Radio's rarin' in Baltimore!

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

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

Bulova's time signals on the air are familiar to millions. Equally familiar are Bulova timepieces. For more than two decades Bulova watches have been synonymous of skilled craftsmanship. Split-second accuracy and smart design proven by Bulova's wide popularity have made the public confident that to own a Bulova is to have the best. The Havens & Martin, Inc., Stations are distinguished in these same respects. Accurate programming, regulated to serve the public interest, has built a loyal and responsive audience throughout Virginia for Richmond's only complete broadcasting institution.

Join with confidence the other advertisers using the First Stations of Virginia, WMBG-AM, WCOD-FM and WTVR-TV—serving one of the South's richest areas.
Like a foot print on the sands of time WHLM covers a quality market in Pennsylvania just as a Magee Carpet covers a quality market throughout the United States.

This rich industrial and agricultural market which produced a combined annual income of $2,090,404,000 in 1954 can only be reached adequately by WHLM RADIO with 500 Watts at 550 Kc.

A new transmitter... a new antenna... a new and beautiful studio... and now a new Move to 550 Kc. which simply means a brand new coverage pattern to reach the greatest number of potential purchasers for your client's products in this increasingly productive Pennsylvania market.
Super-Powered for your profit

5 billion dollar market

* Wgal-TV

NBC CBS DuMont

LANCASTER, PA.

316,000 watts

a wonderful combination!

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

STEINMAN STATION
Clair McCollough, Pres.

CHANNEL 8-LAND

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Representatives:
MEEKER TV, INC. New York Los Angeles Chicago San Francisco
PHILADELPHIA STORY AGAIN • Although talk of NBC-Westinghouse swap of stations had subsided, reports were current again last week that network would like to get KYW-WPTZ (TV) Philadelphia, in exchange for WTAM-AM-FM and WNBK (TV) Cleveland, throwing in bundle of cash of several million to make up difference. There was no confirmation out of NBC, and Westinghouse denied current conversations. Westinghouse paid $5.5 million to Philco for WPTZ (ch. 3) in May, 1953, and presumably it's not in trading mood after its $9,750,000 purchase of WDTV (to be KDKA-TV) Pittsburgh, closed last week.

PORTENTS of biggest spectrum fight since "upstairs-downstairs" fm battle in pre-war era seen in FCC action on "split channel" operation for vehicular radio. "Split channel" action will be merely side issue, but it opens up whole question of division of spectrum between government and private services, including pressure of military for pre-emption of whatever band (chs. 2-6). Question ultimately is whether Executive Branch (White House, through Office of Defense Mobilization) should control, wresting allocation power from FCC, or new approach through "super" board (see story, page 31).

CONGRESS IN ACT • That allocations controversy (above) may reach Congress on first bounce, probably House. Congress always has regarded licensing power as its function, delegated to FCC as an expert agency. It's doubted whether Congress will condone assumption of authority by Executive Branch, notably in light of tv allocations, hamstrung by pre-emption of desirable portions of vhf spectrum for military and other non-broadcast use by Presidential fiat.

FORMER FCC Cmrs. George E. Sterling, who retired last fall for health, has taken on his first consultancy—for fast-moving Northwest Radio & Television School, headquartered in Portland, Ore., and with operations in Hollywood and Chicago, plus expansion plans for East. Author of the Radio Manual, basic communications textbook, Mr. Sterling will prepare courses and lecture on engineering for Northwest. Mr. Sterling is spending winter in Baltimore and will return to his home at Peaks Island, Me., in spring. His health is vastly improved.

UNVEILING • Brand new recording device, developed by NARTB research unit in conjunction with tests of tv circulation measuring methods, will be unveiled to tv Board members at next week's Florida meeting. Device records channel tuned by set to which it is attached, using sensitized paper spool. In NARTB tests of circulation-counting techniques this new device has been used to check findings of field questionnaires in test city. TV Board may take final steps to launch measurement project that will show tv coverage.

BET

CHAIRMAN AT BAT • Confirmation hearing on Chairman George C. McConnaughey of FCC before Senate Interstate & Foreign Commerce Committee (see story, page 74) won't be held until later January or early February because of absence of number of Senators from Washington. Mr. McConnaughey was so advised last Thursday by Chairman Magnuson (D-Wash.). It's understood practically every member of full committee wants membership on Communications Subcommittee, to be headed by Senator Pastore (D-R.I.)

LOOK FOR return of former Sen. Clarence C. Dill (D-Wash.) to Capitol Hill as consultant to Senate Interstate & Foreign Commerce Committee on matters pertaining to overall study of Communications Act, of which he was co-author. Chairman Magnuson will invite his old mentor and friend to counsel with the committee when it undertakes study of substantive law. Radio Act of 1927 (Dill-Davis bill) was embodied in Communications Act of 1934 which Senator Dill shepherded through Senate.

MEETING OVERLOAD • One means of cutting number of meetings broadcast executives must attend will be proposed redistricting of NARTB. While NARTB has drafted maps by dozens over two-decade period, one new proposal would bracket stations into eight districts and boil down annual meeting line-up to practical proportions by blending agenda of different associations and groups.

HARRY LeBRUN, assistant manager, Crosley's WLWT (TV) Cincinnati, transfers to WLWA (TV) Atlanta as general manager. He succeeds W. P. Robinson, who returns to Cincinnati to head new sales plan unit.

TO SIT OR NOT TO SIT? Jackie Gleason, during Chicago stopover Monday on way back to New York from West Coast, "revealed" that CBS had board post for him under consideration. High CBS official Thursday iterated network stand: directorate for Gleason has not been (a) considered or (b) requested.

BECAUSE of controversy over FCC's proposal to require commercial and amateur operators to swear they have no communist ties, Commission this week may call for formal argument, said to be urged by station. Claimed by Sen. Alexander Wiley (R-Wis.) as his "brain child," FCC's proposal was criticized last year by Sen. Warren G. Magnuson (D-Wash.), who wants coordinated security setup (see story, page 78).

ONE MORE CHANCE • Lorillard (Kents) cancellation of Father Knows Best, which has drawn good reviews, small audiences, is conditional, giving Father few more weeks to do better, rating-wise, or make way for new show in same time slot for same sponsor. Diagnosis: everybody loves program except public.

WHEN WMIL Milwaukee files its application for facilities of WEMP Milwaukee (see story, page 76), it will contend that Sphereis station has given up rights in 1340 kc frequency by buying 1250 kc facilities of WSNN Milwaukee. So confident are WMIL owners that they've taken option on large parcel of land situated nearer Milwaukee than present WEMP site.

TIPSY SECURITY • While government policy is not to disclose identity of persons relieved of duties under security regulations, it's learned that person who was detached from FCC during last calendar year, as listed in recent Civil Service Commission report, was an attorney on temporary duty who was arrested on disorderly conduct (drinking) charge. So far as could be ascertained, no security per se was involved.

TO arouse public on dangers of atomic attack, Federal Civil Defense Administration is making series of short films for tv presentation. This week, FCC Cmr. Robert E. Lee and A. Prose Walker, NARTB engineering chief, will be among voluntary participants in film to be made in Dayton through courtesy of WHO-TV, Cox owned station. Robert D. Link, FCC engineer stationed in San Francisco, has been assigned to this project. Such figures as Edward R. Murrow and John Cameron Swayze, noted commentators, also expected to participate in series.

DISNEY DAYTIMER • Despite refusal of ABC officials to comment on Disney kid show plans for ABC-TV [CLOSED CIRCUIT, Jan. 10], reports from Hollywood indicate deal firming up as Monday-Friday series in 4-5 p.m. hour, starting in fall after completion of Disneyland, where show will originate.
In one ear... and in the other...

Lend an ear to the man from Blair, or let WHB General Manager George W. Armstrong bend your aural extremity.

WHB TAKES OVER KANSAS CITY*

*HOOPER RADIO INDEX—7 a.m.-6 p.m., Monday-Friday, Nov.-Dec., 1954
Sale of WOKY-TV Milwaukee to CBS-TV gets FCC approval.

FCC Friday, by 3-2 vote, approved $335,000 CBS purchase of ch. 19 WOKY-TV Milwaukee from Hennock and Van Volkenburg. To move to site of WOKY-TV plant. FCC is paying $26,000 for WOKY-TV studio and equipment at 527 N. Old World 3rd St., Milwaukee. To move to site for new studio building and Mr. Poller is paying CBS $268,000 for WOKY-TV plant [B+W, Oct. 25, Nov. 22, 1954].


On heels of FCC action, CBS-TV President J. L. Van Volkenburg announced CBS will take over WOKY-TV operation or about Feb. 13. He also said station will begin carrying major CBS TV in about three weeks. Call letters will be changed to WXIX (TV), Mr. Van Volkenburg said. Station will be managed by Edmund C. Bunker, former general sales manager of CBS-owned KNXT (TV) Los Angeles.

With move into Milwaukee, CBS becomes first network to own uhf outlet. In addition to Los Angeles outlet, CBS owns WCBS-TV New York, WCBS-FM New York City, all on ch. 2. It is applicant for St. Louis' ch. 11 and is awaiting FCC action on $3 million purchase of ch. 9 WSTV-TV Steubenville, Ohio, which is seeking to move into Pittsburgh area. Under new multiple ownership rules, single entity may own up to seven tv stations, but only five may be vhf.

Gist of Comr. Hennoch's lengthy dissent was to reiterate her opposition to liberalized ownership rule and also to express unhappiness at plight of WCAN-TV, present CBS-TV affiliate in Milwaukee. Milwaukee Journal's WTMJ-TV on ch. 4 is NBC-TV affiliate there. Milwaukee Area's WTVV (TV) on ch. 12 is ABC and DuMont affiliate—and is being sold to Hearst Corp. (WISN Milwaukee) for $2 million [B+W, Jan. 10]. Two applicants remain for ch. 6 assignment, with Channel 7 (Milwaukee suburb), with Hearst withdrawing. Milwaukee ch. 30 is still unsought.

Commission also said Friday that WTRK (TV) Albany protest at first FCC grant of transfer of WRGB-TV Albany to CBS newscaster Lowell Thomas (see early story, page 82) which sought to hold up Milwaukee purchase would not be prejudiced by this action.

FCC notices on two sales.

FCC Friday released copy of second McFarland letter notice sent WSFA Montgomery, Ala., concerning its proposed sale for $560,000 to WKY-AM-TV Oklahoma City [B+W, Dec. 20, 1954]. In McFarland letter to KBOX Modesto, Calif., respecting proposed sale for $75,000 to McClatchy Broadcasting Co. Letter to WSFA said FCC is concerned about protest charges against newspaper advertising and treatment of all competitors. Reply to suit is filed from local lawyer, Mr. Geller, Chicago, to handle its advertising. Radio-tv will be used. Happiness allocated $5,000 for radio and $10,000 for tv in 1954.

**FREQUENCY CHAOS**

FCC Comr. E. M. Webster is expected to jump into problem of growing frequency chaos this Wednesday in dinner talk before Armed Forces Communication Assn. at New York's Hotel Belmont Plaza (see story, page 31). To talk on "Implementation, Cooperation and Self Regulation," he also may call for better equipment design, especially receivers, to help ease spectrum pressure, particularly in mobile and industrial fields.

Dow, Samsonite Promote New Magnesium Luggage

DOUBLE-BARREL effort by Dow Chemical Co. and Samsonite Corporation to manufacture Samsonite Ultralite luggage, will be made to promote newest luggage, first mass-produced consumer product to be made of Dow magnesium, said to be the lightest, strongest structural metal. Television, radio, newspapers and magazines will be used.

Special two-minute commercial will be used on Mr. District Attorney tv show, first minute describing Dow magnesium and final minute telling story of Samsonite Ultralite. Grey Adv., N. Y., is agency.

'Digest' to Auto Sponsor

PURCHASE of 'Tv Reader's Digest' on ABC-TV for itself and dealers announced Friday by Studebaker-Packard Corp., Detroit, coincident with first public showing of new Packards and Studebakers for 1955 Chicago (Feb. 17-18) show. Program premieres today (Monday), with claim that half-hour series will cover 75% of U.S. tv homes at start, and subsequent shows to be alternated by Studebaker and Packard Divisions and dealers. Decision to enter tv was made by local dealer groups "for national continuity of advertising efforts" to supplement newspaper space and provide basis for local promotion, it was explained.

**ROY ROBERTS CHARGES DROPPED**

CRIMINAL CHARGES alleging monopolistic news and advertising practices against Roy Roberts, president of Kansas City Star (WDFA-AM-TV Kansas City, Mo.), were dismissed Friday in U. S. District Court at request of Attorney General's office. However, criminal charges against Star and its advertising director, Emil A. Sees, as well as civil charges against Messrs. Roberts and Sees and Star are still in effect.

**BUSINESS BRIEFLY**

**SALT FIRMS NEGOTIATE** Morton's Salt, Diamond Salt and third salt company negotiating with NBC-TV for continued participation on Today, Home and Tonight, adding to trend in television toward competitive product cooperation on sponsorship of same programs.

**NASH SUPPLEMENTING** Nash cars through Geyer Inc., N. Y., planning to supplement its sponsorship of Disneyland on ABC-TV with two-day (Feb. 17-18) spot announcement campaign in six television markets.

**SHEAFFER SIGNS** Sheaffer Pen Co., Des Moines, signs to sponsor weekly Who Said That featuring John Daly, on ABC-TV (Wed., 9:30-10 p.m. EST), starting February 2. Agency: Russel M. Seeds Co., Chicago.

**REVLOON NAMES BBDO** Revlon Products Corp., N. Y., names BBDO, same city, for its Revlon Silken-Hair spray and Aquamarine shampoo, and other women's hair products now in development. Sullivan, Sheaffer, Colwell & Bayles, N. Y., had been servicing Silken-Net but resigned account about first of year.

**K+E APPOINTED** Glass Container Manufacturers Institute names Kenyon & Eckhardt, N. Y., to handle its advertising program, effective immediately.

**SHULTON EXPANDS** Shulton Inc. (toiletries), N. Y., through Wesley Assoc., N. Y., will step up its 1955 advertising to include its four women's toiletries. Radio and tv media plans not yet determined.

**BRAN ANNOUNCEMENTS** National Biscuit Co., N. Y., for its 100% Bran Flakes, is preparing spot announcement campaign on 80 radio stations, effective Feb. 7 for five weeks. Kenyon & Eckhardt, N. Y., is agency.

**SAUCE CAMPAIGN** McIlhenny Co. (Tabasco Sauce), New Iberia, La., planning radio-tv spot announcement campaign in about 22 markets, effective Jan. 24 for 26 weeks. Scheduler, Beck & Werner, N. Y., is agency.

**TOURS NAME AGENCY** Happiness Tours and Journeys International, Chicago, appoint Weiss & Geller, Chicago, to handle their advertising. Radio-tv will be used. Happiness allocated $5,000 for radio and $10,000 for tv in 1954.

**SILVER IN SPRING** International Silver Co. planning early spring campaign to introduce new pattern. Radio-tv spot campaign to be included. Young & Rubicam, N. Y., is agency.

**NEW WSB-TV SCHOOL PROJECT**

TV MAJORS at U. of Georgia Grady School of Journalism to get practical tv operating experience in new WSB-TV Atlanta Saturday series, Campusa: Georgia, starting Saturday under joint auspices of school and station. Idea developed as cooperative effort by Georgia C. Biggers, director, Atlanta Newspapers Inc. (WSB-TV licensees); J. Leonard Reinsch, managing director, Cox stations; John M. Butler, WSB-AM-FM-TV manager; U. of Georgia President O. C. Aderhold, and Grady Dean John L. Drewry.

January 17, 1955 • Page 7
It's Easy When You Know How!

KANSAS CITY: KCMO Radio & KCMO-TV
SYRACUSE: WHEN Radio & WHEN-TV
PHOENIX: KPHO Radio & KPHO-TV
OMAHA: WOW Radio & WOW-TV

Affiliated With BetterHomes and Farming

Meredith Radio and Television Stations

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co., and Blair-TV

Successful Magazines
Amarillo Ch. 7 Deleted; Two Pennsylvania Reprimands

DELETION of ch. 7 KLYN-TV Amarillo, Tex., for failure to prosecute and complete construction announced by FCC Friday in order terminating hearing case. Post-freeze deletions total 123 (22 vhf, 10 uhf).

In other actions FCC reprimanded by letter WKRZ Oil City and WEMR Emporium, Pa., and Curt Doedlive, WEMR employee, in connection with operation violations (which have been remedied). Show cause proceedings were dismissed.

Connel plan was extended to include international broadcast and noncommercial fm stations in defense emergency. As in case of other radio services, they would leave air during alert except certain outlets specifically authorized to function under controlled conditions.

WJRT (TV) Transmitter Move Meets WKNX-TV Opposition

NEW OPPOSITION entered Flint ch. 12 case when ch. 57 WKNX-TX Saginaw, CBS-TV and ABC-TV affiliate, notified FCC that it was party in interest in application of WJRT (TV) Flint to move its transmitter site 20 miles northwest of city. WKNX-TV asked FCC to withhold action on the application.

WKNX-TV claimed that WJRT would put 77 dbu signal over Saginaw and 24 miles northward (Bay City) and 37 miles westward of Saginaw from its proposed new site. This is principal city signal, WKNX-TV claimed, and brings WJRT into direct competition with it in this area. WJRT transmitter move is only to acquire CBS-TV and ABC-TV affiliation, WKNX-TV said.

Because it has rule-making proposal pending which would prohibit a tv station from locating its antenna more than five miles from the boundary of the city to which channel is allocated (FCC, Dec. 20, 1954), WKNX-TV said Commission should withhold action on Flint transmitter site change until it acted on rule-making proposal.

At same time, WJRT asked FCC to dismiss joint petition by unsuccessful applicants WDFT Flint and W. S. Butterfield Theatres Inc. seeking to reopen hearing and stay grant [8R,T, Jan. 3].

WOR Plans Gambling Fete

AS TRIBUTE to John B. Gambling for 30-year association with WOR New York, where he has been continuously sponsored on participating basis, station reported Friday it has arranged what it calls “Humana Alarm Clock” celebration to be held March 8 at Madison Square Garden, which has seating capacity of 17,500. Station’s entire morning line-up from 7:15-11 a.m. will be broadcast that day from Garden, with public invited and leaders in entertainment and business world set to appear. Mr. Gambling, who currently has four programs on station, began his WOR career on March 8, 1925, and earned reputation as “wake-up” personality.

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UPCOMING

Jan. 21: Utah Broadcasters Assn., Hotel Utah, Salt Lake City.
Jan. 22-23: Third Annual Retail Advertising Conference, Sheraton Hotel, Chicago.

(For other Upcomings see page 121.)

LADY OF HOUSE

FRIDAY morning listeners to KDKA Pittsburgh heard repeat of exclusive interview obtained Thursday night when Jerry Landay, newsmen, tracked down woman who crashed Speaker’s rostrum Thursday in House of Representatives. He traced Mrs. Grace Jackson Clark to Washington hotel and interviewed her by beep telephone. Interview was aired three times Thursday night. Mrs. Clark is resident of New Kensington, Pittsburgh suburb.

CBS-TV Signs Two in Canada

CJIC-TV Sault Ste. Marie, Ont., and CBHT (TV) Halifax, N. S., have joined CBS-TV as secondary affiliates, Herbert V. Akerberg, CBS-TV station relations vice president, announced Friday. CJIC-TV, on ch. 2, is independently owned but represented by Canadian Broadcasting Corp. CBHT, on ch. 3, is owned and operated by CBC. Contact for both stations is Walter Powell, CBC commercial manager, Toronto, Ont.

WOPA Buys KXEL Waterloo

SALE of controlling interest in KXEL Waterloo, Iowa, by Joe DuMond for combined consideration of about $175,000 to WOPA Oak Park, Ill., was filed with FCC Friday. Mr. DuMond sells 80,000 sh. (58%) and several others sell 5,000 sh. for total $54,000 while Mr. DuMond sells rights to name Josh Higgins in KXEL identification and promotion for $125,000. Before transfer, KXEL agrees to redeem for $56,100, 25,100 sh. held by estate of late Horace Lohnes, Washington radio-tv attorney.

Kitter to Lamb Case

CHIEF counsel for remainder of FCC’s hearing on license renewal of Edward Lamb’s WICI (TV) Erie, Pa., will be Joseph M. Kitter, assistant chief of Broadcast Bureau, Commission confirmed Friday [CLOSED CIRCUIT, Jan. 10]. Earlier in week, Mr. Kitter participated in argument resulting in further continuance of resumption of case to Feb. 9. Mr. Lamb has pending petition for severance of issues and immediate decision on his qualifications, charging Broadcast Bureau’s case is bankrupt of evidence.

PEOPLE

CAPT. W. H. (Bill) BELTZ has returned to duty as Director of Naval Research Laboratory, Washington, after four months hospitalization recovering from major abdominal surgery last September. Prior to World War II he was head of RCA Engineering Products on West Coast.

WILLIAM A. CHALMERS, formerly vice president and director of television and radio, Kenyon & Eckhardt, N. Y., and Campbell-Ewald Co., Detroit, to P. J. Shelley & Assoc., Los Angeles, as director of radio-tv and account executive.

Century Says 300 Stations Accept Program-Time Deal

MORE THAN 300 radio stations have accepted Century Broadcasting System’s offer of five free hours of programming per week in exchange for five one-minute availabilities to be sold by Century [CLOSED CIRCUIT, Jan. 10]. General Manager Jack Miller said Friday. He said negotiations with advertisers and agencies were set to start today (Mon.), looking toward sale of minute spots, and that program service is scheduled to start Feb. 28.

Offer calls for Century to provide stations two free half-hour programs daily, Monday through Friday, featuring such name-star talent as Milton Berle, Dinah Shore, Frank Sinatra and Martin & Lewis in one called “Ask the Stars,” and such talent as Patti Page, Kaye Starr and Peggy Lee in other. Each program would have four spots available for sale by stations. Payment to Century would be in form of one minute of time daily, Monday through Friday, preferably in 7-9 a.m., 11 a.m.-1 p.m., or 5-7 p.m. period. Mr. Miller said Century would sell spots at station’s card rates, and would pay agency and representatives’ commissions. Century is subsidiary of Columbia Amusement Corp., New York, talent agency.

Falstaff Negotiating

CBS-TV was reported Friday to be negotiating with Falstaff Brewing Co. and its agency, Dancer-Fitzgerald-Sample, for next summer’s Game of the Week major league baseball tv series, carried under Falstaff sponsorship last year on ABC-TV. If successful, CBS-TV will schedule games Saturday afternoons.

Blair Ty Names Katz

MARTIN KATZ appointed director of special sales project department at Blair-Tv, station representation firm. Mr. Katz, with tv sales experience both in Philadelphia and New York with WCAU-TV and WOR-TV, respectively, will headquarter at Blair-Tv’s New York office.

Maddux Joins Miller

R. C. (Pete) MADDUX, formerly vice president and member board of directors of WOR and WOR-TV New York and partner in firm Davidson & Maddux & Assoc., joins C. L. Miller Co. as vice president and director of radio and television.

Robert Harris Leler

FUNERAL services were held Friday for Robert Harris Leler, 35, Midwest district manager of Television Programs of America. He was killed Wednesday in plane crash at Burlington, Ky. He is survived by his wife, Sybil; a son, Merrick; his mother and brother.
the week in brief

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WEBC RADIO

is on the go to...

5600

with

More Coverage of America’s
EXPANDING MARKET!

Yes, WEBC, the pioneer station of North Central
America, is moving to a new spot on the radio dial

...560 KC. From this vantage point WEBC will
serve some 212,550 radio families in 30
Minnesota, Wisconsin and Michigan counties
(0.5 MV/M). Many thousands more on the
periphery will enjoy WEBC’s new
streamlined programming.

Get the complete WEBC story from a Geo. P. Hollingbery man in Chicago, New
York, Atlanta, Los Angeles or San Francisco.

THE NBC STATION
for North Central United States

WEBC

5000 WATTS ... 560 KC

WEBC Building, Duluth 2, Minnesota

Broadcasting • Telecasting
January 17, 1955 • Page 11
It's an Old
Pop the champagne cork...shower the confetti...kiss the girl nearest you...
that's the traditional American way of ringing out the old, ringing in the new.

Just as strong an American habit is the viewing of local TV programs.
Families by the thousands faithfully watch their favorite "neighborhood" personalities
day after day...like their hometown cooking expert, newscaster, kid emcee,
sports announcer, for example. It's ingrained...it's part of a pattern of life...
and it's certainly a pattern of profit for alert advertisers.

WSB-TV........Atlanta
WBAL-TV........Baltimore
WFAA-TV........Dallas
KOA-TV..........Denver
WICU............Erie
KPRC-TV.........Houston
WJIM-TV.........Lansing
KARK-TV.........Little Rock
KABC-TV.........Los Angeles
WTVW...........Milwaukee
KSTP-TV.........M’p’l’s-St. Paul
WSM-TV.........Nashville
WATV...........New York
WTAR-TV........Norfolk
KMTV...........Omaha
WTVH-TV.........Peoria
WENS............Pittsburgh
WOAI-TV.........San Antonio
KFMB-TV.........San Diego
KGO-TV.........San Francisco
KREM-TV.........Spokane
KOTV...........Tulsa
KEDD............Wichita
ABC Pacific Television
Regional Network
When She Talks... They Listen!

NINA WRIGHT

Packs her daily morning program with a wealth of information, helpful to both urban and rural housewives. Broadcast from her kitchen, Nina places major emphasis on the important subject of food. In addition, she frequently discusses other subjects of vital importance to women—fashion, good grooming, current events and civic affairs. Guest interviews are often a part of her interesting programs.

Several times each month, Nina Wright is invited to appear as featured speaker at area functions, or to give homemaking and cooking demonstrations. In towns and cities throughout KSOO’s 60-County Coverage Area this past summer, the average attendance at a Nina Wright appearance was 24% of the total population. The only publicity used to attract housewives to these events were announcements in the “NINA WRIGHT SHOW” itself. Yes, when Nina Wright talks, homemakers listen. And when Nina Wright sells your product, homemakers BUY! This popular KSOO “Personality Show” draws listeners at a low cost per thousand of approximately $15 cents.

*based on Nielsen Coverage Service Figures

NINA WRIGHT SHOW
10:25 A.M.—Mon. thru Fri.

KSOO
Sioux Falls, S. D.

Nationally Clear Channel 1140 KC
ABC Radio Affiliate

10,000 WATS DAYTIME
5,000 WATS NIGHTTIME

Represented Nationwide by Avery-Kendel, Inc.

IN REVIEW

PROFESSIONAL FATHER

THE IDEA of a TV series based on the troubles experienced by a child psychologist in attempting to apply his book-learned ideas to his own children is sound enough. The trouble with Professional Father began Jan. 8 as a Saturday, 10-10:30 p.m. series on CBS-TV, is that the good basic idea is executed on the comic strip level.

To begin with, the characters are absurd. The father-psychologist is pictured as too dumb to match wisps even with a six-year-old child, yet somehow he earns enough to support a comfortable suburban home, complete with maid. The publisher who comes to discuss the hero’s book decides to publish it only when a couple of neighbors march in to complain of the ideas it has given their children, yet he is supposed to be an astute businessman. The plumber, who takes time out from his job to play with the children, “at half pay,” is such a poor example of a working man as to make a union boycott of this series not at all improbable.

Next, the plot was as ridiculous as the characters, its central theme that young children would read a treatise on child psychology, latch on to the idea that it is normal for children to be noisy and disorderly and decide to harass their elders by acting normally. To be consistent with the writing, the program should have been produced as slapstick comedy, but the producer and director tried to make the actors take their roles seriously and behave like real people. Their failure was inevitable. The kids in the cast had a fine romp, while their elders suffered through their parts.

Production cost: Approximately $30,000. Sponsored by Helene Curtis Industries Inc. for hair care products through Earle Ludgin & Co. and Gordon Best Co.

Broadcast on CBS-TV, Sat., 10-10:30 p.m.

Created and produced by Harry Kromman; executive producer: Ben Finner Jr.; director: Sherman Marks.


YELLOW JACK

ALL HANDS associated with the “Yellow Jack” production on Producers’ Showcase last Monday evening give a round of applause for bringing to the television audience throughout the country 90 minutes of theatre at its best.

All of the elements of excellent theatre were fused into one unit—a story of substance with excitement, suspense and spirit of adventure; a highly gifted cast; striking and purposeful lighting effects; robust characterization, and well-paced direction.

In less capable hands, the oft-repeated story of Dr. Walter Reed and his efforts to conquer yellow fever could have suffered from sticky oversentimentality and exaggerated heroics. It is a high compliment to James P. Miller, who wrote the tv adaptation, and to all others associated with the production that Yellow Jack emerged as a most effective theatrical teleplay, emotionally packed but tempered with restraint and sensitivity.

Lorne Greene, substituting for Broderick Crawford in the role of Dr. Reed, offered a skilled portrayal of the quiet but dedicated scientist, who devoted his life to the eradication of the human "guinea pigs." Dane Clark, Dennis O’Keefe and Carlos Montalban were highly effective as scientist-associates of Dr. Reed. In a star-studded cast that included Raymond Massey, Victor Jory, E. G. Marshall, Rod Steiger and Eva Marie Saint, special praise should go to Jackie Cooper. In his role of a soldier who years to become a physician Mr. Cooper fashioned a most heart-warming characterization.

The high level of performance of this production of Producers’ Showcase extended even to the commercials. Presented on behalf of RCA Victor television sets and records, Mercury cars and Ford tractors, the commercials were fresh, original and imaginative. Those fortunate to view them in compatible color were treated to a visual treat.

The Playwrights’ Company served as guest producer for the Producers’ Showcase presentation of “Yellow Jack.” It is to be hoped that television will continue to be blessed by offerings of this theatrical organization.

Production costs: Estimated $150,000. Sponsored by RCA and Ford Motor Co. through Kenyon & Eckhardt.

Broadcast as Jan. 10 program of Producers’ Showcase series of color telecasts on NBC-TV every fourth Monday, 8-9:30 p.m. EST. Producer of “Yellow Jack” was The Playwrights Co., with Fred Cole as NBC-TV producer; director: Delbert Mann; technical director: Larry Elkkann.

Adapted for tv by James P. Miller from Sidney Howard’s dramatization of a chapter in Paul de Kruif’s book, Microbe Hunters.


Settings by Ots Riggs.

BOOKS


The principle of transistor operation, the way transistors are made and their use in electronic circuits are described in this volume, which the authors, in their preface, hope "will be a practical and useful guide and reference to those entering this fascinating field, as well as to those already in it." Written for technicians and engineers, the volume gives a good picture of transistors and their place in electronics. Each chapter is accompanied by a reference list for those who wish to do further reading.
Dominant in the capital district of New York State...

ALBANY, TROY, SCHENECTADY

WTRY

CBS RADIO NETWORK

Announces the appointment of

JOHN BLAIR & COMPANY

as their exclusive national representative

Effective February 1, 1955
There was once a near-sighted lady time buyer with red hair and a mathematical bent who loved dancing, hated glasses and knew her business. She could name all of the vice-presidents of CBS and on Sundays at eight she watched Ed Sullivan.

One Friday morning a fellow from Branham sent in his card, after scrawling on it, "Want to show you a new one—Charleston-Huntington." He figured he would leave eight or ten cards in agencies around the Avenue, then knock off early for a running start on the week-end.

He was a conscientious sort but couldn't write worth a damn and when the lady read his card she said, "Send him right in."

The rep was taken by surprise. He'd been there a dozen times before without getting past the receptionist. Walking back to the lady's office however, he recovered sufficiently to ask as he entered, "Was it the 402,583 television homes in the WCHS-TV Channel 8 coverage area—the high per capita spending in West Virginia—or the CBS program rating picture—that got me in to see you?"

"Coverage? Ratings? You off your rocker, Jack? I thought you wrote you wanted to show me a dance. Besides, your figures are obsolete. The WCHS-TV coverage area has 402,584 tv homes."
**OPEN MIKE**

**Georgia Marches On**

**EDITOR:**
The article on Georgia was terrific. Please send us 500 reprints which will be used for station publicity and also for our local Chamber of Commerce. It's a good story.

**Virge E. Craig, Mgr.**
**WLET, Toccoa, Ga.**

**EDITOR:**

**REQUEST PERMISSION TO REPRODUCE IN ATLANTA JOURNAL-GEORGIA ECONOMIC PROGRESS CHARTS AND CONDENSATION OF THE GEORGIA MARKET STORY BY J. FRANK BEATTY FROM DEC. 27 BROADCASTING-TELECASTING MAGAZINE WITH FULL CREDIT IN ANY MANNER YOU MAY SPECIFY.**

**WILLIAM L. RAY JR. MANAGING EDITOR ATLANTA JOURNAL**

[Editor's Note: Permission granted.]

**EDITOR:**

... indeed a good story.

**Ralph McGill**
**Editor**
**Atlanta Constitution**

**EDITOR:**

Frank Beatty's article on Georgia is excellent. And to have mention of Thomson and WTW, brings us cheer. There was a slight error in the article—Frank Hash manages the station which I own, but he and I own, on a fifty-fifty basis, two weekly newspapers, The McDuffie Progress and The Columbia News. He manages both papers.

Also, as to the sign on the office door—it should read: "It's nice to be important but it's more important to be nice."

**Edgar Kohak, President**
**WTWA, Thomson, Georgia**

**EDITOR:**

The article is excellent and should do much to accurately portray the situation in this great state of ours to all who may be interested in it from a marketing and economic viewpoint.

**I. A. Metz Jr., Exec. Dir. Savannah Chamber of Commerce, Savannah, Ga.**

**Sheppard Trial Coverage**

**EDITOR:**

In the Jan. 3 issue you have... a story regarding the radio coverage of the Sheppard trial here in Cleveland. I was a bit surprised that any station would be hollering, "We got it on first..." That has pretty much gone by the boards in favor of good, complete and thorough service to listeners. Actually the question of what outlet puts an item on at what time doesn't count much mustard. It is the meat you put on the bones that fills the tummy of the listener.

From the beginning of the trial WDKO was originating news shots from the Criminal Courts building, doing 10 a day [and] feeding [them] to a network of 15 stations on fm relay. The time consumed, the expense of the operation and the extent of the coverage all lump up into what I feel is a pretty good contribution in the realm of community service.

Not all the Cleveland stations covered the trial but those that did: WDKO, WERE, WTAM, WGAR WRS, WHK and WNBK ([TV] with WXEL-TV), did a good thorough job. Two Akron stations WCLE and WAKR, also covered the trial fully. It was a long and arduous grind but it must be admitted that it was darned good coverage.

**Kenneth Bichl**
**News Director**
**WDOK, Cleveland**

**Dual Affiliation in San Antonio**

**EDITOR:**

On Page 81 of your Jan. 10 issue, you carry a story regarding new ABC-TV affiliations mentioning WOAI-TV (San Antonio). While this story is technically factual, it might be misleading as it might indicate that the KENS-TV affiliation had been dropped in favor of WOAI-TV. Actually, KENS-TV, until Dec. 11, had a first call affiliation agreement, but upon expiration, new contracts were negotiated with both KENS-TV and WOAI-TV, whereby both stations are affiliated but neither one has first call and all business is offered simultaneously to each, with the client making the final choice on basis of clearance, etc.

**Albert D. Johnson, Gen. Mgr.**
**KENS-TV, San Antonio, Tex.**

**More Vhf Assignments Urged**

**EDITOR:**

It is noted that the FCC proposes to make changes in its rules to permit low power tv stations in communities under 50,000 population [AT DEADLINE, Dec. 20, 1954]. The Commission feels such a rule change will go a long way toward the expansion of tv on a nationwide basis.

Unfortunately, the Commission proposal does not involve any other changes in the rules and standards, such as assignment spacings. It is conceded that the vhf assignments are based on maximum power by all stations on ch. 2 through 13. Now, since low power tv is being given consideration, why not permit additional vhf outlets on any channel where no interference would be caused to an existing station?

Thusly, if a 5,000 watt maximum radiated power station could be operated on a vhf channel without interference to stations now operating or authorized or allocated, such a station could be granted by the Commission. Such a procedure is followed on the am band; you get a grant for only the power that may be used to advantage.

