidel said nearly 150,000 more TV receivers were sold in 1954 than in the previous year, along with 11 million radio sets and 3.7 million phonographs.

Prediction that about one million more major appliances would be sold this year was voiced by Parker H. Erickson, vice president of Avco Mfg. Corp., with overall sales expected to jump 3 to 3.5%.

National Prosperity Cited

In Sylvania Year-end Report

PREDICTION that 1955 may be the best economic year in the history of the United States was made last week by Don G. Mitchell, board chairman, and E. Ward Zimmer, president, Sylvania Electric Products Inc. The joint statement also forecast that the steadily climbing gross national product, described as the sum of the nation's goods and services, already shows signs of exceeding previous records.

Sales at Sylvania in the last quarter of 1954 were the highest for any fourth quarter in the company's history, Messrs. Mitchell and Zimmer reported, with net sales of almost $79 million recorded for that period.

The total factory production of TV sets for 1954 is expected to reach 7.5 million and sales to the public more than 7.2 million. The Sylvania executives said that current estimates for 1955 are 5.9 million black-and-white sets and 100,000 to 300,000 color sets.

The sale of radio receiving tubes declined in 1954 due to the TV industry inventory adjustment, but Messrs. Mitchell and Zimmer reported a pick-up is underway now that customer inventories are substantially reduced.

MANUFACTURING PEOPLE

Marion Pettegrew, acting general manager, parts div., Sylvania Electric Products Inc., Warren, Pa., appointed general manager.

Myles M. Walker, marketing analyst, Raytheon Mfg. Co., Waltham, Mass., promoted to marketing research manager.


F. H. Coogan, assistant traffic manager, Graybar Electric Co., N. Y., promoted to traffic manager, succeeding W. R. Wheeler, retired.


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 a.m. to 7 p.m.

Buy Independent—Beat Network ratings: Get lower cost per thousand and large outside BONUS audience. BUY WCKY
Radio-Tv Expansion In ’55 Faces Europe

Reports from West Germany, Austria, France and other places on the Continent disclose advances during 1954 and even bigger plans for ’55.

West Germany:
SOUTHWEST GERMAN RADIO has completed construction of 80% of the tv transmission facilities granted to the network under the Stockholm Frequency Plan. About 70% of the network’s area is now covered by four larger and six smaller repeater stations. A 607-ft. antenna tower of concrete is now under construction in Stuttgart, W. Germany. Tower, which is claimed to be the most unusual one in Europe, will have a restaurant accommodating 220 patrons at the top.

Number of licensed tv sets in West Germany at the end of 1954 is estimated at 80,000. Another 60,000 are estimated to be operated illegally. Number of licenses is now rising at a monthly rate of 20% of the total.

On Jan. 1, 1955, there were 26 tv transmitters operating in West Germany, most of them being repeater stations fed from the studios of seven different semi-official networks (yet producing one joint program, almost no local ones). Existing transmitters operate on channels 2 to 11 and cover 60% of the area’s population.

A recent survey in West Germany disclosed that interest in radio spot commercials is rising despite adverse propaganda in competing media. In 1954, 72% of listeners voted in favor of continued radio spot commercials, against 62% in 1952 and 68% in 1953.

Austria:
AUSTRIAN Postal Administration will spend a total of about $2.5 million for construction of four tv transmitters, additional vhf stations and relay lines. Plan requires start of construction work in early 1955.

Italy:
RAI’s latest plans are for 13 new vhf radio transmitters in Italy in 1955. This will bring the total of vhf stations in Italy to 27. Stations will carry all of the three different national programs.

Europe:
J. WATTS of Britain, E. Haas of Switzerland, L. Wallenhorst of European Radio Union, H. Plato of West Germany, figures in Europe, met in Frankfurt, West Germany, to set new plans for further Europeovision hookups in early 1955. Talks resulted in plans for 24 programs to be exchanged in January to April 1955. Denmark, which discontinued its Eurovision partnership after the mid-1954 hookup, has not yet announced any plans to rejoin the network.

France:
ACCORDING to available statistics there were 104,689 licensed tv sets operated in France. An unknown number of additional sets are operated without proper licenses. Gap between official statistics and actual number of sets in operation is illustrated by the fact that dealers in Marseille report sales of more than 5,000 sets while statistics for Department Bouches du Rhone, Marseille area, has only 10 sets on the list.

Luxembourg:
COMMERCIAL tv station in Luxembourg will start in early 1955. Station, to operate under call of Tele Luxembourg, is owned by Compagnie Des Compteurs, Compagnie Generale de T.S.F., Banque De Paris, and Agence Havas. Program is supplied by Compagnie Luxembourg-geoise de Radiodiffusion. Sales representative for the new station, one of the few European ones operating on a straight commercial basis, is Informations Et Publicite Co., Luxembourg.

Canadian Tv Set Sales Reach $184.6 Million

CANADIAN tv receiver sales in the first 11 months of 1954 amounted to 530,350 receivers valued at $184,607,674, according to a report of the Radio-Television Mfrs. Assn. of Canada. Sales in the same period in 1953 totaled 313,635 receivers. Record November sales amounted to 93,649 sets. Most sets sold were in the 18-22-inch screen group, accounting for 68,176 sets of the November total.

Most sales in the January-November period were made in the Montreal area, totaling 148,081 sets. Toronto area sales totaled 93,544 sets in that period. Ontario sales in the January-November period totaled 219,860 sets; Quebec sales, 179,401; British Columbia, 52,457; the three prairie provinces, 58,911, and the four Atlantic Coast provinces, 19,721.

Overseas Broadcasts Cut

OPERATION of the international service of Canadian Broadcasting Service will be cut by at least 20% in the 1955-56 fiscal year under Canadian government policy to cut the budget for this service by $500,000 from $2,300,000 in the current fiscal year ending March 31. The cut will mean curtailment of shortwave broadcasts to Europe and possibly to Latin America and Australia. There will be no curtailment of the service to Canadian troops in Europe and the Canadian Arctic. Broadcasts to Finland are expected to be completely cut and broadcasts to Holland, Italy and the Scandinavian countries will be considerably reduced. Broadcasts to countries behind the Iron Curtain will not be reduced from the present average of about seven hours a week to Russia, Poland, Ukraine, Czechoslovakia and East Germany. Currently the international service broadcasts for the Canadian government about 115 hours weekly in 16 languages from studios at Montreal and transmitters at Sackville, N. B.

Philippine Agency Reports On Tv Sets, Listenership

THERE ARE more than 5,000 tv sets within a 100-mile radius of Manila, approximately 3,000 within the city (with a 2-million population) and about 2,000 in outlying Philippine provinces, according to a report from Antonio R. de Joya & Assoc., Manila advertising agency, to V. S. Becker Adv. Service, New York. The Becker concern serves as New York office of the Manila agency.

Average audience per set in the Philippines is far larger than in the U. S., de Joya reported, with an average of 13.7 persons watching per receiver. The price of tv sets, 600-700 pesos ($300-$350), while keeping down their distribution, means that the audience is composed largely of middle and upper income families, prospects for luxury merchandise. In the Philippines, alcoholic beverages may be freely advertised on tv and radio, the agency said.

A half-hour tv program in Manila costs about...
Three 1955 Investigations Seen for Canadian Radio-TV

BUSY YEAR for investigations into radio-tv is expected by the Canadian broadcasting industry. Preparations are being made by the Canadian Assn. of Radio & Television Broadcasters for at least three investigations at Ottawa. There is scheduled a Royal Commission on Copyright, at which the CARITB will present a brief. A Royal Commission on Television is anticipated, having been suggested by the Massey Commission in 1950, when it recommended setting up a national television system and a review of the status of television within three years of the establishment of a government system. The Canadian Broadcasting Corp. began telecasting in September 1952. The annual Parliamentary Broadcasting Committee is expected to sit this year, and may possibly investigate the growth of tv at the same time. Urged is elimination of the CBC tv monopoly in Montreal, Toronto, Ottawa, Halifax, Winnipeg and Vancouver.

Gillett to British Post

ROLAND GILLETT, former radio-tv director of Biow Co. and tv program producer, has been appointed head of all British commercial tv programs for the London area. He will serve as controller of programming and production for Associated Re-diffusion Ltd., whose first commercial telecasts in Great Britain are scheduled to begin in September 1955.

Before his association with Biow, Mr. Gillett was tv supervisor at Young & Rubicam, and later vice president in charge of radio-tv production there. In a previous association with CBS-TV, he served as first director of Toast of the Town and also directed Winner Take All.

Canadian Retail Data Issued

DETAILED listing of retail sales in Canada in 20 categories has been released by Canadian Broadcaster & Telescreen, Toronto publication. The annual supplement, Canadian Retail Sales Index, gives figures for 1954-55 based on 1953 retail sales estimates of the Canadian government’s Dominion Bureau of Statistics, and on the Bureau of Broadcast Measurement’s radio homes estimates. The summary shows a population of 15,918,000, a total of 3,748,000 radio homes (96.4% of all households) and total retail sales of $12,092,174,000. G. E. Rutter, market research consultant, Toronto, compiled the figures.

INTERNATIONAL SHORTS

CKX-TV (scheduled to start operation early this month) Brandon, Man., issued first rate card with Class A hour, $150; half-hour, $90; quarter-hour, $60, and one-minute announcement, $33. Station, with GE equipment and represented by All-Canada Television, Toronto, has 19.3 kw video and 9.65 kw audio. John B. Craig is general manager.

CKSO-TV Sudbury, Ont., has issued third rate card, effective Jan. 1, with Class A hourly at $200, half-hour at $120 and one minute announcements at $40.


INTERNATIONAL PEOPLE

C. W. McQuillan, radio-tv director, Cockfield, Brown & Co. Ltd. (adv.), Toronto, appointed director of Bureau of Broadcast Measurement, same city, after five years as chairman of BBM’s research and development committee.


Robert Alban, drama producer, CBH Halifax, N. S., to CBHT (TV) there as program producer.
AGREEMENT was signed last Thursday between KPIX (TV), Westinghouse station in San Francisco, and two striking unions—NABET and AFTRA—brought to an end a three-week impasse during which supervisory personnel kept the station in operation. FCC's West Coast office is investigating KPIX charges that station equipment was sabotaged.

Philip G. Lasky, KPIX general manager, said both unions started returning to work late Thursday under the settlement-agreement. A two-year contract was formally signed with NABET at 2 p.m. Thursday. Terms had been agreed to informally last Tuesday.

Mr. Lasky said 75 NABET employees will get the same offer of management long before the strike was called Dec. 14. Formal signing of a new AFTRA two-year contract will take place next week, he said.