The present proposal is only a token of what could be accomplished by making full use of the vhf band. True, many of the already suffering vhf operators might object, but maybe they, too, could go vhf under such a proposal.

**Edwin Mullinax, Gen. Mgr.**
**WLAG, La Grange, Ga.**

**Sight Without Sound**

**EDITOR:**

I read the interesting bit on telops "Keeping 'Em Happy While They Wait" [BW, Dec. 13]. One of the telops sort of disturbed me. I remember watching one of my favorite tv mystery shows when the network sound broke down. Naturally I had to wait and watch the slide until the sound trouble was cleared up.

I can't figure out why the station announcer can't just announce the sound trouble without the picture being tampered with. I am sure that most viewers would rather watch a portion of a program without sound, than the telop, no matter how amusing it may be.

**Talis R. Smith**
**St. Paul, Minn.**
greater
Nashville
watches
channel 5

The station for 62 Tennessee and Kentucky counties—a billion dollar market reached by Nashville’s highest towered, maximum powered station.

WLAC-TV

100,000 watts
CBS Basic Affiliate
Nashville, Tennessee

For availabilities, check our national reps, The Katz Agency
EVERYBODY listens to KOIN'S Mr. Radio in the BIG Oregon Market

KOIN'S ART KIRKHAM

26 continuous years of selling merchandise

LISTENER CONFIDENCE... that's what sells merchandise... and listeners have confidence in KOIN's Mr. Radio, Art Kirkham.

Art has been a vital part of Northwest community life for 26 years—people know him... like him... believe him. His rating for his 4:30-5:00 p.m. daily "Newspaper of the Air" program is tops, (6.5 Sept.-Oct. '54 Pulse) his results are outstanding.

only KOIN has its own staff of musicians

No other station in this market has its own orchestra. Listeners appreciate this extra quality and service that KOIN provides. For more sales-per-dollar contact KOIN or CBS Radio Spot Sales for complete availabilities.

KOIN RADIO PORTLAND, OREGON

CBS RADIO NETWORK Represented Nationally by CBS RADIO SPOT SALES

MILESTONES

BECKLEY SMITH, newscaster for KQV and WJAS, both Pittsburgh, is celebrating the beginning of his 21st year with WJAS. Mr. Smith also is marking his 21st year of sponsorship by Kaufmann's Department Store, Pittsburgh. The store's sponsorship, though continuous, has been split between the two stations.

RAYMOND OLSON, radio program director, WOW Omaha, Neb., is celebrating 15 years of service to the station. META SPARKS, secretary, farm service dept; MERRILL WORKHOVEN, radio production manager, and JAMES McGAFFIN, news editor, are marking their 10th year with WOW.

ROBERT J. KORETZ, vice president and director, Foote, Cone & Belding, Chicago, and GWENDOLYN DARGEL, assistant timebuyer, are marking their 25th anniversaries with the agency.

STERLING V. COUCH, traffic manager, WDRC-AM-FM Hartford, Conn., is observing his 27th anniversary with the station.

PAULINE ADAMIS, Hellenic Hour hostess, WKNB New Britain, Conn., is celebrating her 14th year in radio.

W GAR Cleveland is marking its 25th year of broadcasting service.

JANET ROSS, women's show personality, is celebrating her 20th year as director of KDKA Pittsburgh's Shopping Circle.

THE KOIN KLOCK, KOIN Portland, Ore., morning program, celebrated its 24th anniversary last month.

WXEL (TV) Cleveland is commemorating its fifth year of commercial operation.

WOAI-TV San Antonio, Tex., is observing its fifth anniversary on the air.

DORSEY CONNORS, women's "do-it-yourself" program hostess, and CLINT YOULE, weathercaster, are celebrating their fifth and sixth anniversaries, respectively, at WNBQ (TV) Chicago.

WDSU-TV New Orleans is beginning its seventh year of television operation.

CBS-TV's The Big Payoff, quiz program, is beginning its fourth year on television.

THE Philadelphia Roundtable, community discussion program, is observing its fifth anniversary on WFIL Philadelphia.

HILARY BODGON, personality, WJAS Pittsburgh, is marking the start of his 11th year with the station.
BROAD COVERAGE

in the land where radio reigns

Taking the measure of big Aggie is a man-sized job. It's a big figure to work with. For Big Aggie Land is a land of 190 counties in parts of 5 states in the great Upper Missouri Valley — Minnesota, the Dakotas, Nebraska and Iowa.

WNAX-570 strides the length and breadth of Big Aggie Land. Plays a far bigger role in the lives of the 670,000 families in this area than any other medium. (To most of these families TV simply means Taint-Visible.)

Yes, this is the land where radio reigns . . . morning, noon and night. And WNAX-570, the Big Aggie Station, is radio in prosperous Big Aggie Land.

Whatever media you buy in other lands, there is only one low-cost, high-return way to sell the 670,000 families in the great Upper Missouri Valley. WNAX-570.

BIG AGGIE LAND:
Where 80% of the homes hear WNAX-570 from 3 to 7 times a week.

WNAX-570
Yankton, South Dakota
A Cowles station. Under the same management as KVTV Channel 9, Sioux City, Iowa.
Don D. Sullivan, Advertising Director.
Ask your Kotz man. CBS Radio
Decision-makers at the point-of-sale are...

Sunshine Biscuits, Inc. and the men from Cunningham & Walsh are Sold on Spot as a basic advertising medium!

National Spot advertising can help move your merchandise off grocery store shelves—just as it does for Sunshine Biscuits.

Spot, with its total flexibility, permits Sunshine to choose its markets to meet specific sales problems. After careful study and analysis, Sunshine's agency, Cunningham & Walsh, makes its recommendations.

**HOW MUCH SPOT?** The Spot recommendations may range from a saturation schedule to just one commercial announcement in a market, depending on Sunshine’s sales objectives. Sunshine's Spot advertising, on both Radio and Television, is coordinated with its advertising in other media to do a complete pre-selling job.

**HOW TO GET ADDED POWER?** The stations represented by NBC Spot Sales follow through with merchandising support—like highly successful Radio Chain Lightning—that moves merchandise off grocers' shelves faster than any other media merchandising plan. (Ask the successful advertisers who are using it over and over.)

With Spot, you too can move into a market quickly—any market in which your sales manager needs strong support—and you can do it within a matter of days, or even hours.

**HOW TO PUT SPOT TO WORK?** Let your advertising agency, or an NBC Spot Salesman show you how Spot can fit into your selling plans. They'll tell you how Spot can sell for you in 11 major markets that account for 45% of the nation's food sales.

Business executives are Sold on Spot because more merchandise is Sold on Spot...

...and some Spots are better than others! 

---

**NBC SPOT SALES**

30 Rockefeller Plaza, New York 30, N. Y. 
Chicago Detroit Cleveland Washington San Francisco Los Angeles Charlotte Atlanta Dallas

*Bomer Lawrence Associates*
ON SPOT

Norman Smith Advertising Manager, Sunshine Biscuits, Inc.

Newman McEvoy Vice President and Media Director, Cunningham and Walsh

George Dietrich National Manager, Joseph Gavin Time Buyer, Radio, NBC Spot Sales

representing TELEVISION STATIONS:

WRGB Schenectady, Albany-Troy
KONA-TV Honolulu, Hawaii
WRCA-TV New York

WNBC Chicago
KRCA Los Angeles
WNBQ Chicago
KPTV Portland, Ore.
WAVE-TV Louisville

representing RADIO STATIONS:

WAVE Louisville
KGNU Honolulu, Hawaii
WRCA New York

WMAQ Chicago
KNBC San Francisco
WTAM Cleveland

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Mention Texas at a broadcast meeting and the subject's likely to turn to the Southwestern representative of the industry's "Dub" and "Bud" team, which consists of W. D. Rogers Jr. of KDUB-TV Lubbock, "Dub," and Lawrence H. Rogers II, WSAZ-AM-TV Huntington, W. Va., who bears the "Bud" cognomen. "Dub" Rogers is 100% Texan, including 54½-gallon Stetson, but he's broadminded about it. In the fall of 1953 he rode up the West Coast on two floppy trains; gazed at the mountains to the east and west of Seattle; took a look at the Columbia River and wound up with a boat trip down Puget Sound to Victoria and back. Frankly, he was impressed.

The next day he started an NARTB district meeting clinic in Seattle with this generous tribute, "I have never been in this part of Texas before. It's beautiful."

A native Texan, he spent his youthful days in Waco (born Aug. 8, 1920). At the age of 8 he enlisted in Baylor U. as an accredited special student in the School of Music. After graduation from Waco High School he went on with his education at Baylor, taking a business course as a regular student. Music was a sideline at college. As in his high school career, he operated a dance band which soon gained statewide recognition and financed the education of the 14 boys and one girl who belonged to it. In January 1941 young Rogers was one of a small group picked by C. G. Conn Ltd., world's largest manufacturer of band instruments, to attend its special training school. He remained there until he joined the Air Force for a 3½-year tour.

At 25 he was named general sales and advertising manager for Coca-Cola Bottling Co. of West Texas. He sold a lot of Cokes, but all the time his mind was on television.

Becoming engrossed in the idea of mixing sight, sound and motion in the living room, he started reading up on the subject and made a trip to New York to find out what was going on in this new art. Television came to Texas in 1948 when WBAP-TV Fort Worth was built. This was getting close to home, and a year later he was completing construction of KEYL (TV) San Antonio with the backing of a group of oilmen. Going on the air Feb. 15, 1950, KEYL rode out its rugged early days nicely and in late 1951 was sold to George B. Storror.

That opened the way to carry out an idea he had been nursing all along—a tv station in a medium-size market. After the late-lamented FCC freeze had melted, KDUB-TV Lubbock became an early post-freeze station. The Dub of KDUB stands, of course, for the president's nickname. Around Lubbock the station is known as Dub.

Getting KDUB-TV on the air was a bit of a trick that time. Thirty days after FCC granted the construction permit—Nov. 13, 1952—KDUB-TV was ready to open. The inaugural gimmick was a community-wide event—and how! A downtown street was roped off, with a large industrial-type switch installed at a main intersection. At a given signal, 5,000 Lubbock residents pulled a rope two-blocks long to throw the switch.

In the postwar period Mr. Rogers has taken an active part in broadcast industry affairs at the national level. He was one of the early members of Television Broadcasters Association, and took part in the negotiations that led to a merger with NAB, now NARTB. As one of the TBA directors he was a member of a joint NAB-TBA group that met in 1951.

Aboard a fishing boat anchored in a bay off Clearwater, Fla., groups from the two units worked out the basics of a merger plan and finally solved one of the tougher problems—an association name that would suit everyone. The name, of course, was National Assn. of Radio & Television Broadcasters. When the first NARTB TV Board of Directors was elected, one of the members was Mr. Rogers.

Again last spring he became a central figure in another merger project. At that time a number of tv operators were clamoring for a tv sales promotion unit as a counterpart to the then Broadcast Advertising Bureau. Mr. Rogers was a member of the executive committee that set up Television Advertising Bureau (TVAB) before and during the NARTB Chicago convention.

Since NARTB wanted to set up its own bureau, and had been quietly working out an operating plan, Mr. Rogers found himself in the middle. Soon he was active in the peace efforts that brought the two competing groups together. Out of the controversy arose the present Television Bureau of Advertising (TVB), of which he is a board member and secretary.

Mr. Rogers is married and the father of two girls. His activities include membership in the Masons; deacon in the First Christian Church of Lubbock; member, board of directors, Lubbock Chamber of Commerce; past president and member of Lubbock Advertising Club; past president and member of Sales Executive Club; past director and member of Lubbock Lions Club; member of board of directors and vice president of Girl Scouts; member of Citizens Traffic Commission.

Besides, he has been a member of NARTB committees and is still a member of the NARTB TV Board. With all these time-consuming connections, he can generally be found at his KDUB-TV desk turning his oratorical prowess into across-the-desk solicitation of local and national sponsors.
WFMY-TV...Now On The Air With FULL

100,000

WATTS

SELLING POWER

Power: now six times greater
Studio Space: now eight times greater
Tower: now 1,549 feet above sea level
Population: now 1,961,500
Families: now 501,100
Market: now $2,305,273,000
Retail Sales: now $1,560,824,000
Set Count: now over 300,000
Experience: now in our sixth year
All this — and color, too!

Call or write your H-R-P man today for the amazing story of this greatly expanded market.

Sandwich your spots among the TOP 20 PULSE-rated programs on WBNS, and join the satisfied sponsors who savor flavorful profits from loyal WBNS listeners. The "pièce de résistance" is a market of more Central Ohio listeners than all other local stations combined!

CBS for CENTRAL OHIO

WBNS  RADIO
COLUMBUS, OHIO

on all accounts

THERE'S NO DOUBT in the mind of Ann Janowicz, timebuyer at Ogilvy, Benson & Mather, New York, that "some" people still listen to radio—she's a listener herself and a faithful one at that, one who seldom watches TV.

Pert and petite, Miss Janowicz, native of Manhattan, has been a timebuyer at ORAM the past year and a half. Before joining the agency, she was timebuyer with Benton & Bowles, preceded by timebuying for BBDO, where she started her advertising career.

She is associated with accounts which use both radio and TV—and she makes the point that each medium has its place in the advertiser's future plans, dependent upon his needs. The accounts include Lever Bros. (Good Luck margarine and Risto), the Franco-American Div. of Campbell Soup Co. and the British Travel Assn.

Miss Janowicz is a firm believer that the end result of advertising—sales—is the most logical yardstick for determining a campaign's success. In buying time, she feels, the primary importance is to "reach the ears" and from that point on it is the copy which must deliver the advertiser's message.

Both network programming and spot buying are involved in the accounts she handles. Franco-American buys "legs" in Dear Phoebe (NBC-TV), Howdy Doody (NBC-TV) and the Abbott & Costello Show. The Lever Bros. products' sponsorships include Lux Video Theatre (NBC-TV), Big Town (CBS-TV), Houseparty (CBS-AM-TV) and Johnny Coons (CBS-TV children's show).

Miss Janowicz lives in Manhattan with her mother, three brothers and two sisters. One of her sisters, a sportswriter for the New York Daily Mirror, accompanied her abroad last fall on a vacation tour of Italy, France and Germany. For next year, Miss Janowicz, a confirmed traveler (with extensive journeying in Canada and visits to Bermuda) has her heart set on another European jaunt, adding England and Norway to the countries she wishes to see. That trip will include the Heidelberg (Germany) Music Festival.

She's a music lover who includes nights at the opera in her schedule. She has been taking piano lessons at home on a baby grand purchased three years ago. Leisure time includes baseball (she's a Yankee fan), basketball and hockey game attendance.

Miss Janowicz must be as popular with her family as she is in the radio-TV field. A year ago, her three brothers chipped in to buy her a mink coat for Christmas.
WHOOPEE! ZIV presents...

THE BIGGEST
BIG-NAME
BIG-TIME
COMEDY SHOW

...ever offered for
LOCAL RADIO!
on RADIO!

S! FUN GALORE!

“Whooppee” “If You Knew Susie” “Ain’t She Sweet”

“Margie”

THE

BIGGEST

COMEDY SHOW ever offered to Local Sponsors!

THERE’S

COMEDY!

THERE’S

MUSIC!

THERE’S

SINGING!

ZIV'S ANSWER TO RADIO'S BIG NEED FOR BOLD, NEW PROGRAMMING!

Write, phone or wire today for facts on how to put the Cantor name to work for you! Hurry!

WITH

JIMMY WALLINGTON
Eddie's favorite clowning partner!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 Madison Road • Cincinnati 6, Ohio
New York
Hollywood
DON'T "PICK BLIND" IN SHREVEPORT!

LOOK AT KWKH'S HOOPERS!

KWKH is the favorite station in portions of three states—yet we're the top-heavy local choice, too! Check our Hoopers for Metropolitan Shreveport against those of the four other stations (and all three other networks).

JAN.-FEB., 1954—SHARE OF AUDIENCE

<table>
<thead>
<tr>
<th>TIME</th>
<th>KWKH</th>
<th>STATION A</th>
<th>STATION C</th>
<th>STATION D</th>
<th>STATION E</th>
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<tr>
<td>MON. thru FRI. 8:00 A.M. - 12:00 Noon</td>
<td>38.1</td>
<td>19.5</td>
<td>6.2</td>
<td>19.5</td>
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<tr>
<td>MON. thru FRI. 12:00 Noon - 6:00 P.M.</td>
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<td>31.2</td>
<td>9.2</td>
<td>6.1</td>
<td>19.4</td>
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<tr>
<td>SUN. thru SAT. EVE. 6:00 P.M. - 10:10 P.M.</td>
<td>54.6</td>
<td>11.2</td>
<td>8.5</td>
<td>24.0</td>
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</tbody>
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LOOK AT KWKH'S SAMS AREA!

KWKH is tuned in by 22.3% more homes, daytime, than all other Shreveport stations combined! In listeners-per-dollar, KWKH tops the next-best Shreveport station 89.4%!

KWKH
A Shreveport Times Station
50,000 Watts • CBS Radio

The Branham Co. Representatives
Henry Clay General Manager
Fred Watkins Commercial Manager
TV ALLOCATION THREAT SEEN IN TOP LEVEL DELIBERATIONS

Fate of TV channels 2 to 6 and FM may be decided in highly-technical planning involving President's Cabinet as well as ODM and FCC. There is strong likelihood that Congress will step in to block attempt to transfer allocations control from legislative to executive branch.

The U.S. may be approaching a telecommunication crisis—an upheaval which at the extreme could affect even the newly reallocated television bands (both VHF and UHF) as well as FM.

Although such an extreme result is viewed as "fantastic" in some quarters because of the billions of dollars of public investment and social-political impact involved, developments in many areas point to rapid sharpening of the frequency crisis.

In focus particularly is the conflict of "dual authority" involved in government and non-government spectrum usage and the efforts for top-level policy direction to overcome and avert it. The signs:

- Possibility that within weeks the Cabinet-level committee studying overall telecommunication problems may recommend that the President establish the necessary high-ranking "direction" in some form, especially to arbitrate—if it cannot solve—the controversy inherent in growing military demands and the equally mushrooming non-government services.
- Reports that the military wants new VHF spectrum space to meet requirements of atomic era communications, possibly involving TV chs. 2 through 6 as well as part of the FM band, with TV services now there moving up into the UHF [CLOSED CIRCUIT, Dec. 27, 1954].
- Rumblings that the split television bands cause the "economic block" to proper development of the UHF channels and a "nationwide competitive television system," hence growing demands for an integrated TV system in one band, either all VHF or all UHF.
- Prediction that in spite of the impending White House attack on the broad allocation policy problems, a third Congressional inquiry may develop (possibly in the House, to offset the present Senate "monopoly" of two communication probes) which would explore the basic allocation issues for all services and the lack of policy coordination.
- Frequent citation of the startling growth of postwar non-broadcast and non-government services in bands near low VHF television and FM and realization such services still are on only the threshold of their development and frequency needs.
- Recollection of occasional inquiry during the TV reallocation proceeding, by then FCC Chairman Wayne Coy, of the impact of eventual consolidation of TV in the UHF which might be required by growth of non-broadcast services, including military.
- Observation of counter-forces—technology and economics—at work which alternately accentuate and alleviate the spectrum crisis. Technology opens new spectrum regions and permits more efficient use of frequency bands now in use. But it also expands uses and thereby spectrum demand. Economics determine how soon, if ever, technological advances can become practical.

Hint of Things to Come

Just a hint of the problems and their scope were revealed last week by FCC in action on a non-broadcast matter that promises to make the old FM reallocation fight appear insignificant by comparison.

This was a notice of proposed rule-making to provide for split-channel assignments of vehicular radio stations in the domestic public, public safety, industrial, and land transportation radio services. Frequency bands 25-50 mc and 152-162 mc are involved.

The FCC effort is to meet demands of the rapidly growing mobile services, but the solution will require tighter technical standards and obsolescence of countless valuable transmitting and receiving equipments now in use. These would be converted to the proposed new standards and amortized over periods up to seven years. Comments are due March 28.

Greater insight into the far-reaching implications is considered to have been expressed in a bipartisan dissent to the majority's proposal.

Democratic Comr. Robert T. Bartley and Republican Comr. Robert E. Lee, taking issue with the consent accorded the proposal by Comrs. Rosel H. Hyde, E. M. Webster and John C. Doerfer, contended the plan will "complicate further some basic problems with which we are confronted today." Chairman George C. McConnaughy did not vote. Comr. Frieda B. Hennock was absent.

The "basic problem," as Comrs. Bartley and Lee see it, rests in the fact "that our present frequency allocation in these ranges provides for the intermixture of various government and various non-government services without a sufficient weighing of the relative public interest considerations for occupancy of these ranges of the spectrum."

Recruitment to the plenary interest, in not achieving a national competitive television service because of the four-way allocation split in TV channels (two lower VHF bands, upper VHF and UHF), they concluded the issue was "in a general allocation proceeding, including the consideration of data as to government channel occupancy not now available to the Commission in its regular proceedings, which would have as its objective a sound, efficient and equitable allocation of frequencies as between government and non-government services.

"Such a proceeding as envisaged here would require the cooperation and support of the Executive Branch and the Congress. In this manner we may hope for an orderly and just evaluation and resolution of the present need for and occupancy of the spectrum," they said.

The dissent probes a historic wound that has never healed—the different and sometimes conflicting requirements, responsibilities and authorities of two realms of spectrum users: government and non-government.

Government frequency utilization, widely considered dominated by the military, involves full authority of the President to assign any frequency in the spectrum to any use deemed necessary for national security or vital public service. There is no requirement on the part of government users to justify their demands or practices.

Speculation by responsible sources puts government frequency usage and reservation at about one-half of the now practical radio-frequency spectrum. What is left over, FCC apportions among the swelling myriad of non-government users, including broadcasting, and according to precise procedures set forth by the Communications Act and the Commission's rules and regulations. Each non-government user fully and publicly must justify his requirements.

This basic conflict of dual authority and
In our opinion this Notice of Proposed Rule Making is completely inadequate. It is a thinly disguised attempt to preclude further discussion of the problem of channel reuse. We feel that the reply *is not* a sufficient response to the request for a complete and comprehensive statement of national telecommunication problems and policy. The action programs proposed in the Notice of Proposed Rule Making would not constitute a rapid solution, and there is nothing in the reply to indicate that anything substantial will be done in the future. We recommend that the FCC make no action at all.

**BARTLEY-LEE DISSENT TO MOBILE RADIO PROPOSAL**

We dissent. In our opinion this Notice of Proposed Rule Making is completely inadequate. It is a thinly disguised attempt to preclude further discussion of the problem of channel reuse. We feel that the reply *is not* a sufficient response to the request for a complete and comprehensive statement of national telecommunication problems and policy. The action programs proposed in the Notice of Proposed Rule Making would not constitute a rapid solution, and there is nothing in the reply to indicate that anything substantial will be done in the future.

A further example of the problems created by the insufficient utilization of valuable portions of the spectrum is that between Channels 4 and 5 in television, where there is, in effect, a waste of valuable spectrum space due to the inefficient use of the present system. A similar situation exists in the allocation of frequencies for various telecommunications services, such as telephone, radio, and television. The inefficiency of the present system is caused by the lack of proper planning and coordination by the various agencies that use the spectrum.

The solution to these problems, we believe, lies in a general allocation proceeding, including the consideration of all aspects of the problem. The television spectrum is a valuable resource, and it is essential that it be used in the most efficient manner possible. A comprehensive study of the various uses of the spectrum is necessary in order to determine the best way to allocate the available frequencies.

It is our belief that the present system is not capable of providing the necessary flexibility to meet the needs of the future. Therefore, we recommend that the FCC undertake a comprehensive study of the television spectrum, including all aspects of its use, in order to determine the best way to allocate the available frequencies.

We urge the FCC to take prompt action to rectify these problems and to ensure the efficient use of the television spectrum.
Sales reached their peak in 1954, with heavy use of tv. Leading companies, reporting on their 1955 advertising plans, indicate generally increased advertising budgets, with radio and tv slated to get a larger share of the budgets planned.

The cosmetics industry in 1954, the year of its greatest participation in television, saw sales rise to an all-time peak, with plans underway to increase further its outlays in radio and tv in 1955.

The four leading network spenders among cosmetic manufacturers in 1954 were Hazel Bishop Inc., Revlon Products Corp., Lhéne & Fink Products Corp. and Andrew Jergens Co., which spent an estimated $15 million in radio and television last year, with a substantial boost in that total anticipated for the coming year.

Last week four others in the field-Helena Rubenstein Inc., Coty Inc., Lady Esther and Max Factor-were known to be planning im-

The individual breakdown on the companies follows:

Hazel Bishop, New York, largest television spender among the cosmetic companies, budgets approximately $6 million annually for adver-

In addition, Hazel Bishop plans to bring out a new cosmetic item—a makeup compact—as yet unnamed, which will probably be intro-

Currently the firm sponsors three NBC-TV network shows: Sunday night “spectacular,” a TPC, expanding it to include such agencies as Federal Civil Defense and U.S. Information Agency. Working panels also were formed.

The Stewart group report is considered to be the only overall study of top-level allocation policy problems currently available to the pub-

Observers noted that while the report was issued when the tv reallocation plan was but a proposal, the board’s conclusions respecting

Although FCC’s mobile radio proposal is de-

signed to ease frequency pressure through channel splitting technique, the notice pointed out that all services operating in the 25-50 mc band would be subject to continued interna-

The interference was noted to come from Europe, South America and Australia as well as Canada.
PREVIEW

New style spots boost Miller’s oldtime brew

FAVORITE SONGS of yesteryear, illustrated with live action silhouettes, are being utilized, starting this month, by Miller Brewing Co. in a radio-tv spot campaign designed to add an oldtime flavor to the brewery’s 100th anniversary.

The commercials start with an old song, accompanied by “period” action shots, then move into narration as the beer itself is featured. They culminate with a parody of the old song dressed up with Miller’s own words and supported with modern silhouette technique and action.

A total of 34 commercials are divided into three categories—musical, sports and historic, each showing one of the brewery’s various processes. At times, lettering and logos are integrated into the spots.

Typical of the silhouette commercial are the stills from “While Walking Through the Park One Day” and “Auld Lang Syne,” reproduced herewith.

Miller is embodying this relatively new film technique in tv commercials slated to debut Jan. 22 in some parts of the country and Feb. 1 in others. The tv spot campaign provides for a minimum of 300 commercials per week for 22 weeks in some 100 video markets—or a total of about 6,000 for about six months through June.

A similar campaign is being launched on radio with a companion set of commercials, using the same music. The spots were prepared through Miller’s agency in Milwaukee, Mathison & Assoc.

The radio transcription are open in the middle, providing for live announcements by the individual stations, and run 60, 30 and 20 seconds in length. The radio outlets have access to a book of suggested commercials proffered by the brewery.

The radio spots, to which the films were adapted musically, were purchased in markets in which Miller was unable to buy video time or where it felt that television doesn’t reach enough viewers. Distributors also will use them in other than the 30 markets on their own sponsored programs.

The video announcements comprise 23 one-minute and 11 20-second films. They were bought in certain markets not running a Miller printed media schedule in the American Weekly and Parade Sunday supplements. The spots are adjudged to be flexible and will be seen on sports, disc jockey and other format shows.

Kicking off the special radio-tv spot campaign, Miller will hold a reception for its distributors in Milwaukee Jan. 22-23, showing a full-length full color Eastman film on the history of the firm, dating back to its genesis in Germany 100 years ago.

The decision to provide open-middles for the radio spots was prompted by Miller’s recognition of different market problems involving the sale of beer by local dealers, and thus the spots are tailored to meet these obstacles by letting the local announcers come in with live copy.

Sponsor: Miller Brewing Co., Milwaukee, advertising Miller High Life Beer.
Markets: About 100 in 30 radio.
Starting Date: Jan. 22.
Narrator: Vincent Pelletier.
Estimated time costs: $600,000 for tv.

The campaign will probably run through April. Avon Products, the only cosmetic firm whose products are distributed directly to homes rather than through stores, is said to have reached approximately $50 million in sales during 1954. The firm used a television spot campaign in Chicago and New York last year for the first time.

“The new use of television spot was successful,” George Shine, advertising manager of Avon cosmetics, told BWT.

As a result of that success, the firm started a similar campaign on Jan. 9, months earlier than last year. The schedule will run for 13 weeks.

Elizabeth Arden, whose 1954 sales were said to be about $9 million, will continue to sponsor its New York participations on Dorothy & Dick over WOR and on Marjorie Mills in six New England NBC Radio stations. Agency for Elizabeth Arden is Kanton, Parrel, Chesley & Clifford, New York.

Max Factor, whose overall sales for 1954 were reported as $20 million, is preparing a 39-week spot television announcement campaign in major cities to start last week in January. Doyle Dane Bernbach, New York, is the agency for Max Factor.

Harriet Hubbard Ayer, whose advertising campaigns usually start in March or April, is understood to be contemplating a radio-tv spot announcement campaign. Specific decision will probably be made late in February. The firm recently was sold to Nestle-Lemco R. T. O’Connell Co., New York, is the agency.

Consolidated Cosmetics, Chicago, whose television budget ranges from $500,000 to $1 million, is currently continuing sponsorship of the Bing Crosby Show on CBS Radio but dropped They Stand Accused on DuMont TV Network as of Dec. 30. Frank E. Duggan Adv., Chicago, is the agency.

Other recent buys include the purchase by Hormel Foods Inc. of Westminster Father on CBS-TV Saturdays, 10:10:30 p.m. EST, for its Spray Net and Suave hair dressing. Program is aired live from Hollywood on 130-135 stations and is a CBS-TV package. It debuted Jan. 8.

The contract is for 52 weeks with the usual cancellation clauses. Spray Net is handled by Earle Ludgin & Co. and Suave by Gordon Best Co., both Chicago, which share the Helene Curtis account. Suave commercials open and close the programs, with Spray Net getting the longer mid-commercials. The program’s production costs were said to run about $30,000 per week, but time charges for the station lineup were not immediately ascertainable.

Leln & Fink Names Three In Sales Reorganization

WILLIAM HAUSBERG, advertising manager of Leln & Fink Division and Tussy Cosmetics, New York, last week was appointed head of Leln & Fink Division’s newly-merged advertising and merchandising departments as part of a major reorganization of that division’s sales and promotion activities. He also will continue as advertising manager of Tussy Cosmetics.

Emmanuel Goren, merchandising manager, has had his responsibilities broadened to include specific duties with respect to the division’s advertising programs. Richard S. Seclow, formerly with an advertising agency where he specialized in sales promotion, has joined the company as assistant to Mr. Goren.

Sheppard Promoted By Grant

APPOINTMENT of Andrew J. Sheppard, heretofore general manager of the Grant Adv. Mexico City office, as vice president and assistant to President Will C. Grant was announced last week by the firm’s Chicago office. Mr. Sheppard has been associated with the past seven years with Grant, which maintains numerous overseas branches and which, in 1954, according to BWT statistics, placed about $5.5 million in domestic U. S. radio-tv billings.

Page 34 • January 17, 1955
You just want the FACTS!

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

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

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

WHO-TV reaches 280,250 television sets in Central Iowa — owned by 566,300 city people, 545,100 rural people.

Get all the facts from Free & Peters!

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**WHO-TV**

Channel 13 • Des Moines • NBC

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives
ON THE AIR FROM 7 A.M. TO 1 A.M.

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

ED WILSON
4:15 – 5:00 P.M.

TOM DAILEY
12:30 – 1:00 P.M.

GIL NEWSOME
5:00 – 5:30 P.M.

UNBEATABLE ENTERTAINMENT
AND
ZOOMING SALES
FOR YOU

you'll sell more...

in St. Louis on channel 4

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

KWK-TV
THE GROWING PAINS 
OF ADVERTISING

A TOP BBDO EXECUTIVE FINDS FAULT WITH CURRENT PRACTICES

ADDRESSING the Washington Ad Club Jan. 11, Charles H. Brower, executive vice president in charge of creative services, BBDO, New York, discussed the thought-provoking question: "Is Advertising Growing Up?" Excerpts below are some of Mr. Brower's views and suggestions.

LIKE other adolescents, we in advertising have our own secret language that only we can understand. We do even better—we have a secret language that even we cannot understand. Here are a few examples (out of justice to my own agency, I ought to say that I did not pick them up there):—

"Maybe if we put our heads together we can crystallize our thinking"—

"They've thrown us the ball, now we've gotta run with it"—

"The situation is this—it's the last half of the nineteenth and two men are out"—

"Send up a trial balloon and see which way the wind is blowing"—

"Let's fall out, regroup and hit it from another tack"—

"I can't put my finger on it, but I don't think it'll go"—

"We'll get this campaign back on the tracks just as soon as we house-break the ad manager—he's strictly a blue-sky boy"—

"The little woman and I conducted a horse-back survey around the club this weekend and . . . "

Another sign of our adolescence is our yearning for conformity. We ask Mr. Gallup and Mr. Robinson and Mr. Starch to find out which magazine advertisements get the best reader mileage, and then we rush to imitate them. We ask Mr. Nielsen and Mr. Trendex and Mr. Pulse and Mr. ARB to tell us what tv programs are tops and then we do our best to imitate them. If all these rating services have their way—and if we all follow them devotedly enough, we will reach a day not too many years hence when all advertising is so scientifically perfect, and so exactly alike, that no one will ever bother to glance at it.

I simply do not understand why otherwise grown and intelligent people persist in believing that the opinion of a couple of hundred average Joe's is necessarily better than the opinion of a few trained people. It's against sense, and it's against history.

Age after age, step after step, it has always been the individual, sometimes aided by a few devoted followers, who has led mankind forward. It is the great mass of people who stand by, chanting that the horseless carriage will never replace the horse, and that if God had intended man to fly He would have given him wings.

This belief that the mass is wiser than the man, is the foundation stone of what many of us are pleased to call advertising research. I am not against advertising research. I do not think that any man who is wide awake in advertising today can be against advertising research. I am all for it—and I hope we hurry up and get some. I just do not think that many of the little parlor tricks we use today qualify as research. And I am afraid that the pretense that we already have research may keep us from getting it.

If Christopher Columbus, the well-known sailor from Genoa, had applied modern advertising research methods to his proposed voyage, a consumer jury test would have told him in advance that the world was flat; depth interviews with expert seamen would have revealed the impressive monsters that awaited him hungrily at the end of the sea; motivational studies among his crew would have shown that they were only interested in money; Ferdinand and Isabella would have canceled the appropriation; America would never have been discovered, and you would all be Indians!

True research as the word is used by physicists, biochemists, and other scientists looks forward to something new—and even to whole new fields of creativity. What we call research is nothing but semi-scientific hindsight. It looks backward to security, not ahead to adventure. All of advertising research either reports how people acted in the past under certain conditions—or it gives us the opinions of those people as to how they think they might act in the future—opinions themselves based on past experience.

One brewer discovered that he could make sales by claiming that his beer was less fattening than others. The rush for the quick buck started. The fact that the difference in caloric content between beers was so small that the government, through the Alcohol & Tobacco Tax Division of the Treasury Dept., tried to stop these claims, did not stop the gold-rush boys. Today millions of dollars are being spent calling people's attention to the fact that beer in general is fattening, but certain fortunate beers are less fattening—a doubtful industry asset. When today's dollar is earned at the expense of tomorrow's two dollars, sales figures may be no guide.

But what should we do about research? In the first place, I think we ought to walk a little more humbly, and be less certain that our answers are final, until we are somewhat more sure that we know what we are talking about. Then I think we ought to strive to weld our disjointed, fragmented, competitive, contradictory and inconclusive research methods—into something that we would all trust and rely upon willingly. There must be real research somewhere.

And there must be some way that this $7 billion advertising industry of ours can get it without relying so much upon independent head-shrinkers and witch doctors . . . people who try to make up for the paucity of their facts by the drama of their presentation.

A good start has been made, of course, by the Advertising Research Foundation. Here the advertisers, the media and the agencies combine to perfect research. It sounds ideal, and it could be ideal if people in advertising really wanted research. But of the 3,000 national advertising agencies, only 67 support it. Of the 500 national advertisers, only 59 support it. The group is working hard to raise $125,000 for a special project.