Included in the main settlement, he said, was an agreement by NABET members to repair any equipment damage “discovered during the period of technical readjustment under supervision of KPIX executives.”

The 11 NABET floor men who had been getting $97 per week will get a 5% increase and an additional 7% after a year. Thirty-three technicians who had been getting $132.46 are getting similar percentage increases.

**Sound Effects Library**

INDISPENSABLE for Radio & TV Stations!

Over 1000 effects recorded from life. Special “Basic” selection of 25 of the most needed discs, available at package price.

Send for FREE Catalog

Astonishing new 4-page catalog available to you FREE! Check this out—detailed sound effects catalog sent free. Selections from all over the world: exciting effects from wild life, great cities, strange and exotic places...

Send for FREE Catalog

Also distributed in Canada: S. W. Caldwell, Ltd., 447 Jarvis St., Toronto.

ALASKA'S COLDER THAN N. M.

TO SHOW the situation could be worse when snows and winds hit most of New Mexico late last month, Dave Muhlstein, news director of KSVP Artesia, N.M., placed and recorded a person-to-person telephone call to Stephen Anderson, mayor of Nome, Alaska. The mayor reported to Mr. Muhlstein that Nome was having a mild day of -25° and that skies were clear, with only four inches of snow on the ground. A -36° day has already been recorded this year in Nome, Mayor Anderson said, and, on rare occasions, the temperature dips to -40°. The recording was aired on a KSVP evening news show.

BOston, Past and Present

Boston was discovered over 500 years before Columbus came to America, intimates "Who's Who in Boston (Past & Present)," a brochure distributed to agencies and advertisers by WEEI Boston. The man was Bjorn Herjulfson, a Norselander, one of the many past characters who are integrated with the present in the booklet. The present-day Boston history-makers, of course, are WEEI personalities. Boston's "most listened to station" says that rather than recite its accomplishments of the last thirty years, "let us consider...some of the most colorful personalities in all history (which) are part and parcel of Boston tradition...", adding it will not let itself go entirely unnoticed, since "our WEEI personalities play no small part in molding the character (and purchasing habits) of present-day Boston." The 12-page brochure is presented all the way through in an early American motif and contains drawings of each "who" and sketches of the Boston scene on the cover.

Farm Directors on Film

FARM DIRECTORS are appearing in a segment of a motion picture which has been prepared by the Reynolds Metals Co. and devoted to irrigation factors in agriculture. The series will be made available to tv and be distributed to Reynolds dealers throughout the county. Among farm directors participating were DiS Harper, WLS Chicago; Jack Jackson, KCMO Kansas City, and Bill Adams, KGO San Francisco. Mr. Harper described the results of a demonstration at the WLS Farm Progress Show in Carroll County, Ind., Oct. 7.

'atomic Energy Today'

NEW SERIES of public service films for tv and general distribution will be produced by Sam Orleans & Assoc. of Knoxville and Oak Ridge, Tenn., Mr. Orleans has announced. Production headquarters to be called Atomic Energy Today, will be set up in New York. The 28-minute films, presented by leading American industries and the Atomic Industrial Forum Inc., made up of more than 200 top industry and other organizations active in the atomic energy field, will be photographed in 35mm Eastman color with 16mm black-and-white prints made for tv. Distribution will be handled by Sterling Television Co. Mr. Orleans said he anticipated an audience of 7.5 million with 300 telecasts to be made in 125 markets. The series, which will cover atomic energy from ore mining to nuclear reactions, is being presented to tv public in the work of the competitive free enterprise in atomic energy development.

Nbc-tv 'Motorama' Preview

General Motors' "Motorama of 1955" will be previewed Jan. 19 on NBC-TV, 10-11 p.m. EST. The telecast will be on some 100 stations. Comedian Bob Hope will lead tv viewers on a visit to the GM auto show, which will originate at the Waldorf-Astoria in New York. The Motorama will be open to the public Jan. 20-25 and then go on a four-city exhibition tour.

Kmod Has Tnp

Broadcast music, inc.

Programs and Promotion

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YUY LAMARDO  . . . . . . . Decca

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DE JOHN SISTERS . . . . . . . Epic

THE MOTHERS CELEBRATES FIRST YEAR

WNNJ Newton, N. J., celebrated its first year of operation last month with a special hour broadcast from the city's Newton Theatre. Bob Hamilton, station program director, wrote and produced the show, which filled the theatre at 9 a.m. Most of the station's talent was featured in the program and arranged to entertain the audience after the show was concluded. A special talent contest also highlighted the event. WNNJ, "The Voice of Sussex County," reports nearly tripling its personnel from a year ago and being in good condition, both financially and in the public opinion.

'Speak to the Stars'

NEW midnight show, Speak to the Stars, has been started on WHAM Rochester, N.Y., by Dick Doty. Top people in show business and the world are interviewed by telephone by Mr. Doty and recordings are made and aired 4/10 of second after the interview's conclusion, he reports. The personalities wire Mr. Doty collect to inform him when they will call. The Monday through Friday program started Jan. 4.

Christmas on KGB

Religious aspect of Christmas marked the Christmas Eve programming of KGB Galveston, Tex., as the station successfully broadcast the birth of Christ, as told by St. Luke; Christmas Carols by six outstanding Galveston County school choruses; a program of Christmas music by four Galveston church choirs with short talks on Christmas by two local pastors, and the community Christmas service of the First Lutheran Church from the city's Pleasure Pier. To emphasize the real meaning of Christmas, KGBC sent a check to the local Salvation Army equaling the amount spent on gifts for clients and agencies in previous years. Copies of the letter enclosed with the check were sent to the agencies and clients, with hand-written personal greetings. Both the programming and the charity check ideas provoked favorable response, the station reports.

NO STOCK, NO SPOT

Sting of the cancellation by Kaiser-Frazer Sales Corp., Los Angeles, of participation in the KLAC Hollywood Peter Potter Show was eased somewhat for station executives by an accompanying letter from the automobile firm. The letter, facsimiled which were distributed to advertisers and agencies by KLAC, states in part that results of the Potter program "were little short of sensational," but that the home office had ordered the cancellation because the local firm will have to new cars to sell for at least 30 days, having sold out its previous stock.
TEASER announcements, promotional gimmicks, a master detective and a closed-circuit telecast were parlayed by a supermarket chain into the sale of all available cooperative advertising for a 52-week tv show within 24 hours. Ervin Levinson, advertising manager for Wrigley's Supermarkets—which operates 60 stores in the greater Detroit area—started the campaign by sending to 175 food brokers, manufacturers' representatives and suppliers invitations to "Wrigley's mystery party." Accompanying each invitation were a pipe, magnifying glass and "bottle of ink with the copy stressing "elementary." When guests were assembled in the grand ballroom of Detroit's Sheraton Cadillac Hotel after cocktails and a buffet supper, the closed-circuit telecast began. The telecast revealed how Sherlock Holmes was working for Wrigley's Supermarkets via the Sheldon Reynolds' tv film series (Wrigley's sponsors the Sherlock Holmes series over WXYZ-TV Detroit) and included an excerpt from one of Holmes' adventures. During intermission, Dalton Dan-non, Detroit representative for Motion Pictures for Television, outlined the pre-selling job accomplished on the series by national magazines and told of the successful reception the series has received in New York. Mr. Levinson explained the package deal being offered to participating sponsors on a 52-week basis and a dummy edition of the Detroit Times was displayed bearing the headline: "Wrigley's Captures the Great Sherlock." Twenty-four hours later Mr. Levinson had signed contracts for all the cooperative time available—104 participating spot announcements.

'RINGO BINGO'

PROGRAM game titled Ringo Bingo, developed by Azrael Adv. Agency, Baltimore, uses bingo cards obtainable at a sponsor's store. It is designed for both radio and tv stations. The agency describes it as "a pure giveaway, an element of consideration." Different colored game sheets are used, with new serial numbers supplied each week.

'DIXIE FOUR' MOVES TO KMA

AFTER nine years with WIBC Indianapolis, the "Dixie Four," a gospel and spiritual singing quartet, has moved to KMA Shenandoah, Iowa, effective last week. The group, formed in 1936, had a 15-minute weekly show on MBS from 1947 to 1953. At KMA the quartet will do several daily programs and will be available for personal appearance tours throughout a four-state area. Members of the group are: Norman Wood, second tenor and business manager; Joe Thomas, first tenor; Melvin Redd, baritone, and Tommy Mitchell, bass. Pianist is Wayne Griffin.

NBC-TV 'HOME' PROMOTION

NBC-TV is circulating a 28-page candid picture booklet as a promotion piece for its Home show (Mon.-Fri., 11 a.m.-noon EST). The booklet presents a behind-the-scenes view of the program's preparation, merchandising and selling, opening with candid shots of Home on the air and then dipping into picture stories of people and activity which make up the program. The brochure points up sponsor interest in the show, point-of-sale activity and Home's selling power.

ZIV PROMOTES 'EDDIE CANTOR'

ZIV TELEVISION PRODUCTIONS has added an Eddie Cantor hand puppet to its sales promotion kit for the Eddie Cantor Comedy Theater. The puppet, approximately 12 inches high, is designed to be used by sponsors as a self-liquidating item, a box-top offer or a free write-in offer.

PERSONAL TRAGEDY DE-EMPHASIZED

KROW Oakland, Calif., has set up a new policy on news broadcast content. Program Director Ray Ramey told the station's news department: "Effective immediately, will you please eliminate from KROW newscasts and from the news file, stories dealing with personal tragedy, such as persons dying in fires, auto collisions and mayhem. We wish to make KROW news as pleasant as possible to listen to (even in this chaotic world), so accentuate the positive. Use accident roundups and statistics, but delete the bloody details. Naturally this will require some personal judgment when prominent persons are involved."

FREE PARKING FROM KSTV

CHRISTMAS shoppers in Stephenville, Tex., were relieved of the worry of overtime parking Christmas Eve when KSTV there picked up the parking meter tabs. The city council granted a request of Galen O. Gilbert, owner and manager of KSTV, to pay $50, the meters' average daily take. The promotion was aided by the city's chief of police, who helped in placing covers over the meters.

'MAN OF THE YEAR'

WRCA-TV New York, in cooperation with Time magazine, is presenting a weekly series titled Man of the Year (Sat., 1-1:30 p.m. EST). The initial show (Jan. 8) was devoted to the 1954 Man of the Year selected by Time, Secretary of State John Foster Dulles. Subsequent programs will recount the story of individuals who have left their mark in history.

MOST IMPORTANT DAY

PROGRAM designed to spotlight the "most important day in the life of a young couple" has been started by WBBM-TV Chicago under the title of Your Wedding Day. A couple is selected each Sunday to be married in front of tv cameras by a clergyman of their denomination. The ceremony is planned in accordance with the bride's wishes as to her trousseau and other factors. Franklyn McCormack and Patricia Vance serve as host and hostess, interviewing the couple and recounting the story behind the romance and their future plans. Snyder & Sons (electric appliance dealer) sponsors the new series (Sun., 12:30-1 p.m. CST) and furnishes the bride's trousseau and the bridesmaids' outfits.

CAREER INTERVIEWS

CKSO-TV Sudbury, Ont., has started a weekly half-hour series in which a professional man is interviewed by teenagers on his profession as a career for young people.
PROGRAMS & PROMOTION

WKBN ROLLING BILLBOARD

A WHITE Chevrolet Corvette sports car has been converted into a rolling billboard for WKBN Avalon, Calif., with the sides and back carrying station outdoor advertising placards featuring the WKBN "mermaid" trademark. The vehicle will be used by the WKBN promotion department for parades, special event broadcasts, fairs, exhibits and in publicity assignments.

CJON SCRIBBLERS

CJON St. John's, Nfld., has distributed scribblers to school children in the city, with a list of CJON's children's programs on the back cover and a drawing of the station's microphone on the front for coloring. A bicycle has been awarded for the best coloring job. The station also has arranged with a local ice cream company to give one child a month a free ice cream cone every day of the year. The ice cream company sends out a secret message on its daily show to all children, which can only be unscrambled with the use of a special decoder sent to each child. The first child to come up with the decoded message gets the ice cream cone supply.

GUIDE FOR TV PERFORMERS

GUIDE for television performers has been prepared by WOI-TV Ames, Iowa, educational outlet of Iowa State College, for persons appearing on that station. The 12-page booklet, "So You're Going to be on WOI-TV," gives tips on how to appear most effectively on TV, covering such subjects as dress, bearing and speech. The presentation also contains a section on the station itself, including its purpose and operation, and a section on various awards WOI-TV has received. The policy of the station is declared in the brochure, stating WOI-TV "is dedicated to bringing the best the college has to offer to the schools, cities and farms of Iowa, with programs of education, entertainment and public service."

WKBN-AM-TV PROMOTIONS

CALENDAR-BLOTTER has been sent to advertisers and agencies by WKBN-AM-TV Youngstown, Ohio, along with the stations' wishes for a happy and prosperous new year. The promotion piece includes 1954 and 1956 calendars as well as one for 1955, and three blotters each come in a different color. WKBN-AM-TV has also sent out a rating report on Youngstown's programming. The ratings, based on October Hoopurrences, show WKBN-AM-TV taking 363 out or 451quarter-hour firings and 72 out of 109 programs with a rating of 11.0 or better.

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
December 29 through January 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch.—synchronized. VHF—very high frequency. UHF—ultra high frequency. Ant.—antenna. aur.—auroral. vis.—visual. kW—kilowatts. w—watts. me—megacycles. D—day. N—night. Ls—local sun.

 comercial. mod.—modulation. trans.—transmitter. unl.—unlimited hours. ke—kilometers. SBA—special service authorization. SPS—special temporary authorization. (FCC file and hearing dock number given in parentheses.)

Television Station Grants and Applications Since April 14, 1952

<table>
<thead>
<tr>
<th>Grants since July 11, 1952:</th>
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<tbody>
<tr>
<td>Commercial</td>
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<tr>
<td>Educational</td>
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</table>

Total Operating Stations in U. S.:

| Commercial on air | 537 | 116 | 413 |
| Commercial on nonair | 6 | 3 | 9 |

Applications filed since April 14, 1952:

| New Amendment. vhf total | 944 | 337 | 729 | 753 | 1,262 |
| Educational | 55 | 28 | 56 |

Total | 1,000 | 377 | 751 | 1,218 |

One hundred and eighteen CPs (31 vhf, 97 uhf) have been deleted.

* One applicant did not specify channel.

* Includes 33 already granted.

* Includes 617 already granted.

APPLICATION

Sharon, Pa.—Community Telecasting Co., uhf ch. 29 (920-926 mcs). ERP 1.48 kw visual, 0.67 kw aural; antenna height average above terrain 323 ft., above ground 547 ft. Estimated construction cost $75,000, first year operating cost $40,000, revenue $70,000. Post office address is Station WFAF, Farrell, Pa. Studio location to be determined. Transmitter location Homewood Drives, 500 ft. E. of N. Buhl Farm Drive, Sharon. Geographic coordinates 41° 34' 14", 88° 14' 4", 334', 334'. Long. Transmitter Gabriel, antenna Continental. Principal is Lawrence A. Schubert (50%), sole owner of WFAF, Farrell, Pa., and applicant for renewal of Willard, Ohio, and Guy W. Gilly (50%), banker. Filed Jan. 4.

 existing stations...}

ACTION FOR FCC

Fairbanks, Alaska—Northern TV Inc. (KTVA [see Anchorage] granted vhf ch. 11 (186-190 mcs); ERP 1 kw visual, 0.5 kw aural; antenna height average above terrain minus 30 ft., above ground 165 ft. Estimated construction cost $135,000, first year operating cost $55,000, revenue $244,000. Post office address at M. McKinley Bldg. 4th & 5th Sts., Anchorage. Studio and transmitter location 3d & Lacey Sts., Fairbanks, Geographic coordinates 64° 5' 47", N. Lat. 147° 1' 5", W. Long. Transmitter RCA, antenna GE. Legal council Miller & Schroeder, Washington. Consulting engineer Jack M. Walden, Anchorage. Principals include Pres. A. W. Hooton (25%), Vice Pres. Jack M. Walden (6.7%); Sec. James E. Weir (5.5%), and Treas. Robert H. Koning (4.1%). Granted Dec. 28.

APPLICATION

KQTV (TV) Ft. Dodge, Iowa—Northwest TV Inc. granted mod. of CP for ch. 21 to change ERP to 4 kw visual and 1 kw aural. Granted Dec. 23; announced Jan. 4.

KPRP-TV Pasco, Wash.—Cascade Bstg Co. granted STA to operate commercially on ch. 19 for a period of 10 days pending receipt of verified request. Granted Dec. 23, announced Jan. 4.

WJLB-TV Detroit, Mich.—Booth Radio & TV Stations Inc. FCC deleted station on ch. 50 at request of permittee. Deleted Dec. 29.


APPLICATION

KFIF (TV) Fairbanks, Alaska—Midnight Sun Bstg Co. seeks mod. of CP for ch. 3 to change ERP to 5.6 kw visual, 2.5 kw aural and studio locations to Lakeside Bldg. 2nd Ave. Fairbanks; antenna height average above terrain 45 ft. Filed Jan. 4.

WBID-TV Detroit, Mich.—Woodward Bstg Co. seeks mod. of CP for ch. 3 to change ERP to 1,000 kw visual, 2 kw aural; transmitter and studio locations to Penobscot Building, 645 Griswold. Detroit; antenna height above average terrain 643 ft. Filed Jan. 4.
New Am Stations... APPLICATIONS

KLOK TV (Portland, Ore., Ore. TV Inc. seeks voluntary assignment of license to HIawatha Networks, Inc., 1620 SW 4th Ave., Portland. 75% interest in group owned by Securities Co., seeks to change from KLOK to KDAK. 758 kw. Filed Dec. 30.)

WQED St. Louis, Mo., inks agreement with Mutual Broadcasting System to have KQED as affiliate as of Aug. 1. Board of reg. of St. Louis granted application to change from KQED to WQED. 392 kw. Filed Dec. 22.

MCCB TV (McCook, Neb., Mid-State Broadcasting Co., seeks voluntary assignment of license to Nebraska Newspapers, Inc. 75% interest in group owned by First National Bank, seeks change from MCCB to WREC. 1209 kw. Filed Dec. 29.)

HEM TV (Huntington, N. Y., Helms Munn Inc., seeks voluntary assignment of license to Gulf Bicentennial Corp. 70% interest in group owned by Jack A. Foremen, seeks change from HEM to WJLJ. 125 kw.Filed Dec. 22.)

WOHL TV (Hollywood, Fla., WOHL Inc., seeks voluntary assignment of license to Jeffrey S. Grossman, Inc. 75% interest in group owned by Paul B. Grossman, seeks change from WOHL to WJZ. 120 kw. Filed Dec. 29.)

KNCB TV (Norfolk, Va., Radio-Wireless Co., seeks voluntary assignment of license to Richard S. Berkson, Inc. 50% interest in group owned by American News Co., seeks change from KNCB to WHER. 55 kw. Filed Dec. 29.)

KOA TV (Denver, Colo., KOA Inc., seeks voluntary assignment of license to Denver Newspapers, Inc. 75% interest in group owned by Fred C. Mullen, seeks change from KOA to KHOW. 125 kw. Filed Dec. 29.)

Broadcasting... Telecasting

Hearing Cases... Daytime Skywave—FCC extended the time for filing of comments to April 17 and the date for filing of reply comments to May 15, 1955, on the proposed rule-making for the promulgation of rules and regulations of standard daytime skywave transmis- sions. Action Jan. 2.

RCA TUBES in stock at ALLIED! IMMEDIATE DELIVERY

RCA-6SE27A In stock for immediate delivery. RCA-6SE27A, $35.75

RCA-833A Air-Cooled Power Triode—in stock for immediate delivery. RCA-833A, $49.50

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and effort.

On January 10, 1955, Page 91
Southern Independent

$100,000.00

Outstanding market. Opportunity to do any type programming operation. Well equipped. Can be financed with 30% cash down to qualified buyers.

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CHICAGO
Ray V. Hamilton 235 Montgomery Bldg.
Chicago, Ill.
SAN FRANCISCO
William T. Stubbsfield 235 Montgomery Bldg.
San Francisco, Calif.

Page 92 • January 10, 1955

FOR THE RECORD

transfer application is not postponed pending conclusion of this proceeding. After hearing, parties will have 15 days to file post-hearing briefs. Findings of fact and conclusions of law, and briefs as desired: Hearing in this Commission will issue a decision on each of the issues, either dismissing it or designating it for evidence bearing upon an examiner together with issues to be designated at that time.

Caguas, San Juan, P. R.—By Order, the Commission approved the petition of the Department of Education of Puerto Rico to modify its station identification rules (Sections 3.97 and 3.625) for all standard, fm and television stations without interruption at midnight of this year.

New Year’s Eve, the Commission announces a waiver of its station identification rules (Sections 3.187, 3.287 and 3.625) for all standard, fm and television stations for a period of two hours required by station identification on the hour, during the period beginning 11:30 p.m. EST, December 31, 1982, and ending 1:30 a.m. EST, January 1, 1983. It is expected that all stations will make proper station announcements as soon as possible after the hour. Action Dec. 31.