Here is the place to start—with the ARF—unless everyone is satisfied with what we have now. And honestly, my friends, how could you be?

I can assure all the creative men here that research—even when it grows up—will never be your rival. Research will always be the airport, never the plane. It will always be the flight map, never the joy of flight. At best, it will be the rules, never the fun of the game.
COMPTON NAMES NEW ADMINISTRATORS

Barton A. Cummings is the new president and Robert D. Holbrook, formerly president of the firm, advances to chairman of the board.

ELECTION of a new board chairman, president and other officers and directors at Compton Adv., New York, was announced last week. Barton A. Cummings, who was elected president and director, was elected president of the agency, succeeding Robert D. Holbrook, who becomes chairman of the board.

At the same time, other officers and directors were named in a move described by Mr. Holbrook as "carrying out a long-standing Compton policy of developing able executives for more important positions in the agency as their work and talents demonstrate their ability."

John K. Strubling Jr., executive vice president, is the new vice chairman of the board, with Alfred J. Seaman, creative director of the agency, succeeding him as executive vice president.

C. James Fleming Jr., a vice president and member of the board, becomes a senior vice president of the agency.

Newly-elected members of the board are: Henry Bankart, Willard Hraeven and Olin A. Saunders, all of whom are vice presidents and account supervisors.

Pointing out that Compton's billing has more than doubled since 1946, Mr. Holbrook asserted that the new officers and directors have "played a significant part in the progress of the agency."

As chairman of the board, Mr. Holbrook will continue in the active management of Compton. Mr. Holbrook, who became president in 1946, joined the Blackman Co., predecessor of Compton, in 1933.

Mr. Strubling, new vice chairman of the board, joined Compton in 1939. He was elected to the board in 1950 and became executive vice president in 1951.

Mr. Cummings, the agency's new president, joined Compton in 1947 as an account executive. He became a vice president and account supervisor in 1950 and a director in 1952. He has been in charge of several brands made by Procter & Gamble and has participated in agency management.

Mr. Seaman, new vice president, has been with the agency since 1946, and is head of Compton's creative department. He was elected a member of the board last November.

Mr. Fleming, elected senior vice president, joined the firm in 1944. He has been an account supervisor for various brands of the Procter & Gamble Co. and the Personal Products Corp., as well as participating in management. He became a member of the board in 1953. The new members of the board—Messrs. Bankart, Heggen and Saunders—respectively joined Compton in 1945, 1944 and 1953 as account supervisors.

Spot Radio Crusade
To Finish March 31

SRA President Young sees overlap in work of Crusade and of RAB and urges more stations to join the latter.

TWO-YEAR-OLD Crusade for Spot Radio, financed by stations and conducted through Station Representatives Assn., will end on March 31, its principal purposes to be served by the stepped-up activities of Radio Advertising Bureau [Closed Circuit, Jan. 10]. Plans for the Crusade's termination are being announced today (Mon.) by Adam J. Young Jr., head of the station representation firm bearing his name and new president of SRA, who at the same time urged stations which are not members of RAB to reconsider joining that organization.

The Crusade currently has 315 members, of which approximately 115 are not members of RAB. Mr. Young said the Crusade Advisory Board had sent letters to Crusade members advising them of the imminent discontinuation of the project and suggesting support of RAB by stations that are not already RAB members.

Reg Rollinson, who has directed the Crusade for Spot Radio, will continue with SRA for the time being, authorities said.

Increasing need for carrying the story of spot radio to advertisers and agencies through specific proposals was stressed by both Mr. Young and RAB President Kevin Sweeney, Mr. Young said.

"The RAB's expanded national-level sales program which calls for more than 200 specific presentations monthly accomplishes the major purpose for which the Crusade was instituted. "With RAB's greater financial resources and manpower behind the program, we feel that stations which supported the Crusade but which have not heretofore been members of RAB can reasonably shift their memberships from the Crusade to RAB. In addition, by discontinuing the Crusade we will eliminate any overlap in function which might otherwise have developed."

Mr. Sweeney said: "Without any diminution of our efforts on behalf of the other parts of radio—network and local—we have been steadily stepping up our efforts during the past 18 months to get national and regional advertisers started in radio through specific spot proposals."

"This activity, which now occupies a good share of the time of about half of our staff, has been made possible by a steady increase in station membership in RAB. The additional funds that will become available when those stations which have supported the Crusade but have not been members of RAB join our organization will make an immediate, substantial increase in these efforts possible."

Crusade dues, for each station, were the equivalent of the station's one-time daytime minute rate per month. RAB station membership dues are the station's one-time daytime hourly rate per month. RAB membership is reported as 850 plus, consisting largely of stations but also including networks, representation firms, and allied organizations.

32 Years in One Night

IF SHAKESPEARE'S "Macbeth" played to capacity houses in an average-sized theatre, the production would have to run for 32 years to equal the audience reached Nov. 28 when the play was telecast. This estimate was given last week by A. C. Proctor Co., which rated the program at 25.5, meaning 6,449,000 homes reached. "Macbeth," starring Maurice Evans and Judith Anderson, was produced in color on Hallmark Playhouse (NBC-TV, 4-6 p.m. EST).

BROADCASTER-BREWER Unity
Against Adv. Curbs Urged

BREWERS must stand with broadcasters and other representatives of industry in fighting "unfair or unnatural control or limitation of the advertising of legal products," NARIB President Harold E. Fellows told the U. S. Brewers Foundation last week at its Miami Beach meeting.

Mr. Fellows reviewed problems centering around the Bryson Bill (HR1227), which would limit advertising of alcoholic beverages on radio and tv. "To say that beer, an accepted and legal product, must not be advertised, or must be advertised under the impress of artifice-

(A&A continues on page 58)
BROADCAST COVERAGE:

AS AN AGENCY LOOKS AT IT

JULIA BROWN, whose remarks at last week's Radio-Television Executives Society timebuying and selling seminar are excerpted below, is director of media research at the Compton Adv. Agency in New York. She was appointed to that position in 1951 after experience in timebuying and market research. Miss Brown joined the agency in January 1938 in market research. In 1943, she shifted to the media department where she did radio research and, in 1945, headed a "media detail group" which included a training program in research for returning war veterans. She was made a timebuyer in 1947. She is a member of the Radio-TV Research Council and of the American Marketing Assn.

THERE has never been one single standard for coverage in the broadcast industry. Actually, this is perfectly understandable, because coverage, per se, is used for so many different types of media evaluation.

Coverage can mean the intensity of a station's signal, or it can mean the degree of a station's penetration. It can determine the extent of a media plan by markets or by sales territories. It must be defined in order to determine where coverage is lacking. Coverage is needed for station evaluation and selection and, in some instances, must be tied in with marketing strategy.

Coverage, as we define it, is the area in which people can receive the signal of the station and do listen or view the station on some kind of a regular basis. Thus, the primary or effective coverage area of a station is the area in which we may assume that most people can and do hear or see the station.

If we wanted to be able to develop sound coverage areas for all radio and television stations, we should have an up-to-date county-by-county survey showing the per cent of homes that listen to or view each station with some degree of frequency. Unfortunately, this type of study has not been made since 1952, when Nielsen conducted its coverage study and the Standard Audit Measurement, commonly called SAMS, was made. These studies still are valid for the majority of the radio stations but, unfortunately, the 63 pre-freeze tv stations which were on the air at that time have almost, without exception, changed power, antenna height, or channel position, and therefore the 1952 data can no longer pertain to television coverage.

The NCS and SAMS studies were a ballot interview showing the per cent of homes that listened to radio stations, day and night, at least once a week. These per cents cannot be used as an absolute measure of program popularity or station popularity, nor can they be used as an absolute measure of the per cent of homes which actually listen to the station on any regular basis. Subconsciously, program popularity must have entered into the respondent's mind when he listed the stations listened to regularly. Therefore, the figures derived from the study may be inflated or deflated depending upon whether the station carried programs that were uppermost in the respondent's mind at the time the ballot was filled in. These figures also cannot be used as an indication of the share of audience of the stations in a particular county as they do not relate to any one program but merely to total unduplicated listening within a given period.

Many will say that television has affected radio to such an extent in the last three years that the 1952 figures are no longer valid. However, we believe that if the NCS and SAMS data are used to define a coverage area rather than to determine the actual size of the station audience, there is absolutely no reason why the 1952 data are still not true today.

However, the 1952 data are out-of-date for stations which have changed power and frequency, have had a change in network affiliation or for new stations which have come on the air in the last three years. For these stations, it is necessary to develop coverage patterns based on an engineering concept. We like to consider the 0.5 millivolt area as the primary coverage area of a radio station. This must be calculated according to its power, frequency and the ground conductivity in its service area. Many stations have these maps available. When there is no map available, it is necessary for the agency to calculate the coverage area.

There are two types of coverage data which all of us are plagued with from time to time. These are mail maps and miscellaneous coverage claims by the stations. Usually these are put out by overzealous station managers or promotion people who are trying to claim all outdoors for their station to be able to get more business. Mail maps, we believe, do not indicate a station's true coverage area. On any type of mail promotion, it has always been felt that those who write in (whether it be just a fan letter or whether it be for a special offer) are a different type of person than the majority of listeners and are, therefore, not typical of the entire audience of the station. Further, mail offers are influenced too much by the personality making the offer, the type of offer, and the time that the offer was made. We have seen mail maps that claim coverage from such distant areas that only freak signals would possibly have been received by those writing in. Others show coverage in areas where local rating services do not show any listening. For all of these reasons, we do not believe that a mail map is any indication of a station's coverage area. (This holds true, of course, for television as well as radio.)

On the other hand, other coverage maps are shown to us by station men which are based on a combination of engineering, proof of performance and local rating services. These, when well documented, can certainly be used for station coverage since they show the area in which people can listen to the station and in which there is good evidence that people do listen to the station. (Again, these comments apply equally well to television as radio.)

There is absolutely no television data today which show county by county the per cent of homes that can and do view television stations. Some of the networks have this data in one form or another for their own affiliates but cannot or will not supply it to agencies and advertisers for individual stations (mainly, we understand, for political reasons). The networks will, however, show us the total
TELEVISION COVERAGE:

AS AN ENGINEER DEFINES IT

BROADCAST coverage problems are no novelty to Comdr. Tunis Augustus MacDonough Craven, former FCC Commissioner, FCC chief engineer and Navy communications officer. Testifying in the early 1930's at a hearing before the Federal Radio Commission (predecessor to the FCC), Comdr. Craven was the first to point out that a radio station's coverage was dependent on its frequency as well as on its power and that stations assigned to opposite ends of the standard broadcast band had quite different coverage patterns.

ANY USER of advertising would like to know in advance just what results his expenditures will produce. This being an imperfect world, no such complete answer is possible; all the buyer can do is analyze all the information at his disposal before the campaign begins and estimate its probable results on the basis of this analysis.

When the medium is television, an important part of the buyer's advance information is the coverage of the station or stations he is considering using. Stations base their estimates of coverage on requirements set by the FCC for Grade A and Grade B service. These requirements are stated in terms of engineering measurements, terms which the timebuyer needs to understand if he is to know what coverage he is buying. What follows is an attempt to explain these technical requirements in non-technical terms.

Grade A service is service with a relatively high value of signal intensity. This means that when a Grade A signal is available to a receiver, the picture is clear, vivid, steady and, in general, free from bars, flip-flopping, "snow" or other unattractive features. The picture signal is easy to tune in.

Grade B service, with a relatively low value of signal intensity still offers good coverage in the suburbs and the surrounding rural areas. Some fading may occur, particularly at long distances from the transmitter, but rural area residents generally will have little trouble from the ghost images that plague big city dwellers when signals are ricocheted off neighboring buildings and reach the set later than the direct signals, to produce the ghostlike effect.

The limits of Grade A and Grade B service can be represented on a map by contour lines enclosing the service areas. The FCC concept of the extent of Grade A coverage is an area at whose outer limits a signal considered satisfactory by the average viewer may be expected to be available to 70% of receivers at least 90% of the time. In the case of Grade B service, the FCC figures are 90% of the time at 50% of the receiver locations.

These are minimum standards to the Commission (although not necessarily to viewers, who seem able to watch with pleasure programs of picture quality too low to be accepted by people living in areas of better reception). As one moves in from the outer edges of the service areas towards the transmitter, the received signal intensity increases; that is, the specified grade of service, A or B, is available to more TV homes more of the time.

It is possible to estimate the coverage of a TV station according to an FCC formula which indicates how far a signal would reach if broadcast on a certain frequency, at a certain power, from an...
COMPARISON OF TELEVISION COVERAGE OVER SMOOTH TERRAIN

MAXIMUM PERMISSIBLE POWERS & ANTENNA HEIGHTS

MAXIMUM PERMISSIBLE POWERS WITH AN ANTENNA HEIGHT OF 1,000 FT.

MAXIMUM PERMISSIBLE POWERS WITH AN ANTENNA HEIGHT OF 500 FT.
antenna of a certain height, over a smooth
terrain. Such an estimate is useful only as
a starting point, however, and must be mod-
ified if the station is located in hilly or moun-
tainous territory. Where it can be had, insist
on measured, rather than estimated, coverage
information.

Radio waves of the frequencies of the
standard broadcast band (550-1600 kc) tend
to follow the curve of the earth and to
flow over or around obstructions, with the
topography of the landscape having only
minor effect on their reception. But in the
tv frequencies (the lowest tv frequency is
more than 30 times the highest am fre-
quency, the waves travel in virtually straight
lines, like light waves, and are blocked when
an obstacle comes between the transmitting
and receiving points.

Propagation of a tv signal (engineering
talk for the way it spreads out from the
transmitter) is better on vhf channels 2-6
than on vhf channels 7-13 and those in turn
are superior to the uhf channels, 14-83. As
the channel number increases the adverse
shadow effect of hills and buildings, and
even trees, becomes increasingly more no-
ticeable.

Recognizing these differences, the FCC
has defined grades of service in terms of
signal intensities, which have lower values
for channels 2-6 than for channels 7-13,
with those in turn lower than channels
14-83. However, in so doing, advantages in
coverage accrued to the lower channels.
Therefore, the Commission has attempted
equalize these differences by permitting the
use of more power and taller antennas
(which clear the hills and decrease the
shadow) by stations on the higher channels.

The FCC rules and their estimated effect
on smooth terrain are indicated in Table I.
It will be noticed that the height of vhf
antenna towers is limited to 1,000 feet in
Zone I (the thickly populated northeast and
northeastern parts of the country), whereas
in Zones II (everyplace not in Zone I and
III) and III (the coastal area of the Gulf of
Mexico), they may rise to twice that
height.

The powers shown in Table I are effective
radiated powers which are the transmitter
power multiplied by the gain of the antenna.
In effect the signals radiating from the antena
are focused into a circular plate, going out
horizontally in all directions from the
antenna but not shooting up into the sky,
where they would be wasted. Different anten-
a designs produce apparent gains of
from 3 to 50 times the transmitter power.
Vhf stations with only 20-25 kw transmitter
powers can attain ERP's of 316 kw; uhf
stations with transmitter powers of 25 kw
can achieve ERP's as high as 1000 kw.

The effect of power on tv station coverage
is shown in Table II, which uses uhf chan-
nels as illustrations, although a similar effect
is also achieved on vhf channels. By in-
creasing the ERP from 1 kw to 1000 kw,
the radius of Grade A coverage is extended
from 9 miles to 43 miles. Grade B coverage
would similarly be extended from 16.5 miles
for 1 kw power to 58 miles for 1000 kw.

The antenna heights indicated in Table I
are heights above the average elevation of
the terrain within two to ten miles of the
transmitter antenna and do not indicate
height above ground. In mountainous coun-
try, for example, an antenna could be lo-
cated on a mountaintop several thousand
feet above the valley below it without ex-
ceeding the maximum height allowed by the
FCC. In level country, where tall towers
must be built to obtain maximum coverage,
the antenna height above the ground and
above the average terrain are more nearly
the same.

Increasing the height of the antenna is an
even more effective way of extending the
station's coverage area than increasing its
power. This is illustrated in Table III, based
on 100 kw ERP on chs. 2-6. The effect of
antenna height on other channels is similar.

As the table shows, increasing the antenna
height from 100 feet to 2,000 feet extends
the radius of the Grade A contour (border
line around the Grade A coverage area)
from 13 miles to 50 miles. Grade B cover-
age would be extended from a radius of 36
miles at 100 feet to 86 miles at 2,000 feet.

The chart on the opposite page shows the
Grade A and Grade B coverage areas of
low band vhf (ch. 2-6) stations, high band
vhf (ch. 7-13) stations and uhf (ch. 14-83)
stations, all operating with maximum power
allowed by the FCC, but at different antenna
heights.

Antenna height is of greater value than
power in overcoming the adverse effect of
shadow areas, as is shown in Figure 1. If
antenna 1 is used, the entire area behind
each hill is in shadow (with little or no re-
ception), whereas by using antenna 2 the
shadow area is cut in half. An increase in
power might be of some assistance in the
case of antenna 1, but the improvement
would be insignificant as compared to that
obtained by increasing the antenna height.

There is one more term of tv station cov-
verage measurement the timebuyer should
know: decibel (db), which is the engineer's
way of expressing ratios of power and volt-
age (signal intensity). For example, the

\begin{table}
\centering
\begin{tabular}{|c|c|c|c|c|}
\hline
Channels & Power & Antenna height & Estimated radius of contours & Grade A \ 
\hline
2-6 & 100 kw & 1000 feet & 36.5 miles & 69.5 miles \ 
7-13 & 316 kw & 1000 feet & 45.5 miles & 63.5 miles \ 
14-83 & 1000 kw & 2000 feet & 56.5 miles & 74.0 miles \ 
\hline
\end{tabular}
\caption{Tv Station Coverage Areas with Maximum Power and Antenna Height}
\end{table}

\begin{table}
\centering
\begin{tabular}{|c|c|c|c|}
\hline
Radius to Grade A contour & antenna height & 1000 feet & 9.0 miles \ 
\hline
1.0 kw & 9.0 miles & 1.00 \ 
5.0 & 14.0 & 5.00 \ 
10.0 & 16.5 & 10.00 \ 
25.0 & 20.5 & 25.00 \ 
50.0 & 24.0 & 50.00 \ 
100.0 & 28.0 & 100.00 \ 
200.0 & 32.5 & 200.00 \ 
316.0 & 35.0 & 316.00 \ 
500.0 & 38.5 & 500.00 \ 
1000.0 & 43.0 & 1000.00 \ 
\hline
\end{tabular}
\caption{Effect of Power on Coverage of Uhf Tv Stations}
\end{table}
Louise is quite a girl!

She's not exactly what you'd call dainty, but she sure gets a lot done. Louise is a blast furnace at the Portsmouth, Ohio, plant of the Detroit Steel Corporation. On an average day she's likely to produce (among other items) about 1,200 net tons of molten pig iron with all the hard-working energy of a housewife turning out a batch of pies. Louise is pretty young as blast furnaces go (a year and a half old), stands a whopping 238 feet high, and has thus far contributed almost half a million tons of pig iron to the needs of American industry.

We tell you about Louise because she's only one of many super-sized producers of both raw materials and finished goods you'll find from one end to the other of our Ohio River Valley. This busy area, so completely served by WSAZ-TV, has earned logical recognition as the industrial heart of America — a vastly expanding region where manufacturing, employment, payrolls, and buying power are in their happiest of heydays.

As a market for whatever you sell, this can't be beaten. Nor, as an efficient way of reaching all this, can you do better than enlist the aid of WSAZ-TV. Here's the sole medium that covers the whole market — and in two essential ways. For one, you can inscribe a sweeping circle that encompasses dozens of major towns and cities. For the other, you must weigh the sphere of influence WSAZ-TV programming has in the homes and affections of almost 500,000 TV-set-owning families.

If you think that a share of four billion dollars in annual income is something you'd like, we'd suggest that you get in touch very quickly with the Katz agency. Others have. They are very happy because they did.
Pardner, I'm Cal Sales! As you can tell from looking, I've graduated from the cattle business -- I'm punchin' now for KSBW-TV, Channel 8. Our home range is that special piece of California called Pacific Paradise -- "Seven Cities" strung from the rich Salinas Valley, The Salad Bowl of the World, to the Monterey Peninsula, California's first capital.

Speaking of Can Can Girls, if you go to the same night spots I do, you know coverage is mighty important. Well, brother, we got it! First off, our tower is perched high in the Coast Range -- 3,777 feet up, so we can spit high, wide and handsome.

We can cover ten counties in all (richest in the world) where 2,267,400 critters are daily stampedin' with $4,197,050,000 spendable income.

But my pride and joy is the "Home Ranch", my "Seven Cities". (I wear a stick pin for each one). This is four and one-half counties - unduplicated, housing almost 400,000 of the fattest, richest critters in the whole world. They have 96,300 television sets and a spendable income of $712,000,000. They, plus the above bonus, are just about bigger than the gold rush of '49.

But back to the CAN CAN GIRLS! KSBW-TV's got 'em -- from all four networks, CBS, NBC, ABC, and DuMONT. In fact, with four networks, we have all kinds of programs. We kick off each year with the Cotton and Rose Bowl Games on January 1st, and by the time we go through Godfrey, Lucy, Burns and Allen, Benny, Toast of the Town and Jack Webb, 52 times each, salt and pepper 'em with our own stars, plus the host of other highlites from the four nets -- we have these critters out here talking to themselves. They'll tell you that we're the greatest TV station in America. (Course, they don't hardly see no others).

That's cause this is a mighty big state! 800 miles long! And, we're a far piece from them big cities -- 107 miles south of San Francisco. You just can't cover your California sales here without KSBW-TV. So remember "8" will get you "Seven". (With "8", you roll a natural everytime!)

Now, come to see us -- we'll show you the gol-darnedst country you ever saw, growing like a weed, spending like a drunken cowpoke, and watching Channel 8 like a hawk.

Jim Fletcher and the Hollingbery boys can tell you more.
Cal Sales sez...

GETS YOU SEVEN IN PACIFIC PARADISE

CALIFORNIA'S RICH CENTRAL COAST.
FCC expresses Grade A and Grade B contours in terms of decibels above one microvolt per meter (dbu) and powers in terms of decibels above or below one kw (dbk). Like the nearly forgotten logarithms of our college algebra days, decibels are expressions of ratio; in fact, as used here, decibels are expressions of logarithmic ratios. And, as was the case with the log tables in the back of the algebra book, the decibel table, Table IV, is a handy reference whether one understands exactly what a decibel is or not.

Table IV indicates signal intensity contours for various grades of TV service in terms of both decibels (dbu) and microvolts per meter, the latter term familiar from standard broadcasting where it is used to show the coverage of radio stations. For example, the daytime coverage of a standard broadcast station might be the area contained within the 500 microvolt per meter contour. In TV language, this would be 54 dbu. A radio station's nighttime coverage might be the area contained within the 2,500 microvolt per meter contour, which in TV terms would be approximately 68 dbu.

The way the Commission has taken into account the performance differences between the various channels is also illustrated in Table IV. Good quality service (acceptable picture quality without an outside antenna, despite street cars, neon signs and other sources of interference), for example, requires a signal intensity of 80 dbu from uhf stations, 77 dbu from high band vhf stations, but only 74 dbu from low band vhf stations.

It should be remembered that the FCC's "smooth earth" coverage estimates for the three classes of TV stations, operating with various effective radiated powers and at various antenna heights, are theoretical approximations which can be radically affected by mountainous or mountainous clusters of skyscrapers which get in the way of good reception. It should also be kept in mind, that while the quality of TV service is for a specified percentage of time at a specified percentage of locations along the outer edge of the service area, there may be locations within the area for which the service is above or below that specified for the contour.

In general, however, the rule for TV is the same as that for radio: the closer the receiver is to the transmitter, the better the quality of service will be.

**TABLE IV**

<table>
<thead>
<tr>
<th>POWER</th>
<th>SIGNAL INTENSITY</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>DBK</td>
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<tr>
<td></td>
<td>Approx.</td>
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<tr>
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<td>3.01</td>
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<td>0</td>
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</table>

*Also City Service Channels 2-6

**NEW ANGLE TO TV COVERAGE:**

**COMING IN THE BACK DOOR TO COVER A MAJOR MARKET**

"AREA versus single market coverage" is the TV equation certain to figure significantly in trade and regulatory councils in the weeks immediately ahead. Events since the lifting of the big freeze in 1952 point up what has happened, and it was not wholly what had been expected.

When the Commission issued its end-of-freeze order, allocating some 2,000 channels throughout the United States, one of the most vociferous objections was to the possibility that big city vhf stations would blanket small city tv neighbors—uhf or vhf.

This has happened in some places as prophesied. New York's Empire State Building tv tenants cover not only southern Ohio, but northwestern Kentucky and southeastern Indiana. Chicago's stations cover northern Illinois and part of northwestern Indiana as well. All this was expected.

What was not anticipated was the reverse of this big city coverage—the smaller city tv putting a strong, clear signal into a neighboring metropolitan area, so strong and clear that in some cases the prime network affiliation has gone to the secondary location, not to its big city brother.

This has been going on since smart, commercial-minded engineers realized that the FCC's allocation left several comfortable, flexible areas in which to operate.

The FCC's allocation is based primarily on co-channel and adjacent channel mileage separations between stations. There are few other requirements. These are minimum and maximum powers and antenna heights, and a specified signal intensity that must be put over the principal city in the area.

But there were two factors which were left free. The FCC rules say nothing about where a station's transmitter must be located. The rules also permit a channel to be moved anywhere within 15 miles of the allocation site without the scrutiny of a rule-making proceeding. Since the Commission requires that a specific signal strength be placed over the principal city and since it did not mark out where an antenna must go, there is an interesting choice available to applicants and to station operators. The Commission's rules require that a signal with a minimum strength of 74 dbu for channels 2-6, 77 dbu for channels 7-13, and 80 dbu for uhf be placed over the principal city to be served.

Now, where there occurs a juxtaposition of a small city channel near a large city and with the requirement only to put a signal no less than the required minimum over the small "principal" city—plus meeting the separation factors—it was not long before...
Extra Program Versatility
from NEW RCA TS-11A Switcher

The TS-11A is a "nine-input" switcher designed to handle composite or non-composite video switching for color or monochrome. Two rows of push buttons feed a manual fader assembly; a third row feeds a preview channel. A program transfer switch is provided to interchange the preview and fader busses with the output busses so that the fader section can be used for previewing fades, lap dissolves and superimpositions. This makes it possible to use the fader channels for rehearsals while the preview channel handles the "on-air" signal. The fader assembly feeds a mixing circuit and three output amplifiers which are a part of the TS-11A, eliminating the need for installing elaborate distribution amplifier systems external to the switcher. The new switcher is free of microphonics and low frequency tilt and bounce, so that a stabilizing amplifier need not be added as part of the switching system.

For further information about this exclusive RCA development get in touch with your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION  CAMDEN, N. J.
the reverse of what had been expected was taking place.

The small city channel began to cover what the big city station operator thought was his unchallenged preserve.

At least a dozen such situations, entirely within the regulations, are actually in existence today, but two are most significant.

**KGUL-TV** Galveston, Tex., moved its ch. 11 antenna site three times in order to find the reverse of what had been expected for its Galveston coverage as the CBS-TV outlet. It is now operating from Arcadia, Tex., 21 miles from Galveston and 31 miles from Houston, with 235 kw from an antenna 550 ft. above average terrain. It holds a grant to operate from Alvin, Tex.—27 miles from Galveston and 46 miles from Houston—with a 1,200-ft. antenna and 261 kw in power. But, that grant was held up after ch. 13 KTKR-TV Houston protested. A six-week hearing ended last month and the examiner's recommendation is awaited.

Far overshadowing any of the moves proposed by the city stations is the plight of WTVN-TV, Steubenville, Ohio, which asked the FCC to permit it to relocate its channel 9 to the Allegheny County, Pa., hamlet of Florence, 11 miles northeast of Steubenville, and 30 miles west of Pittsburgh. It also proposed to put its antenna 3.5 miles from Pittsburgh.

It's all legal. The Commission's rules permit a channel to be moved within 15 miles of its principal city without rule-making, and, so long as the separations are maintained and the required signal strength is placed over the principal city, the transmitter may be placed anywhere. The Steubenville move, which becomes extra significant because they propose to place the station at WTVN-TV, 45 miles if the relocation is approved, is the target of protests by Pittsburgh stations and the FCC is wrestling with that problem now.

Other "area" situations were "built-in" at the time of the original application. The allocation was set, and the antenna was properly sited to put a good signal in the adjacent area.

**KTVH** (TV) Hutchinson, Kan., with its ch. 12 transmitter 8.3 miles east of that city on the road to Wichita, 40 miles away, is a good example. With its 800-ft. antenna, radiating 240 kw, it puts a Grade A signal into the area. But it is the CBS outlet.

**KOVR** (TV) Stockton, Calif., has its 3,244-ft., ch. 13 antenna on top of Mt. Diablo, only 30 miles from San Francisco. It operates with 144 kw and covers not only its principal city of Stockton, 35 miles away, but also Oakland, 20 miles away, San Jose, 38 miles away, and San Francisco 45 miles away. KOVR is the CBS outlet.

**KTVX** (TV) Muskogee, Okla., has its 1,020-ft., ch. 8 antenna atop Concharty Mt., midway between that city and Tulsa. Tulsa is 45 miles from Muskogee. The station operates with 316 kw, puts a Grade A signal into Tulsa where it is the ABC outlet.

**KJRT-TV** Henderson, Nev., has its 260- ft., ch. 2 antenna 6.2 miles from Henderson and 2.2 miles from Las Vegas.

There is even a construction permit for KCOA (TV) Corona, Calif., which plans to build its 2,910-ft., ch. 52 antenna atop Mt. Wilson, 35 miles northwest of Corona and 25 miles northeast of Los Angeles. Corona is about 40 miles from Los Angeles.

One of the first outbreaks to figure in this manner was WTVM (TV) Muskegon, Mich. It holds a grant for ch. 35, with its 270 kw, 973-ft. antenna at Conklin, Mich., 20 miles southeast of Muskegon toward Grand Rapids, which would put a Grade A signal into Grand Rapids, 35 miles away, from Muskegon, encompassing not only the 50,000 people in its home city but also the 200,000 in its neighboring metropolitan area.

Until it requested a modification several weeks ago, the grant to WRT (TV) in Flint, Mich., was for a 1,000-ft., ch. 12 antenna at Clarkson, Mich., 20 miles south of Flint and about 35 miles from Detroit. It has now asked for a new site at Chesaning, Mich., 20 miles north of Flint, to radiate 316 kw.

Other stations realized their astounding good fortune after they had received their grants and had begun to build or operate. One in which the FCC has undertaken the growth from a small-town station to a full-fledged regional was ch. 4 WTV (TV) Bloomington, Ind. In mid-1953 it moved its transmitter to a point three miles southeast of Cloverdale, Ind., less than 40 miles from Indianapolis, 35 miles from Terre Haute and 30 miles from Bloomington.

WNTV (TV) Portage, Ind., moved its ch. 15 antenna from a site 25 miles north of Fort Wayne to Auburn Township, 18 miles north of Fort Wayne. Radiating 237 kw from its 829-ft. antenna, it puts a Grade A signal that into southeastern Indiana.

**2,000 Ft. High—42 Miles Away**

Still marking time, WSLA (TV) Selma, Ala., moved its ch. 8 antenna to Strata, Ala., 49 miles south-southeast of Selma and 23 miles south of Montgomery, and is awaiting FCC approval, over Airspace Subcommittee opposition, for a new 2,000-ft. antenna. Selma is 42 miles from Montgomery.

There are many other instances that never went through. WCIA (TV) Champaign, Ill., planned to move its ch. 3, 100 kw, 940-ft. antenna from its present location at Seymour, Ill., 12 miles off Champaign, four miles closer to Decatur, Ill. Decatur stations objected and WCIA dropped its proposal. Decatur is 45 miles from Champaign and receives a Grade A signal from WCIA, which is NBC, CBS and DuMont there.

**WMBV** (TV) Marinette, Wis., proposed to move its ch. 11 transmitter site south toward Green Bay, 50 odd miles away. Protest by Green Bay TV operators forced it to drop the plan. Even so it is operating its 102.3 kw, 1,452-ft. antenna at Oconto, Wis., 17 miles south of Marinette, putting a Grade B signal into Green Bay. It now has a CP for 236 kw, 777-ft., which will put a Grade A signal into Green Bay.

In only two instances has the FCC questioned the necessity of such moves. Some months ago a proposal was made to shift ch. 14 in Annapolis, Md., to Odenton, Md., 13 miles northwest, and to place the transmitter southwest of Odenton toward Wash-ington. When the FCC directed an inquiry to the petitioner, the matter was dropped. The FCC also issued a CP to ch. 3 KSLM-TV Salem, Ore., which holds a CP for 5.5 kw and 970-ft. antenna. KSLM-TV proposed moving its transmitter from a site 5.5 miles northwest of Salem to one 35 miles northeast of Salem—22.4 miles southeast of Portland, Ore. Salem is about 45 miles from Portland.

This whole idea of varying types of TV stations is not new. Back in 1945, the FCC allocated channels to the top 100 markets and expressly provided for community, metropolitan and rural stations. In fact, several community stations were granted.

However, the large small towns were also left in the dust. Several communities that were granted were as such, but it was definitely the Commission's aim then to foster such outlets in the areas outside the crowded East, Gulf and West Coast regions.

There was talk even then of circumscir-

**broadcasting**
WCBS-TV delivers more adults in the daytime -
32% more than all six other New York stations combined
... and adults are your best customers.

Source: ARB, November '54, 7 am to 6 pm, Monday through Friday
HOLLYWOOD TELEVISION SERVICE ANOUNCES
THE BIG 26!
THE GREATEST ARRAY
OF QUALITY PICTURES
EVER OFFERED FOR
TELEVISION!

The Diamond Group

1. CHANGE OF HEART
   John Carroll, Susan Hayward, Eve Arden, Gail Patrick,
   Walter Colont, Freddie Martin & Orchestra

2. BRAZIL
   The Golfer, Virginia Bruce, Edward Everett Horton,
   Robert Livingston, Richard Lane, Frank Puglia,
   Patricia Bennington, Don Seymour

3. SIS HOPKINS
   Judy Canova, Bob Crosby, Jerry Colonna, Susan Hayward

4. HEADIN' FOR GOD'S COUNTRY
   William Lundigan, Virginia Dale, Harry Davenport

5. SCOTLAND YARD INVESTIGATOR
   Sir C. Aubrey Smith, Eric von Stratten, Stephanie Bachelor,
   Forrester Harvey, Daris Lloyd

6. EARL CARROLL SKETCHBOOK
   Candace Moore, William Marshall, Elif Gordon,
   Vera Vague, Edward Everett Horton, Hilary Brooke

7. SLEEPYTIME GAL
   Judy Canova, Tom Brown, Harald Huber, Ruth Terry,
   Jerry Lester, Fritz Feld

8. VILLAGE BARN DANCE
   Richard Cromwell, Daris Dale, Esther Dale, Dan Wilson

9. BIG BONANZA
   Richard Arlen, Robert Livingston, Jane Frazee, Gabby Hayes,
   Lynne Roberts, Bobby Driscoll, Monte Hale

10. RENDEZVOUS WITH ANNIE
    Eddie Albert, Faye Marlowe, Gail Patrick, Philip Reed,
    Sir C. Aubrey Smith

11. IN OLD MISSOURI
    Lee, Frank, Elmer & June West, June Storey,
    Margorie Gorman, Thornton Hall, Allen Ladd,
    Hal Johnson Choir

12. MURDER IN THE MUSIC HALL
    Vera Ralston, William Marshall, Nancy Kelly,
    William Gargan, Ann Rutherford, Jerome Cowan

13. HITCH HIKE TO HAPPINESS
    Al Pearce, Dale Evans, Fred Taylor, William Frawley,
    Jerome Cowan, Atlene Harris, Joyce Compton

14. SOMEONE TO REMEMBER
    Mabel Paige, Richard Crane, Charles Dingle

15. SCATTERBRAIN
    Judy Canova, Alan Ladd, Eddie Fay, Jr., Isabel Jewell

HOLLYWOOD TELEVISION SERVICE, Inc. Home Office: 4020 Carpenter St.
AUDIENCES DEMAND THEM!