Routine Roundup...

December 29 Applications

ACCEPTED FOR FILING

Modification of CP

WCFS Harvey, Ill., Charles F. Sebastian—Mod. CP (BP-5111) which authorized new standard broadcast station (BP-6732).

Renewal of License

WBRO Wayneboro, Ga., Burke County Bcstg. Co.—(BR-2941).

Renewal of License Returned


December 30 Applications

ACCEPTED FOR FILING

Renewal Control


KATZ St. Louis, Mo., St. Louis Bcstg. Co.—(BRC-616).


WALL Middletown, N. Y., Community Bcstg. Corp.—(BRC-615).

Renewal of License


Replace Existing CP

KFWO-FM Chouteau, Okla., The Methodist Church—Missouri Synod—CP to replace existing permit (BP-1650) as mod. which authorized changes in licensed station to new station 7-4-55 (BMPCT-2706).

Modification of CP

KRIU-TV Eureka, Calif., Redwood Bcstg. Co.—Mod. of CP (BP-1641) which authorized new non-commercial educational tv station to extend completion date to 7-4-55 (BMPCT-2706).

December 31 Applications

ACCEPTED FOR FILING

License for CP

WJHS Huntsville, Ala., The Huntsville Times Co.—License to cover CP (BP-8827) as mod. which authorized change in frequency of operation; install new transmitter and DA-N for extension of completion date (BMPCT-2706).

Modification of CP

KLMR Lamar, Colo., The Southeast Colo. Bcstg. Co.—Mod. of CP (BP-7783) as mod. which authorized change in frequency of operation; install new transmitter and DA-N for extension of completion date (BMPCT-2706).

License for CP

WBRT Hardstown, Ky., V. R. Anderson—License to cover CP (BP-8719) as mod. which authorized new standard broadcast station (BP-5313).

WCBL Benton, Ky., J. Shelby McCullum tr/ as Purchase Bcstg. Co.—License to cover CP (BP-8406) which authorized new standard broadcast station (BP-5551).

XEPI Phoenix, Ariz., The McCook Bcstg. Co.—License to cover CP (BP-8047) as mod. which authorized increased transmitter power hours of operation; install new transmitter, and make changes in antenna system (BP-5315).

Modification of CP

WTRB Ripley, Tenn., Earl W. Daly tr/ as West Tennessee Radio Service—License to cover CP (BP-8418) as mod. which authorized new standard broadcast station (BP-5313).

WAKL Waycross, P. R., Mario Acosta—Mod. of CP (BP-8485) as mod. which authorized change frequency; increase power; change type transmitter and install DA-1 for extension of completion date (BMPCT-2706).

KLOQ Seattle, Wash., W. Gordon Allen—Mod. of CP (BP-8274) as mod. which authorized new standard broadcast station for extension of completion date (BMPCT-2706).

Renewal of License


WCTR Birmingham, Ala., Chapman Radio & Television Co.—(BR-2603).

WHJW Florence, Ala., Florence Co.—(BR-1273).


WOMR Marion, Ala., Neeley Bcstg. Co.—(BR-2860).


WDAD Columbus, Ga., Radio Columbus Inc.—(BR-1061).

WKKL Hartwell, Ga., Louise L. Morris—(BR-1744).

KWAG LaGrange, Ga., LaGrange Bcstg. Co.—(BR-1133).

KZIM Marion, Ia., The Peach State Bcstg. Co.—(BR-2187).

WMTW Portland, Me., Chatham Bcstg. Co.—(BR-1389).

WSAV Savannah, Ga., WSAX Inc.—(BR-1042).


January 3 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Thomas H. Donahue on Dec. 29

Lawton, Okla., Pacific Broadcast Co.—Granted petition for leave to amend its application (Docket 10966; BP-9132) to reflect certain changes in officers, etc., of CP.

Oakland, Calif., Channel Two Inc.—Granted petition to continue hearing in re application for licensed motion for correction of transcription of hearing in re amendment (Docket 10890).

By Hearing Examiner Charles J. Frederick on Dec. 29

XGOF Mankato, Minn., Minnesota Valley Bcstg. Co.—Granted motion for correction of transcription of hearing in re amendment (Docket 10890).

By Hearing Examiner John B. Poldneter on Dec. 29

KUGL-TV Galveston, Tex., Gulf TV Co.—Granted motion to bar the taking of depositions of John, et al., in Houston on Jan. 10, and of Vincent Alarid, et al., in Galveston (Docket 1206).

By Hearing Examiner Annie Neal Huntington on Dec. 28

WPA, Mich., Jackson Bcstg. & Tv Corp—Granted petition to bar the taking of depositions of Clayton, et al., to extend completion date (BRH-1012).

January 3 Applications

ACCEPTED FOR FILING

Renewal of License Returned


Renewal of License


License for CP

WWJ-FM Detroit, Mich., The Evening News Bcstg. Co.—License to cover CP (BP-1439) as mod. which authorized changes in licensed station (BMPCT-232).

Modification of CP

WBRD Ft. Lauderdale, Fla., Broward Bcstg. Co.—Mod. of CP (BP-8146) as mod. which authorized changes in frequency; increase power; change type trans- mission and make changes in DA from 1-4-55 to 7-14-55; WOKY-TV Milwaukee, Wis., to 4-2-55. (Actions of Dec. 30).

Granted License

WOHO Toledo, Ohio., The Midwestern Bcstg. Co.—Granted license for new non-commercial educational tv station to extend completion date to 7-4-55 (BMPCT-2706).

December 30 Applications

ACCEPTED FOR FILING

Modification of CP

KWJ-FM Johnson City, Tenn., WHJL—License granted for fm broadcast station and studio location (BL-2026).

The following were granted extensions of completion dates as shown: KIEM-TV Eureka, Calif., to 7-4-55; WOOD 560, Cedar Rapids, Iowa., to 7-4-55; WOKY-TV Milwaukee, Wis., to 4-2-55. (Actions of Dec. 30).

Granted License

WFAA Dallas, Texas., Texas Bcstg. Co.—Granted license for fm broadcast station and studio location (BL-5471).

The following were granted extensions of completion dates as shown: WUOM-FM Ann Arbor, Mich., to 1-4-55; WTTW (TV) Chicago, Ill., to 7-4-55. (Continued on page 97)
PROFESSIONAL CARDS

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38 De Sales St., N. W.
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1339 Wisconsin Ave., N. W.
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FRANK H. MCINTOSH
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Hudson 3-9000
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ARLINGTON, TEXAS

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Riverside, Calif.
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Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television- Electronics-Communications
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Executives 7-1130—Executive 7-2521
(Night-holidays. Lockwood 5-1819)
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PCC & FIELD ENGINEERING
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Hilltop 7010
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Mountain and Plain Terrain
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Sunset 9-9182
Denver, Colorado

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NA, 8-3698
1420 New York Ave., N. W.
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ROBERT M. SILLIMAN
John A. Meffet—Associate
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Republic 7-4446
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WILLIAM E. BENNS, JR.
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Box 124, Birmingham, Ala.
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To Be Seen by 75,766* Readers
—Among them, the decision-making
station owners and managers, chief
engineers and technicians—applicants
for am, fm, tv and facsimile facilities.
*1963 AAB Projected Readership Survey

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815 E. 83rd St.
Hilltop 7010
KANSAS CITY, MISSOURI

William E. Benns, Jr.
Consulting Radio Engineer
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Cleveland 3, Ohio
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J. G. Rountree, Jr.
4515 Prentice Street
Emerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway
Sunset 9-9182
Denver, Colorado

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,766* Readers
—Among them, the decision-making
station owners and managers, chief
engineers and technicians—applicants
for am, fm, tv and facsimile facilities.
*1963 AAB Projected Readership Survey

COMMERCIAL RADIO
MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
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Kansas City, Mo.

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THESE SERVICE DIRECTORY
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Broadcasting • Telecasting
1735 DeSales St. N.W.
Washington 6, D. C.

January 10, 1955 • Page 93
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No charge for blind box number. Send box replies to BROADCASTING • TELECasting, 1735 DeSales St. N. W., Washington 6, D. C.

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This pioneer firm of TV and Radio Management Consultants is well qualified to effectively serve employer and applicant in the solution of personnel problems at the executive and staff levels. NATIONWIDE confidential contacts established between stations and qualified personnel.

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Experienced sales manager (radio-television) desires to return to the West Coast; $15,000 plus fulltime top notch services. Now Sales Manager, medium market. Rent market. Excellent people, service, and potential. Write. Box 837F, B-T.

RADIO

Situations Wanted—(Cont'd)

Country DJ, recording artist on 50kW network, radio, western market. Good DJ, must have experience in this type of market. Box 812F, B-T.

Announcer, former PD, production manager, 4 years radio, year television. Family man, 25, Box 813F, B-T.


Country and western DJ; not a character; family man; good, pleasant voice that sells; thoroughly experienced. Now staff and sports, top station in competitive market. Prefer all hillbilly, large market. Can build top commercial show. Box 818F, B-T.


Announcer, strong on news, commercial, married, 25, veteran, prefer east coast. Box 834F, B-T.

10 years experience both markets. News-sports-special events. Southwestern market. Box 835F, B-T.

Announcer—1 year wants to move up. Strong on commercials, news, music, sport. Operates console. Tape and photo available. Will travel. Box 836F, B-T.


Described by national magazine as leading deejay —now looking for advancement. Thoroughly experienced in handling traffic, writing copy. Former disc jockey manager. Leading salesman by large margin—out of sales staff of8. Specializes on personality disc show. Proven success—having doubled business on present show. 26; married; no children; veteran; capable; reliable. Love and understand radio. Box 840F, B-T.


Staff announcer—desires to affiliate with sports station. Very brief sales experience, but staff experience extending to 11½. Congenial personality—extremely ambitious; pleasant voice. Box 844F, B-T.

All-around staff announcer. Pleasing personality. Strong on sports. 3rd class ticket. Box 849F, B-T.

Salesmen

Salesman tv or radio. Key, medium and small market background. Successful sales and service of national, regional and local accounts via agencies and/or direct calls. Present market approximately million. 12,000-15,000 potential required. Married, 30. Box 841F, B-T.

Announcers


Disc jockey — announcer, presently employed, seeking job with future, veteran, will travel, tape. Box 874F, B-T.

Experienced announcer with permit, presently employed, wishes to relocate near New York City. Singer, instrumentalist, seeking staff position or situation in staff, sales, or both. Box 875F, Sober, dependable, family man. Tape, resume on request. Interview after lst of year. Box 876F, B-T.

Announcer, broadcasting school graduate: some experience as combo DJ, newspaper and copywriter. Box 874F, B-T.

All-around staff announcer. Strong on news, pleasant personality. 3rd ticket. Desires community-minded station. Box 747F, B-T.

 Negro DJ, pleasant voice, Emphasis announcer. Plenty of personality, boardroom. Box 716F, B-T.

Good all around staff announcer, single, 25, college graduate, veteran, friendly, versatile, 3rd class ticket. Box 811F, B-T.

Announcer, day, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to develop and build to your vision. Sober, dependable. Tape and resume on request. Box 780F, B-T.

Announcer: 3 years commercial radio, tv. One of largest markets, northeast. Asking personnel position with eastern radio and/or tv. Box 793F, B-T.

Family man with 3½ years radio experience, 1 year uhf-tv. Looking for larger operation with more opportunities for staff announcers. Box 784F, B-T.

Staff announcer, play-by-play, DJ, news. Commercial talent. Single—veteran. Tape and resume on request. Box 785F, B-T.

Available experienced staffman. All phases broadcasting, DJ, commercials, newscasts. Pleasant voice, personality. Box 786F, B-T.

Southern California only, for midwest announcer, restricted permit. After February 1st, 1st, college, married. 31, News editor, 350w, continuity, 20kw, Whistle, guitar, Tapes, if return. Box 800F, B-T.

Good morning man, experienced, first phone, family, ideas, gimmicks, results. Box 808F, B-T.

Veteran—33-single, announcer school graduate, strong play-by-play—news and good popular DJ. Director and control board experience. Box 809F, B-T.

Sales minded program director or feature disc jockey available immediately. I can make money for you. Will go anywhere. Box 810F, B-T.

Available immediately

TELEVISION RADIO SALES MANAGER

One of Radio and Television's most successful commercial-announcer-program directors, dropped 5-figure income 3 years ago for sales background necessary management. As account executive leading VHF-TV, 6-months billing $15,000 and $200,000. 8-months tops met All India. Brought small station from 8th to 2nd place assistant manager medium market AM and UHF-TV directing 8 salesmen. Impending sale situation untenable. Unusual executive qualifications all departments. At home Main Street or top agencies. Financially sound, mature family man and regional Radio-Television Association affairs. New York radio interview convenient. All replies strict confidence. Resume, photos.

Box 869F B-T
RADIO

Situations Wanted—(Cont'd)

Technical

Engineer—six years experience studio, transmitter, remote recordings. Box 606F, B.T.

Engineer—ist phone, capable any position am or tv station. Box 1756F, B.T.

Chief engineer in installation, construction and maintenance of medium power stations, desirous position in midwest or eastern states. Box 758F, B.T.

Experienced chief engineer presently employed, desires position at larger station. First class license and member of BNE. Box 1669F, B.T.

Program director, wood engineer broadcasting. Box 511, 150 W. Folk Street, Chicago, Illinois.

University grad, 54—trained for radio-ty—experienced in newspaper, business—wants to assist management, production, programming or writing. Box 511, 150 W. Folk Street, Chicago, Illinois.

TELEVISION

Help Wanted

Salesmen

Television representatives for five top-rated tv syndicated film properties. Liberal commissions, exclusive territories. Previous experience required. Box 737F, B.T.

Medium sized, midwestern vhf market desires experienced tv salesman to work retail and coop. Excellent opportunity—commission against draw—insurance and retirement plan. Send complete details first letter. Box 829F, B.T.

Experienced radio or tv salesman, producer, reference picture and full background. First letter. Fast growing midwest market. Box 830F, B.T.

Production-Programming, Others

Need combination; steno (fair)—typist (good)—traffic—continuity girl for south Florida vhf station. Ok if traffic continuity background limited. Send photo, references, complete story to Box 790F, B.T.

VHF, maximum power tv news staff is growing. Need trained, ambitious, competent news man. Must be able writer and reporter, and capable of handling delivery photo and full particulars in first letter. Box 826F, B.T.

Situations Wanted

Managerial

Station-commercial-sales manager. Proven successful managerial and sales record with local and major uhf-vhf operations. Can cut costs and increase sales. Excellent record of increased station sales has been sold. Seek permanent position with percentage or stock arrangement. Box 636F, B.T.

Assistant to manager. Five years supervisory experience. Excellent record, references. Box 709F, B.T.

Manager—25 years experience, radio-ty. All phases—sales promotions—direction—etc. Excellent references. Box 747F, B.T.

Sales manager, medium market am-tv operation, seeks rejuvenation due to impending station sale. Outstanding sales record in competitive east coast market. Mature family man. All replies kept in strictest confidence. Write Box 806F, B.T.

Manager, assistant manager or program manager, experienced all phases of broadcasting. Currently branch manager for CBS basic vhf. 13 years experience includes network and agency, 35, married, one child. Best references, present and past employers. Robert Williams, KTIV-7TV, Wichita, Kansas.

Salman

Past performer will trade 15 years—5 figure top sales position for work—any position, any salary radio-ty. New York preferred. Box 805F, B.T.

Announcer

Experienced, 3 years all types television announcing, including news. Box 709F, 8 years radio programming and announcing. Familiar with all top national network and agency names. Experienced in personal interview arrangements. Married, two children, 27 years of age. Box 853F, B.T.

Announcer in uhf wants chance with vhf or top radio. Experienced tv news and weather, directing, switching and writing. Box 625F, B.T.

For Sale

Stations

20,000 cash, like amount in five years, plus assumption of $7150 note, gives you Missouri kilowatt daytimer that grossed $45,000 in 1954 with complete lack of management and sales supervision. Box 811F, B.T.


Equipment

Skw fm transmitter, including power supply, monitors, console. All General Electric. Approximately 400 feet Andrew. Complete transmitter. Excellent condition. $2,500.00. Box 776F, B.T.

Western Electric console, good condition. $355. Box 815F, B.T.

DuMont Skw oaks tv transmitter (ch. 7 to 13). Model 8000. Top condition. Has been operating on channel 8. Available immediately. Complete with tubes, but less console. Box 817F, B.T.

For sale ... Three latest model Gates CB-11 transmitters, will play all three speeds, $150.00 each. New, never been unpacked. Will sell one or all three. Contact Bill Spiller, Chief Engineer, KRFD-7TV, Box 1600, Amarillo, Texas.

For sale at worthwhile saving—two uncrated RCA type TP-18Fm tv projectors. Contact Jim Brady, KJPT, Idaho Falls, Idaho.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIIO, Seattle, Washington.

$200 communication products used transmission line all new steeple pins. Will meet electrical specifications by tv, low direct cost. Responsible for packing and shipping. KOMA, P. O. Box 9786, Oklahoma City, Oklahoma.

$7,000 fm equipment now operating. GE type BP-1A-1 250 watt transmitter, 8X5 model 400 modulation-frequency monitor, Andrew multi-V type 130-O-2 side mount dishy, gen. 500 feet RG-11V coax. $1,180. WJOI, Florence, Alabama.

GE 1000 watt fm transmitter and monitor. Used only 18 months and in excellent condition. GE console, type BC-1-A. Harry Trading Company, Lebanon, Tennessee.
For Sale—(Cont’d)

Brand new GE type BC-3-A transmitter control consoles readily adaptable as studio control consoles, original price $175.00 each, now a steal at $87.50 each, POB Electronics Associates, Inc., 200 Fifth Street, Stamford, Connecticut.

Wanted to Buy

Stations

Independent operator desires to acquire all or control of Midwest radio station. Box 782F, B-T.

Experienced radio-advertising man looking for smaller market station, Prefer western states. Full details. Box 884F, B-T.

Experienced broadcaster wants to buy station east of Mississippi River. All inquiries. Box 833F, B-T.


Equipment Etc.

Television transmitter type TT2AL. Box 706F, B-T.

Eight bay Collins fm antenna on 3¼ pipe tunable 96.5 megacycles. Box 811F, B-T.

Wanted to buy, 250-500 watt approved transmitter. Wanted to sell, 1000 watts Collins transmitter. Box 864F, B-T.

Used 10 or 12 kilowatt uhf transmitter in good operating condition. Air mail complete details including price and availability to Box 866F, B-T.

Wanted used RCA studio console type 76 B or D for South American use. Write or wire The Voice of the Andes, Talbotville, Conn.

Instruction


Miscellaneous

Radio-tv personnel and equipment information service. Borom, 702 S. Vernon, Dallas, Texas.

RADIO

Help Wanted

Managerial

SALES EXECUTIVE WANTED

The president of a growing Chicago area studio needs a man who can help sell motion pictures to agencies and to industry. Prefer a young man on the way up who knows how to apply motion pictures to business problems. This is an unlimited opportunity, on a commission basis, for the right man. Ultimately leading to a share in management.

Box 822F, B-T

Broadcasting • Telecasting

TELEVISION

Help Wanted

Technical

WANTED

TV ENGINEER

Need man with minimum of one year video experience. Capable man may rise to assistant Chief. Southeast CBS affiliate.

Box 855F, B.T.

FOR THE RECORD

(Continued from page 92)

Actions of Dec. 25

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WDBZ Desatur, Ill.; WALL Middletown, N. Y.; KATZ St. Louis, Mo.

Granted License


KG0-FM San Francisco, Calif., American Broadcasting-Paramount Theatres Inc.—Granted license covering changes in fm station (BLR-1602).

Granted CP

KTXF San Angelo, Tex., Western Bstg. Co.—Granted CP to replace expired CP (BP-8860) which authorized erection of new antenna and mount tv antenna on tower shared with transmitter location (coordinates only) and change studio location (BP-8860).

Modification of CP

KLOV Loveland, Colo., Loveland Bstg.—Granted Mod. of CP to make changes in antenna system (decrease in height of antenna) (BMP-617).

WRAP-FM Fort Worth, Tex., Carter Publications Inc.—Granted Mod. of CP for extension of completion date to 6-30-55.

Actions of Dec. 28

Granted License

KNUZ Tulia, Tex., Tulia Bstg.—Granted license for am broadcast station; 1260 kc. 1 kw. D (BL-5503).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KAND Corpus Christi, Tex., WLOS Asheville, N. C., WIMA Lima, Ohio: KEYS Corpus Christi, Tex.

Civil Defense Test

KFWB Los Angeles, Calif., KFWB Inc.—Granted authority to modulate KFWB’s transmitter with signal tones below 40 cycles with approximately 25% modulation in order to test a Civil Defense direction unit for the City of Los Angeles; for period ending 1-1-55.

Granted CP

KMPT (TV) Oklahoma City, Okla., Everett E. Celler, Trustee and Receiver—Granted CP to replace expired CP (BPCT-1862) which authorized the use of CP for a general tv broadcast station (BPCT-1855) (ch. 19).