SPONSORS NEED THEM!

THE NEW AND GREAT MULTI-MILLION DOLLAR MOTION PICTURE PROGRAM NOW AVAILABLE FOR SALE BY HOLLYWOOD TELEVISION SERVICE, Inc.

16. THAT BRENNAN GIRL
James Dunn, Mona Freeman, William Marshall, June Dupre

17. CAMPUS HONEYMOON
Ske & Lynn White, Adele More, Richard Crane, Stephanie Baxter

18. JOAN OF OZARK
Judy Canova, Joe E. Brown, Jerome Cowan, Anne Jeffreys, Donald Curtis

19. I'LL REACH FOR A STAR
Frances Langford, Phil Regan, Louise Henry, Duke Ellington and Eddie Duchin Orchestras

20. OH, MY DARLING CLEMANTINE
Frank Albertson, Irene Ryan, Tom Kennedy, Roy Acuff

21. SLEEPY LAGOON
Judy Canova, Dennis Day, Ernest Trues, Douglas Fowley, Will Wright, Joe Sawyer

22. IN OLD SACRAMENTO
William Elliott, Constance Moore

23. CHATTERBOX
Judy Canova, Joe E. Brown, Rosemary Lane, John Hubbard, Anne Jeffreys

24. NIGHT TRAIN TO MEMPHIS
Roy Acuff, Alva Lane, Adele More, Ray Acuff and his Smoky Mountain Boys

25. CALENDAR GIRL

26. PUDDIN' HEAD
Judy Canova, Frances Beddor, Raymond Wolburn, Chels Chandler, Paul Harvey

The Sparkler Group

HOLLYWOOD TELEVISION SERVICE is proud to present one of the world's great entertainment film subjects
KEN MURRAY'S GREAT "BILL AND COO"

ALREADY IN RELEASE and available for booking

438 of the finest quality Motion Picture Subjects for your TV Audiences

- 237 FULL LENGTH FEATURES
- 116 OUTDOOR ACTION FEATURES
- 85 1/2 HOUR ADVENTURE SUBJECTS
- 39 of the great "STORIES of the CENTURY"
Famous 261/2 Minute TV Subjects

North Hollywood, California - Telephone: SUNset 3-8807 or SERVICE, Inc. REPRESENTATIVES!
THE TALLEST TOWER: KEEPING IT LIT

KWTV (TV) SPENT $20,000 TO MAKE SURE IT STAYS VISIBLE

HAVING the tallest man-made structure in the world—a shimmering steel shaft jutting skyward 1,572-ft. above the Oklahoma plains—poses a special responsibility for KWTV (TV) Oklahoma City. This is that the tower must be easily identifiable as an obstacle to aircraft.

A specially-designed $20,000 lighting system is KWTV's answer to that obligation. The sky-reaching tower—higher by 100 ft. than the Empire State Bldg., taller by 587 ft. than the Eiffel Tower—is equipped with nine Crouse-Hinds flashing beacons and 18 obstruction lights.

This makes the tower visible for a distance of 50 miles on a clear night, according to best estimates.

Though the tower's identification lights provide pilots with adequate notice of the location of the tower under normal visibility conditions, they basically form only a segment of this unique installation's obstruction lighting system. Several other devices must work properly for the lighting units to serve their essential purpose. Since replacing just one bulb of one of the tower's lighting fixtures is costly, requiring a specialist to work hazardly on the upper levels of the giant antenna rig, each lamp bulb must possess long burning life. Maintenance personnel must also know instantly when a lamp has failed. Finally, the lighting controls must function automatically to assure that the lighting system operates when necessary.

Fabricated and installed by Ideco Division, Dresser-Stacey Company, Columbus, Ohio, the tower is triangular in cross section, 12 feet on a side up to the 1,420-ft. level. Two television antennas (the antenna of Oklahoma's educational ch. 13 KETA [TV] will also be located on the KWTV tower), one atop the other, extend 152 feet upward above the 1,420-ft. level. From the ground up to the 300-ft. level, the three support legs are 14-inch wide flange steel beams; above that height, the legs are solid steel round that vary from 10%- to 4-inches in diameter. The structure rests on a base insulator, capable of withstanding four times the 2.8 million pound working load. The entire assembly is mounted on a 10-ft. deep reinforced concrete foundation.

Of the nine Type FCB-12 flashing beacons used, one is mounted at the top of the antennas, and two each are installed at four lower levels. Each beacon is equipped with two 620-watt, 3,000-hour lamps. All three can at six lamp lights equipped with type VAW obstruction lights. One 111-watt, 3,000-hour lamp is used in each obstruction light.

Separate control circuits for the flashing beacons and obstruction lights run from the tower down to a master panel, and on to a lamp failure indicator board. The master panel contains the main contactors, flashing switches, photoelectric amplifier and beacon lamp failure alarm relays. Housed separately are the obstruction light alarm relays which feed directly to the lamp failure indicator panel.

The absence or presence of light upon a photoelectric cell actuates the tower's panel amplifier, causing the system's main contactors either to turn on or turn off the tower lighting automatically. The light-sensitive phototube, located on an exterior wall of the tower maintenance building and protected by a windowed, weatherproof aluminum box, can be accurately adjusted to react to predetermined ranges of light.

The master panel, specially-designed by Crouse-Hinds to handle the tall tower's unusual lighting requirements, consists of two double-circuit TSS flasher switches, powered by shaded pole, induction disc motors. The beacon circuits are flashed at a cycle rate of 40 flashes per minute by four 35 ampere mercury switches.

All 27 lighting units are wired to individual lamp failure relays, which activate the particular pilot lamps on the lamp failure indicator board. A relay coil in series with each tower lighting fixture drops out whenever the fixture bulb fails, closing relay contacts that energize the pertinent pilot light on the indicator board.

This arrangement for indicating lamp failures allows the KWTV tower to be checked easily and quickly by merely observing the lamp failure indicator panel. The board itself is in effect a miniature physical diagram of the tower lighting. The large red pilot lights monitor the flasher beacons. The two top lights indicate the bulb condition of the two bulbs in the highest mounted beacon on the tower. The smaller red pilot lights denote the condition of the VAW obstruction light. Anyone of these is illuminated only when a tower lamp has failed. The green light at the bottom of the panel burns whenever the power to the tower lights is on.
Invest just $195 for automatic audio level control...

IN TV • FM • AM BROADCASTING

IN PUBLIC ADDRESS SYSTEMS
- Hotel Ballrooms
- Auditoriums
- Stadiums
- Industrial Paging
- School Installations
- Wired Music Applications

IN RECORDING STUDIO APPLICATIONS
- Disc Recording
- Tape Recording
- Sound-on-Film Recording

UNI-LEVEL AMPLIFIER

Here you have the answer to any audio engineer's prayers. The G-E "Uni-Level" Amplifier automatically compensates for level changes encountered between different audio sources. Its expansion-compression characteristics smooth out and increase average levels for all types of program material.

Yes, in any sound system that's troubled by variations in voice intensity, you can count on the BA-9-A to eliminate "blasts". You'll get higher average output. You'll save time and effort while performance is greatly improved.

Mail this coupon and complete specifications will be sent to you immediately.

General Electric Co., Broadcast Equipment, Sec. X215-24, Electronics Park, Syracuse, N.Y.

Please send me information and detailed specs on the new G-E Uni-Level Amplifier.

NAME: ____________________________
ADDRESS: _______________________
CITY: ___________________ STATE: _______

January 17, 1955 • Page 53
HOW TV STATIONS USE THE VERSATILE POLAROID

60-SECOND CAMERA IS A JACK-OF-ALL-TRADES TO TELEVISION

By Peter Hoagland

The FBI sealed the house for local or national news coverage for several hours. When it was unsealed, a KFEQ-TV man was on the spot and allowed in to take interior shots of the Bonnie Heady home. Within 25 minutes they were shown to the tv audience.

Scores of stations use the Polaroid for spot and speeded-up news coverage. But many stations find a wide variety of other practical uses for the jiffy camera.

WAVE-TV Louisville, Ky., has a four-man news staff equipped with these cameras. They take an average of eight shots a day, and run anywhere from five to 15 daily. Since Polaroid pictures are permanent, they maintain a news file and have built up a morgue of over 5,000 shots. All told, they figure it costs them only $1,000 a year for film, flash bulbs and maintenance. They mount the pictures they intend to use on a concave wooden frame, which has slits to hold as many as 20 at a time. The tv camera merely pans from photo to photo, as directed via phone by the director who has a cue sheet identical with the announcer's script.

Many tv stations use a copy-maker to enlarge a standard 3½" x 4½" Polaroid print of art work up to 11" x 14". Some also devise title cards simply by mounting letters or symbols on a board and photographing them.

Some news photographers, both for tv and newspapers, use a special Speed Graphic adapted with a Polaroid back to combine the advantage of photos taken with the Speed Graphic's faster lens and wider range of speeds and shutter openings with the Polaroid's 60-second developing and printing operation. A classic use of this is at World Series baseball games, when the picture of the first pitch or a winning home run can be on the air or in the newspapers within an hour after being transmitted from stadium to tv station or newsroom via telop machine.

Other uses: KBOI (TV) Boise, Idaho, uses the Polaroid camera to take publicity pictures for a locally printed Tv Guide; KROC-TV Rochester, Minn., uses it for engineering record purposes, such as recording wave forms; WRFR-TV Wheeling, W. Va., pleased a sponsor by making up a presentation of the news staff that put his show together; KVTU (TV) Sioux City uses it for shots of celebrities being interviewed in the studio and later shows these pictures on news reports of the interview.

Just as tv uses the Polaroid extensively, so does Polaroid Corp. use tv. Polaroid is an extensive user of tv as an advertising medium, as one of the sponsors of Dave Garroway's Today; a charter sponsor of Steve Allen's Tonight, and an occasional sponsor on Arlene Francis' Home, all NBC-television shows; also the CBS-TV Morning Show. It also bought 26 weeks of the CBS-TV regional network show Panorama Pacific.

During the recent 15-city Polaroid campaign to introduce its new popular price model, the Highlander ($69.95), the company backed up its newspaper ads with 30 tv spots and 40 radio spots over a 10-day period in the larger cities such as New York and Chicago.

"Out of the mouths of babes" is a pretty good description of the origin of the Polaroid camera, although Dr. Land had long had an interest in photography in connection with his work in light polarization and other optics. He had snapped a picture of his young daughter and she demanded to see it right then, without waiting for it to be developed and printed.

Dr. Land got to thinking there were probably others who like to see their snapshots right away, so he set up a cubbyhole lab in the Polaroid Bldg. in Cambridge and began working on the problem as sparetime relaxation after his strenuous wartime duties. Research and experimentation continued and, on Feb. 21, 1947, the first one-minute photo process was announced, with the first Polaroid cameras going on sale in December of the following year.

There are now three models of the Polaroid camera on the market—the professional Pathfinder and the all-purpose Speedliner, each turning out prints 3½" x 4½", and the new pocket-sized Highlander, whose prints are 3½" x 3½". Unlike the first sepiatone Polaroid prints, today's have a contrasty black-and-white permanent finish. Copy negatives can now be made of Polaroid prints, producing as many copies as desired.
**WKBN-TV PROGRAM RANKINGS**

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>RATING</th>
<th>STATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Toast of the Town</td>
<td>38</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>2. Jackie Gleason Show</td>
<td>34</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>3. I Love Lucy</td>
<td>31</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>4. Milton Berle</td>
<td>30</td>
<td>Station B</td>
</tr>
<tr>
<td>5. Beat the Clock</td>
<td>29</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>6. I've Got a Secret</td>
<td>28</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>7. Roy Rogers</td>
<td>26</td>
<td>Station B</td>
</tr>
<tr>
<td>8. Racket Squad</td>
<td>26</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>9. Big Story</td>
<td>26</td>
<td>Station B</td>
</tr>
<tr>
<td>10. December Bride</td>
<td>25</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>11. Arthur Godfrey and Friends</td>
<td>25</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>12. Two for the Money</td>
<td>25</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>13. Brown Pro Football</td>
<td>25</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>14. Meet Millie</td>
<td>24</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>15. Four-Star Playhouse</td>
<td>24</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>16. You Bet Your Life</td>
<td>24</td>
<td>Station B</td>
</tr>
<tr>
<td>17. Dollar a Second</td>
<td>24</td>
<td>WKBN-TV</td>
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<tr>
<td>18. Topper</td>
<td>24</td>
<td>WKBN-TV</td>
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<tr>
<td>19. Badge 714</td>
<td>23</td>
<td>Station B</td>
</tr>
<tr>
<td>20. Studio 57</td>
<td>23</td>
<td>WKBN-TV</td>
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<tr>
<td>21. Justice</td>
<td>23</td>
<td>WKBN-TV</td>
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<tr>
<td>22. Dangerous Assignment</td>
<td>23</td>
<td>Station B</td>
</tr>
<tr>
<td>23. Dragnet</td>
<td>23</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>24. Our Miss Brooks</td>
<td>23</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>25. Hit Parade</td>
<td>23</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>26. Polka Party</td>
<td>23</td>
<td>Station B</td>
</tr>
<tr>
<td>27. Honestly Celeste</td>
<td>22</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>28. Elgin TV Hour</td>
<td>22</td>
<td>Station B</td>
</tr>
<tr>
<td>29. Strike It Rich (eve.)</td>
<td>22</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>30. Masquerade Party</td>
<td>22</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>31. What's My Line</td>
<td>21</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>32. Perry Como Show</td>
<td>21</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>33. Edward Arnold Show</td>
<td>21</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>34. Rumpus Room</td>
<td>21</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>35. NCAA Scoreboard</td>
<td>21</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>36. Best of Broadway</td>
<td>20</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>37. Mark Saber</td>
<td>20</td>
<td>WKBN-TV</td>
</tr>
<tr>
<td>38. Hopalong Cassidy</td>
<td>20</td>
<td>WKBN-TV</td>
</tr>
</tbody>
</table>

**WKBN-TV SHARE**

- Mon. thru Fri. Morning: 36
- Mon. thru Fri. Afternoon: 37
- Sunday: 49
- Saturday: 40
- Mon.-Fri. ever: 5:00-6:30 p.m.: 52
- Sun.-Sat. ever: 6:30-10:30 p.m.: 35
- Sun.-Sat. ever: 10:30-12:00 mid.: 39

**WEEKLY QUARTER-HOUR FIRSTS**

- WKBN-TV: 363
- Station B: 58
- Ties: 30

*It's WKBN-TV, highest by far in the 32nd U.S. market... Serving 145,000 homes equipped to receive Channel 27... Nearly a half million viewers... Plus CBS, ABC, Dumont... New 160,000 Watts power... and network color programs.*


**WKBN-TV**

**YOUNGSTOWN, OHIO**

**CHANNEL 27**

Represented Nationally by

**PAUL H. RAYMER CO.**
We'll trade 2 dollars of ours for every 1 dollar of yours

This is something only WLW's Radio two-for-one plan offers. Here's a proved merchandising and promotion program of such span and force that it guarantees you an additional full dollar's worth of top-notch product promotion for
every advertising dollar you spend on WLW Radio.

We have a consulting team ready to talk to you, ready to build your own 2-for-1 package. Try us out and you'll see that one equals two on WLW Radio.
ial limitation, is to do offense to the individual's right," he said.

Broadcasters will constantly and vigorously resist any attempt to substitute 'organized minority pressure for majority rule,' Mr. Fellows pledged. "We will cooperate sincerely with any group—government, industry, civic or otherwise—that believes in the democratic principle of free rule." He reviewed results of NARTB's survey of the amount of beer and wine advertising on the air [BT, Jan. 3].

BROADCAST MEDIA ATTRACTION CITED

Agency executive Beirn tells newspaper representatives that advertisers are being conditioned more and more to radio and television.

ADVERTISERS are being "conditioned very carefully" by their agencies to think "more and more about television (and even radio)," F. Kenneth Beirn, president of Bio-Way-Tojo Inc., told an audience of newspaper representatives in New York last Thursday.

Mr. Beirn discussed the advertising dollar before the New York Chapter of the American Assn. of Newspaper Representatives at the Yale Club.

The broadcast media—particularly television—have wrested leadership in the news field from the newspaper, Mr. Beirn said, and as a consequence they are gobbling up the finest creative young minds, who now seek their careers in tv or radio for a greater share rather than in the newspaper field.

"To combat the progress of radio and tv—particularly in news—and thus make a strong bid of the advertising dollar, Mr. Beirn suggested newspapers adopt "new and progressive ideas that will take the American newspaper a step forward to newer and better things."

Radio, Mr. Beirn said, ushered in a revolution in the field of advertising which meant "the advertising dollar had to be split up to provide for a new medium. . . . and now television, with its scientists, its research, and its 'progressive dynamism,' its preparations for color, cause a further demand on that same advertising dollar."

The advertiser, Mr. Beirn said, "still asks one question of his advertising agencies: 'Where will I get the greatest impact for my money? What will I reach the most customers for the least cost?'"

The increased thinking by the advertisers in terms of tv and radio can be traced to an extent, according to Mr. Beirn, to the media "using every means possible to promote themselves. . . . they are doing a real promotional job for themselves."

Mr. Beirn observed: "Let's take a look at your competitor, television. They televise hearings in the Senate—and have the whole nation watching. Ed Murrow takes his camera into the homes of famous people. His network (CBS) brings its correspondents to America from all over the world for a roundtable discussion of world affairs. The 'coop' has become a thing of the past. You never hear an 'extra' on the street any more. On every side, I hear newspaper friends of mine deplore this situation."

A greater competitive battle between newspaper and tv, he said, will benefit not only the advertiser, but also the public, who "will gain the most."

HOOPER MAY RETURN TO NATL. RATINGS

Contractual obligations which expire next month make it possible for the company to resume the rating system which it sold in 1950 to A. C. Nielsen.

AFTER FIVE YEARS of standing in the wings of the national rating business, C. E. Hooper Inc. can be expected to return to the scene, possibly as early as this spring.

This was indicated in an announcement being released today (Monday) by the Hooper firm, which also has elected James L. Knipe, its executive vice president and general manager for the past 15 months, to president and board chairman.

Mr. Knipe thus assumes full directorship of the Hooper enterprise which was founded by C. E. Hooper, who died last month as a result of an accident during a duck hunting trip at Great Salt Lake [BT, Dec. 20, 1954].

After Mr. Hooper's death it was stated that the control of the firm would remain with the Hooper family. Mr. Knipe said that no changes of any kind were contemplated in the organization.

Today's Hooper announcement says in part: "The Hooper organization is currently planning expansion moves which are related to the expiration of certain five-year contractual commitments on Feb. 28, 1955. These commitments have restrained the company from publishing a national service. For the last five years only city reports have been published."

Reports that the Hooper firm was about to lapse into a national rating service, after its layoff since 1950 when the Hooper firm sold its national rating report to A. C. Nielsen Co. for an estimated $500,000 to $600,000, have been circulated widely in the radio-tv industry. The Nielsen purchase included all the national program ratings then being published by C. E. Hooper Inc. The network program ratings by Hooper then were based on coincidental telephone calls in 36 cities of a four-network service. The 1950 transaction ended a 15-year publication by Mr. Hooper of his network ratings.

Retail Tv Set Sales Hit 11-Month Record

RETAIL sales of tv sets, totaling 6,223,332 in the first 11 months of 1954, set an all-time record for the period, according to Radio-Electronics-Tv Mfrs. Assn. The figure a year prior was 5,600,423 for 11 months.

Eleven-month radio sales last totalled 5,272,155 compared to 5,608,477 in the previous year. The retail radio figures do not include auto sets, which do not move through terminal channels.

Tv sales in November totalled 779,105 sets compared to 799,164 in October and 678,295 in October 1953. Radio sales totalled 669,166 sets in November, 570,825 in October and 697,062 in November 1953.

Jack Goldburg Dies in N. Y.

JACK GOLDBURG, 61, treasurer and media buyer and one of the founders of Lawrence C. Gumbinner Adv., New York, died last Wednesday at his home in Brooklyn after a short illness. Mr. Goldburg was in the advertising business for 38 years. He has been with the Gumbinner agency since its formation in 1924 and before that was associated with Mr. Gumbiner in the L. S. Goldsmith agency from 1917 to 1924.

LATEST RATINGS—NIELSEN

Two Weeks Ending Nov. 27, 1954 (Radio)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Jack Benny Show (CBS)</td>
<td>3,172</td>
</tr>
<tr>
<td>2.</td>
<td>Amos 'n' Andy (CBS)</td>
<td>3,172</td>
</tr>
<tr>
<td>3.</td>
<td>My Little Margie (CBS)</td>
<td>3,232</td>
</tr>
<tr>
<td>4.</td>
<td>Lux Radio Theatre (Nbc)</td>
<td>3,332</td>
</tr>
<tr>
<td>5.</td>
<td>Our Miss Brooks (Amor. Home)</td>
<td>2,786</td>
</tr>
<tr>
<td>6.</td>
<td>Dragnet (Toni) (CBS)</td>
<td>2,786</td>
</tr>
<tr>
<td>7.</td>
<td>Our Miss Brooks (Toni) (CBS)</td>
<td>2,192</td>
</tr>
<tr>
<td>8.</td>
<td>When You're in Love (Nbc)</td>
<td>2,192</td>
</tr>
<tr>
<td>9.</td>
<td>People Are Funny (Toni) (Nbc)</td>
<td>2,140</td>
</tr>
<tr>
<td>10.</td>
<td>Bergman &amp; McCarthy (CBS)</td>
<td>2,146</td>
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Evening, Once-a-Week (Average for all programs) (1,213)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
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<tbody>
<tr>
<td>1.</td>
<td>Our Gal, Sunday (Amer. Home)</td>
<td>2,339</td>
</tr>
<tr>
<td>2.</td>
<td>Starlight (Nbc)</td>
<td>2,192</td>
</tr>
<tr>
<td>3.</td>
<td>The Lifeboat (CBS)</td>
<td>2,133</td>
</tr>
<tr>
<td>4.</td>
<td>Our Miss Brooks (CBS)</td>
<td>2,133</td>
</tr>
<tr>
<td>5.</td>
<td>Dragnet (Toni) (CBS)</td>
<td>2,146</td>
</tr>
<tr>
<td>6.</td>
<td>Helen Trent (Participating)</td>
<td>2,146</td>
</tr>
<tr>
<td>7.</td>
<td>The Widder Brown (Nbc)</td>
<td>2,146</td>
</tr>
<tr>
<td>8.</td>
<td>Helen Trent (Amer. Home)</td>
<td>2,099</td>
</tr>
<tr>
<td>9.</td>
<td>Band of Life (Nbc)</td>
<td>2,052</td>
</tr>
<tr>
<td>10.</td>
<td>Backstage Wife (Nbc)</td>
<td>2,052</td>
</tr>
</tbody>
</table>

Weekday (Average for all programs) (1,144)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
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<td>8.</td>
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<td>9.</td>
<td>Band of Life (Nbc)</td>
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</tr>
<tr>
<td>10.</td>
<td>Backstage Wife (Nbc)</td>
<td>2,052</td>
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</tbody>
</table>

Day, Sunday (Average for all programs) (3,466)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Nudie's Show (CBS)</td>
<td>838</td>
</tr>
<tr>
<td>2.</td>
<td>Ceci Brown Commentary (CBS)</td>
<td>793</td>
</tr>
<tr>
<td>3.</td>
<td>Symphony (CBS)</td>
<td>793</td>
</tr>
</tbody>
</table>
| 4.     | Day (Sunday) (Average for all programs) (884)
| 1.     | Army-Navy Football Game (Nbc)  | 2,055       |
| 2.     | Ondine (CBS)                   | 1,866       |
| 3.     | City Hospital (CBS)            | 1,778       |
miss combo says: "It's Here!"

the BIG-NEW Ft. Worth - Dallas COMBINATION

NOW AVAILABLE

KFJZ 1270 Kc.
5,000 Watts

KLIF 1190 Kc.
5,000 Watts

"Two GREAT stations
in one BIG market"

Fort Worth-Dallas, 15th market in U. S.

Represented Nationally by: H-R Representatives, Inc.

New York  Chicago  Los Angeles  San Francisco

Represented Regionally by: Clarke Brown Company

Dallas  Houston  Atlanta
P&G October 1954 radio-TV billings nearly $3 million, according to Pib

Gillette ranked second with $1,792,218 while five others topped $1 million in composite network time purchases.

PROCTOR & GAMBLES neared the $3 million mark in total monthly radio-TV network time purchased in October, according to data based on Publishers Information Bureau reports. Similar compilation of other national advertisers' expenditures in both network radio and tv showed Gillette in second place in this "composite top ten" with $1,792,218. Five other advertisers, on a composite basis (computed only if placing in the top ten, radio or tv, for October) passed the $1 million mark. In order they are: Colgate-Palmolive, General Motors, R. J. Reynolds Tobacco Co., Lever Bros. and Chrysler Corp. Both R. J. Reynolds and Chrysler placed in tv's top ten but not in radio.

The breakdown of each of these network advertisers is shown in the accompanying individual radio and tv tables.

### TOP TEN RADIO NETWORK ADVERTISERS IN OCTOBER 1954

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble Co.</td>
<td>$966,007</td>
</tr>
<tr>
<td>2</td>
<td>Gillette Co.</td>
<td>$519,649</td>
</tr>
<tr>
<td>3</td>
<td>Colgate-Palmolive Co.</td>
<td>$380,303</td>
</tr>
<tr>
<td>4</td>
<td>Lever Brothers</td>
<td>$376,099</td>
</tr>
<tr>
<td>5</td>
<td>General Motors</td>
<td>$390,437</td>
</tr>
<tr>
<td>6</td>
<td>General Motors</td>
<td>$319,108</td>
</tr>
<tr>
<td>7</td>
<td>Colgate-Palmolive Co.</td>
<td>$351,990</td>
</tr>
<tr>
<td>8</td>
<td>Procter &amp; Gamble Co.</td>
<td>$292,383</td>
</tr>
<tr>
<td>9</td>
<td>American Tobacco Co.</td>
<td>$277,555</td>
</tr>
<tr>
<td>10</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>$258,457</td>
</tr>
</tbody>
</table>

### TOP TEN TV NETWORK ADVERTISERS IN OCTOBER 1954

<table>
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<tr>
<td>1</td>
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<td>$2,113,038</td>
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<td>$1,952,378</td>
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<td>3</td>
<td>Gillette Co.</td>
<td>$1,223,569</td>
</tr>
<tr>
<td>4</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td>$1,077,850</td>
</tr>
<tr>
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<td>Chrysler Corp.</td>
<td>$865,639</td>
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<td>General Mills</td>
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### LEADING TV NETWORK ADVERTISERS BY PRODUCT GROUPS DURING OCTOBER 1954

### LEADING RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS DURING OCTOBER 1954

### GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR OCTOBER AND JAN.-JULY, 1954, COMPARED WITH 1953

<table>
<thead>
<tr>
<th>Category</th>
<th>October 1954</th>
<th>January-July 1954</th>
<th>October 1953</th>
<th>January-July 1953</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Foods</td>
<td>2,113,038</td>
<td>1,881,175</td>
<td>1,205,347</td>
<td>1,061,067</td>
<td>74.63%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>1,952,378</td>
<td>1,689,575</td>
<td>1,541,351</td>
<td>1,297,093</td>
<td>15.15%</td>
</tr>
<tr>
<td>Toiletries &amp; Foods</td>
<td>1,223,569</td>
<td>1,052,367</td>
<td>678,174</td>
<td>613,245</td>
<td>84.98%</td>
</tr>
<tr>
<td>Automotive, Auto Equip.</td>
<td>865,639</td>
<td>708,089</td>
<td>475,084</td>
<td>432,067</td>
<td>83.15%</td>
</tr>
<tr>
<td>Other foods</td>
<td>607,089</td>
<td>507,089</td>
<td>271,084</td>
<td>227,067</td>
<td>115.49%</td>
</tr>
<tr>
<td>Household Equip. &amp; Sup.</td>
<td>937,363</td>
<td>772,299</td>
<td>337,363</td>
<td>272,363</td>
<td>126.92%</td>
</tr>
<tr>
<td>Other</td>
<td>772,299</td>
<td>694,259</td>
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<td>28.15%</td>
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<tr>
<td>Miscellaneous</td>
<td>679,178</td>
<td>557,178</td>
<td>367,178</td>
<td>297,178</td>
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1954 was a big and busy year for color. Since the FCC approved the compatible system in December 1953, 50,000 channel miles of the Bell System television network have been specially adapted to carry color programs to 150 stations in 109 cities.

In addition to the big job of color conversion, the Bell System has also added 18,000 channel miles to the nationwide TV network.

Conversion of the television network to transmit color is an exacting and expensive job. New equipment must be added and hundreds of technicians must be trained in the complex color techniques in order to maintain and adjust this equipment to exact standards.

Plans for 1955 call for continued expansion of the television network—to keep pace with the industry's expanding needs.
An Hour’s Work

$100,000—highest fee ever paid a performer for a single tv appearance—is the sum Bob Hope reportedly will receive for conducting "Looking at You," a one-hour video preview of General Motors’ own auto show, Motorama, Wednesday, 10-11 p.m., on NBC-TV. Kudner Agency is handling the program for GM.

Glascock Joins Manchester

MAHLON A. GLASCOCK, former sales manager of WRC and W M A L - A - M - T V Washington and most recently agency free lance copy writer, has been appointed copy chief of J. Gordon Manchester Advertising Inc., Washington, it was announced last week.

Mr. Glascock also had served as NBC Spot Sales representative in Schenectady.

AGENCY APPOINTMENTS

Proctor Electric Co., N. Y., has named Weiss & Geller, same city. Radio-tv will be used for Hi-Lo adjustable ironing tables, Zedalon pad and cover sets, toasters and irons.

Roger & Gallet (cosmetics, toiletries), N. Y., names Dowd, Redfield & Johnstone, same city. Radio-tv will be used, with tv tests starting on West Coast.


A & A PEOPLE


Carl E. Hassel, media director, Ross Roy Inc., Detroit, elected vice president.

J. Joseph Taylor Jr., marketing director, Jacob Ruppert Brewery, N. Y., promoted to vice president and advertising director.

Wendell D. Moore, media director, Grand Adv., Chicago, appointed advertising manager, Dodge Div., Chrysler Corp., Detroit.

Bruce E. Miller, national advertising manager, Plymouth Div., Chrysler Corp., Detroit, appointed director of advertising and merchandising; William L. Martin, executive sales staff, Plymouth Div., appointed sales manager.

William H. Taylor Jr. appointed assistant advertising manager, Pontiac Motor Div., General Motors Corp., Detroit.

James T. Hopkins, formerly editor, Okalooa News-Journal, Crestview, Fl., to Florida Citrus Commission, Lakeland, as director of industry relations.

Raymond F. Call, formerly with Young & Rubicam, N. Y., appointed copy director, Calkins & Holden, same city.

Marion E. Stringer to Selchow & Righter (games), N. Y., as advertising and sales promotion director.

Thomas S. Cadden, account service staff, Krupnick & Assoc., St. Louis, appointed radio-tv director.


Anne Coyle, formerly group supervisor, Ta- tham-Laird Inc., Chicago, appointed radio-tv manager, Rutledge & Lilienfield Inc., same city.


Frank E. Simpson, formerly with Needham, Louis & Brorby, Chicago, to Leo Burnett Co., same city, as account executive.


Jean Senter, Larrabee Assoc., Washington, promoted to radio-tv director; Frank J. Junker to Long Displays Co., Chicago, as account executive. John Shipman to agency in charge of all public relations; Donald Osten promoted to copy chief; Lee Perri promoted to art and production coordinator; Gernot Rasmussen promoted to art director.

Jott J. Gewimmer Jr., sales representative, WSB Atlanta, to Day, Harris, Mower & Weinstein Inc., same city, in charge of broadcast media.

Barbara San to Doherty, Clifford, Seeger & Shenfield, N. Y., as radio-tv copywriter.

Robert Bullen, formerly with Krupnick & Assoc., St. Louis, to copy staff and plans staff, MacFarland, Aveyard & Co., Chicago; Thomas Whitehead to copy staff of agency.


KTVH is FIRST in the Wichita-Hutchinson multi-county area.

The latest Pulse reflects the DOMINANCE of KTVH

KTVH is FIRST in the morning
 share of Audience: KTVH—89% • Station B—11% (a)

KTVH is FIRST in the afternoon
 share of Audience: KTVH—51% • Station B—28% (a) • Station C—21% (a)

KTVH is FIRST in the evening
 share of Audience: KTVH—55% • Station B—22% (a) • Station C—23% (a)

KTVH is your best buy all the time in the Wichita-Hutchinson market

for details ask your H-R man.

(a) does not broadcast for complete period
share of audience is unadjusted for this situation

KTVH
Hutchinson

VHF 240,000 watts CBS Basic Du Mont Channel 12
Ed DeGray Named as Vitapix Station Relations Director

APPOINTMENT of Edward J. DeGray as director of station relations of Vitapix was announced last week by Edward E. Hall, vice-president and general manager of Vitapix. Mr. DeGray moves to Vitapix from CBS Radio, where he has been director of station relations since 1953.

Mr. DeGray, who assumes his new duties today (Monday), is a veteran of 17 years in the broadcasting business. His initial assignments at Vitapix, according to Mr. Hall, will be devoted principally to field contacts. The appointment was said to be in line with the recent agreement made by Vitapix and Guild Films Co., under which the companies completed a programming and time clearance arrangement.

Mr. DeGray joined CBS in 1937 in the accounting department, and in 1940 was transferred to WBT Charlotte (then CBS-owned).

In 1948 Mr. DeGray rejoined CBS as executive assistant to the vice-president in charge of owned and operated stations.

Vitapix Adds WDTV (TV); Stations List Totals 48

ADDITION of WDTV (TV) Pittsburgh to the membership in the Vitapix Corp. was announced last week at a conference of officials of Vitapix and Guild Films Co. Total station membership in Vitapix currently is 48, with stations said to be in markets covering about 20 million sets.

David Savage, Guild Films station relations director and liaison official for Vitapix, commented that since such a high proportion of Vitapix's broadcast network affiliates, it proved "the importance of these stations in their markets and the high audience impact carried by the Vitapix line-up."

In attendance at the conference for Vitapix were John E. Fetter, chairman of the board; Kenyon Brown, president; Joseph E. Bandino, Dick Borel and Paul O'Bryan, vice presidents; Bob Richards, public relations counselor, and Mr. Hall. Representing Guild Films were Reuben Kaufman, president; Aaron Katz, treasurer; Mannie Reiner, vice president in charge of sales, and Mr. Savage.

Fulton Lewis Launches Film News Series Jan. 21

NEW SERIES of on-the-scene telecasts utilizing camera interview techniques and spot reporting will be started Jan. 21 by Fulton Lewis Jr. Productions. General Telecast is distributing the filmed series, which will be seen simultaneously on subscribing stations, with General Tire already signed as sponsor in several major markets.

The first group of news programs will be based on Mr. Lewis' flight to Japan, Quemoy and Formosa. Accompanying him were George Johnston, president of Washington Video Productions, and John Caldwell, formerly of the State Dept., consultant. During the flight trip Mr. Lewis interviewed President and Madame Chiang Kai-shek on Formosa, along with other major political heads of the Chinese Nationalist government.

A Communist political leader, Wen Hua-ling, who defected to the Nationalists, was interviewed as was a group of Communist prisoners on Quemoy Island. Mr. Lewis said his 1955 series probably will run 39 weeks, with flying trips planned to news spots all over the world.

Guild Board Members Increased to Seven

GUILD FILMS Co. announced last week that it has increased its board of directors from five to seven. This action was taken at the annual stockholders meeting in Denver on Dec. 8-9, during which all current officers and directors were elected for another term.


Other officers re-elected are E. L. Shaimark, vice-president for public relations; Manny Reiner, vice president for sales, and Joseph Smith, vice president for syndication.

Mr. Kaufman reported that Guild Films currently has in production two new filmed shows "Confidential File" and "It's Fun to Reduce"—which will be available through national spot sponsorship on Vitapix Corp. stations.

'Telenews' Carried on 102

TOTAL of 102 tv stations in U. S. and abroad are now carrying the International News Service's 'Telenews', daily news film feature, Robert H. Reid, manager of INS TV Dept., has reported.

Flamino Contracts 26 Princess Films

CONTRACT was signed last week under which Flamino Films, New York, will distribute the film package of Princess Film Inc., consisting of 26 feature-length films. The package contains 13 films produced by Princess specifically for tv and 13 theatrical features the company recently acquired.

Coincident with the announcement of the agreement, Sy Weintraub, vice president in charge of sales for Flamino, disclosed that Robert Wormhoudt, formerly with the Vitapix Corp., has joined Flamino to direct sales on the new feature film package. Vitapix previously held distribution rights to Princess feature films, and Mr. Wormhoudt headed sales on that package during his tenure with Vitapix.

The 26-film package, according to Burt Balaban, president of Princess Pictures, already has been sold in more than 60 of the top markets in the country. Mr. Weintraub expressed the view that Flamino will be able to double the number of markets presently sold within a short time. He said he has alerted Flamino's sales staff, located in nine cities throughout the country, to concentrate "full attention" on the sale of the Princess package, pointing out it is the only feature film group that Flamino is distributing.

Mr. Balaban plans to return to England at the end of this month to begin production on three cinemacope features for theatrical release, and later intends to produce another 13 feature films for television. These latter films will serve to enlarge the tv film package, and will be turned over to Flamino for distribution.

The current package of 26 feature films consists of those made by Princess and 13 acquired from various sources. Most of the pictures, according to Mr. Balaban, originally were leased by major companies, though they are all independent productions. All were released after 1946, except a Robert Flaherty documentary (1939).

Buyer for Goldwyn Studios Sought by Court Referees

REFERENCEES have been given 60 days from last Friday to find a buyer for Goldwyn Studios, according to an order of Superior Court Judge Paul Nourse.

The property, its value estimated at $4 million, consists of the 10-acre studio site, buildings and some $200,000 in equipment. Claims by Mary Pickford in her five-year court hassle with co-owners Samuel Goldwyn that she had an interest in the studio equipment were dismissed by Judge Nourse, who ruled that the equipment was owned by the producer [BT, Dec. 27, 1954]. Both Miss Pickford and Mr. Goldwyn are expected to bid on the studio.

Gobel Tries Film

NBC-TV's 'George Gobel Show' will be on for film one show, to be telecast sometime before June 25 when the program goes off the air for the summer. Desilu Productions Inc., Hollywood, has been contacted by Gomalco Enterprises to film the program with the three-camera technique and before a regular audience. Mr. Gobel, the film-making method prove effective, the switch to film could be made on a regular basis, according to a spokesman for Mr. Gobel.

Broadcasting • Telecasting
City grade service in BOTH cities!

WBAP-TV, Channel 5 with a tower 1072 feet high; tower and antenna 1113 feet; height above sea level 1739 feet.

REMEMBER—The only television station with city grade service in both Fort Worth and Dallas. In its sixth year, still the most coverage, the clearest picture, the largest audience. Full power with 100,000 watts.

Hooper's composite combine Fort Worth-Dallas survey, November, 1954 shows share of audience, 6:00-10:30 p.m.:

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WBAP-TV</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>2nd Sta.</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>3rd Sta.</td>
<td>27%</td>
<td></td>
</tr>
</tbody>
</table>

Counties ........................................24
Population .....................................1,856,400
Families ........................................572,200
Total Retail Sales .........................$2,284,777,000
Buying Income ...............................$3,075,563,000

Sources: Sales Management "Survey of Buying Power" May 10, 1954
Measured Service Contour Map, A. D. Ring & Associates.
Coca-Cola Buys Cantor
In All Canadian Markets

COKA-COLA Bottling Co. of Canada has signed to sponsor Ziv Television Programs' Eddie Cantor Comedy Theatre in all Canadian television markets. These include CKWS-TV Kingston; CFPA-TV Port Arthur; CFQC-TV Saskatoon; CKCK-TV Regina; CHCT-TV Calgary; CFRN-TV Edmonton; CHEX-TV Peterborough; CICB-TV Sydney; CHSH-TV St. Johns; CJIC-TV Sault Ste. Marie; CBHT (TV) Halifax; CBTW (TV) Winnipeg; CBMT (TV) Montreal; CBOT (TV) Ottawa; CHIC-TV Hamilton; CFPL-TV London; CKCO-TV Kitchener; CBVT (TV) Vancouver, and CKSO-TV Sudbury. The agency is D'Arcy Adv.

Schubert Charges Damage In 'North' Distribution

CHARGING he has not been allowed to exercise his contractual rights in distributing Mr. and Mrs. North, a half-hour television film series, Bernard L. Schubert has filed suit in Santa Monica (Calif.) Superior Court against John W. Loveton and Advertisers Television Program Service Inc. The plaintiff asks $250,000, estimated as extent of damage done to him by cancellation of contract, and an order prohibiting ATPS from distributing the series. He claims a contract for him to represent the series was renegotiated with producer Loveton on Jan. 1, 1954, and that on July 30 the producer canceled it.

Several months ago defendants were named in a suit, involving re-runs of Mr. and Mrs. North, by Federal Telefilms Inc. That suit charged the sum received by Federal last August, purporting to be 15% of the distribution proceeds, was arrived at after Mr. Loveton deducted 30% for distribution fees [BTV, Nov. 1954].

Current suit was filed Jan. 7 through Fox, Goldman & Kagon, Beverly Hills, Calif., firm.

Lucille Ball, Desi Arnaz
Assume Control of MPC

LUCILLE BALL and Desi Arnaz, as individuals, have assumed control of Motion Picture Center Studios, Hollywood, under a new corporate set-up whereby Joseph Justman continues as president.

Other officers are Martin Leeds, Desilu Productions vice president, executive vice president in charge of production; Andrew Hickox, Desilu vice president in charge of business affairs, secretary, and Ed Holly, treasurer. Board members are Messrs. Arnaz, Justman, Leeds, Hickox and Al Pracca, who represents the Lutheran Aid Society, which has renewed its mortgage on MPC property under a refinancing set up.

Desilu continues to rent space for its film properties as does Television Programs of America.

Atlas Plans Half-Million Expansion During 1955

PLANS for a $500,000 expansion program during 1955 have been announced by Atlas Television Corp., New York. Dr. Henry Brown, president, stated that the expansion has been sparked by the sale of the company's new half-hour drama series, Captain Z. Ro, and WRCR-TV New York to National Shoes. The series was produced on the West Coast with the cast which originally did the show on KTTV (TV) Los Angeles.

EDDIE CANTOR (seated) reviews a script which he read for Drewrys Beer when presenting the Ziv Television Programs film, The Eddie Cantor Comedy Theatre, in 12 midwest markets. With him are (l to r): David W. Stotter, vice president and account executive of MacFarland, Aveyard & Co., Drewrys advertising agency; Leslie D. Fairbairn, advertising manager, Drewrys Ltd., and Bill Mowry, tv director of the advertising agency.

CONGRATULATING each other on the sponsorship of The Eddie Cantor Comedy Theatre on KLZ-TV Denver are (l to r): C. A. Metro, station salesman, and Morris Miller, executive vice president of the Miller Supermarkets, Denver, the sponsor. Looking on are Ralph DeGidio, general manager of the Miller Supermarkets, and Marshall Robertson, Robertson Adv. Agency, Denver.

KTTV (TV) Hollywood leased tv rights of Fabian of Scotland Yard, package it controls in 11 western states and Texas, to KOA-TV Denver, effective last fortnight, calling for 39 first-runs and 13 re-runs. KTTV, controller of Stories of the Century in Calif., Ore., Wash. and Ariz., recently leased that series to KBAK-TV Bakersfield and KOVR (TV) Stockton, both Calif.

Screen Gems Inc., N. Y., has sold The Damon Runyon Theatre, co-produced with Screen Gems by Normandie Productions, Hollywood, to Anheuser-Busch Inc. (Budweiser Beer), St. Louis. Series, based on short stories of late Damon Runyon, will be syndicated by Screen Gems in markets not used by Budweiser. Air date for program is April 15, 1955.

MCA-TV Ltd., N. Y., signed contract with KEYD (TV) Minneapolis for 52 Mayor of the Town and 65 Waterfront programs on regular runs and 52 Royal Playhouse, 13 Hollywood Off Beat and 13 Curtain Call shows for unlimited runs.

ABC Film Syndication, N. Y., reports DuMon's WABD (TV) New York, has signed for The Playhouse tv film series for multiple runs during 18-month period.

Guild Films Co., N. Y., announces sale of The Florian Zabach Show to CMA-TV Havana for 52 weeks effective Feb. 1.


FILM DISTRIBUTION

Richard H. Ullman Inc., Buffalo, N. Y., Jan. 10 released Watch the Birdie, animated tv quiz show.

Victory Television Enterprises Inc., Baltimore, producers of What's on Parade, personality quiz film currently aired on WFIL-TV Philadelphia, has available that feature for all tv markets except Albany, N. Y., Bridgeport and Hartford, Conn.; Altoona, Philadelphia and Wilkes-Barre, Pa.; Wilmington, Del., and Providence, R. I.

Official Films Inc., N. Y., has acquired This is Your Music, half-hour music tv film series produced by Jack Denove, which has been running in 14 West Coast markets under sponsorship of Pacific Telephone & Telegraph Co., S. F., and which has been renewed for another 13 weeks. Official already reports sale of series to KTVT (TV) Salt Lake City.

Martin Aircraft, Baltimore, has available free to tv stations 22-minute, 16mm sound and color public service film, "Horizon Unlimited," describing rocket flight, obtainable from Information Services of firm, Baltimore 3.

FILM PEOPLE

Lew Keller, former layout and design artist, Ray Patin Productions, Hollywood, to United Productions of America, same city, as animation director.

Bill Cornish, Edward Petry & Co., N. Y., to sales executive staff, Official Films Inc., same city; Phil Mergeauer, formerly with MCA-TV, N. Y., to Official Films, Chicago office.

Don Garrett appointed press representative, Screen Gems Inc., N. Y.

Stuart Wilson, freelance tv director-writer, to Daniel R. Goodman Productions, N. Y., as technical advisor and consultant.

Serge Krizman, art director, Meridian Productions, Hollywood, elected treasurer, Society of Motion Picture Art Directors.

Martin Waldman, public relations director, Consolidated Film Industries, Hollywood, father of girl, Nancy Susan, Jan. 5.

Richard Crane, featured in syndicated Rocky Jones, Space Ranger tv film series, father of girl, Kathryn Lee, Dec. 31.

Rod Cameron, featured in syndicated City Detective tv film series, father of boy, Anthony Roderick, Dec. 29.
You Can Make a MINT in FLINT!

THE BIG MONEY MAKER IS "RECORDS with ROCKWELL"

Voted Flint's No. 1 Disc Jockey!

What a selling combination! The most popular radio station in Flint and Flint's best-loved, most-listened-to disc jockey . . .

Jim Rockwell! Nothing could be sweeter to lure business your way in Michigan's 2nd biggest income city. Folks just naturally tune to WKMF . . . Flint's only 24 hour station devoted exclusively to News, Music and Sports.

So, put your ad dollars where the listeners are!

"RECORDS WITH ROCKWELL" is covering Flint's billion-dollar market like a tent!

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

is the package buy that covers 77% of Michigan's entire buying power. Yet you save 10% when you buy all 3. Highest ratings . . . because everybody likes News, Music and Sports!
'BIG SALE' IS THEME OF RAB CLINICS

Radio's sales promotion group opens this year's sales clinic series in Miami, with 63 meetings scheduled for first six months.

RADIO ADVERTISING Bureau last Monday launched its 1955 sales clinic series in Miami, signaling the first of 63 meetings that will be held in 13 cities throughout the year around the theme of "Six Small Steps to the BIG Sale." An additional 39 clinics built around another theme will be conducted throughout the country in the last half of the year.

The meeting in Miami set the pattern for other clinics on succeeding days last week in Jacksonville, Birmingham, Atlanta and Augusta. They were conducted by Kevin Sweeney, RAB president, and Arch L. Madsen, director of member services, who emphasized to station sales executives that "The big sale—the one that sells out the station, the one that pulls in a flock of other advertisers anxious to imitate the big advertiser's advertising, that takes longer, but in the long run it's far easier to make." The six steps listed were:

"Believe in your product—and know it; prepare your story—the whole story; plan the right selling approach and 'close'; make your presentation with showmanship; trigger your sale with the right idea and copy technique; put your client on the air and keep him there."

Msters, Sweeney and Madsen told the clinics that RAB had used "the six small steps" formula successfully to sell media and the largest retail and regional advertisers on the use of radio, pointing out it had been accomplished by RAB executives working together with local station sales personnel.

The RAB clinics this year will make wider use of visual and tape presentations than ever before, with a sizable amount of the entire "six steps" story on tape. It is believed that the tape presentation will be particularly effective, since it will reproduce the actual sales messenger and techniques used in developing business by stations and the RAB staff.

The RAB clinics will recess this week, before resuming again in Chattanooga, Tenn., Jan. 24. The schedule of RAB clinics, revising the slate announced last month [BE, Dec. 6, 1954], is as follows (location of meeting within city shown in parentheses):

Feb. 7, Phoenix: Ariz. (KOA); Feb. 8, Los Angeles (KKNX); Feb. 9, Fresno, Calif. (KFMJ); Feb. 10, San Francisco (KCBS); Feb. 11, Sacramento, Calif. (KFBK); Feb. 21, Washington, D. C.

TVN Names Murphy Chairman Of Membership Unit in N.E.

JOHN T. MURPHY, vice-president in charge of Crosley Broadcasting Corp.'s television stations, last week was named chairman of the Television Bureau of Advertising's membership committee for the Northeast.

Mr. Murphy, whose appointment was announced by Clair R. McCollum, president of the Steiner Station and Richard A. Moore of KTTV (TV) Los Angeles, co-chairmen of the TVB Board, replaces Kenneth E. Carter of WAAM (TV) Baltimore, who had served as temporary chairman and will continue as a member of the board.


Meanwhile, Mr. Murphy's committee is as follows:

Mr. Murphy, chairman; Paul Adan, WENJ-TV Syracuse; John B. Bose, WINSX New York; Gordon Goodwin, WDTV New York; Robert Lamon, WTVN-TV Columbus, Ohio; Howard S. Hines, CBS-TV Pittsburgh; Michael J. Kaelin of WNEW, New York; Victor H. Knaus, WCAU, Philadelphia; Richard E. Koeppel of WOR, New York; G. E. Krienitz, WTOP, Washington; Robert W. Marburger, WDTV New York; Robert S. Mandel, WABC, New York; Richard W. Moore, W67AT Los Angeles; Richard T. O'Brien, W67AM Los Angeles; Robert V. Schappert, W67AM Los Angeles; Richard W. Schneidman, WING, New York; Phillip A. Sheehan, WINSX New York; Robert D. Spalding, WABC, New York; L. B. Smith, W67AM Los Angeles; Robert C. Stone, W67AM Los Angeles; Robert S. Tashjian, W67AM Los Angeles; Joseph F. Thiele, WJW, Cleveland; and Arch M. Tinkham, W2TV Long Island.

12 Students Named Finalists In 8th Annual VOD Contest

EIGHT boys and four girls were named finalists in the eighth annual Voice of Democracy Contest, sponsored jointly by Radio-Electronics-TV Mfrs. Assn., NARTB and U. S. Junior Chamber of Commerce. The four national winners will be selected from this group and receive $500 scholarships and tv sets at the annual awards luncheon to be held Feb. 23 at the Shoreham Hotel, Washington.

Three foreign students were among state winners this year. Two were exchange students—Catherine Esther Styles of Auckland, New Zealand, who represents Minnesota, and Elizabeth Davies of Suffolk, England, winner in Wisconsin. South Carolina was represented by Billy Kim of Korea, student at Bob Jones Academy.

SCBA Plans 4 Sales Meetings

SERIES of four district meetings, designed to help outlying Southern California Broadcasters Assn. member stations in "Selling Radio To-TV" and being planned for this year, by Robert J. McAndrews, SCBA president, announced last week. Stan Stroo, general sales manager of KMPC Hollywood, will head a panel of sales managers to discuss latest sales methods at the luncheon or dinner sessions. District directors, elected for each of four districts outside metropolitan Los Angeles, will preside at the meetings.

News Ad Men to Get How-to-Sell Plan

THE Bureau of Advertising of the American Newspaper Publishers Assn. will outline a program on how space salesmen can best peddle their papers against the threat of radio-TV and other media when its executives make their sales pitch in Chicago this spring.

The occasion will be the 45th annual convention of the National Advertising Executives Assn. at the Edgewater Beach Hotel starting today (Monday).

While no actual broadcast media sessions have been scheduled in such radio-TV competition—particularly as it has been reflected in the past year's fight for the automotive and other dollars—is certain to creep into the three-day convention. Theme of the conclave is better selling by spacemen. As usual, the battle for the advertisers' dollar will command attention at both national and local levels.

Last year, it is recalled, newspaper executives were admonished to take a leaf from the aural media and learn what makes a closer liaison with advertisers and their editorial personalities. Space salesmen were urged to look to their laurels and resell automotive interests. U. S. auto powers subsequently responded, last fall, with a record $64.5 million commitment for the twin electronic media during the 1954-55 season. At the same convention, it was predicted that color in newspapers held the same promise for tv as was true for radio.

Harold S. Wark, director of ANPA's Bureau of Advertising, will head a battery of speakers who will address newspaper executives at an afternoon session today (Monday). An agency reception and dinner will follow. Among featured speakers will be A. G. Enns, media representative, J. Walter Thompson Co., and Richard Whidden, product advertising manager for General Foods Corp.

The panels will be dominated by newspaper executives. A leading retailer is promised for Tuesday's luncheon address, preceded by election of officers. Donald Bernard, Washington Post & Times-Herald, will preside over the meetings and deliver the keynote talk.
success—where others have failed!

Du Mont, and only Du Mont is delivering both monochrome and color 16mm film scanning equipment. Du Mont, and only Du Mont has been able to design, develop and manufacture such a system. As a result, Du Mont is selling and delivering more monochrome—color film systems today than any other manufacturer.

The facts in favor of the Du Mont Multi-Scanner system cannot be denied or ignored. Other manufacturers have been forced to adopt cumbersome, awkward and already outmoded systems that can in no way compare to the Du Mont Multi-Scanner system. Such systems can do little more than serve as interim equipment until a scanning system is purchased.

Proof is in performance and in the operating records of more than 60 stations that have already installed Du Mont Multi-Scanners. Du Mont Multi-Scanners outsell and outperform every other system on the market!

TELEVISION TRANSMITTER DEPARTMENT
ALLEN B. DU MONT LABORATORIES, INC.
CLIFTON, N. J.
RTES BRIEFED ON CBS-TV SATELLITES

Shurick says network has developed formula which could be applied in revising its tv affiliates satellite rate structures.

CBS-TV, in consultation with its rate committee, has been working out a formula, still in the formative stage, which possibly could be applied as a basis for revised rate structures for satellite tv operations of its affiliated stations, it was acknowledged publicly last week.

Edward P. Shurick, CBS-TV director of station relations, a speaker at Tuesday's Radio & Television Executives Society's twice-monthly and selling luncheon seminar at Toots Shor's restaurant in New York, was asked about CBS-TV's plans on tv satellites during a question-answer period.

Mr. Shurick said there is a "place" for satellite tv coverage where a station's original coverage in an area proves to be inadequate. He also told the audience, made up of time-buyers and time salesmen, that the radio industry is thinking that satellite stations should not have separate rates but if increases are necessary, they probably would be combined with the parent station's rate structure.

Later, Shurick explained that CBS-TV's view at the present envisions an increase in station rates where it is justified by additional circulation—likened to the circulation boost enhanced by a station's increased tower height.

Also speaking on the topic of station coverage was Julia Brown, director of media research, Compton Adv. In the question-answer period, Ms Brown explained that agencies want coverage data that will reveal the area where the station's signal can be reached and that measurement of people listening to the station, (Miss Brown's talk is printed on page 39.)

In his talk, Mr. Shurick urged an all-industry study of listenerhip to stations—providing such information as "X" number of families tuned in one, three, five and seven times a week to a given station. It would be helpful, he said, to know these findings consistently on a monthly basis, and not for "a day, or a week, or a quarterly basis." He said CBS-TV research investigations revealed that the cost of such a study would be more than $500 should the network go it alone. He said CBS-TV was willing to pay its share. "Shall we pass the hat?" he asked.

Mr. Shurick reviewed the techniques in determining station coverage (on a network basis), how that information is applied by CBS-TV and what need the network has for such data.

Techniques, or sources of coverage data, are several, Mr. Shurick said. These include engineering computed contours (all of that area to which the station delivers a signal meeting the minimum required field intensity); actual measured engineering contours (actual field tests by an accredited engineer using an equipped truck to measure the signal along radiants from transmitting points); A.C. Nielsen circulation and reception data; evidences of mail responses, according to Miss Brown that this method was "hardly conclusive," satisfying only about 10% of all stations set (the remaining 90% can be seen) on television, broadcasters dealer comments on installations.

American Research Bureau-uhf studies (he said this throws some light on uhf set purchases and use). Mr. Shurick explained, and on-the-spot inspection of a given station's reception (by engineers or by members of the station relations department).

Information gathered, Mr. Shurick said, is used to determine a "composite picture" of complete coverage by the network's stations; it also is applied to determine the coverage for a specific program's station line-up. In this regard, he noted, a "two-level definition" is used—intensity, counties in which reception is at least 75% as good as the home county, and secondary coverage, those counties in which reception is 25% to 75% as good as the home county. Another use of this data, he explained, is for determining individual coverage for network rate-setting. Shortcomings in station coverage information, according to Mr. Shurick, include the lack of knowledge beyond the theoretical line of how far a signal reaches in distance from the transmitting point.

He, said, is it enough to know via mail response that with ideal weather conditions a viewer in an outlying area could identify the station since there is no corroboration from the identifier's neighbors.

In speaking about A. C. Nielsen's circulation and reception data, which CBS-TV updated several years last, Mr. Shurick said that generally it is accepted that the "important thing is not where a signal can be seen but where it is seen consistently." Mr. Shurick recalled that CBS-TV in November 1953 invested $75,000 to determine reception. The network also converted this data to show circulation and the stations' areas of intense signal or secondary coverage.

N. Y. Broadcasters Elect Mike Hanna

MICHAEL R. HANNA, WHCU Ithaca, New York, was elected president of the New York State Assn. of Radio & Television Broadcasters at the first meeting of the organization in Syracuse last Wednesday. New York is the 43rd state in which radio and television associations have been formed by broadcasters.

Other officers elected were BILL Doeb, WERB Buffalo, first vice president; Gordon Gray, WOR-AM-TV New York, second vice president; George Dunham, WNBF Binghamton, treasurer, and Elliott Stewart, WUBX Utica, secretary. Members of the board of directors are: Ham Shea, WRCA-AM-TV New York; Sam Cook Digges, WCBSTV New York; Fred Keesee, WMBO Auburn; Joe Berard, WGR Buffalo; Morris S. Novik, WLIB New York; William F. Toole, Rochester; Joel H. Scheier, WSYR Plattsburgh, and E. R. Vadelbooncour, WSKY Syracuse.

Others at the meeting included:

John R. Titus, Albany attorney, who was retained as counsel; Norman E. Cast, Troy; Roy C. Albertson Jr., WHNY Buffalo; Phil Cameron, WELM Elmira; A. C. Nick, Utica; Ronald E. Carter, Poughkeepsie; Carl S. Ward, WCBSTV New York; Don deFREE, Buffalo; Miss Hannah; R. R. Hancox, WHCU Ithaca; William L. Thompson and Leigh Ann Hope, WKRF Cortland; Neil Moylan, New York State Assn.; George W. Birdling, WGRF-WBG Youghkeepsie; George D. Croyle and Gordon Jenkiss, WNY; H. Stillwell Brown, Rural Radio Network; William O. Dap- ping, WGRB Auburn; William C. Horrell, WGRF Hornell; Tom Cunningham, Associated Press, New York; B. L. Schenider, Harold Goldman, WROB Albany; Louis Safl Jr., WNYN Waterford; James W. Davis, WVBW Binghamton; Earl R. Kelly, WFWN Waterford; Thomas L. Brown, WBFB Rochester; E. F. Lyke, WVEY-TV Rochester; G. S. Delaney, WHHC-AM TV Rochester; Miss Margaret D. Van Doren, WLAW; Dale Taylor, WENY Elmira; Leo Rosen, WPTF Burlington; Mr. and Mrs. Arthur D. Tarien- zel, WHDL Olean; Dale Johns and Kirt King, Urbana; Fred Ed Gamble, WCEB-Batavia; A. Clark, WRUN Utica; C. A. Henderson, WEKA Hornell; Paul Adanti, WETH-AM-TV Syracuse; David R. Grossman, WTVI Rochester, Andrew Jarema, WOR-Yonkers; F. H. Brinkley, WNY; R. R. Koski, WPOS New York; J. B. C. New York; 41/2-WIPS Glenn Falle-Ticendorger; Richard O'Gorman, WSPN Schenectady; Robert M. Phillips and O. F. Soule, WYBL Syracuse; Jack A. M. Innis, WQSB Fulton, and George Lansing, WBVR Boonville.

National TV Favor In Informal NCAA Vote

INFORMAL POLL of delegates attending the National Collegiate Athletic Assn.'s 49th annual convention in New York [B&T, Jan. 10] showed there was overwhelming sentiment for a 1955 football television program stressing national events, rather than regional events.

It was pointed out by NCAA officials that the poll, taken on Jan. 8, was "strictly unofficial," as no effort had been made to insure voting by more than one delegate from each institution. NCAA officials stated the voting was not intended for the guidance of the 1955 television committee, but was taken at the insistence of several delegates. They added that the confidential "straw" vote, taken officially by the NCAA at a session on Jan. 6, will be turned over to the 1955 tv committee for guidance purposes.

The informal vote showed 81 preferred the 1954 plan with national controls; 84, the Eastern Collegiate Athletic Assn. plan with national controls but less rigid than the 1954 plan; 37, regional tv plan; 4, unrestricted television plan, and 1, the "one-rule" plan.

Five new members were elected to the 12-man 1956 television committee. They are: Warren P. McGuirk, U. of Massachusetts; Max Farrington, George Washington U; Earl Fullbrook, U. of Nebraska; Douglas Mills, U. of Illinois, and Ted Harder, Santa Barbara State College. Holdover members of the committee are: Robert J. Kane, Cornell; Roy Ander; Howard Cusaball, Southwestern Conference; E. L. Romney, Mountain States Conference; Howard Estlor, Eastern College Athletic Conference; and Walter Byers, executive director of the Texas Assn.

The new television committee is scheduled to meet in Chicago today (Monday) it was reported last week.

Once the group works out the routine organizational matters and elects a new chairman to succeed Mr. Castill, the Big Ten is expected to renew its fight for regional football tv controls, even within the framework of national restrictions. The Big Ten went on record at the NCAA annual convention as saying last year's national plan was "unacceptable."

The committee is expected to work out details of the 1955 television program by the spring when it will submit its recommendations to the NCAA membership for a mail referendum.

Michigan Forces Tv Issue

TWO state-supported universities—U. of Michigan and Michigan State—would be required to permit broadcasting of all home football games despite the one-game policy of National Collegiate Athletic Assn. TV officials. Two resolutions introduced in the Michigan Legislature. If adopted, the resolutions might draw other Big Ten colleges into revolt against NCAA and force a regional policy, in the view of some Big Ten athletic officials.
What every industrial executive should know about

MICROWAVE

In 1931, International Telephone and Telegraph Corporation became the world pioneer—the first to beam man's voice through space by microwave. Today microwave has become the fastest growing communications system for spanning mountains, swamps, rivers and other natural barriers without costly wire lines—a system that is virtually immune to storm damage. And today IT&T is still the recognized leader, with its greatly advanced “pulse time multiplex” method of microwave transmission. If your company is planning to set up, expand or replace its own cross-country communication system, look first to PTM microwave. This versatile, flexible, new method provides for multiple speech channels, unattended telegraph, telemetering, remote control and other signaling. PTM microwave is available through Federal Telephone and Radio Company, a Division of IT&T.

IT&T engineers successfully demonstrated first voice transmission by microwave, Calais to Dover, March 31, 1931.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York
For information on microwave communication systems, address: Federal Telephone and Radio Company, 100 Kingsland Road, Clifton, N. J.
Standard Electronics
DESIGNS AND DELIVERS
tomorrow's TV EQUIPMENT today!

🌟 GREATE SAVINGS
... low initial, low operating and low tube replacement costs ... requires less floor space and minimum building alterations.

Actual figures prove that Standard Electronics transmitters' low initial cost, great operating economy, and reduced floor space requirements result in savings far greater than with any other transmitter. Rugged components and straightforward design make S-E transmitters an investment that yields the utmost in satisfaction over years of trouble-free operation.

Savings in operating costs alone amount to as much as $145,000 (over 5 years—estimated) with a high power Standard Electronics transmitter. Power consumption is as much as 25% less than for competitive transmitters. Compact air cooling system is used throughout. No extra power costs for elaborate pumping and liquid cooling systems ... no additional external blowers or external vaults.

Tube cost of S-E amplifier finals are only $210 each, and all tubes are air cooled. Due to the additive type of final amplifier stage employed, higher-powered S-E transmitters are not dependent on a single, expensive amplifying tube with its concentrated heat load and cumbersome cooling apparatus.

Tubes are long life types, giving 5000 hours or more of operation even on channel 13, hence replacements are infrequent and maintenance costs minimum. Low emission visual tubes may be interchanged in aural section for even longer life. Similar types are extensively employed.

Easily installed transmitter units are entirely self-contained. Great flexibility is permissible in the arrangement of S-E cabinets to conform to existing walls and floor areas ... takes fewer square feet of floor area to set up and fewer building alterations are necessary. S-E frames are smaller in all three dimensions than competitive types. They can be more easily moved through doorways, passageways, and elevators.

🌟 EFFICIENT DESIGN
... for ease of operation ... safety ... accessibility ... control.

Simplicity of operation is assured by ganged tuning, so that adjustments are minimized. The RF input of S-E amplifiers is designed as two quarter-wave, tuned coaxial lines operating in a grounded grid, cathode-input circuit, resulting in excellent isolation of the input and output circuits and exceptionally simple tuning. Complete metering equipment and trouble-light system provide a constant, visible check during operation.

Safety is a prime consideration in S-E design. Cabinets are equipped with interlocks where necessary and full provisions are made to insure electrical neutrality when not operating. Complete system of overload relays and circuits, recycling elements, time delays, and safety switches protect the transmitter from overloads and power transients.

All tubes are visible during operation through glass doors and are easily accessible from the front for ease of maintenance.

Control is provided by a full complement of meters and control circuit lights, for a continuous, visible check on every major circuit during operation. Power monitoring is an integral part of the output system, and it contains a switch so that reflected power may be read directly in watts. Elapsed time meters indicate total hours of operation of plates and filaments in final amplifier stages.

🌟 S-E TRANSMITTERS ARE FAR AHEAD
... in provision for future power growth, in styling ... can be used NOW with color

Standard Electronics' Add-A-Unit feature permits starting with a 500 W. Driver and expanding to 5, or 10, or 20, or 25, or 40, or 50 KW. Or with S-E amplifiers you can expand your present equipment — any make ... any power — to higher power, simply and economically, without obsoleting or replacing any of the existing equipment.

Proper operation with color signals is insured by elimination of back porch clamp. S-E transmitters meet and exceed all FCC requirements with regard to the signal delivered by the transmitter. Easily adjusted, overcoupled tuning circuits provide a broad-banded signal output closely conforming to specified levels over the entire authorized 6 mc channel.

Cabinetry by Dreyfuss is in the modern glass-and-steel tradition, emphasizing simple lines and practical usefulness. All tubes are visible through the full-length, plate glass doors. Line up cabinets form an impressive, glass-fronted array.
The design of STANDARD ELECTRONICS transmitters embodies every feature of significance to the TV broadcaster.

500 WATTS

e-x-p-a-n-d-a-b-l-e to 50 KILOWATTS

FIRST to design and deliver 50 KW transmitters.

Standard Electronics Corporation can supply all your station requirements including complete video equipment, film chains, film projectors, camera chains, studio accessories, master control and monitoring equipment, high gain antennas. Complete stations delivered on short schedule! Write, wire or phone to Standard Electronics for your transmitter needs.

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devoted exclusively to the engineering, manufacturing, and servicing of equipment for the broadcast and television industry.
SENATE GETS McCONNAUGHEY NAME AGAIN

FCC chairman's nomination is sent up for confirmation a second time. He has held the post on recess appointment since Oct. 4, 1954.

PRESIDENT Eisenhower last week sent to the Senate the nomination of FCC Chairman George C. McConnaughey to membership in the Commission. Mr. McConnaughey has been serving under a recess appointment by the President since Oct. 4, 1954.

The nomination—which is for the unexpired term of seven years from July 1, 1950—was sent from the White House to the Senate last Monday. The FCC membership vacancy was created by the resignation of Comr. George E. Sterling.

Mr. McConnaughey's nomination was referred to the Senate Commerce Committee. The committee has not announced a date for a hearing on the nomination.

It was the second time Mr. McConnaughey had been nominated for the FCC post. The President sent the McConnaughey nomination to the Senate during its special session last November at which it was considering a motion to censure Sen. Joseph R. McCarthy (R-Wis.).

Although the nomination was propelled through the Senate Commerce Committee by Sen. John W. Bricker (R-Ohio), then chairman, and six other GOP members, it failed confirmation when Democrats objected on the Senate floor [BWT, Nov. 15, 1954]. Democrats on the committee had abstained from voting on the nomination.

The Democrat blocking move had been anticipated after a hearing on the nomination by the committee, at which time Democrats had laid down their party's policy on nominations—that all "controversial" nominations or those requiring hearings be held over until the new Congress. Democrats explained the move was made to prevent undue delay in the Senate on the McCarthy censure motion, but the action was interpreted as a bid for power on the basis of Nov. 2 election victories by Democratic candidates.

Democrats questioned Mr. McConnaughey during the committee hearing about his views on uhf-vhf channel intermixture and about a newspaper report alleging the FCC chairman was one of a group of GOP government leaders named by the White House to clear federal jobholders, both in and out of civil service.

Mr. McConnaughey said at that time he had not had time to form an opinion on intermixture and any "problem" the Senate had been "heavily" held on "some letters" he has received which interpreters he may not be asked to question the FCC on "some letters" he has received which interpreters he may not be asked to question the FCC on.

The court's ruling was based on "some letters" he has received which interpreters he may not be asked to question the FCC on.

The Supreme Court last week agreed to take up the FCC's appeal from a ruling of the U. S. Court of Appeals in Washington that the Commission erred in granting 1230 kc to Easton (Pa.) Publishing Co. and denying Allentown Broadcasting Corp. [BWT, Aug. 23, 1954].

The Commission, backed by the Solicitor General of the U. S., said the appeals court substituted its judgment for that of the FCC. The case began in 1947, when the FCC granted Allentown Broadcasting Corp. the 1230 kc facility with 250 w unlimited time, and denied the application of the Easton Express (WEXX [FM], WGLV [TV]). The Easton applicant appealed to the courts and in 1949 the court reversed the Commission and ordered a further hearing. In 1950 the second hearing was held and Examiner Elizabeth C. Smith recommended that the grant to Allentown (WHOL) be affirmed. This was reversed by the Commission, which authorized the grant to Easton. Allentown then appealed to the court and last year's decision remained the case to the Commission.

The appeals court, in its two-to-one decision, said the FCC had no basis for determining that both applicants were equally able to serve their respective communities. The court ruled virtually upheld the examiner's findings, questioning the sound of Easton witnesses, and her belief that Easton was susceptible to being found monopolistic on the concentration of communications media issue. The court majority also said the FCC had no right to overrule the examiner's conclusions regarding the credibility of witnesses.

In its petition for a writ of certiorari, the FCC said the lower court's ruling raised two questions:

1. The Court of Appeals held that the FCC in deciding between two mutually exclusive applications for retransmission facilities, under the Communications Act of 1934, must determine that one community's needs are so substantially different from the other community's that it is necessary to grant both applications.