Modification of CP

The following were granted extensions of operation dates as shown:


WANTED

Two camera remote chain with or without bus. Need sync generator, switcher, master monitor, remote audio microphone, two camera chain and microwave relay.

Box 856F, B-T

BARGAINS

In Station Equipment!

1 Presto 8 N disc recorder complete with 1-C cutter head, 4 B cabinet and microscope. Excellent condition. Original cost $1355. Buy it now for $399.


Contact:

Chief Engineer,

W M T

Cedar Rapids, Iowa

Employment Services

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N E. Columbia Blvd.

Portland 11, Oregon

RADIO & TV PERSONNEL

We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations nationwide. Tell us your needs, we do the rest.

CAREER BUILDERS Agency

Madiera Wirz, Director, Beverly-9 TV Div., 23 West 53rd St., New York 19 • PL 7-5832

January 10, 1955 • Page 97
Note:

WHIO has MOVED

Note: Now all of WHIO Radio
and WHIO Television is located at
1414 Wilmington Ave.
Dayton 1, Ohio

Note: The new telephone number is
MAdison 6581

CHANNEL 7 IS ONE OF AMERICA'S GREAT AREA STATIONS
**January 4 Applications**

ACCEP TED FOR FILING

License for CP

WAOK Atlanta, Ga., WAOK Bstg. Co.—License to operate CP (BPCT-1589) as mod. which authorized new standard broadcast station (BLOT-259).

WLAQ Alexandria, La., Alexander Leech and William H. Leech d/b/a as Jackson Bstg. Co.—License to operate CP (BPCT-1588) as mod. which authorized new standard broadcast station (BLOT-259).

RTK-TY Houston, Tex., Houston Consolidated TV Co.—License to cover CP (BPCT-1572) as mod. which authorized new standard broadcast station (BLOT-259).

WVRC-TV Hampton, Va., Peninsula Bstg. Corp.—Mod. of CP (BPCT-1470) as mod. which authorized new standard broadcast station (BLOT-259).

WORQ-TV Milwaukee, Wisc., Bartell Bstg. Inc.—Mod. of CP (BPCT-2784) as mod. which authorized new standard broadcast station to extend completion date (BMPCT-2709).

Modification of CP

WSEO Southbridge, Mass., James W. Miller—Mod. of CP (BPCT-1949) as mod. which authorized new standard broadcast station to change type of transmitter, change antenna-transmitter location, specify studio location and increase height of antenna and make changes in ground system. Amended to change name of applicant to WSEO Inc. (BMPCT-2709).

Modification of CP

KSSN-TV San Francisco, Calif., S. H. Patterson—Mod. of CP (BPCT-1846) as mod. which authorized new standard broadcast station to extend completion date to 7-22-55 (BMPCT-2709).

WAKD-TY Johnstown, Pa., rivoli Realty Co.—Mod. of CP (BPCT-1936) as mod. which authorized new standard broadcast station to extend completion date to 7-15-55 (BMPCT-2709).

**January 5 Applications**

ACCEP TED FOR FILING

Modification of CP

WKOP Binghamton, N. Y., The Binghamton Bstg. Inc.—Mod. of CP (BPCT-521), which authorized increase in daytime power and installation of DA for daytime use (DA-2) and install new transmitter and extension of completion date (BPCT-5741).

KOIL Omaha, Neb., Central States Bstg. Co. (BRC-262); WCYT Connellsville, Pa., Connellsville Bstg. Inc. (BRC-693); WRAS Sperry, W. Va., Ohio Valley on the Air Inc. (BRC-821).

Renewal of License


Renewal of License


WNCT Creative, Fla., Gulf Shores Bstg. Co. —(Signed by General Manager) (BR-2159).

Modification of CP

RACY (TV) Festus, Mo., Ozark Television Corp.—Mod. of CP (BPCT-1419) as mod., which authorized new standard broadcast station to extend completion date to 6-5-55 (BMPCT-2711).

License for CP

WVET-TV Rochester, N. Y., Veterans Bstg. Co.—License to operate CP (BPCT-832) as mod., which authorized new standard broadcast station (BRC-7568).

WRC-TV Hampton, Va., WRRC Inc.—License to cover CP (BPCT-284) as mod., which authorized new standard broadcast station (BRC-7569).

**TELESTATUS**

January 10, 1955

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (△) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated D-T estimate. Stations not preceded by triangle (△) are grantees, not yet operating.

**ALABAMA**

Birmingham—△ WABT (13) NBC, CBS, ABC, DuM; Blair; 30,680
△ WBBT-TV (14) CBS, ABC, DuM; 94,390
△ WJLN-TV (48) 1/2/50—Unknown
△ WEDE (15) 10/31/54—Unknown
Decatur—△ WSML-TV (23) CBS, NBC; Walker; 22,250

Total stations on air in U. S. and possessions: 422; total cities with stations on air: 275. Both totals include KEK-4925, XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use are 34,927,777.

* Indicates educational stations.

Cities NOT interconnected to receive network service.

(a) Figure does not include 375,314 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHVR-TV Louisville, Ky. Last report was 353,546 on July 15, 1952.


(d) Shreerop Ty Co. has received initial decision favoring it for ch. 12, which is currently operated by Interem TV Corp. [KSLA (TV)].

**Dothan—△ WTVY (9) Hollinger; 7/5/54—Unknown
△ WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 92,360
△ WKAB (TV) 48 See footnote (c)
△ The Mobile Tel Corp. (5) Initial Decision 2/21/54
△ Montgomery—△ WCVO-TV (20) ABC, CBS, NBC, DuM; Raynor; 45,890
△ WSFA-TV (12) NBC; Headley-Reed
△ Munford—△ WEDM (1)* 2/2/54—Unknown
△ Selnac—△ WSLA (8) 2/24/54—Unknown

**ARIZONA**

Mesa (Phoenix)—△ KVAR (12) NBC, DuM; Raynor; 101,523

**NEW STARTER**

The following tv station is the newest to start regular programming: WEAT-TV West Palm Beach, Fla. (ch. 12), Jan. 1.
Radio-Television NOMINATIONS INVITED

1. Radio or Television Reporting: For the most outstanding example of broadcast reporting of a single news event, scheduled or unscheduled, by radio or television during the year, exhibits consisting of recordings (no lips) and a typewritten summary.

2. Radio and Television Newswriting: For the most distinguished example of news-writing or commentary, broadcast or televised, exhibits consisting of either a partial or complete transcript, broadcast or telecast during the year.

3. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcast must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible; exhibits consisting of recordings (no lips) and a typewritten summary mentioning running time of exhibit.

4. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcast must be journalistic in nature and not entertainment; commercially sponsored television programs not being eligible; entries consisting of recordings (no lips) and a typewritten summary.

Deadline Feb. 1, 1955

SEND ENTRIES TO: Victor E. Bluedorn, Ex. Dir., Sigma Delta Chi 35 E. Wacker Dr., Chicago 1
ILLINOIS
Belleville (St. Louis, Mo.)—> WTVI (54) ABC, CBS, DuM; Radio TV Represent-atives; 300,274
Bloomington—> WBLN (10) McGlinn; 113,342
Champaign—> WCGA (3) CBS, NBC, DuM; Hollingsbery; 307,000
WTLC (12) 11/4/52-Unknown
Chicago—> WBHM-TV (3) CBS; CBS Spot Slas.; 1,081,800
> WNBK (7) ABC; Blatz; 2,075,000
> WGN-TV (9) DuM; Hollingsbery; 2,056,000
> WHEC-TV (25) 1/4/52-Unknown
> WIND-TV (20) 3/9/51-Unknown
> WNBB (9) NBC; NBC Spot Slas.; 2,043,000
> WOPF (44) 1/20/54-Unknown
> WTTW (111) 11/5/52-Unknown
Danville—> WDAN-TV (24) ABC; Everett-McKaney; 35,000
Decatur—> WTVP (17) ABC, DuM; Rolling; 140,000
Evanson—> WILE (35) 8/13/52-Unknown
Harrisburg—> WSIU-TV (22) ABC; Walker; 30,000
Peoria—> WECK-TV (43) CBS, NBC; Headley-Reed; 223,135
> WYZV-TV (19) CBS, ABC, DuM; Petry; 214,000
> WIRL TV Co. (6) Initial Decision 11/5/54
Quincy—> WQSM-TV (10) ABC, NBC; Avery-Knodel; 139,500
> QJQV (3) See Hannibal, Mo.
Rockford—> WREX-TV (13) ABC, CBS; H-R; 218,257
> WIPW (50) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—> WHRB-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,335
Springfield—> WICS (20) ABC, NBC, DuM; Young; 65,000
Sangamon Valley TV Corp. (2) Initial Decision 11/20/54
INDIANA
Bloomington—> WTTV (4) NBC, ABC, CBS, DuM; Meeker; 564,843 (also Indianapolis)
> W874—> WSJU (32) ABC, NBC, DuM; H-R; 204,103
> W87E (32) ABC, NBC, DuM; Venard; 78,445
> WEHT (56) See Henderson, KY
> Evansville TV Inc. (7) Initial Decision 10/4/54
Fort Wayne—> WFitQ-TV (33) NBC, DuM; Rayner; 112,186
> WING (18) See Waterlo,
> WANE-TV (10) Bolling; 8/28/54-Unknown
Indianapolis—> WFIM-TV (6) ABC, CBS; Katz; 665,000
> WISH-TV (8) ABC, CBS, NBC, DuM; Rolling; 665,000
> WTTV (4) See Bloomington
Lafayette—> WFAM-TV (59) ABC, CBS, NBC, DuM; Ramsey; 94,335
Muncie—> WLBC-TV (40) ABC, CBS, NBC, DuM; Holmes, Walker; P.J.303
Notre Dame (South Bend)—> WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton—> WHAY-TV (52) See footnote (c)
South Bend—> WSBT-TV (34) CBS, DuM; Rayner; 206,473
Terre Haute—> WTHI-TV (16) ABC, CBS, DuM; Rolling; 144,267
Waterloo (Fort Wayne)—> WFRD (15) ABC; CBS; H-R; 117,028
IUWA
Ames—> WOC-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—> KCRC-TV (9) ABC, DuM; Venard; 116,333
> WTVI (2) CBS; Katz; 248,132
Davenport (Moline, Rock Island)—> WCQC-TV (6) NBC; Free & Peters; 295,156
Des Moines—> KQTV (17) ABC; Hollingsbery; 75,600
> WHO-TV (13) NBC; Free & Peters; 256,000
Cowan Broadcasting Co. (8) Initial Decision 8/25/54
Directory information is in following order; call letters, channel, network affiliation, national representatives; market set count for operating stations; date of grant and commencement target date for grantees.