2. Whether, under Universal Camera Corp. v. NLRB, 340 U. S. 474, the court below improperly substituted its judgment for that of the Commission on the inference to be drawn from undisputed evidence that a party is more likely to prevail in the Commission's proceedings concerning the qualifications of individuals to be licensees.

The court ruled that the FCC's conclusions concerning the qualifications of individuals to be licensees must be supported by "very substantial preponderance in the evidence."
THINKING?

If you're thinking about a way to reach the biggest TV AUDIENCE in Kentucky and Southern Indiana —
ASK YOUR REGIONAL DISTRIBUTORS!

Pick up the phone right now — talk with your distributor in Louisville
— then in Evansville (101 air miles)
— then in Lexington (78 air miles)
Ask them all this question, "What Louisville TV station do your neighbors prefer?"
Spend the few bucks now — save many on your results!

WAVE-TV
CHANNEL 3 LOUISVILLE
FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT

SPOT SALES
National Representatives
ACC TO STUDY TALL TV TOWER QUESTION

Air Coordinating Committee will pursue the problem of 'hazards' inherent in tv towers above 1,000 ft. in height. A bill limiting towers to that height is being prepared for Congressional approval.

A JOINT government-industry "tall tower" study of purported hazards to air navigation by 1,000-ft. and higher tv towers—to be prepared within 60 to 90 days—will be undertaken by the Air Coordinating Committee, it was decided Thursday.

The Committee, which includes top government executives of sub-cabinet rank, made its decision following a four-hour meeting during which it heard representatives of the radio-tv and aviation industries comment on the proposal by the ACC's Airspace Subcommittee that tv towers be limited in height to 1,000 ft. above ground (B+T, Nov. 29, 1954, et seq.).

At the same time B+T learned that a bill was being drafted by Rep. Carl Hinshaw (R-Calif.) to limit tv towers to no more than 1,000 ft. above ground. Rep. Hinshaw, second senior Republican on the House Commerce Committee last year has been primarily active on aeronautical matters. He represents the 20th California (Los Angeles County) district and is a civil engineer by profession.

Mr. Hinshaw was the author of a bill in the 83d Congress which would have redefined the term "broadcasting" in the Communications Act to prevent subscription tv from using broadcast bands in the spectrum.

During the comments by broadcast representatives, Victor A. Sholis, vice president and director of WHAS-TV, Louisville, Ky., announced that the Louisville Courier-Journal and Times station was seeking a 2,005 ft. above ground tower-antenna at a site 17 miles south-east of its home city. It is now operating with a 600 ft. above ground antenna, radiating 316 kw on ch. 11, from a site across from its studio building in downtown Louisville.

Mr. Sholis revealed that WHAS-TV had considered 13 sites, and had discussed five of them with CAA officials.

To indicate the arbitrariness of the Airspace proposal, Mr. Sholis said that WHAS-TV could build a 2,005-ft. observation tower without any approval by CAA or aviation interests. The only approval required would be compliance with local zoning restrictions, he said.

In discussing aviation accidents involving radio and tv towers, Mr. Sholis observed: "...this proposal impales the tower the villain with a bullet in the heart. This is a breathtaking premise in light of the history of such accidents during the past four years. The facts are that, but with one exception, all of them occurred at altitudes well below 500 ft. And, when a broadcaster looks at those that took place at such breathtaking heights as 75, 90, 100 and 145 ft., he has a legitimate right to feel he is the one entitled to protection."

Mr. Sholis also reported that WHAS-TV would begin a series of tests of a new system of tower and guy-wire lighting developed by its engineering staff. This is the subject of a study now undertaken by the Airdromes, Air Routes and Ground-Air Subcommittee (AGA) of the ACC (B+T, Aug. 23, 1954, et seq.).

WHAS-TV is now serving 1,380,000 people within its 100 microvolt contour, Mr. Sholis said. With a 1,000-ft. tower, it would serve an additional 800,000 people, he said.

AIRCRAFT ACCIDENTS INVOLVING COLLISION WITH RADIO AND TELEVISION TOWERS, 1950-53

This chart was used at Air Coordinating Committee meeting last week to show heights at which aircraft crashes involving radio and tv towers occurred. Figures atop each tower indicate tower height. Figures with dots show the height at which crashes occurred. Data was secured from special committee studying methods of making towers and guy wires more visible to pilots, under auspices of Airdromes, Air Routes and Ground Aids Subcommittee (AGA) of ACC (B+T, Dec. 27, 1954). ASP on chart was prepared by the Technical Division of ACC itself, based on course of action, submitted Dec. 27, 1954.

For complete list of fatalities and injuries, please write Air Coordinating Committee, 5th Floor, Post Office Bldg., Washington 25, D. C.

WMIL Preparing to File For WEMP Facilities

APPLICATION for the facilities of WEMP Milwaukee (1340 kc with 250 w unlimited) is being prepared by WMIL Milwaukee, at present operating on 1290 kc with 1 kw daytime only, it was learned last week.


WEMP has negotiated for the purchase of WCAN Milwaukee (1250 kc, with 5 kw unlimited) from Lou Poller for $250,000 (B+T, Dec. 20, 1954). This purchase was made contingent on the sale of the present WEMP facilities.

WEMP, owned by A. M. Speresi and associates, also is 30% stockholder in ch. 12 WTVV (TV) Milwaukee which has been sold to Hearst Corp. (WISN Milwaukee) for an overall figure of $2 million (B+T, Jan. 10).

Hendrickson Named for Post FORMER Sen. Robert C. Hendrickson (R-N. J.), who was chairman of the Senate Juvenile Delinquency Subcommittee during hearings on tv programming during the 83d Congress, last week was nominated for the ambassadorship to New Zealand (B+T, Dec. 27, 1954). Mr. Hendrickson after the hearings said the subcommittee would make a special report on whether tv programs cause delinquency in children (B+T, Oct. 25, 1954).
WNET (TV) Providence Fights Grant to WPRO

WNET (TV) Providence, R. L., last week carried its fight against the FCC’s grant of ch. 12 to WPRO Providence to the U. S. Court of Appeals in Washington.

It filed an appeal against the Commission’s grant and the denial of its protest [B&T, Jan. 10]. It also asked the WPRO-TV grant be stayed until the court rendered a decision on its appeal.

Basic issue raised by ch. 16 WNET was that the examiner who had been holding hearings on the three-way fight for the vhf frequency was ordered to submit findings of fact to the Commission without being permitted to submit an initial decision. This violated Sect. 409 (b) of the Communications Act, WNET said.

The FCC granted the ch. 12 facility to WPRO in 1953 after competing applicants withdrew, following a merger agreement. In this agreement there was a provision permitting two stockholders of one of the withdrawing applicants to be paid $205,500 if they decided not to exercise their option to purchase stock in a new licensee to be formed. This, WNET charged, was a “pay off.” Comr. Robert T. Bartley dissented in the original decision on this count and also in the protest denial earlier this month.

WNET also charged that WPRO-TV had commenced construction of the station before it received its grant, in violation of the Commission’s rules, and that the grant violated the multiple ownership rules.

FCC Closes Detroit Office

FCC last week amended its rules to eliminate the Detroit regional office of the Field Engineering and Monitoring Bureau. Effective Jan. 17, the Detroit district office (District No. 19) will be included in the Chicago regional office (Region No. 6) and the Buffalo districts office (District No. 20) in the New York regional office (Region No. 7).

White House Denies Pearson Station Trafficking Report

FLAT denial that Charles Willis, assistant to Sherman Adams who in turn is Assistant to President Eisenhower, is trafficking in tv licenses was made by the White House Wednesday following publication of such a charge in the syndicated “Washington Merry-Go-Round” column of Drew Pearson.

“A complete and utter falsehood,” said James C. Haggerty, the President’s news secretary, applying the comment also to charges that Mr. Willis, son-in-law of Harvey Firestone, is doling out jobs and that he holds FCC Comrs. Robert E. Lee and John C. Doerfer “in the palm of his hand.”

Murray Snyder, Mr. Haggerty’s assistant, said Mr. Willis has no control whatever over disposition of federal jobs, merely referring communications to the proper government office.

WHAT’S UP IN ALBANY?

WTRI’S popularity! It’s easy to see why They’re so easy to see!

From this strategic transmitter site atop Mount Rafinesque, WTRI’S signal blankets the Entire Capital District area! WTRI is the only Albany station with 380,000 WATTS OF POWER DIRECTIONAL ANTENNA 994 FEET ABOVE AVERAGE TERRAIN No wonder local viewers prefer WTRI.

In both 168 hours Both Albany UHF stations are telecasting— (Monday thru Sunday, 5-11 PM)

WTRI CAPTURED 144 SEGMENTS or 85% OF THE VIEWING TIME! That’s why with two UHF stations in Albany—there is only ONE choice!

WTRI Television Center ALBANY, N. Y.

Broadcasting • Telecasting January 17, 1955 • Page 77
INVESTIGATION OF NETWORKS, UHF-VHF WILL CONTINUE UNDER 84TH CONGRESS

Congressional investigation that was started during 83rd Congress will be carried on by Senate Commerce Committee under Magnuson. Report is awaited from Jones, majority counsel under original Bricker probe. It is expected to criticize the tv allocation system that broke the tv freeze, which he voted against as FCC commissioner.

THE CONGRESSIONAL investigation of networks and uhf-vhf problems—initiated during the 83d Congress by the Senate Commerce Committee under a GOP regime—will continue in the 84th, but apparently without benefit of the probe’s present Democratic and Republican counsel.

This was indicated last week after Sen. War ren A. Ervin, Senate majority leader, and the ranking Republican, Mr. Plotkin, former assistant counsel for the commerce commerce commerce committee, notified both Harry M. Plotkin, Democratic counsel, and Robert F. Jones, GOP counsel, that funds for the current phase of the investigation no longer will be available after Jan. 31. Meanwhile, Mr. Jones went to the committee, before going ahead with the probe, to warn the committee, before going ahead with the probe, to warn the committee that he is a partner. Although it was believed Mr. Jones, if he desires, could continue as minority counsel if such a request is put to the committee by Sen. Bricker, the group’s ranking Republican, it is not felt that he wishes to stay as minority counsel. He headed the probe as majority counsel under Sen. Bricker’s chairmanship of the committee. Mr. Jones last late last week still had not submitted his report on the probe which began last summer. He was not available for comment regarding his report when his report will go to Sen. Bricker.

Mr. Jones’ report is expected to be in large part a criticism of the FCC’s Sixth Report & Order of April 14, 1952, allocating a nationwide tv system and breaking a four-year freeze on tv channel grants. A former Ohio congress- man and FCC commissioner, Mr. Jones was one of two dissenting members of the FCC when that body issued the 1952 document. In his dissent he charged that the allocations plan favored vhf stations in large markets to the detriment of small market outlets.

Since the investigation, when it was begun, was expected to be finished under Republican control of the Senate, Mr. Jones’ report presumably also will go into matters in which he intended to probe until his power was cut short by the Nov. 2 Democratic election victories. The last part of December saw an extraordinary spurt in the pace of the investigation under the prodding of Mr. Jones.

The investigation staff had mailed questionnaires to the FCC and the tv networks before the elections. At Mr. Jones’ prompting, a supplemental questionnaire was sent last month to the FCC asking for individual financial data on tv outlets—the FCC was reluctant to supply because the data was secured on a confidential basis [B&T, Dec. 27, 1954]. Another questionnaire went to AT&T asking about coaxial cable and microwave relay charges. The tv network query had asked about station affiliation details and policies and the original FCC questionnaire had asked among other things for station coverage data, the latter necessitating an FCC canvass of licensees.

Meanwhile, a spokesman for Sen. Magnuson said last week that the Senate Commerce Committee chairman will confer personally with Sen. Harley M. Kilgore (D-W. Va.) who as chairman of the Senate Judiciary Committee will investigate what he has described as “monopoly practices” in the communications field (see story, page 80).

Although the two Democratic committee chairmen apparently have not discussed the details with each other, it is known that through their representatives they have roughed out fields in which each committee will investigate to prevent overlap or duplication [CLOSED CIRCUIT, Jan. 3].

Democrats Add 4 Senators to FCC Committee

Sen. John O. Pastore to be chairman of Communications Subcommittee.

FOUR new Democratic members were added last week to the Senate Interstate & Foreign Commerce Committee, giving the group a Democratic majority of 8-to-7. The committee membership of seven Republicans remains unchanged.

New Democratic members of the 15-man committee, which has jurisdiction over most matters in the broadcasting industry, are: Sens. Price Daniel (Tex.), Samuel J. Ervin Jr. (N. C.), Alan Bible (Nev.) and Strom Thurmond (S. C.).

Meanwhile, it was made definite last week that the chairman - of the Commerce Committee’s Communications Subcommittee will go to Sen. John O. Pastore (D-R. 1.), second ranking Democrat to Chairman Warren G. Magnuson (D-Wash.). The current network investigation, however, will continue under the full committee.

The committee holds its organizational meeting at 3 p.m. today (Monday) and is expected that Sen. Magnuson will confer with Sen. Pastore and others, including Sen. John W. Bricker (R-Ohio), former chairman and ranking Republican, on preferences and interests of Senators for subcommittee assignments.

Sen. Daniel, first elected to the Senate in 1952, changes his membership on the Senate

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Storer Broadcasting Company announces the appointment of The Katz Agency Inc. as national representative for WGBS-TV Miami, Florida NBC for Southeast Florida
announced soon after the Nov. 2 elections that he would have subcommittees work on legislation in the various fields [87*, Nov. 8, 1954], one of which would handle communications problems. There have been no standing subcommittees in the House Commerce Committee since the 80th Congress.

MORE SPACE NEEDED AT '56 CONVENTIONS

THE RADIO-TV industry anticipates a need for 75,000 square feet of space for the 1956 Presidential nominating conventions more than in 1952—chairmen of both parties have been told by the Radio-TV Correspondents Assn.

Bill Henry, Washington radio commentator and chairman of RTCA’s Convention Committee, said the need for more space is based partly on expectations that the conventions may be televised in color and partly on the increase in television activities since 1952.

Mr. Henry spoke to Paul Butler, chairman of the Democratic National Committee, and other committee officials last Tuesday. The previous Saturday he had made a similar talk to Leonard Hall, chairman of the Republican National Committee, and other GOP committee leaders.

He said the need for extra space is based on the demands of color telecasting for more technicians and equipment and more lighting. The intense heat of the lighting, in turn, requires more machinery for air-conditioning, he said.

The overall increase in television activities, he said, has been due largely to the growing number of newscasts being made for individual tv stations, with still more space needed for film processing. Networks are expected to continue pooling live coverage, with each network handling its own features, interviews and other coverage, Mr. Henry said.

Mr. Henry said radio-tv correspondents also have expressed to both committees their hope that both conventions will be held in the same city because of the large increase in expenses involved in moving and setting up equipment and transporting broadcasting personnel to two different cities.

In 1952, he said, expenses of convention coverage to the radio-tv industry were estimated at $750,000. "We spend as much or more in 1956," he said.

Democrats have selected a convention date beginning Aug. 27, 1956, but have not selected a site. Republicans have not selected a date or site.

Details Being Worked Out For Filming Ike Conferences

TELEVISION coverage of President Eisenhower’s news conferences, using edited film, neared the practical stage last week as details of reporting the weekly conferences visually were worked out with an industry committee.

James C. Hagerty, the President’s secretary, and his assistant, Murray Snyder, conferred with tv and film newsmen representatives Wednesday. Development of the Eastman Tri-X film [87*, Jan. 1], requiring little light, simplifies the problem, in the industry.

As now conceived, four cameras would be placed on the floor level in the old Indian Treaty room of the Executive Office Bldg., adjoining the White House grounds. Lights would be suspended from the ceiling so that cameras would produce film that could be processed quickly and then edited by the White House staff. Specific release would be required for the filming.

Secretary Hagerty has discussed the idea with President Eisenhower, who has instigated a number of radio-tv innovations since he took office. The President is understood to agree that publicity is required and that the voice transcribers, because of the rapid-fire nature of questions and answers and the hazards involved in use of the off-the-cut answers to dedicate questions.

Attending last week’s conference from tv were Lewis W. Shollenberger, CBS: Julian Goodman, NBC; Byron Nash, ABC; Charles R. Shutt, Tele- news, and Tom Craven, United Press VDistinctive.

Affiliation Practices To Key Kilgore Probe

A NETWORK’S power to make or break a radio or television station by a switch of affiliation—this appears to be the keystone on which Sen. Harley M. Kilgore (D-W. Va.), new chairman of the Senate Judiciary Committee, will construct the case for his impending investigation of “monopoly practices” in the communications field.

Sen. Kilgore made this evident in an announcement today (Monday) that he had conferred several times this week with broadcaster Howard L. Chernoff, who has been acting as consultant for the senator’s proposed monopoly probe. Sen. Kilgore described the talks with Mr. Chernoff as “eminent and illuminating and most satisfactory.”

Mr. Chernoff, now a West Coast radio-tv consultant and part owner of WTap-TV Parkersburg, W. Va., has been making a preliminary study and confering with industry officials in Sen. Kilgore’s behalf. After discussions with Sen. Kilgore the first part of last week he left Wednesday to hold conferences with network and industry manufacturing officials in New York City. He was to return to Washington Friday to make additional reports.

Referring to his talks with Mr. Chernoff, Sen. Kilgore said: “I believe Mr. Chernoff is proceeding in orderly fashion, and the facts he is developing as the result of the conversations he is having with key people in the industry should provide us with an excellent background upon which to decide the extent and course of our inquiry.”

Mr. Chernoff said Sen. Kilgore has expressed “great interest” in a network’s power to “arbitrarily switch its affiliation from one station in the same market.”

Mr. Chernoff has asked Mr. Chernoff to seek information for him in “several recent instances” of network affiliation switches. The Senate Judiciary Committee chairman and Mr. Chernoff also discussed such subjects as ownership and control of tv stations, ownership of networks and networks by stations and manufacturers of radio and tv sets and parts.

Mr. Chernoff is not being paid or reimbursed for expenses by the Judiciary Committee.

Sen. Kilgore confirmed that the “monopoly” investigation will be carried out by the Judiciary Committee’s Anti-Monopoly Subcommittee, but did not indicate whether he would take over as chairman of the subcommittee. “If he
$200,000 Settlement May End LBS Suit

HEARING will be held by the U. S. bankruptcy court in Dallas Jan. 25 on an application for dismissal of the now-defunct Liberty Broadcasting System's $12 million anti-trust suit against major league baseball, on grounds that a compromise settlement has been reached.

The court last week sent out notices of the application and invitations to creditors to register any protests; the action looking toward its approval of a $200,000 settlement announced in Chicago last week by American League President Will Harridge.

The suit was filed by LBS three years ago, charging 13 of the 16 major league clubs with conspiring to "monopolize and restrain competition in [baseball] broadcasting." The U. S. District Court in Chicago had continued the case until April 18 pending pre-trial hearings originally slated for today (Monday) [Feb. 18, 1955]. The suit charged violation of the Sherman Act and Sherman anti-trust laws, and named all major league teams except the Chicago White Sox, Brooklyn Dodgers and Cincinnati Reds as defendants.

Mr. Harridge told a news conference that "both sides have accepted the proposal subject to approval of the bankruptcy court" in which William J. Rochelle Jr., LBS trustee, filed an application for authority to dismiss the action. Gordon McLendon, former Liberty head and principal stockholder in KLIF Dallas and KELP-AM-TV El Paso, Tex., described the settlement as a "victory all the way," but said its acceptance would depend on the trustee.

Legal observers in Chicago agreed that with baseball's old restrictive Rule 1 (d) no longer in existence, the reason for the suit has gone by the boards, as pointed out by Mr. Harridge. The rule prohibited major league broadcasts in minor league cities at broadcast times when the latter's clubs were playing at home. It was passed in 1946, amended for the 1950-51 seasons, and rescinded in 1951. Mr. Harridge noted that "there is no point in rejecting a settlement in order to defend it."

The settlement was recommended in Chicago District Court Jan. 6 by Judge Julius Hoffman "to save the court and the parties the time and expense of a protracted jury trial," which observers have felt would last at least three months.

In his announcement of the settlement, Mr.
FROM WHERE I SIT

by Joe Marsh

SWIFTY GETS SLOWED DOWN

Swifty Fisher has a short temper and really hit the roof when he got a parking ticket last week. He wasn’t near a hydrant or too far from the curb. There was a big sign saying “ONE HOUR PARKING” and he’d only been gone twenty minutes.

Running immediately to Traffic Court, where Hack Miller was on duty, Swifty hollered how he hadn’t done anything wrong . . . how he is probably the most law-abiding driver in town.

But Hack examined the ticket, and broke into a grin. “Slow down, friend,” he said. “You’re not guilty—except of making a big fuss over nothing. This ticket came from some kid’s policeman play outfit!”

From where I sit, jumping to conclusions can make anyone appear silly. Another way to look foolish is to make a quick decision on a question of personal preference. For instance, I like a glass of beer occasionally. You may be a buttermilk man. But neither of us ought to “lay down the law” about the other’s choice.

JOE MARSH

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SELLING SIGHT AND SOUND

is easier with these 5 built-in advantages of Kodascope Pageant Sound Projectors

You probably know all too well how technical imperfections in film presentations can stymie program sales. Many TV salesmen avoid these imperfections and get the finest in 16mm. preview projection with one of the six Kodascope Pageant Sound Projectors. Here are five good reasons why:

1. Crisp pictures. You get sharp focus in both center and corner screen areas with the Pageant’s built-in field-sharpening element. And for projection under adverse conditions, three of the Pageant models are especially equipped to throw 40% extra light onto the screen.

2. Clear, comfortable sound. Pageant Projectors give you better sound five ways. First, the exclusive Fidelity Control lets you focus the sound-scanning beam to get the most from any optical sound track. Next, the powerful 7- and 15-watt amplifiers are true-rated for full delivery. Third, the matched speakers are of ample capacity for the amplifier output. Fourth, special bass and treble controls are built into the 15-watt Pageant models. And finally, low-speed nylon gear operation and permanent pre-lubrication insure that your Pageant will not produce any distracting noise of its own.

3. Trouble-free operation. Repairmen say that the main cause of projector breakdowns is improper oiling. You completely by-pass this problem with a permanently pre-lubricated Pageant. It will never need a drop of oil!

4. Easy portability. Four Pageant models snap neatly into single, compact units—easily handled anywhere by one person. Two other Pageant models carry in two, trim, matching cases.

5. Versatility. At least one of the six newly redesigned Pageant models is especially suited to your particular projection requirements. Prices start at a sensible $425. (Subject to change without notice.)

Ask for a free demonstration

You can prove to yourself that a Pageant will be your best friend for selling sight and sound. Let your Kodak Audio-Visual Dealer help you pick and try out the Pageant model that best fits your needs. He also has for you a free copy of a new color catalog giving full details on the new Pageant line. See him soon, or just mail us the coupon below.

For all your TV movie-equipment needs...

ANYTHING THAT MOVES

On-the-spot news events, commercials—any TV movie assignment is easily within the scope of the Cine-Kodak Special II Camera. It handles dissolves, fades, animation, and other special effects without additional equipment and without the need for optical printing. With pre-loaded film chambers, your Cine-Kodak Special II will be ready to go into action and stay in action when that big story breaks in your city.

EASTMAN KODAK COMPANY

Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on Kodascope Pageant Sound Projectors □ Eastman 16mm. Projector, Model 25 □ Cine-Kodak Special II Camera □

NAME ____________________________ TITLE ____________________________

COMPANY ____________________________

STREET ____________________________

CITY ____________________________ STATE ____________________________

January 17, 1955 • Page 83
Low Power Ch. 8 Asked by WRTV (TV)

PETITION for rule-making to permit assignment of a low-power vhf tv station on ch. 8 at Asbury Park, N. J., was filed with FCC Thursday by ch. 58 WRTV (TV) there. The market is within the primary area of the seven New York City vhf outlets and two Philadelphia vhf stations, including ch. 7 WABC-TV and ch. 9 WOR-TV New York, WRTV said; but existing stations would receive no more interference than the rules now allow.

Reciting its extensive uhf set conversion promotion, plus its unique record of local, live programming, WRTV said the conversion of only 6,000 sets in the area to uhf has been "cruelly disappointing." Poor converter performance was cited as a factor.

Presenting detailed exhibits to support its contention that Asbury Park needs and wants its own local station, WRTV said its proposed low-power operation of 1.44 kw effective radiated power on ch. 8 with antenna height above average terrain of 300 ft. "would not provide any more interference than would be caused under the Commission's rules if new co-channel and adjacent channel stations were to operate with full power and antenna height at the minimum separations provided in the rules."

FCC's adjacent channel spacing minimum is 60 miles and co-channel 170 miles. The proposed WRTV site is 34 miles from adjacent channel WABC-TV and WOR-TV atop the Empire State Bldg., 138.5 miles from ch. 8.

One Way Out

POSSIBLE solution to the unauthorized booster tv operations in the Chelan National Forest area of Washington (WBT, Nov. 22, 1954) was seen last week when the FCC authorized the experimental operation of a low-cost, 200-w, "translator" satellite in Manson, Wash.

The experimental station, which will be owned and operated by non-profit, citizen-owned Manson Community Television Co., was authorized to pick up distant stations, amplify the signals and retransmit them on ch. 16. The Commission said various, experimental types of antennas will be used, none to exceed 30 ft. above ground. The FCC also waived certain rules to permit this type of operation. Comrs. Edward M. Webster and Frieda B. Henneck dissented.

The illegal boosters were put into operation late last year in half-a-dozen north central Washington towns. They were picking up and retransmitting Spokane's KXLY-TV's ch. 4 signals. Spokane is about 130 miles away. FCC objections and the threat of legal action brought pressure from Washington's congressional delegation. Last week the state believed it had a commitment to permit this activity. At the same time, it will furnish the FCC with data regarding this type of satellite operation.

Pending before the FCC is a proposal to permit low-power, 100-w regular tv station operation (WBT, Dec. 20, 27, 1954). In the proposal, the Commission also asked for comments regarding satellite operation; these are due Feb. 25.
dependable
comfortable
safe

ASSOCIATION OF
AMERICAN RAILROADS
In SEATTLE, TACOMA and the PUGET SOUND AREA it's KTNT
TACOMA 5, WASHINGTON
316,000 WATTS
ANTENNA HEIGHT
1000 FT. ABOVE SEA LEVEL

OF ALL TV STATIONS IN THE FABULOUS PUGET SOUND AREA ONLY KTNT-TV COVERS ALL 5 "A" CONTOUR

"The Word Gets Around . . . Buy Puget Sound"
Represented Nationally by WEED TELEVISION

GOVERNMENT

WBIR Knoxville Favored In Initial Grant There

INITIAL decision proposing to grant ch. 10 at Knoxville, Tenn., to WBIR there, and denial of the competing applications of local WNOX and Tennessee Television Inc. was issued last week by FCC Examiner Herbert Sharfman.

The decision concluded that, although on many points of preference between WBIR and WNOX there were no bases of choice, WBIR must be preferred on the basis of diversification of mass media of communications. The decision further concluded that WBIR's superiority of television and radio experience, program plans and staff give it preference over Tennessee Television.

WBIR is 30% owned by Gilmore N. Nunn, 51% stockholder of WLAP-TV Lexington, Ky., and 30% by Radio Cincinnati Inc., licensee of WKRC-AM-FM-TV Cincinnati, and 90% owner of WTVN-AM-TV Columbus, Ohio. Radio Cincinnati is owned by the Taft family, who also publish the Cincinnati Times-Star.

WNOX is owned by the Scripps-Howard Radio Inc., licensee of WEWS-TV Cleveland, and WCPO-AM-FM-TV Cincinnati. Scripps-Howard also has an interest in am and fm stations in Memphis, Detroit and Akron, and is publisher of a number of newspapers throughout the country.

Two Am's, Two Fm's Granted by Commission

FCC last week granted two new standard daytime stations and two new fm stations.

- At Monticello, Ark., a new am station on 1430 kc with 1 kw was granted to College Broadcasting Co., equal partnership composed of James A. West Jr., 1/3 partner of KSMS El Dorado, Ark.; Elgie M. Risinger; Delvin R. White, and Bill Wells, commercial manager of KWRF Warren, Ark.

- At Dundalk, Md., a new am station on 860 kc with 500 w directional was granted to Erway Broadcasting Corp. The grant is subject to engineering conditions including acceptance of interference from proposed operation of a new daytime am station at Washington, D. C., on 840 kc with 10 w directional. Principals in Erway Broadcasting are President Guy S. Erway (2/3), insurance man, and Vice Pres. Raymond A. Hall (1/3), real estate operator and service station owner.

- At Poughkeepsie, N. Y., FCC granted WKIP a companion Class B fm outlet on ch. 284 (104.7 mc). The new station will operate with an effective radiated power of 2.3 kw with antenna 1,120 ft. above average terrain.

- A new noncommercial educational fm station on ch. 206 (89.1 mc) at Akron, Ohio, was granted to the Board of Education there. The station will operate with effective radiated power of 1.3 kw and antenna 44 ft. above average terrain.

FCC Approves Transfers Of Three Radio Properties

TRANSFERS of WSAM-AM-FM Saginaw, Mich.; WRCO Richland, Wis., and KCOH Houston, Tex., were among those receiving FCC approval last week.

WSAM-AM-FM was sold by Milton L. Greenbaum for $140,000 to WKMH Inc., licensee of WKMH-AM-FM Dearborn, and WKMF Flint, both Michigan B&T, Dec. 20,
Significant Anaconda contributions to U.S. progress in metals—1953-1954

Chile. At Chuquicamata, huge plant for treating copper sulphide ores of Chile Exploration Company—an Anaconda subsidiary—is completed.

Copper. Anaconda's new open pit copper mine at Weed Heights, Nevada, officially opened in November, 1953, is now producing 5,000,000 lb. a month.

Aluminum. The new Anaconda reduction plant now being built near Columbia Falls, Mont. Scheduled to start production in mid-1955.

Uranium. Working with the U.S. Government, Anaconda builds a processing plant and develops uranium ore properties in New Mexico.

Brass Mills. New pre-formed copper tube grids for radiant panel heating come from The American Brass Co., an Anaconda subsidiary.

Wire Mills. Anaconda Wire & Cable Company expands research and production facilities for turning out its highly engineered line of copper and aluminum electrical conductors.

Today an important fact faces all of us: you can't replace copper with any other metal without losing something. For copper and its alloys have many virtues—high thermal and electrical conductivity, ease of machining, forming, drawing, stamping, plating, welding, fabricating, and a high scrap value.

Since World War II, copper producers like Anaconda have been expanding mining operations here and abroad, developing new ore bodies, and revitalizing many existing mines with new methods. As a result, the U.S. faces no lack of copper. All the copper we need—for peacetime and preparedness—is there, ready to be mined, refined and fabricated for all the demands of industry.

a new era of copper supply

ANAconda COPPER MINING COMPANY
1954]. WKMH Inc. is owned equally by Frederick A. Knorr, Harvey H. Hansen and William H. McCoy, who also have an equal interest in WKHM, Jackson, applicant for tv ch. 10 at Parma, Mich.

WRCO was sold by Arthur Overgaard and Station Manager Thomas R. Kelley for $75,000 to Hala D. Peebles, former motor court operator there. WRCO is 250 w on 1450 kc.

KCOH Houston, Tex., was sold for $86,500 to Robert C. Meeker, now station president.

Army Doctors Meet to Study Color TV as Diagnostic Tool

THREE day seminar on the potential uses of color tv for medical pathology diagnosis will be held beginning today at the Armed Forces Institute of Pathology, Walter Reed Hospital, Washington.

During the course of the meeting both RCA and CBS-Columbia will demonstrate their color tv systems to the Institute, which has an appropriation of $600,000 to install color tv equipment in its new building. One demonstration will be from the U. of Pennsylvania Hospital when a tumor operation will be performed and a specimen will be diagnosed by pathologists in Philadelphia, Baltimore and Washington. The three cities will be linked via closed circuit tv. Another demonstration will be microwaved from Bethesda (Md.) Naval Hospital.

Scheduled to speak to AFIP diagnosticians are Dr. Alfred N. Goldsmith, RCA consultant, and Dr. Peter C. Goldmark, CBS Inc.

WOC-TV Channel 6 Davenport, Iowa
Free & Payers, Inc.
Exclusive National Representatives

Builds Telecasts that Build Sales

1st WOC-TV builds sales because this station has accumulated 6 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 825-foot tower. Its "good picture" coverage encompasses 10 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it.

Population
1,543,700
Families
477,910
TV Homes—3/1/54
264,811
Effective Buying Income
$2,455,549,000
Per Capita
$1,590
Per Family
$5,565
Retail Sales
$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

Col. B. H. Palmer, president • Ernest C. Sanders, resident manager

GOVERNMENT

QUALITY APPROVES SALE PROPOSALS

Executive Vice President Ryan reports 'enthusiastic reception' by 20 or more agencies of QRG's new concept to revitalize nighttime radio.

MR. RYAN

MOST SALES recommendations of William B. Ryan, executive vice president of Quality Radio Group, were approved and details of a pricing structure were reviewed by the board of directors at a meeting in Chicago last Tuesday.

At the same time, Mr. Ryan reported "enthusiastic reception" by 20 or more leading advertising agencies before the agencies of Quality's new concept of reviving nighttime radio.

In his capacity as operating head of QRG, Mr. Ryan appeared with a sales presentation designed to sell the new nighttime tape-recorded plan to advertisers with programs on leading medium—high-power stations throughout the country.

The board weighed pricing factors, not yet incorporated into a rate card, and circulation-aspects, to be embodied later in formal presentations once these matters are worked out to Mr. Ryan's satisfaction. It authorized him to continue his study of program inventories and sources.

Mr. Ryan said agencies with which he has held discussions the past month "welcomed the initiative taken by Quality Radio Group Inc." in its organized move to stimulate nighttime radio. Implicit in Mr. Ryan's activities is the quest for "the best programs to fit this service medium as it is today."

QRG's chief executive officer has been contacting all sources—studying the offerings of stations and package firms—and holding discussions with artists' organizations for availabilities. Mr. Ryan is said to be "intrigued" with the "new and so far undeveloped sources of interesting programs" to complement the basic presentations of music, news and similar formats.

Expansion of sales efforts in New York and the establishment of a Chicago office—some time within the next few months—also were approved by QRG's board.

Mr. Ryan outlined, by means of illustrative charts, what he believes are Quality's main selling points, among them (1) 11 million radio sets sold last year, (2) an approximate 11 million homes with radio and without television, (3) the potential of radio-only homes, (4) the claim that Quality eventually will blanket 90% of U.S. radio homes and that the 11 million television-less homes represent a "perfect complement to television."

Many of the figures used in his presentation have been widely quoted by the major networks, Radio Advertising Bureau and other groups.

With 24 to 25 stations already in the fold, Quality hopes to announce the addition of 11 or 12 more in the weeks ahead. Its coverage
SOME THINGS CAN'T BE RUSHED

IT TAKES TIME
TO DRIVE
SOME THINGS HOME...

...and it takes time to make a good recording disc.

This is the era of short cuts in every industry. But PRESTO will not cut corners—or cut quality. There are six basic steps in making a PRESTO Recording Disc...and not a single step is ever hurried.

PRESTO's great investment of time...pays off in dividends for you.

It assures you of the most brilliant performance in recording discs, and the greatest permanence as well.

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

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.

Canadian Division: Instantaneous Recording Service, 42 Lombard St., Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

TIME CONSUMING
STEP #2
IN MAKING A PRESTO RECORDING DISC

Lacquer "makes" the surface of a recording disc. That's why PRESTO has a special lacquer formula and guards it as closely as atomic material. It is stored in constantly-agitated vats to insure even consistency. It is slowly flowed on to the polished aluminum blanks to precisely the thickness required. Then comes the long, leisurely, 11/2 hour trip of the discs through the processing tunnel.

PRESTO wouldn't shorten this trip by a second... because time is of the essence in making a fine recording disc.
potential is geared to the total of 35 outlets for the time being.

Also explored at the directors’ meeting were ways and means of individual station audience promotion or program exploitation once Quality takes in the air in the months ahead after it resolves pricing matters.

All but three of QRG’s 12 directors were present, according to Mr. Ryan.

WDTV (TV) SWITCH MADE; F&P NAMED

FORMAL title to WDTV (TV) Pittsburgh, which is to change call letters to KDKA-TV, was acquired Monday by Westinghouse Broadcasting Co., which purchased the station from Allen B. DuMont Labs more than a month ago [B•T, Dec. 6, 1954, et seq.].

Dr. Allen B. DuMont, president of the laboratories, and Chris J. Witting, WBC’s president, completed formal arrangements for the ownership transfer at noon in Dr. DuMont’s office in Clifton, N. J.

The sale agreement, involving $9,750,000, was reached on Dec. 3. FCC granted its consent to the transaction Jan. 3.

Coincident with WBC’s taking over control of WDTV, Mr. Witting announced the appointment of Free & Peters as the station’s exclusive national sales representative, effective immediately. Lloyd Griffin, F&P vice president for television, and J. W. Goodhue, controller, conferred with Station Manager Harold Lund in Pittsburgh on Monday and were joined by H. Preston Peters, president of F&P, on Tuesday. F&P represents all WBC radio stations and all WBC television outlets except KPIX (TV) San Francisco, which is represented by the Katz Agency.

Last week, Westinghouse asked FCC to permit a change in call letters from WDTV to KDKA-TV, matching its radio companion, KDKA. Approval of the new call is expected this week. KDKA was founded in Pittsburgh by Westinghouse Nov. 2, 1920. DuMont received the permit for WDTV in January 1947 and the tv station began operation Jan. 11, 1949, according to Commission records.

DuMont’s McGannon Joins Westinghouse

DONALD H. McGANNON, assistant director of the broadcasting division of Allen B. DuMont Labs and general manager of the DuMont TV Network’s 50 stations, has resigned to join Westinghouse Broadcasting Co. as vice president and general executive, effective today (Mon.).

His resignation was announced by Ted Bergmann, managing director of the DuMont network. His new post was announced Friday by Chris J. Witting, WBC president.

Mr. Witting said Westinghouse is enlarging its executive staff in line with expansion of tv facilities and the new level of success in radio operations.

Mr. McGannon was formerly administrative assistant to the managing director of the network. He has been active in the development of the DuMont station organization and represented DuMont in a number of industrial negotiations including ASCAP and labor organizations.

Cheverton, Johnson Named In WMT-AM-TV Realignment

DICK CHEVERTON, news director for WMT-AM-TV Cedar Rapids, Iowa, has been named to the newly-created post of director of news and public affairs, William B. Quarton, general manager of the stations, has announced. In the same realignment, Mr. Quarton announced that Bob Johnsen has been named news editor.

In his new capacity, Mr. Cheverton will be responsible for all public affairs activities.

KLZ-TV Names Hart, Tipton

KLZ-TV Denver has announced the appointment of Bob Hart as local sales manager and the promotion of Jack Tipton to general sales manager, with responsibility for all commercial activities of the station, local and national. Mr. Hart previously was commercial manager of KFEL-TV there.
NBC Spot Sls. Names Mensing Chicago Mgr.

APPOINTMENT of Paul Mensing as radio manager for the NBC Spot Sales, Central Div., Chicago, was announced last week by George Dietrich, national radio manager. Mr. Mensing was formerly radio manager of the Detroit office. William B. Burchgen, account executive in the NBC Spot Sales New York office, will succeed him in Detroit.

Mr. Mensing has been with the representative organization since October 1952, when he joined the Chicago office as an account executive.

In 1946, Mr. Burchgen became affiliated with NBC Spot Sales, New York.

H. W. Shepard, business and advertising manager of NBC Spot Sales, announced also that Sallie Wareham, suburban advertising production manager of Lord & Taylor, New York department store, has been added to his staff as production supervisor.

New Discount Plan Offered by WBAL

NEW radio rate card formula adding "weekly quantity discounts" to the present discount structure has been adopted by WBAL Baltimore, Hearst station.

Leslie H. Peard Jr., WBAL station manager, said the plan was developed after extensive discussion with advertisers and agencies. He called it a "sound modernization of the radio rate structure."

WBAL's new card now has this added provision:

Weekly Quantity Discounts

In addition to frequency discounts earned within a contractual year, an advertiser will also earn quantity discounts for any week or weeks during which he broadcasts 12 or more times on the following basis:

- 12-14 times per week: 10%
- 15-19 times per week: 15%
- 20-24 times per week: 20%
- 25 or more times per week: 25%

Weekly quantity discounts are applicable after the deduction of frequency discounts and apply to programs and to announcements of 30 seconds or more, but programs and announcements cannot be combined for discount purposes. Weekly quantity discounts do not apply to 8-second or time-signal announcements.

First reaction to the idea has been "most favorable," Mr. Peard said. He explained that WBAL felt the standard radio discount structure, based on a 52-week period, fails to take into account current trends in product merchandising. These trends include concentration of advertising and promotion efforts on a greatly expanded scale during a short period. So-called "flight" advertising isn't new, he said, but is becoming more widespread.

"The package or saturation plans now prevalent in radio represent an effort on the part of many broadcasters to adjust their rates to attract this type of advertising to our medium," Mr. Peard said. "Most package plans offer substantial discounts for 12 or 24 broadcasts per week, for example. Generally, the advertiser running only one or two weeks and using a total of 52 announcements is offered a much more advantageous rate, to the consistent 52-week advertiser, using perhaps five or six times as much broadcasting service."

"Thus, in effect, the consistent year-round user of much more service is discriminated against ratewise as compared to the short term saturation advertiser. This seems to us to be reversing sound business principles. Moreover, most package plans apply to announcements only, and often the advertiser is required to run at least a portion of his schedule in the time periods least in demand."

"The WBAL plan is designed to accomplish the objective of offering an appropriate inducement for making WBAL an integral unit in any special drives or promotion planned for Baltimore and Maryland. We believe it offers all the values, but that it eliminates the many disadvantages inherent in the package plans."

"The WBAL plan applies to programs as well as to announcements, and the sliding scale of discounts is sufficiently flexible to suit the majority of saturation campaigns. The buyer may also select his times of broadcast, just as he does in purchasing any other schedule."

WMBR Names Vice Presidents For Radio, Television Units

IN KEEPING with its policy of separate administrative units for radio and television, WMBR-AM-TV Jacksonville, Fla., has appointed Charlie Stone vice president of WMBR-TV and Dave Booher vice president of WMBR-AM, according to an announcement by Glenn W. Buschgen, president of WMBR Div. of the Washington Post Co., licensee.

Mr. Stone joined the station 19 years ago as a staff announcer, became sales manager in 1950 and was named vice president in charge of sales in February 1954. Mr. Booher came to WMBR-AM in 1949 as local account executive and was named sales manager last May.

Eichhorn Moves Up at KING

JOHN EICHHORN, manager of KING Seattle, Wash., has been named assistant to Otto Brandt, KING vice president and general manager. Mr. Brandt has announced. Mr. Eichhorn replaces Robert Priebke, who has become an electronics product distributor.

In other moves at the station moved Fred Von Hofen from KING-TV account executive to manager of KING, and Earl Reilly, KING program director, assumes the position of KING-TV account executive.
WBRE-TV Signal Report Shows Better Coverage

IMPROVED and increased reception is being provided by WBRE-TV Wilkes-Barre, Pa., on its 28 outlet which went on the air Dec. 31 as the world's first million-watt tv station (B[T, Dec. 13, et seq.]), according to a joint report made last week by Louis G. Baltimore, president of the station, and A. B. Hopkins, manager, Broadcast Equipment Marketing, RCA Engineering Products Div.

"Clear pictures in numerous areas which heretofore had either no tv service or poor reception" were reported by Mr. Baltimore. The improved service was attributed to WBRE-TV's use of a newly-developed RCA super-power transmitter and a new super-gain RCA uhf pylon antenna.

The power increase, from its previous 225 kw, has filled in some "shadow" areas in the station's broadcast range, Mr. Baltimore said. Falls, Pa., a small community deep in a valley between two high mountains along the Susquehanna River 20 miles northeast of Wilkes-Barre, is now getting a picture, Mr. Baltimore said, where no signal existed before. "Excellent" reception has been reported from the Clark Summit area, Mr. Baltimore said, which is 50 miles west of Scranton, from 400 to 600 feet below line of sight of the WBRE-TV antenna atop Wyoming Mt.

Reception has been confirmed in York, Pa., and Dunkirk, N. Y., 100 miles south and 190 miles northwest, respectively, Mr. Baltimore reported. At a test receiver set up near RCA's Camden, N. J., plant clear reception of the WBRE-TV signal was reported by RCA. Camden is approximately 125 miles from Wilkes-Barre, and previously had not been able to receive the ch. 28 signals.

KLRJ-TV on Test Patterns, Connects With NBC Jan. 23

KLRJ-TV Henderson, Nev., was scheduled to begin test patterns yesterday (Sunday) and plans to be interconnected with NBC by Jan. 23. The ch. 2 station is the third tv for Nevada, with Las Vegas and Reno each having one. KLRJ-TV, which is represented nationally by John E. Pearson TV Inc., will increase to 423 the number of operating tv stations.

Donald W. Fishgold is president and chief stockholder of licensee Southwestern Publishing Co. He also owns KZTV (TV) Reno; KFSAM-AM-TV Fort Smith, Ark., and KHBG Okmulgee, Okla.

Reports from other stations:

WBIR-TV Knoxville, Tenn., which last week was favored in an initial decision for ch. 10 to become station WKNB-AM- TV, has completed installation of its new transmitter atop Great Blue Hill, Milton, Mass. The tower and antenna measure 849 ft., the station has announced. A test pattern was started last week, and educational programs, produced by Lowell Institute Cooperative Broadcasting Council, are expected to begin in April.

Baxter Appointed Sales Head At Store's WBRC Birmingham

LIONEL BAXTER has been appointed national and local sales manager at WBRC Birmingham, Ala., Storer Broadcasting Co. outlet there. Before his WBRC appointment, Mr. Baxter was vice president, has reported that plans are tentative manager of WSFA- AM-TV Montgomery, Ala.

Mr. Baxter entered the broadcasting field in May 1934 as an announcer at WAPI Birmingham. He was associated with that station until November 1953 in such positions as chief announcer, program manager, manager of operations, director of publicity and promotion and manager of operations for both WAPI and WAFM (TV). In 1953 he joined WSFA-AM-TV.

Tulsa Bcstg. Names Walker To Head Radio Operations

JAMES P. WALKER, Tulsa Broadcasting Co. assistant general manager, has been placed in charge of the company's radio outlets, KJTL, Tulsa, Okla., and KFPW Fort Smith, Ark., the company has reported. Mr. Walker will direct all phases of the radio operations including sales and program policies.

William D. Swanson, sales manager for the company's radio facilities and for its KTVX (TV) Muskogee, Okla., will direct the regional and local sales departments for tv only, in both Tulsa and Muskogee.

Ben Holmes, in charge of national sales for the company's radio and tv properties, will continue in the same position.

NBC's WKNB-TV Buy Costs $984,000

NBC's purchase of WKNB-AM-TV New Britain, Conn. (B[T, Jan. 10) will involve approximately $984,000, including excess of liabilities over current assets and the $606,000 purchase price, it was learned last week.

Purchase of the ch. 30 tv station and its 1 kw radio affiliate, a daytimer on 840 kc, is subject to the customary FCC approval. An application for FCC consent is expected to be filed shortly.

In purchasing the WKNB-AM-TV stock for $606,000, NBC also is assuming liabilities, current and long term, which come to approximately $350,000, and, on the other hand, current assets totaling around $171,000 (total fixed assets, including buildings and equipment, are estimated at almost $530,000).

With the FCC application will be a request for permission to move the WKBN-AM- TV transmitter site to Mt. Higby, about eight to ten miles from New Britain, and NBC also plans to boost the power of the station, its first uhf, to a million watts.

The purchase and the proposed move of the transmitter site and the increase in power, NBC authorities explain, is "to make uhf as nearly competitive with vhf as possible." There is no proposal to move the studio location.

Announcing the purchase agreement, NBC President Sylvester L. (Pat) Weaver Jr. said that "when the transfer of ownership is completed, WKNB- TV will become a basic station of the NBC Television Network. It is our intention to strengthen our new station—and through it, uhf television—by installing a million-watt transmitter, the maximum power attainable in the present state of the broadcasting art."

He said NBC's full resources would be used to "develop a uhf service which will be as nearly comparable as possible to the service rendered by stations in the vhf channels."

Present owners of WKNB-AM-TV, according to the last ownership report, included President Julian Gross, 47.7%; Chester Blund, 15.7%; Goodman Banks, 10.3%; Lawrence Whitehead, 3.3%; and Milton Conklin, 6.4%.

WRC-AM-TV Promotes King

JOAN CAROL KING, assistant manager of the advertising and promotion department, WRC-AM-TV Washington, D. C., has been promoted to manager of the department as the stations announced. Miss King joined WRC in July 1953 after working for the "Save the Children Federation" of the Carnegie Foundation.

Selling... 205,714 Homemakers, spending $2,701,342 Daily

ONE

RONALD B. WOODWARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

Page 92 • January 17, 1955
LOCAL NEWSPAPERS DROP SPARTANBURG RADIO LOGS

Advertising exchange agreement ended by newspapers which continue to carry listings of tv stations in other cities.

NEWSPAPERS in Spartanburg, S. C., have ceased their exchange arrangement with local radio stations and no longer carry SPARTANBURG cities of Asheville, Greenville and Spartanburg.

The radio stations explained that the action by the newspapers "was purely of their making." The papers had been printing the Spartanburg radio logs in exchange for free station time, according to the broadcasters, who are continuing to make their logs available for publication.

"We feel that the public should also know that other daily newspapers in South Carolina and North Carolina publish the radio schedules of radio stations as a public service to their readers," the joint statement continued. "Also, these papers, as a service to their readers, publish the television station schedules."

The radio picture in Spartanburg was marked last spring by announcement from the newspaper publishers that advertisers would be required to pay bills weekly and sign new contracts. This prompted The Aug. W. Smith Co., quality department store and largest advertiser in the city, to reverse its advertising budget in favor of concentrated radio advertising. The emphasis on radio provided a pleasant sales surprise for the store and the account of this successful use of the broadcast medium attracted wide attention [B&T, Oct. 18, 1954].

In the joint statement by the three stations it was stated: "The Spartanburg newspapers, as a service to their readers, are continuing to publish the schedules of the television stations in Greenville, Asheville and Charlotte. All of these cities compete with Spartanburg for trade. It would seem, therefore, that the Spartanburg newspapers are publicizing the schedules of television stations which carry messages urging the people of the Piedmont to trade in the cities of Asheville, Greenville and Charlotte. However, these same newspapers are not publishing the program schedules of Spartanburg radio stations which carry advertising messages urging the people of the Piedmont to trade in Spartanburg."

LIBEL SLANDER PIRACY COPYRIGHT VIOLATION
Our special INsurance answers the problem of claims in this field ADEQUATELY & INEXPENSIVELY
WRITE FOR DETAILS AND RATES EMPLOYERS REINSURANCE CORPORATION INSURANCE EXCHANGE KANSAS CITY, MISSOURI

Clara Sammons, KSCJ, Dies

CLARA P. SAMMONS, 79, secretary of the Perkins Co., licensee of KSCJ-AM-FM Sioux City, Iowa, died Jan. 11. Mrs. Sammons also was first vice president of the Journal-Tribune Publishing Co. there (Sioux City Journal-Tribune). She is survived by two daughters, Mrs. Louise Freeze, columnist for the Journal-Tribune publications, and Elizabeth J. Sammons, secretary of the publishing firm and program director-women's director of KSCJ.

STATION PEOPLE

Anthony Perry, chief announcer, WHLM Bloomsburg, Pa., to WCDL Carbondale, Pa., as general manager.

George W. Stratton, formerly account executive, KID Idaho Falls, Idaho, appointed general manager, KONI Phoenix.

Bob Berry, program director, WOTW Nashua, N. H., promoted to station manager; Roger Allan, announcer, WOTW, promoted to program director.

Charles H. Cowling, general manager, KAVR Apple Valley, Calif., has resigned.

Marvin Mirvis, general manager, WSID Baltimore, elected executive vice president and board member, United Broadcasting Co. of Eastern Maryland (WSID-WTFL (TV)). TV station under construction.


Dave Maxwell, public service director, KBIG Avalon, Calif., to KBIF Fresno, Calif., as general manager, succeeding George Nickson, transferred to John Pooe Broadcasting Co. (operator of both stations), Hollywood headquarters on special assignment; George R. Lindsay, former account executive, KLAC Hollywood, to KBIF in similar capacity.

Jim Creed, formerly disc m.c., KDEF Albuquerque, to KOGA Ogallala, Neb., as program director.

Alan Dary, personality, WORL Boston, adds...
tionally appointed program director; Dave Maynard, WHIL Medford, Mass., to WORL as disc m.c., succeeding Norm Prescott, who has moved to WNEW New York.

Leslie F. Biebl, formerly program director, WINS Milwaukee, appointed program director, WHK Cleveland, succeeding C. M. Hunter, who becomes public relations director.

Ed Lally, radio program director, and Al Bowman, music librarian, WBAP Fort Worth, Tex., resign and retire, respectively.

Charles L. Brooks, vice president in charge of Austin and San Antonio, Tex., offices, Kamin Adv. Agency, appointed sales promotion director, KTBC-AM-TV Austin; Earl Deathe and Kathy Barcuch to sales staff, KTBC; Burton Gardner, KTBC sales staff, transfers to KTBC-TV sales staff.

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C. Wesley Quinn, sales representative, WTRI (TV) Albany, N. Y., to WTRY Troy, (TV) sales manager; Mary Breda to WTRY (TV) TV tor, KTBC, Austin and Ed Leslie F. Biebl, tionally appointed program director; Dave Maynard, WHIL Medford, Mass., to WORL as disc m.c., succeeding Norm Prescott, who has moved to WNEW New York.

Leslie F. Biebl, formerly program director, WINS Milwaukee, appointed program director, WHK Cleveland, succeeding C. M. Hunter, who becomes public relations director.

Ed Lally, radio program director, and Al Bowman, music librarian, WBAP Fort Worth, Tex., resign and retire, respectively.

Charles L. Brooks, vice president in charge of Austin and San Antonio, Tex., offices, Kamin Adv. Agency, appointed sales promotion director, KTBC-AM-TV Austin; Earl Deathe and Kathy Barcuch to sales staff, KTBC; Burton Gardner, KTBC sales staff, transfers to KTBC-TV sales staff.
advertising and promotion manager and merchandising manager, respectively, NBC's West Coast operation, and promotion manager of CBS network's western coast operation. Both have extensive experience in the field.

George Haskell, director of public service, KFAB Omaha, elected to Omaha Safety Council governing board for two-year term.

Gil Henry, disc m.c., KING Seattle, appointed editor and manager, Magazine Seattle, monthly guide for visitors and residents of Greater Seattle.


R. E. Dunville, president, Crewey Broadcasting Corp. [WLW-WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio, WGLA (TV) Atlanta, Ga.], elected to two-year term, board of trustees, Greater Cincinnati Television Educational Foundation.

Beverly N. Hoffer, director of station relations, WPAW Pawtucket, R. I., appointed publicity chairman, Rhode Island chapter, American Women in Radio & Television.


Otto Brandt, vice president and general manager, KING-AM-FM-TV Seattle, elected board member, Seattle Adv. & Sales Club.

Don Sherman, disc m.c., WLYN Lynn, Mass., featured in article in March issue, Hit Parader magazine, currently on stands.


Elsey M. Roberts Jr., president, KXOK Broadcasting Inc., St. Louis, re-elected vice president, Academy of Science of St. Louis.

C. Richard Evans, vice president, Hawaiian Broadcasting System Ltd. (KGBM-AM-TV Honolulu), elected president, Hawaii Public Relations Assn.

Edward Benham, chief engineer, KTTV (TV) Hollywood, and John Knight, chief engineer, KRCA (TV) there, elected president and secretary-treasurer, respectively, Society of Television Engineers.


Clair Giles, business manager, WNXA Yankton, S. D., and assistant treasurer, Cowles Broadcasting Co. [KRNJ-AM-FM Des Moines, KJTV (TV) Sioux City, WNXA], installed Jan. 4 as president, Yankton Kiwanis Club.

Jeanne Baker, women's editor, KGST Fresno, Calif., elected western regional vice president, American Women in Radio & TV.

Bob Grant, announcer-actor, WBBM Chicago, and Mary Schaefer were married Jan. 15.

Bruce Rice, sportscaster, KBIG Avalon, Calif., and Audrey Stone will be married Feb. 1.

Danny Martin and Audrey New, instrumentalist and vocalist, respectively, Bill Bailey Show, WLWD (TV) Dayton, Ohio, were married.

Bill Smith, announcer, WFVA Fredericksburg, Va., father of boy, Tamara Jane.

Robert Covington, vice president, Jefferson Standard Broadcasting Co. [WBT-WBTW (TV) Charlotte, N. C.], father of boy, Patrick Cansler, Jan. 5.

Emil Campine, engineer, WJNO-TV West Palm Beach, Fla., father of boy, John, Jan. 1.

Dr. Herman Harvey, USC assistant professor of psychology who conducts KNXT (TV) Hollywood Psychology on Tv, father of girl, Paula Allison, Jan. 4.


Steve Morris, news director, WIST Charlotte, N. C., father of girl, Judith Gayle, Jan. 1.


Alfred E. Burk, sales manager, WBAL Baltimore, father of boy, Clark Bradley, Dec. 28.


Russ Bailey, announcer, WNAV Yankton, S. D., father of boy, Brian Carl.

--- PROGRAM SERVICES ---

CAPITOL IS SOLD FOR $8.5 MILLION

SALE of Capitol Records Inc., Hollywood, to Electric & Musical Industries Ltd., an international firm headquartered in England, for a sum which could reach $8.5 million, was announced in Hollywood last week by Glenn E. Wallichs, Capitol president.

EMI, one of the world's largest radio-tv and electronic equipment manufacturers and owner of the largest existing record library, has bought 248,445 of the outstanding 476,210 common shares from Mr. Wallichs, partner Johnny Mercer and the estate of the late George C. (Buddy) Desyly. Additionally, EMI will offer $17.50 a share for other common stock, Mr. Wallisch's stated.

The Capitol label, operation and personnel will remain unchanged, with Mr. Wallischs continuing as president of the new EMI subsidiary. However, another EMI American recording subsidiary, Angel Records, New York, will remain a separate operation under Angel President Dario Soria.

Capitol was formed over 12 years ago by Mears, Wallischs, Mercer and Desyly, with Mr. Desyly furnishing $15,000 capital.

PROGRAM SERVICE PEOPLE

Herbert W. Hobler, general sales manager, TelePrompTer National Sales Corp., N. Y., elected vice president.

Austin A. Shoos, assistant sales manager, Presto Recording Corp., N. Y., to recorded tape div., Muzak Corp., same city as sales director.

--- WBN-TV LEADS THE WAY ---

1st on the air... 1st in know how... 1st in experience. WBN-TV, Buffalo's favorite station, is also 1st in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBN-TV has high penetration in Toronto and Southern Ontario. Trained and experienced personnel of Buffalo's 1st station are equipped to interpret and handle your advertising needs. . . .
LIBRARY ARTS TV SCRIPTS
TO RECEIVE '55 PAYNE AWARDS

THE 1955 Payne Communications Awards of the U. of Illinois will be presented for the best tv scripts dealing with literature, the classics, languages or social sciences. Designed to encourage either amateur or professional writers to adapt material from the liberal arts for tv, a script may be a one-half hour or hour production in any acceptable format, not necessarily dramatic.

Closing date of the competition is March 15, and winners will be announced shortly thereafter. First prize is $700, second prize, $300. Winning scripts will be produced by the university's Radio & Television Service, which retains the right to broadcast, record and publish all scripts. The writers will be offered $300. A panel of four-judges representing programs sponsored by 74 of the nation's advertisers, selected by the committee, will announce the results.

Radio-Television NOMINATIONS INVITED

1. Radio or Television Reporting: For the most distinguished example of spot news report or series of news reports, network or local radio or television production. Agency, production, or post-production. Includes writing, reporting, recording, tapes or film and a typewritten summary.

2. Radio and Television Newswriting: For the most distinguished example of news-writing or commentary for radio or television. Agency, production, or post-production. Includes writing, production, or post-production.

3. Public Service in Radio Journalism: For an outstanding example of public service by any 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 usefulness of the information in its entirety.

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, the usefulness of the information in its entirety.

5. Best of the Best: The best script, the best script for network, the best script for local radio station, the best script for local television station.

Deadline Feb. 1, 1955
SEND ENTRIES TO: Victor E. Bledsoe, Ex. Dir.
Sigma Delta Chi
35 E. Wacker Dr., Chicago 1

NETWORKS

MBS 1954 TIME SALES OF $20.4 MILLION DROP 11.8% BELOW NETS 1953 TOTAL

S. C. Johnson & Son is top Mutual client among 74 advertisers; J. Walter Thompson Co. first among 56 agencies using MBS last year.

GROSS time billings on Mutual for 1954 amounted to $20,416,777 (December billings estimated), according to figures released Friday by Mutual's research department. The sum, representing programs sponsored by 74 of the nation's advertisers, placed through 56 advertising agencies, falls 11.8% below the network's 1953 gross of $23,158,000.

J. Walter Thompson Co. was listed as the agency having placed the largest dollar volume of time on Mutual in 1954. It scheduled $2,514,506 of time on behalf of three clients—Florida Citrus Commission, Credit Union National Assn. and the Johns-Manville Corp.

In second place with time billings of $2,352,454 was Needham, Louis & Broder, acting for Derby Foods Inc., S. C. Johnson & Son and State Farm Mutual Auto Insurance Co. Following in this order were: Lennen & Newell Inc., S. 1,572,342, (P. Lorillard Co.); Furman, Feiner & Co., $1,322,017 (AFL); Sullivan, Stuaffer, Colvin & Brown; exhibits; consisting.

Baptist of the week, and The most distinguished example of film, and the John Cohan Adv. 138,922 (Ligett & Myers Tobacco Co. and Pan American Coffee Bank).

The sponsor list using Mutual in 1954 was led by S. C. Johnson & Son with $1,868,637, followed in order by P. Lorillard Co., $1,572,342; American Federation of Labor, $1,311,751; Johns-Manville Corp., $1,210,908; Florida Citrus Commission, $1,098,826. Classifications said to have spent more than $1 million in 1954 included religious organizations, drugs and toiletries, building materials and beer.

The 1954 gross billings by month, as advertised by agency, are as follows, with December figures estimated in each case:

### 1954 Gross Billings

<table>
<thead>
<tr>
<th>Month</th>
<th>Monthly Cumulative</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$1,889,990</td>
</tr>
<tr>
<td>February</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>$2,041,061</td>
</tr>
<tr>
<td>April</td>
<td>$2,001,090</td>
</tr>
<tr>
<td>May</td>
<td>$2,000,090</td>
</tr>
<tr>
<td>June</td>
<td>$1,987,840</td>
</tr>
<tr>
<td>July</td>
<td>$2,000,090</td>
</tr>
<tr>
<td>August</td>
<td>$2,041,061</td>
</tr>
<tr>
<td>September</td>
<td>$2,133,141</td>
</tr>
<tr>
<td>October</td>
<td>$2,233,090</td>
</tr>
<tr>
<td>November</td>
<td>$2,333,090</td>
</tr>
<tr>
<td>December</td>
<td>$2,433,090</td>
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</tbody>
</table>

1954 Advertiser Expenditures

<table>
<thead>
<tr>
<th>Agency</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson &amp; Son</td>
<td>$1,568,627</td>
</tr>
<tr>
<td>Lorillard</td>
<td>$1,472,342</td>
</tr>
<tr>
<td>Avis, Fed. of Labor</td>
<td>$1,151,751</td>
</tr>
<tr>
<td>Johns-Manville</td>
<td>$1,098,826</td>
</tr>
<tr>
<td>Florida Citrus Comm.</td>
<td>$792,970</td>
</tr>
<tr>
<td>American Home Product</td>
<td>$792,970</td>
</tr>
<tr>
<td>Mills Laboratories</td>
<td>$679,720</td>
</tr>
<tr>
<td>Liverpool, M. H.</td>
<td>$500,100</td>
</tr>
<tr>
<td>Kellogg Co.</td>
<td>$450,450</td>
</tr>
<tr>
<td>Cities of the World</td>
<td>$345,345</td>
</tr>
<tr>
<td>Miller Brewing Co.</td>
<td>$270,720</td>
</tr>
<tr>
<td>B. Geyer Co.</td>
<td>$192,502</td>
</tr>
<tr>
<td>Coca-Cola Co.</td>
<td>$180,808</td>
</tr>
<tr>
<td>Creed Union National Assn.</td>
<td></td>
</tr>
<tr>
<td>Christian Reformed Church</td>
<td></td>
</tr>
<tr>
<td>Voice of Prophecy</td>
<td>$1,545,953</td>
</tr>
</tbody>
</table>

1954 Agency Expenditures

<table>
<thead>
<tr>
<th>Agency</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>J. Walter Thompson Co.</td>
<td>$2,214,506</td>
</tr>
<tr>
<td>Needham, Louis &amp; Broder</td>
<td>$2,122,017</td>
</tr>
<tr>
<td>Furman, Feiner &amp; Co.</td>
<td>$1,999,530</td>
</tr>
<tr>
<td>Sullivan, Stuaffer, Colvin &amp; Brown</td>
<td>$1,322,017</td>
</tr>
<tr>
<td>Griffith Wady Adm.</td>
<td>$938,487</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>$759,345</td>
</tr>
<tr>
<td>Leo Burnett Co.</td>
<td>$792,742</td>
</tr>
<tr>
<td>American Adm. Co.</td>
<td>$758,241</td>
</tr>
<tr>
<td>Sherman &amp; Morello</td>
<td>$571,644</td>
</tr>
<tr>
<td>McElroy &amp; Associates</td>
<td>$679,227</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>$591,525</td>
</tr>
<tr>
<td>McCloskey - Eland &amp; Co.</td>
<td>$411,056</td>
</tr>
<tr>
<td>Betts, Wills &amp; Co.</td>
<td>$423,343</td>
</tr>
<tr>
<td>Bozai &amp; Jacobson</td>
<td>$400,911</td>
</tr>
<tr>
<td>American Adm. Co.</td>
<td>$357,078</td>
</tr>
<tr>
<td>Sanborn &amp; Co.</td>
<td>$289,078</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>$257,088</td>
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<tr>
<td>American Tobacco Co.</td>
<td>$238,088</td>
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<tr>
<td>American Tobacco Co.</td>
<td>$223,098</td>
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<tr>
<td>American Tobacco Co.</td>
<td>$204,098</td>
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<tr>
<td>American Tobacco Co.</td>
<td>$185,098</td>
</tr>
<tr>
<td>America, Inc.</td>
<td>$164,823</td>
</tr>
<tr>
<td>John Collins Adv.</td>
<td>$158,022</td>
</tr>
<tr>
<td>Benton &amp; Bowles</td>
<td>$111,361</td>
</tr>
<tr>
<td>Walter F. Bennett Co.</td>
<td>$107,952</td>
</tr>
<tr>
<td>Campbell-Howard</td>
<td>$97,200</td>
</tr>
<tr>
<td>Emil Magol Co.</td>
<td>$75,177</td>
</tr>
<tr>
<td>Kemper Adv.</td>
<td>$67,893</td>
</tr>
<tr>
<td>Grant Adv.</td>
<td>$54,793</td>
</tr>
<tr>
<td>L. L. Lorillard</td>
<td>$53,200</td>
</tr>
<tr>
<td>Avis, Fed. of Labor</td>
<td>$31,752</td>
</tr>
<tr>
<td>Johns-Manville Corp.</td>
<td>$22,408</td>
</tr>
<tr>
<td>N. V. Ayer &amp; Son</td>
<td>$22,408</td>
</tr>
<tr>
<td>Foote, Coyle &amp; Caudell</td>
<td>$1,300</td>
</tr>
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1955 Agency Expenditures

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MBS Reveals Figures Of Co-op Sports Shows

MORE THAN 5,500 local and regional sponsors on 317 stations were recorded in co-op sales of MBS' Game of the Day baseball and Game of the Week football broadcasts during 1954, according to B. J. Hauser, vice president in charge of MBS' Co-op Sales.

An even greater year is expected in 1955, Mr. Hauser said, noting that Paul Jonas, MBS sports director, already has completed plans for Game of the Day schedules which have shown gains in total sponsors each year. In addition, he said, Game of the Week, which this season was highlighted by the complete Notre Dame schedule, exceeded previous highs by totaling nearly 1,000 sponsors.

MBS last Tuesday started a schedule of nighttime broadcasts of major sports events (Parade of Sports) which will be presented on a three-to-six-day week basis, and will cover basketball, hockey and major track events. Mr. Hauser said this programming—as a "major part" of MBS' nighttime schedule—will provide a "partial answer" to requests of listeners. He referred to a statement by Richard J. Puff, MBS director of research and planning, which points up the attraction of "an unusually large proportion of the audience" when sports are available on nighttime radio. Mr. Puff said that on nights when sports were most available, Ward Survey figures showed the broadcasts attracted "one out of every four radio listeners and boosted overall listenership."

Kagan (Howdy Doody) Stock May Cost NBC $500,000 Plus

NEGOTIATIONS have been launched looking toward the possible acquisition of all Kagan Corp. (Howdy Doody) stock by NBC, currently a minority stockholder. Talking price was said unofficially to be upwards of $500,000. Largest present stockholder in Kagan is President Martin Stone. Others include "Buffalo Bob" Smith of the Howdy Doody show, and several persons identified with Lehman Bros., New York, investment house. (Lehman Bros. is not itself a Kagan stockholder.) NBC's interest in acquiring the stock is understood to be its desire to control the Howdy Doody program, currently sold out for 1955 to a total of 10 advertisers, and the merchandising of toys and other products based on participants in the program.

Unattended Operation Keyed AGC

- THREE OUTPUTS—VIDEO, AUDIO AND SYNC - EXCEPTIONALLY CLEAN SIGNAL - MAXIMUM REDUCTION OF IMPULSE NOISE - SPECIAL CIRCUITS IN RECEIVER CORRECT DISTORTION CAUSED BY SIDE-BAND FILTERS - HIGH DEGREE OF PHASE CORRECTION - SOUND CHANNEL SEPARATE FROM VIDEO CHANNEL TO AVOID LOSS OF SOUND IN CASE OF VIDEO FAILURE - WIDE FREQUENCY RANGE, LOW DISTORTION - BETTER-QUALITY SIGNAL THAN THE USUAL INTERCITY CO-AXIAL CONNECTION - BOTH MANUAL AND AUTOMATIC GAIN CONTROL - 75 OHM CO-AXIAL INPUT - 75 OHM CO-AXIAL OUTPUT ON SYNC - 75 OHM CO-AXIAL OUTPUT ON PICTURE - 500 OHM BALANCED OR UNBALANCED ON AUDIO OUTPUT

These are merely a few of the many reasons why TV station owners with an eye to a bigger share of the listener audience are installing our TR-1 TV Rebroadcast Receiver.

For complete descriptive spec sheet, write or wire Department H at once.

NEMS - CLARKE INCORPORATED

919 JESPUB-BLAIR DRIVE
SILVER SPRING, MARYLAND

January 17, 1955  Page 97
ABC RADIO BOOSTS LOW-COST '24-PLAN'

ABC RADIO BELIEVES its new “24-Plan,” which it has just unveiled, can “out-perform” spot radio at a lower cost per home reached.

Details of the new plan have been made public in a carefully prepared presentation which, although recognizing spot radio's “cost efficiency,” asserts that ABC Radio's new nighttime saturation plan can deliver 24 “broadcasts” on the full network of 352 stations for $24,384 (time and talent).

The plan, as sketched by the network, entails five broadcasts per night for four nights weekly plus four broadcasts on an additional night. The various time periods are distributed throughout the week (between 7:55 and 10:30 p.m. EST).

This plan, according to the network, can outperform spot radio three to one. Cost of the plan “in the top 25 Pulse-rated markets is $8,584 compared with the $24,054 needed to earn the same rating with spots,” ABC Radio's presentation emphasizes.