Fort Dodge—> KQTV (21) ABC; Pearson; 42,100
Mason City—> KGLO-TV (3) CBS, DuM; Weed; 117,652
Sioux City—> KPTH (36) 10/30/52-Unknown
> KTTV (4) NBC, ABC, DuM; Hollingsbery; 139,450
> KTVT (9) ABC, CBS, DuM; Katz; 125,788
Waterloo—> KWTV-T (7) NBC, DuM; Headley-Reed; 140,783

KANSAS
Great Bend—> KGBD (2) Bolling
Hutchinson—> KTVH (13) CBS, DuM; H-R; 158,652
Manhattan—> KSAC-TV (9) 7/24/53-Unknown
Pittsburg—> KOAM-TV (7) ABC, NBC; DuM; Katz; 76,116
Topeka—> WBKW-TV (13) ABC, CBS, DuM; Capper Slas.; 407,580
Wichita—> KAWE (10) ABC; Hollingsbery
> KEDD (10) NBC; Petry; 124,311
> Wichita TV Corp. (3) Initial Decision 8/9/54

KENTUCKY
Ashland—> WFTV (59) Petry; 8/14/53-Unknown
Henderson (Evansville, Ind.)—> WEHT (90) CBS; Meeker; 65,339
Lexington—> WLAP-TV (27) 12/5/53-Unknown
> WLEX-TV (18) Forbes; 4/15/54-Jan. '55
Louisville—> WAVE-TV (3) ABC, NBC, DuM; NBC Spot Slas.; 414,775
> WHAS-TV (13) CBS; Herrington, Righer & Parsons. See footnote (b)
> WLOL-TV (11) See footnote (c)
> WQXL-TV (11) Forbes; 1/15/53-early '55
Newport—> WNOP-TV (74) 12/24/53-Unknown

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 Bolling Co. New York & Chicago

BROADCASTING • TELECASTING

January 10, 1955 • Page 101
LOUISIANA
Alexandria—
• KALI-TV (5) Weed
Baton Rouge—
• WAFB-TV (18) ABC, CBS, NBC, DuMont; Young: 75,000
• WBRZ (2) Hollingsbery: 1/28/54-March '55
Lafayette—
• KLFT-TV (10) Bambou: 9/18/55-June '55
• KVOL-TV (10) 8/18/55-Unknown
Lake Charles—
• KPLO-TV (1) NBC; Weed: 55,935
• KTAK (25) CBS, ABC, DuMont; Young: 35,000
Monroe—
• KASW (3) See footnote (c)
• KDFI-TV (8) CBS, NBC, ABC, DuMont; H-B: 176,500
New Orleans—
• WCKG (28) Gil-Perna: 4/2/53-Early '55
• WNOG-TV (23) 4/2/53-Unknown
• WDSU-TV (8) ABC, CBS, NBC, DuMont; Blitar: 52,517
• WPMI-TV (61) ABC, CBS, DuMont; Bolling: 106,982
Shreveport—
• KLRA (12) ABC, CBS, NBC, DuMont; Raymer: 68,800
• Shreveport TV Co. (12) Initial Decision 6/7/54
See footnote (d)
• KYTV Inc. (3) Initial Decision 6/1/54
MAINE
Bangor—
• WABI-TV (5) ABC, CBS, NBC, DuMont; Holling- bery: 70,000
• WTWO (2) Venard
Lewiston—
• WJAM-TV (17) DuMont; Everett-McKinney; 21,507
Poland Spring—
• WINS-TV (6) ABC, CBS, DuMont; Harrington, Righter & Parsons: 359,533
Portland—
• WGRID-TV (6) NBC, DuMont; Weed: 143,504
• WGAN-TV (13) ABC, CBS; Avery-Knodel
• WMTV (53) See footnote (c)

MARYLAND
Baltimore—
• WAAM (13) ABC, DuMont; Harrington, Righter & Parsons: 755,174
• WBAI-TV (11) DuMont; Petry: 925,174
• WITI-TV (22) Force; 12/18/55-Unknown
• WMAA-TV (20) CBS, DuMont: Katz: 875,174
• WTLF (18) 12/9/55-Unknown
Cumberland—
• WBYO-TV (17) 11/12/55-Unknown
• Salisbury—
• WBOC-TV (16) ABC, CBS, DuMont; Burn-Smith: 40,760
• WMAAC-TV (56) ABC, CBS, DuMont; Burn- Smith: 105,400

MASSACHUSETTS
Adams (Pittsfield)—
• WMGT (10) DuMont; Walker: 169,015
Boston—
• WGBH-TV (4) NBC; Free & Peters; 1,253,379
• WGBH-TV (2) 7/18/53-Unknown
• WJDI-TV (34) 12/18/55-Unknown
• WNAC-TV (7) ABC, CBS, DuMont; H-R: 1,200,000
Brockton—
• WHEF-TV (82) 7/20/55-Unknown
Cambridge (Boston)—
• WTAQ-TV (56) DuMont; Everett-McKinney: 130,000
Springfield—
• WHYN-TV (55) CBS, DuMont; Brannham: 169,000
• WWLP (61) ABC, DuMont; Hollingbery: 160,000
Worcester—
• WAAB-TV (26) Force; 8/18/55-Unknown
• WWOR-TV (14) ABC, DuMont; Raymer: 68,112

MICHIGAN
Ann Arbor—
• WPAG-TV (20) DuMont; Everett-McKinney; 25,400
• WUOM-TV (28) 11/2/55-Unknown
Battle Creek—
• WBCB-TV (58) Headley-Reed; 11/20/55-Unknown
Bay City (Midland, Saginaw)—
• WNEM-TV (5) NBC, DuMont; Headley-Reed: 396,765
Cadillac—
• WTVY (13) ABC, CBS, DuMont; Weed: 63,410
Detroit—
• WJBK-TV (6) 11/2/55-Unknown
• WJBK-TV (2) CBS; Katz: 1,468,400
• WTVS (54) 7/20/55-Unknown
• WWJ-TV (4) NBC; Hollingbery: 1,466,000
• WWXY-TV (1) ABC; Blitar: 1,460,000
• CHLW-TV (8) See Windsor, Ont.
East Lansing—
• WKAR-TV (60)
Flint—
• WJRT (12) 5/12/54-Unknown '53
Grand Rapids—
• WOOD-TV (8) ABC, CBS, DuMont; Katz: 480,680
• WMGC (6) 4/2/54-Unknown
Kalamazoo—
• WKZO-TV (3) ABC, CBS, NBC, DuMont; Avery-Knodel: 589,500
Lansing—
• WJCM-TV (54) ABC, DuMont; Everett-McKinney: 55,500
• WJDM-TV (6) ABC, CBS, NBC; Petry; 413,973
Marquette—
• WAGE-TV (6) 4/1/55-Unknown
Muskegon—
• WTVK (25) 12/2/55-Unknown
Saginaw (Bay City, Midland)—
• WENX-TV (83) ABC, CBS; Gil-Perna: 140,000
Traverse City—
• WPBN-TV (7) NBC; Holman

MINNESOTA
Austin—
• KMOM (9) ABC; Pearson: 65,951
Duluth (Superior, Wis.)—
• KDLT-TV (8) ABC, CBS, NBC; Avery-Knodel: 14,500
• WDSM-TV (6). See Superior, WIs. WFTV (38) See footnote (c)
Hibbing—
• KIBY (10) 1/13/54-Unknown
Minneapolis—
• KEYD-TV (9) DuMont; H-R: 6/10/54-1/9/55
• WCCO-TV (4) CBS; Free & Peters: 650,000
• WCCO-TV (11) ABC; Blair: 650,000
• WSMN (10) Minneapolis
• KSTP (10) NBC; Meeke: 52,396
St. Paul (Minneapolis)—
• KSTP (10) ABC; Petry: 61,000
• WMTN-TV (11) ABC; Blair: 550,000

MISSISSIPPI
Biloxi—
• Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus—
• WCBB (4) McGilvra: 7/20/54-Early '55
Jackson—
• WJTV (23) CBS, DuMont; Katz: 61,000
• WLEO (3) NBC; Hollingbery: 132,495
• WELI-TV (12) ABC; Weed: 108,450
Meridian—
• WCCO-TV (20) See footnote (c)
• WYOR-TV (11) ABC, CBS, NBC, DuMont; Head- ley-Reed; 56,500
 Tupelo—
• Tupelo Citizens TV Co. (9) 12/6/54-Fall '55

MISSOURI
Cape Girardeau—
• KFVS-TV (12) CBS, NBC, DuMont; 116,000
Columbia—
• KMOS-TV (8) ABC, CBS, NBC, DuMont; H-R: 53,048
Festus—
• KACY (14) See footnote (c)
Hannibal (Quincy, Ill.)—
• KOIA-TV (7) CBS, DuMont; Weed: 140,456
• WGEM-TV (10) See Quincy, Ill.
Jefferson City—
• KREO (13) 6/10/54-Unknown
Joplin—
• KSWM-TV (12) CBS; Venard: 81,270
Kansas City—
• KMOM-TV (5) ABC, DuMont; Katz: 435,603
• KMBC-TV (8) CBS; Free & Peters: 435,693
• WDAF-TV (4) NBC; Harrington, Righter & Parsons: 435,693
Kirkville—
• KTVO (3) 12/16/55-Unknown
Joplin—
• KFTV (10) CBS, DuMont; Weed: 56,880
• KYTV (3) ABC, NBC; Hollingbery: 58,470

MONTANA
Billings—
• KQBI-KV (2) ABC, CBS, NBC, DuMont; Headley- Reed: 15,000
Butte—
• KOBP-TV (4) See footnote (c)
• KXLF-TV (6) ABC; No estimate given.
Great Falls—
• KFBF (5) CBS, ABC, DuMont; Headley-Reed: 18,000
Missoula—
• KGVO-TV (13) ABC, CBS, NBC, DuMont; Gil- Perna: 15,300

NEBRASKA
Kearney (Holdrege)—
• KHOL-TV (13) ABC, CBS, DuMont; Meeke: 41,692
Lincoln—
• KOLN-TV (10) ABC, CBS, DuMont; Avery-Kno- del; 167,294
• KSD-TV (11)
Omaha—
• KMTV (3) ABC, CBS, DuMont; Petry: 283,150
• WOW-TV (6) ABC, DuMont; Blair: 283,180
Scottsbluff—
• KSTP (15) 8/18/54-Unknown

HOOWARD E. STARK
BROADCASTING • TELECASTING
FOR THE RECORD

Page 102 • January 10, 1955
NEVADA
Henderson—
KLAS-TV (2) Pearson 1/2/54-1/29/55
Las Vegas—
▶ KLAS-TV (8) ABC, CBS, DuM; Weed: 18,442
▶ RENO—
▶ KRVG (8) ABC, CBS, NBC, DuM; Pearson: 10,500
NEW HAMPSHIRE
Keene—
WKen-TV (45) 4/22/53-Unknown
Manchester—
▶ WMUR-TV (8) ABC, DuM; Weed: 381,238
Mt. Washington—
▶ WMFT (8) See Poland Spring, Me.
NEW JERSEY
Asbury Park—
▶ WHTY (58) 10,500
Atlantic City—
WPGG-TV (46) See footnote (c)
▶ WOBN (53) 1/4/53-Unknown
Camden—
WXDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
▶ WATV (13) Petry: 4,290,000
▶ New Brunswick—
WTLV (19) 12/4/53-Unknown
NEW MEXICO
Albuquerque—
▶ KOAT-TV (7) ABC, DuM; Hollingsbery: 50,000
▶ KOB-TV (4) NBC; Branham: 53,496
▶ KGGM-TV (13) CBS; Weed: 53,496
Roswell—
▶ KSWS-TV (8) ABC, CBS, DuM; Meeker: 25,637
NEW YORK
Albany (Schenectady, Troy)—
▶ WPTV-7 (23) 6/10/53-Unknown
▶ WROW-TV (41) ABC, DuM; Bolling: 125,600
▶ WTMM (38) CBS; Blair: 125,633
▶ WTVZ (17) 7/24/52-Unknown
Binghamton—
▶ WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling: 31,308
▶ WQTV (46) 8/19/53-Unknown
▶ WNRN (40) 8/29/54-Unknown
Buffalo—
▶ WKBW-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 436,642. See footnote (a).
▶ WBUFF-TV (17) ABC, CBS, NBC, DuM: H-B: 170,000
▶ WGR-TV (2) ABC, NBC, DuM; Headley-Reed: 452,819
▶ WTVF (23) 7/24/53-Unknown
Caridge (Watertown)—
▶ WCNY-TV (7) ABC, CBS; Weed
Elmira—
▶ WTEV (24) See footnote (c)
Ithaca—
▶ WICU-TV (20) CBS; 1/8/53-Unknown
▶ WSET (14) 1/8/53-Unknown
Kingston—
▶ WCNY-TV (66) ABC, CBS, NBC, DuM; Meeker: 10,000
Lake Placid (Plattsburg)—
▶ WIRI (5) Young
New York—
▶ WABC-TV (7) ABC: Weed: 4,290,000
▶ WABD (5) DuM: Avery-Knodel: 4,290,000
▶ WCBS-TV (2) CBS, CBS Spot Sis.: 4,290,000
▶ WABC (28) 8/19/53-Unknown
▶ WHNY (T) 5/10/53-Unknown
▶ WOR-TV (9) WOR: WOR-TV Sis.: 4,290,000
▶ WTII (11) Free & Peters: 4,290,000
▶ WBAA-TV (4) NBC; NBC Spot Sis.: 4,290,000
▶ WATV (13) See Newark, N. J.
Rochester—
▶ WGRF-TV (15) 8/10/53-Unknown
▶ WHAM-TV (5) NBC; Hollingsbery: 290,000
▶ WHEC-TV (16) ABC, CBS; Everett-Mckinney: 251,780
▶ WSNY-TV (22) 4/2/53-Unknown
▶ WGR (21) 7/24/52-Unknown
▶ WVEF-TV (10) ABC, CBS; Bolling: 281,780

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating station; date of grant and commencement target date for grants.

For a real Sales KNOCKOUT in the Detroit area

CKLW-TV penetrates a population grand total area of 8,295,700 in which 80% of all families own TV sets.

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

CKLW is the most powerful radio and television coverage in the market!

Guardian Bldg.,
Detroit
J. E. Campos President
Economics of Broadcasting—Then and Now

WHEN 26-year-old William S. Paley bought the Columbia network back in 1928, he had about $1.5 million, which swung the deal. Elipso Noble in 1943 bought the Blue Network from RCA, under the forced draft of the FCC "duopoly" regulation, for a gross of $8 million and a net of about $6.4 million. In 1952 that same network operation (now the holder of five television construction permits in the first six markets) was merged with United Paramount Theatres in a $25 million gross transaction.

Last week saw a single television station—WDTV (TV) Pittsburgh—sell for $9,750,000. And there had been a higher offer to DuMont than that which bought the station for Westinghouse, to become KDKA-TV. Based on earnings, the station was worth every dollar paid for it.

But an even more spectacular demonstration of the economics of broadcasting has unfolded during the last fortnight. Estimates vary as to the amount of money Jackie Gleason will be taking in from his two new arrangements with Buick and CBS-TV, but it is beyond question that the amount is substantial, not to say staggering.

The Buick deal for a two-year run of Mr. Gleason's The Honeymooners on CBS-TV is variously reported at from $6 million to $11 million, with the most reliable evidence indicating it is around $7.5 million.

Last week Mr. Gleason announced he had signed a $5 million contract with CBS entailing production by Jackie Gleason Enterprises of a one-half-hour show in which he will not appear, production of a summer replacement for his current program, and a 15-year personal contract at $100,000 a year guaranteeing his services exclusively to CBS.

The CBS contract becomes effective two years from now, after the initial run of Mr. Gleason's Buick arrangement. Hence the comedian is assured of 17 years of income if not of work.

Seventeen years are a long time for a comedian of Mr. Gleason's ebullience to stay on top of what is bound to be vicious competition. Plainly, CBS-TV has decided to gamble on Mr. Gleason's durability and an unwavering loyalty of the public. In the network's view, it will be at least 17 years before The Honeymooners is over.

When the Whirlwinds Blow

FBI DIRECTOR J. Edgar Hoover—one of the great men of our times—Isn't given to making public utterances for the sake of notoriety. Except when called upon by committees of Congress, he usually confines his statements to yearend reports. In his 1954 year-ender, Mr. Hoover again calls for "eternal vigilance" against subversion by Communists. He alluded to infiltration in several sensitive fields, including electronics and communications.

As the new year starts, we suggest that all in broadcasting again take heed. Five years ago Mr. Hoover spelled out with particularity to a Senate committee what the Communists were up to in communications. He said their primary objective is to control communications facilities in a national emergency. Party members, he recited, "have not only infiltrated the Airways but now are persistently seeking radio channels."

Nothing has happened in the intervening years to allay that condition. Through the Korean hot war and the present tepid relations, this work, it must be presumed, has gone forward. Mr. Hoover said then that Communist schools and Communist fronts have offered training courses in connection with radio writing, acting and directing.

Broadcasting—every phase of it from transmitter to microphone and camera—is sensitive. It provides the fastest and most potent means of reaching the people.

We repeat now what we have said before: Every individual in broadcast management has a responsibility above and beyond that of the ordinary citizen. Just as every lawyer is an officer of the court, every broadcaster is an officer of the air. It is his responsibility, by whatever means available, to make certain that access to the microphone is denied those who would turn traitor when, as FCC Comr. Doerfer once put it, "the whirlwinds blow."

Drink on the House

THE NARTB's comprehensive surveys of beer and wine advertising on radio and television [BT, Jan. 3] provides statistical confirmation of what was already informally known—that the proportion of such advertising is negligible.

That knowledge is further reinforced by the less extensive report which the U. S. Brewers Foundation also sent to the House Interstate & Foreign Commerce Committee a fortnight ago.

The NARTB's statistics unquestionably be of great assistance in beating down Congressional attempts to place restrictions on alcoholic beverage advertising. As a political instrument, the association's study will be most valuable.

But involved in the repeated efforts of drys to force beer-wine commercials off the air is a vital principle which does not pertain to statistical measurements of the amount or frequency of such commercials. The principle at stake is whether federal censorship will be applied to radio and television. It is on that principle that broadcasters ought to stand.

By Constitutional amendment, the federal government has left it up to the states to decide whether the sale of alcoholic beverages is legal or illegal. It is not the prerogative of the federal government to reserve for itself the power to prohibit advertising of such beverages.

Such a prohibition would constitute unadorned censorship of a particularly objectionable kind since it would be directed exclusively against radio and television and would not affect any other advertising medium.

Let the government get away with banning beer-wine advertising from the air and there would be no consistent argument against its banning any other kind of advertising.

Whether the percentage of total broadcast time occupied by beer-wine advertising is zero or 100, it is not a matter for adjustment by the Congress of the United States.

Rayburn's Archaic Ukase

THE announcement by Speaker Sam Rayburn that he intends to forbid television coverage of House committee sessions has aroused the widespread criticism it deserves. Such a sweeping ukase is out of date in today's world of journalism.

It is to be hoped that Mr. Rayburn will at least modify his order to the extent of permitting committee chairmen to decide whether television coverage is appropriate. He could do so gracefully by announcing that he personally opposes televised hearings but that he trusts committee chairmen to make sensible decisions for themselves.

In the long run, of course, television must be given access equal to that accorded any news medium. Its undeniable virtues as an objective reporter will eventually win it that place.

Meanwhile, telecasters may have to satisfy themselves with less than total equality. But they certainly cannot be satisfied with the blanket exclusion that Mr. Rayburn has proposed.
Dixieland takes the beat from the leader: Houston, with its million people... long gone and still going.

And the hottest spots in Houston are the few left open on KTRK-TV. Programming's in the key of ABC, with KTRK-TV's local variations. It must be good, because it packs 'em in... audience and advertisers.

Get the pitch direct from us or from BLAIR-TV.
How to clear up a tv picture

Back in the 1870's a farmer near Monticello, Iowa, developed an inordinate yen for turkey giblets. To gratify it, he started killing off his turkey flock, first one a day, then two, and finally, when the habit reached drug proportions, ten a day. The pile of feathers grew so high feathers were coming out of his ears; one day he loaded them all onto a wagon and headed for town.

"What you got in the wagon, hib?"

the man at the store asked.

"Turkey feathers."

"Why?"

"Danged if I know. Reckon they good for anything?"

"Yup."

"What?"

"Dusters."

"What you gimme for the whole load?"

"Six bits or a turkey."

"Got any giblets on him?"

"Yup."

"'Sadeal."

And that's how the duster industry was started in Monticello, Iowa. Today as many as 16,000 feathers per day are washed, disinfected and mothproofed, before 50 to 200 are selected for one of the twenty different models made in Iowa and distributed all over the Western Hemisphere.

Carried to extremes, feather dusters might eventually take the place of vacuum cleaners and thereby eliminate one source of tv picture interference.

WMT-TV
Channel 2 • 100,000 Watts
Mail address: Cedar Rapids
National Reps.: The Katz Agency