Although for years advertisers have used spot radio to reach more homes at lower cost than possible with network programming,” the presentation asserts, there are disadvantages inherent in spot. Among them: lack of program ownership and of program “atmosphere” and the problems of making last-minute, nationwide changes in the message and of evaluating the performance of spots in cost per home reached.

Basis of the programming is news and music.

Two shows are musical, one of them featuring Sammy Kaye and his orchestra (four broadcasts weekly); another, Jack Gregson (also four broadcasts per week), and for news—16 five-minute broadcasts per week.

The plan, according to ABC, permits 24 commercial minutes per week—on the news broadcasts alone the advertiser will receive opening and closing identifications as well as a full minute for commercials.

KEYD-TV Interconnected

KEYD-TV Minneapolis was connected with the Bell Telephone System's nationwide tv network facilities last week. Network programs are fed to KEYD-TV over intercity facilities from either Chicago or Des Moines. Connection of KEYD-TV brings the total number of interconnected stations to 357, located in 231 cities in the U. S.

THREE-YEAR contract under which NBC will have radio-tv rights to the Academy of Television Arts and Science's annual “Emmy” awards presentation is signed by (1 to r.): Don DeFore, ATAS president; Frederic Wille Jr., vice president in charge of programs, NBC Pacific Div., and Bob Longenecker, associate chairman, ATAS sponsorship committee.

NBC Announces Schedule Of New, Renewal Business

A SERIES of new and renewed business contracts was reported by NBC last week.

RCA has signed for 62 participations in Great Gildersleeve, Second Chance, It Pays To Be Married, Weekend and Roadshow during January, February and March, through Ken-
yon & Eckhardt, New York.

Brown & Williamson Tobacco Co. (Kools) signed to sponsor Kenneth Banghart newscasts on Wednesdays (8:30-35 p.m. EST) and Thursdays (9:905 p.m. EST), through Ted Bates & Co., New York.

Coast Fisheries Div., Quaker Oats Co., signed for Hotel for Pets on Monday, Wednesday, and Friday, 3:30-45 p.m. EST, through Lynn Baker Inc., New York.

On a short-term basis, Rexall Drug, signed, through BBDO, for participations in Great Gildersleeve on Feb. 15-16, and Vitamin Corp. of America, also through BBDO, signed for a Richard Harkness newscast at 9:55-10 p.m. EST on Feb. 4.

Renewals reported include: Dodge Bros. for Roy Rogers (Thurs., 8:30 p.m. EST); Cities Service for Band of America (Mon., 9:30-10 p.m. EST); Rhodes Pharmaceutical Co. for Ben Grauer newscasts (Mon., Wed., Fri., 3:30 p.m. EST); Sterling Drug Co. for Stella Dallas (Mon., Wed., Fri., 4:15-30 p.m.) and Young Widder Brown (Mon., Wed., Fri., 4:30-45 p.m. EST), and Colgate-Palmolive Co. for Lorenzo Jones (Mon.-Fri., 5:15-30 p.m. EST).

Stevenson Covers Peiping Visit

NBC claims reporter-photographer William Stevenson, representing NBC News and Toronto Star, was the first North American news representative admitted to Peiping to cover UN Secretary Dag Hammarskjöld's visit there to seek release of 11 jailed American airmen. Mr. Stevenson received his visa Jan. 6 in Hong Kong and arrived in Peiping the next day.

NETWORK PEOPLE

Wayne J. Wilcox, formerly Detroit advertising sales representative, Good Housekeeping magazine, appointed account executive, CBS Radio Network Sales, Detroit office.

Paul Niven, London staff, CBS News, transfers to Washington staff.

Harry Wilter, Art Gleton and Gene Kelly selected as first three play-by-play announcers, MBS Parade of Sports, program covering outstanding night sports events.

Patsy Lee and Jack Owens signed as first in rotating weekly series of guest singers on ABC Radio and ABC-TV Breakfast Club, starting Jan. 24.

Paul Archinard, Paris news bureau, NBC, elected president, Anglo-American Press Assn.

William R. McAndrew, director of news, NBC, reappointed to President Eisenhower's Committee on Employment of Physically Handicapped.

Robert W. Sarnoff, executive vice president, NBC, to address Allentown-Bethlehem Sales Executives Club in Allentown, Pa., today (Mon.).

Georg Olden, CBS-TV director of graphic arts, will discuss “Art in Television” Feb. 9 at dinner of Boston Art Directors Club.

Edward R. Murrow, CBS news analyst, to be principal speaker at U. S. Junior Chamber of Commerce banquet in Louisville, Ky., Jan. 22.

Jackie Gleason, CBS-TV star, named America's Heart Ambassador for 1955 Heart Fund Campaign to be conducted in February.

Lewis Hammers and Ruth Avery, mail and messenger dept. supervisor and assistant personnel director, respectively, ABC Hollywood, authors of book, "Jest for Laughs."


Chris Schenkel, sportscaster, DuMont TV Network, and model Fran Paige were married Jan. 5.

Jack Philbin, executive producer, CBS-TV Jackie Gleason Show, and actress Jean Harris were married Jan. 3.

Ken Craig, national regional network program coordinator, ABC-TV Hollywood, father of girl, Judith Laurette, Dec. 27.
AFM BAND UNIONIZATION HAMPERS CHICAGO RADIO

Petrillo seeks to organize small polka bands in Chicago, giving some non-union suburban stations broadcasting woes.

AMERICAN Federation of Musicians President James C. Petrillo has called for an organized campaign to unionize polka bands in Chicago. Some suburban-area stations have been caught in the tangle.

Monday, Local 10, which Mr. Petrillo also heads, picketed Jagliello’s Appliance and Record Store in the heart of Chicago’s Polish district. Mr. Jagliello, a former union member, leads “Little Wally’s” Polka Band, which, along with perhaps 10 other combos, plays dance halls and taverns. Their music is used for foreign language shows, through remote pickup, by WOPA Oak Park, a non-union station, on a paid-time basis. The musicians are not hired by the station. The bands buy time to advertise the places.

Mr. Petrillo could not be reached for comment. However, Carl A. Baumann, vice president of Local 10, admitted the AFM is openly trying to organize the bands—and such suburban stations as WOPA and WTAQ LaGrange, Ill. The latter outlet conducted a recent promotion drive during which the appeal of polka music in Chicago’s Polish area was aptly demonstrated.

Egmont Sonderling, manager of WOPA stated: “The entire matter ties in with efforts of the unions to organize WOPA and other suburban radio stations. (Mr.) Petrillo predicted this fight to me personally last October.”

AFTRA, WGN-AM-TV Sign Contracts Ending Dispute

LONG-STANDING dispute between WGN-AM-TV Chicago and the American Federation of Television & Radio Artists was resolved last week with an agreement on new two-year contracts—without pension and welfare benefits except for those performers appearing on network tv programs as outlined in AFTRA’s national pact.

The pacts were announced Thursday by Frank P. Schreiber, manager and treasurer of WGN Inc., and followed negotiations concluded with George Heller, AFTRA national executive secretary, on the previous day. The new agreement, effective Jan. 1, 1955, calls for a 10% boost in the salary base of WGN radio announcers (from $150 to $165) and a 5% raise for local television AFTRA members (excepting models); a 25% rate reduction for actors and singers on local radio shows, and AFTRA agrees to relinquish its jurisdiction over sound effects personnel.

Anti-Red Alliance Asks Explorers to Snub WGA

REQUEST that all Hollywood employers, including radio-television employers, deny to Writers Guild of America “all recognition and cooperation not required by law,” was made public last week by the executive committee of the Motion Picture Alliance for Preservation of American Ideals, a Hollywood group dedicated to fighting communism in the motion picture industry.

The move followed WGA failure by a three-vote margin to pass a constitutional amendment in a recent election barring from guild membership communists and unfriendly witnesses before congressional committees.

WILLYS DEVELOPS FLAT TV PICTURE TUBE

Auto firm’s research organization has produced for the Navy a three-inch-thick tube in contrast to the 20-inch depth of the commercial kinescope.

DEVELOPMENT of a flat, transparent television picture tube—long a goal of tv set makers—was announced last week by Willys Motors Inc., a subsidiary of Kaiser Motors Corp.

The new tv tube—only three inches thick, compared with the customary 20-in. depth of commercial kinescope—was developed for the U.S. Navy, it was announced. It will be used in Navy airplanes to feed information to pilots regarding terrain, altitude, speed, fuel level and other data, the Navy said in a separate announcement. The project is part of the Navy’s aircraft instrumentation simplification program.

As tv picture tubes grew larger, the set manufacturing industry found itself confronted by longer tubes. Industry-wide application to the problem brought present 21- and 27-in. cathode ray tubes to the present 20 inches in length.

Hope for a flat tv picture screen was expressed last year by Brig. Gen. David Sarnoff, RCA chairman. Only last month, both RCA and GE demonstrated laboratory devices for amplifying light (BET, Dec. 27, 1954). This would permit tv receivers to use a small, normally powered cathode ray tube, projected onto the flat screen with the picture brightness increased through the light amplification principle.

William Ross Aiken, Willys research director and formerly with the U. of California’s Radiation Lab, is the inventor of the flat tube, the announcement said. Complete rights to the invention are held by Willys Motors; it was announced. Willys also manufactures and sells tv transmitter equipment.

The new flat tube consists of a phosphor screen sandwiched between glass plates, Willys said. It functions by electronically exciting selected areas or spots on the phosphor screen. This method was described as follows:

An electronic beam is injected along a horizontal edge of the tube. This beam flows in a field-free region along said edge of the phosphor screen and adjacent to a row of transverse deflection plates. Through control of the voltages on these deflection plates, the beam is bent vertically at any desired place along the edge of the tube. The beam then flows vertically in a second field-free region between a series of transparent deflection plates and the electrically charged phosphor screen.

Deflection of the beam into the screen at any desired vertical level is made possible by controlling the voltages on the transparent deflection plates.

Voltages may be changed on horizontal or vertical deflection plates in a sequential manner.

The deflection system has a very powerful focusing ability which makes possible a very small spot on the phosphor screen, resulting in high definition and brightness, the announcement said.

The tube employs only electrostatic principles, Willys said.

The first tube demonstrated last week to Navy and aircraft builders at a meeting in El Segundo, Calif., had a 15-in. screen, Willys said. However, it added, its engineers have built several larger models.

MANUFACTURING

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PHONOGRAPH RECORDS

SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

The ever growing SESAC repertoire now consists of 278 Music Publishers’ Catalogs—hundreds of thousands of selections.

SESAC INC.

Serving The Entertainment Industry Since 1931

475 FIFTH AVENUE

NEW YORK 17

January 17, 1955 • Page 99
RCA REDUCES PRICE OF 21" COLOR TUBE

RCA CUT the price of its 21-inch color TV picture tube to TV set manufacturers from $175 to $100 last Tuesday. In making the announcement, W. Walter Watts, executive vice president, RCA Electronics Products, said the 43% price reduction was "another major step initiated by RCA toward the establishment of a nation-wide color television service."

Mr. Watts said the $75 per tube cut was made possible by RCA manufacturing techni ques permitting "substantial economies" in the tube's production, adding that they con firmed "the basic soundness of the round metal design developed by RCA color tube engineers."

He said RCA felt the 21-inch color tube was the "best and most economical answer" to the problem of moving color TV "off the ground and into the market." Current demand for the tubes, he said, has exceeded the supply.

RCA's hope now, he said, is that the tube price reduction would encourage its competitors to go into color TV production "promptly."

Mr. Watts observed that the decision to reduce tube prices came after a careful engineering and cost analysis of the 22-inch rectangular color picture tube which was "reported as being near the production stage." RCA, Mr. Watts said, produced the 22-inch rectangular color tube and tested it alongside the 21-inch round color tube and that "we see no advantages" in the 22-inch rectangular.

According to Mr. Watts, the 22-inch version does not produce better color. Nor does it provide a larger picture, while its cost of manufacture is higher.

The 22-inch tube referred to by RCA presumably was that reported under development by CBS [CLOSED CIRCUIT, Nov. 22, 1954], but a CBS official declined to comment, saying he did not wish to protract "the argument and confusion."

He said that CBS at present is continuing to manufacture its 19-inch tube and has "made no plans to change."

RCA has been delivering its 21-inch tube to TV set manufacturers since last November. It provides a viewing area of 25.5 sq. inches, while Mr. Watts said was about 25% greater viewing area than other available color tubes.

**Tv Dealers See '55 Black-&-White Year**

**EMPHASIS** was on selling black-and-white television sets at this year's convention of appliance and radio-television dealers, held in Chicago last week.

In contrast to 1954's conclusion, when color television seemed to captivate the dealers' fancy — and broadcast industry executives appeared to explain forthcoming color TV programming plans - National Appliance & Radio-Television Dealers Assn. last week concentrated on basics: advertising and sales promotion, television service, appliance prospects, sales techniques, fair trade developments and manufacturer-distributor relations.

Nor were dealers anywhere near as loaded with questions on color broadcasting as they were last year. The consensus seemed to be: it's up to the TV industry, broadcasters and manufacturers. The public demand for color is not yet there.

The only regularly scheduled session on color television at last week's three-day meeting in Chicago's Conrad Hilton Hotel (Sunday through Tuesday) was a talk by Mort Farr, NARDA board chairman and past president, from Upper Darby, Pa. He asserted the approach to color TV should be an industry problem. Dealers are ready now, he said, but not other segments of industry. He urged dealers to sell "what you have now in black-and-white."

David J. Hopkins, sales director, CBS-Columbia, described television as the "greatest demand item in the history of American industry" and yet the customer is "being offered a discount almost as soon as he enters the store." He called for aggressive dealer merchandising to strengthen the American distribution system, utilizing all media.

W. L. Parkinson, product service manager, Electronics Div., General Electric Co., explained his company's new warranty-service plan for radio introduced last June 1 and covering labor as well as repair parts. He reported GE is very gratified with the plan and its results: (1) radio sales have increased substantially and (2) complaints have decreased. He scored reports that GE has instituted a similar plan for television and said it has no intention of doing so "in the foreseeable future." Labor is still excluded in the 90-day warranty, he said, noting that service on radio receivers has been a "very minor consideration."

New Line of High-Power Vhf Antennas Announced by GE

GENERAL ELECTRIC Co. announced Friday a new line of 13 high-power broadcasting vhf antennas for use by low and high channel stations.

Paul L. Chamberlain, GE general manager of broadcast equipment, said the new antenna line — type 50, 60 and 70 — uses seven-eighth-inch stressflex feed lines, improved juction boxes and new techniques in cable grounding for high power capability and reliability. A built-in greater safety factor, he said, will reduce maintenance cost. Another improvement, he said, is a better voltage standing wave ratio. The antennas use a standard type steel mast which can withstand 50 pounds per square foot of wind pressure, equivalent to an actual wind velocity of 112 miles per hour.

CBS Names Louis Hausman Special Assignments V. P.

LOUIS HAUSMAN, with CBS since 1940 and for the past 20 months vice president of CBS-Columbia, the company's receiver manufacturing division, last week was named to the CBS Inc. corporate staff as vice president to work on special assignments.

Dr. Frank Stanton, president of CBS Inc., announced the appointment, which became effective last Monday. The nature of the "special assignments" was not disclosed. It was understood that no successor to Mr. Hausman at CBS-Columbia will be appointed, at least for the present.

Mr. Hausman was named an administrative vice president of CBS Radio in 1951 when the company's radio and television operations were separated and served in that capacity until his

---

**EXCITING NEW EFFECT! The ROTATOR Lens**

**For TV and Film Cameras**

Now you can make your subjects walk on walls, create that rocking the boat effect, or rotate the scene 360° with this new addition to the Camart Optical FX unit. Present owners need only the Rotator Lens.

Price: $150.00

**CAMART OPTICAL FX UNIT**

Create from 2 to 7 identical images in rotation, from a single object. Unit is complete with four surface prism, revolving housing, and base assembly.

Price: $119.75

Additional effects prisms available. Special adapters for TV Cameras. Send for descriptive literature.

---

**1-2 sales punch in WESTERN MONTANA**

**GILL-PERNA, reps.**

**MISSOULA, MONTANA**

**Broadcasting • Telecasting**
transfer to CBS-Columbia. He was manager of the CBS sales promotions presentation division from 1940 to 1947, became associate director of advertising and sales promotion in 1947 and was elevated to director of the department in 1949. In 1950 he was elected vice president in charge of advertising and sales promotion.

Before joining CBS he was in sales promotion and advertising for the American Safety Razor Corp. and was manager of sales promotion and advertising of Remington-Rand Inc.

McManigal, Mickle Elected V. P.'s of Westinghouse Intl.

ELECTIONS of R. D. McManigal as vice president in charge of sales for Westinghouse Electric International Co. and J. D. Mickle as vice president of Westinghouse Electric Co. of Brazil were announced last week by W. E. Knox, president of Westinghouse International.

Mr. McManigal has been a vice president of the company since 1945. Before being named to his new post, which places him in charge of all product sales and project activities for the company, he was in charge of foreign licensing and other relations with associated companies.

Emerson Sales at New High But Profits Down From '53

ALL-TIME RECORD of $80,559,994 net sales was established by Emerson Radio & Phonograph Corp., its subsidiaries, divisions and affiliates for the fiscal year ended Oct. 31, 1954, it was announced last week by Benjamin Abrams, president, in making public Emerson's annual report to stockholders. Net profits, however, were below the 1953 level.

Sales in 1954 were nearly $5 million more than the previous high recorded during the fiscal year ended Oct. 31, 1953, when sales totaled $75,926,546. Emerson's net worth reached the all-time high of $20,447,485, compared to the previous high of $19,718,053 attained in 1953.

Mr. Abrams reported that consolidated income from the 1954 fiscal year amounted to $3,449,485, after federal taxes, was $1,884,976, as against $2,988,432 for the 1953 fiscal year. Mr. Abrams explained lower profits in 1954 by pointing out that the year was typified by "the keenest competition" ever experienced by the tv receiver industry, and the company accordingly had to lower prices.

Clarke Instruments Renames

NEMS-CLARKE Inc. is the new name of the broadcast equipment manufacturing company formerly known as Clarke Instruments. The firm is located at 919 Jesup-Blair Drive, Silver Spring, Md.

**Transmitting Equipment**

<table>
<thead>
<tr>
<th>Transmitter Shipment</th>
<th>Station</th>
<th>Power</th>
<th>Band</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allentown, Pa</td>
<td>25 kw</td>
<td>AM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duluth, Minn</td>
<td>25 kw</td>
<td>AM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KTUU (TV) Salt Lake</td>
<td>5 kw</td>
<td>AM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KLOR (TV) Portland, Ore</td>
<td>25 kw</td>
<td>AM</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Other Equipment**: RCA also reported shipments of a 50 kw amplifier to WOR-WN New York, WOR (ch. 27), and three 50 kw amplifiers to WNBC New York, WNBC (ch. 4), and WOR (ch. 27), and three 50 kw amplifiers to WNBC New York; and three 50 kw amplifiers to WOR New York.

**A Sound Reputation Second to None**

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, N.Y.

January 17, 1955 * Page 101
Reeves Soundcraft Elects Rogers, Clapper, Deacy

FRANK B. ROGERS Jr., vice president of Reeves Soundcraft Corp., New York, has been elected executive vice president in charge of Soundcraft operations, it was announced last week by Hazard E. Reeves, president and chairman of the board of directors. Before joining Reeves in 1951, Mr. Rogers was vice president of Ampro Corp. Mr. Reeves also announced the promotion of two other executives: Homer W. Clapper, president, Bergen Wire Rope, a subsidiary of Soundcraft, has been elected executive vice president of Soundcraft in charge of the Bergen division. He joined the firm in 1951 as vice president in charge of manufacturing and in 1954 was named Bergen president.

Election of William H. Deacy as Soundcraft vice president in charge of sales engineering also was announced by Mr. Reeves. Mr. Deacy has been with the organization since 1952 as a sales engineer.

Mexico City Tv Purchases Intl. Standard Transmitter

CONTRACT has been signed by Romulo O’Farrill and Emilio Azcarraga, Mexican radio-television operators, with International Standard Electric Corp., New York, for the purchase of a 7.5 kw television transmitter to be installed about 35 miles south of Mexico City. Equipment will be manufactured by Federal Telecommunications Labs, Nutley, N. J., a division of International Telephone & Telegraph Corp. International Standard is a subsidiary of IT&T.

Television programs, originating at XHTV (TV) Mexico City, will be beamed to the transmitter by a microwave radio relay link and re-transmitted to the south, southeast and southwest. It is expected the tv coverage will extend completely across Mexico:

"The transmitter will be about 14,000 feet above sea level. Special antenna equipment is being designed for the installation. The transmitter is scheduled to go into operation during the early part of this year."-

Gates Radio Co. Develops New Three-Speed Turntable

GATES RADIO CO., Quincy, Ill., announces production for broadcast use of a new three-speed turntable which controls all three speeds plus motor starting with one flip-type lever. Increased torque is developed through heavy duty, synchronous motor that operates drive arrangement so timing is accurate and slippage practically eliminated, Gates reports. Size of unit is 21¼ inches square.

MANUFACTURING SHORTS

Minnesota Mining & Mfg. Co., St. Paul, has released eight-page, two-color booklet describing "Scotch" brand "Extra Play" magnetic tape No. 190, discussing such points as playing time, tape strength, reel sizes, recorder settings and performance characteristics, available on request from firm, Dept. M52, St. Paul.

Allen B. DuMont Labs, tv transmitter dept., Clifton, N. J., has available new redesigned "Tel-Eye," unit for sending closed-circuit tv pictures by cable to screens of standard tv receivers.

General Electric Co., tube dept., Schenectady, N. Y., has available new 40-page designer’s booklet (ETD-985) on cathode ray tubes for industrial and military applications, providing data on 24 standard GE tube types, including those used in oscilloscopes, radar indicators, industrial tv and tv studio monitors.

Allied Radio Corp., Chicago, has available two-color, illustrated booklet "This Is High Fidelity," explaining in non-technical terms functions of basic units used in home hi-fi music systems.

Alden Electronic & Impulse Recording Equipment Co., Westboro, Mass., has developed laboratory experiment recorder, Alden 30-Channel "Feet-Finder," designed for engineers, chemists, physicists, researchers and lab technicians to monitor up to 30 phases of experiment and have simultaneous recordings of activities on one paper, allowing entire 30 to be seen at once to provide instant visual comparisons at actual time of occurrence, according to company.

Cinema Engineering Co., div. of Aerovox Corp., Burbank, Calif., is producing new variable high and low frequency filter, Type 7052, incorporating four-stage amplifier with R-C interference coupling network, for elimination of act noises, arc rumbles, whistles and other unwanted noises in sound reproduction.

Hallcrafters Co., Chicago, reports profits of $104,294 on sales of $6,420,537 for first quarter of new fiscal year ended Nov. 30. Total of $25,000 shares of company's stock is outstanding.

Emerson Radio & Phonograph Corp., N. Y., has declared quarterly cash dividend of 10 cents per share and extra dividend of 5 cents per share on 1,935,667 shares outstanding, paid Jan. 14 to stockholders of record Jan. 4.

Raytheon Mfg. Co., Waltham, Mass., has released 8-page brochure describing company's KTR-100A tv microwave relay equipment, obtainable by writing for Bulletin 3-110, Dept. 6130, 100 River St., Waltham.

Quam-Nichols Co., Chicago, announces new speaker, Quam Little Four, designed to meet space and cost considerations of serviceman. Permanent magnet speaker (Model 4A06) is of shallow construction and permits installation in any radio or tv set, according to company.

MANUFACTURING PEOPLE


Wolfram J. Dochtermann, formerly production supervisor, United Film & Recording Studios, Chicago, appointed manager, professional services div., Voice and Vision Inc. (technical aid, service and equipment), same city.

Kay Ashton-Stevens, formerly program adviser, WBBM-TV Chicago, to Zenith Radio Corp., same city, handling special public relations and advertising assignments.


'OPEN' GE PREVIEW TELECAST

OPEN rather than the closed-circuit method of dealer education was tried out at WBNS-TV Columbus, Ohio, when dealers and homemakers in the station's coverage area watched a sneak preview of General Electric's 1955 appliance line. The hour-and-a-half morning feature included nine-day personal station reports and others unable to attend the show, two weeks before the show, some 200 invitations were sent to GE dealers calling attention to the show.

KMTV (TV) FOOTBALL PROGRAM

SWIFT work schedule and close cooperation and timing allowed KMTV (TV) Omaha to air Jan. 2 a special program of four football bowl games in which Nebraska teams participated. Less than 17 hours after completion of the final game, KMTV carried the filmed highlights of Omaha U. in the Tangerine Bowl; Nebraska U. in the Orange Bowl; Lincoln Midgets in the Santa Claus Bowl, and Hastings College in the Mineral Bowl. The program began at 2:30 p.m. Omaha time, 90 minutes after more than 1,700 feet of the Tangerine Bowl film arrived from Orlando. A seven-man team of photographers and film editors processed most of the film before air time, with part of it being delivered to the projectionist as the show was in progress.

KONO RELIGIOUS BROADCASTS

IN CULMINATING the Marian Year ending last Dec. 8, KONO San Antonio broadcast a nine-day Novena in Honor of Our Sorrowful Mother from St. Mary's Catholic Church in downtown San Antonio. KONO broadcasts the observance, consisting of a daily sermon and the Novena Prayers, for the benefit of shut-ins and others unable to attend the services. The station reports receiving numerous calls, letters and personal visits from persons expressing thanks for carrying the religious program.

'STATION OF THE WEEK'

ADVERTISERS and agencies are receiving "station of the week" sheets from the George P. Hollingbery Co. (representatives) which each week feature a different Hollingbery radio and TV station with their success stories and pertinent information about them.

KSOO FILE FOLDER

KSOO Sioux Falls, S. D., has prepared a file folder containing an outline of merchandising and promotion offered advertisers purchasing a schedule on the station. The folder includes success stories of clients using KSOO, population and general market information, a coverage map and pictures of the station's personalites. It also contains pockets to insert current market, program, merchandising and promotion information as it becomes available. Any agency or advertiser will be sent the folder on request to George R. Hahn, general manager of the station.

KMOX AND HPL

ELABORATE 30-page brochure has been sent to agencies and advertisers by KMOX St. Louis explaining the Housewives Protective League. The booklet contains information on the league's purpose and opportunities, results of advertisers using the plan and response from consumers who have bought its products.

'FIRST BABY'

WELM Elmira, N. Y., conducted a "First Baby" contest for the New Year and scored first in the nation with a set of girl twins. At five seconds after midnight Jan. 1, Mrs. John Peters of Vestal, N. Y., gave birth to a girl and delivered another at three minutes past. Mrs. Peters received gifts from nine local merchants who backed the contest and Toni Co., who confirmed the babies were the first set of girl twins in the country. The contest was publicized with 60 announcements between Christmas and New Year's and the winner was announced on a WELM all-night show at five minutes into 1955. A 15-minute tape interview with Mrs. Peters was also made later New Year's Day. Mrs. Anthony Berbery of Elmira, second in the contest with a birth at two minutes past midnight, received a bouquet of roses from the station.

WGAL-TV BROCHURE

WGAL-TV Lancaster, Pa., has distributed a colorful brochure listing the county coverage area of the station, newspapers carrying its line-up and community antenna systems carrying its programs. WGAL-TV has itself listed as covering 37 counties in Pennsylvania, Mary.
land and Delaware; as having 21 daily and four Sunday editions and three editions of Tv Guide carrying its program listings, and 19 community antenna systems carrying its programs.

DICK NESBITT BROCHURE
TO ANNOUNCE the appointment of Dick Nesbitt as sports director, KSTP-AM-TV Minneapolis-St. Paul distributed a brochure headlined "Recognize These Stars From the World of Sports" and carrying a gallery of famous athletes. "Dick Nesbitt knows them all" the announcement continues, explaining his association with them and his own sports career, mainly football. Mr. Nesbitt played for Drake U. and later in the same backfield with Red Grange and Bronko Nagurski with the professional Chicago Bears.

'NAT'L TV SERVICEMEN'S WEEK' RCA TUBE DIV. has announced a special promotion by RCA of "National Television Servicemen's Week" to be held March 7-12, as a salute to radio and tv dealers and service technicians. Independent parts distributors selling RCA tubes will advertise the week locally through various media. RCA is promoting the week through trade and consumer press as well as on national radio and tv. At the same time, RCA has sent a script package of one-minute, 30-second and 15-minute radio and tv spots for local promotion by dealers and service technicians. To the dealer with the most "original and interesting participation" in the merchandising program, RCA is presenting a special award, $1,337 worth of RCA test equipment for color tv servicing.

FOR THE RECORD
Station Authorizations, Applications (As Compiled by B • T)
January 6 through January 12
Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

FCC Commercial Station Authorizations As of Dec. 31, 1954*

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<td>12</td>
<td>26</td>
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</table>

Commercial VHF UHF Total

Educational 15 18 33

Total Operating Stations in U. S.: VHF UHF Total

Commercial 395 318 8,387

Noncommercial on air 14 3 17

Applications filed since April 14, 1952:

New VHF UHF Total

Amend. 76 53 1,285

Educational 56 25 1,248

Total 1,001 337 738 1,361

* One hundred-twenty-two CPs (21 vhf, 101 uhf) have been deleted.

One applicant did not specify channel.

Includes 618 already granted.

TELECASTING

KCGB-TV Cedar Rapids, Iowa—Cedar Rapids Tel Co. granted mod. of CP for ch. 9 to change studio location to First Ave. & First St. S.W.; transmitter location to 226 miles of city limits on State Rwy. 190; change ERP to 316 kw visual and 158 kw aural. Granted Jan. 6; announced Jan. 11.

KKEY-TV Minneapolis, Minn.—Family Best Co. Corp. granted STA to operate commercially on ch. 9 for the period ending Feb. 19. Granted Jan. 5; announced Jan. 11.

WJSU-TV Winston-Salem, N. C.—Triangle Bell Co. Corp. granted mod. of CP for ch. 12 to change ERP to 316 kw visual, 158 kw aural; change transmitter location to Sauratown Mt., approximately 7 miles N of town of King; antenna height above average terrain 2,000 ft. Granted Jan. 5; announced Jan. 11.

WGBH-TV Sudbury, Mass.—Boston University granted STA to operate on new channel for the period ending April 6. Granted Jan. 5; announced Jan. 11.

WMBY-TV Marquette, Wis.—M & M Best Co. granted mod. of CP for ch. 11 to change ERP to 226.9 kw visual and 127.2 kw aural. Granted Jan. 7; announced Jan. 11.

WJNC-TV Chapel Hill, N. C.—U. of N. C. granted STA to operate noncommercial educational ch. 4 for the period ending April 6. Granted Jan. 5; announced Jan. 11.

WMBY-TV Marquette, Wis.—M & M Best Co. granted mod. of CP for ch. 11 to change ERP to 226.9 kw visual and 127.2 kw aural. Granted Jan. 7; announced Jan. 11.

STATIONS DELETED

KEVY-TV (TV) Little Rock, Ark.—Great Plains Telecasting Corp. granted mod. of CP for ch. 11 to change ERP to 111.5 kw visual and 261 kw aural. Granted Jan. 7; announced Jan. 11.

KFAX (TV) Monroe, La.—Delta Television Inc. FCC deleted tv station on ch. 43 for lack of prosecution. Deleted Jan. 6.

KCVY (TV) Sioux City, Iowa—Great Plains Telecasting Corp of Iowa Inc. FCC deleted tv station on ch. 39 at request of permittee. Deleted Jan. 7; announced Jan. 11.

EXISTING STATIONS...

ACTIONS BY FCC

New TV Stations...

ACTION BY FCC

Janesboro, Ark.—Regional Besig, Co. granted vhf ch. 8 (180-188 mc); ERP 11.7 kw visual, 7.0 kw aural; antenna height above average terrain 200 ft. above mean sea level. Estimated construction cost $100,000, first year operating cost $150,000. Granted Jan. 6; announced Jan. 11.

Janesboro, Ark.—Regional Besig, Co. granted vhf ch. 8 (180-188 mc); ERP 11.7 kw visual, 7.0 kw aural; antenna height above average terrain 200 ft. above mean sea level. Estimated construction cost $100,000, first year operating cost $150,000. Granted Jan. 6; announced Jan. 11.

APPLICATION

Watertown, S. D.—Tri-City TV Corp. vhf ch. 3 (60-66 mc); ERP 100 kw visual, 91.8 kw aural; antenna height above average terrain 278 ft., above ground 404 ft. Estimated construction cost $245,137; first year operating cost $335,500, revenue $225,000. Post office address 1308 S. 8th St., Watertown. Studio and transmitter location on Hwy. 81, 1.3 miles S of Hwy. 212. Geographical coordinates 44° 52' 14" N., Lat. 74° 06' 53" W. Town. Transmitter and antenna RCA. Licensed to operate non-commercial educational channel. Granted Jan. 12.

PUBLISHED BY

ARC-REGENCY MUSIC CORP.
APPLICATIONS

WRHL-TV Columbus, Ga.—Columbia Bcast. Co. seeks mod. of CP for ch. 4 to change ERP to 100 kw; visual, 25 kw; change transmitter location to Crawford Rd., Route 80, 3½ miles W of Phenix City, Ala.; antenna height above average terrain 560 ft. Filed Jan. 15.

WPAC-TV Bangor, Me.—Community Telecasting Service seeks mod. of CP for ch. 5 to change studio location to Route 21, Hampden. Me. Filed Jan. 15.

WRFC-TV Youngstown, Ohio—WKNM Bcast. Corp. seeks mod. of CP for ch. 27 to change ERP to 63.5 kw visual and 41.8 kw aural.Filed Jan. 11.

KGDY-TV Enid, Okla.—Streets Electronics Inc. seeks mod. of CP for ch. 5 to change transmitter location to Rural Area 1, 6 miles NW of Enid, Okla.; antenna height above average terrain 1,386 ft. Filed Jan. 11.

WFYJ-TV Green Bay, Wis.—Valley Telecasting Co. seeks mod. of CP for ch. 5 to change aural ERP to 50 kw; studio location to Scray's Hill, 4 miles S of De Pere, Wis.; antenna height above average terrain 453 ft. Filed Jan. 10.

New Am Stations . . .

APPLICATIONS

Seaford, Del.—Elizabeth Evans & W. Courtney Evans, 1,520 kc, 1 kw daytime. Post office address P. O. Box 144, Frankford, Del. Estimated construction cost $7,650, first year operating cost $28,000, revenue $35,000. Principals included in equal partnership are W. Courtney Evans, former licensee of WMBO, Rehoboth, Del., and WBOV, Dover, Del., and his wife Elizabeth Evans, former licensee of WMRA Myrtle Beach, S. C. Filed Jan. 15.


APPLICATIONS AMENDED

Henryetta, Okla.—J. Leland Gourley, Lloyd W. Simpson & Charles R. Engleman d/b as Henryetta Radio Co. amend bid for new am station on 1,390 kc 500 w daytime to specify 1,500 kc. Filed Jan. 4. WABE Southbridge, Mass.—WEBO Inc. granted mod. of CP to change transmitter location to studio location on Dudley Hill Rd., Southbridge. Granted Jan. 6; announced Jan. 11.

Existing Am Stations . . .

ACTIONS BY FCC

WOGC North Vernon, Ind.—Darrell Ochs granted mod. of CP to change studio location to on U. S. Hwy. 50, 0.7 mile SW of North Vernon. Granted Jan. 7; announced Jan. 11.

WEBQ Southbridge, Mass.—WEBO Inc. granted mod. of CP to change transmitter location to studio location on Dudley Hill Rd., Southbridge. Granted Jan. 6; announced Jan. 11.

APPLICATIONS

KHUM Eureka, Calif.—Carroll R. Hauser amends bid for CP to change from 1,260 kw to 960 kw 5 kw, directional night to specify 500 kw night. Filed Jan. 10.

WAMY Amery, Wis.—Charles C. Boren Jr. seeks mod. of CP to change from 1,580 kc 5 kw daytime to 1,340 kc 250 w unlimited. Filed Jan. 10.

Existing Fm Stations . . .

ACTIONS BY FCC

WCTA-FM Andalusia, Ala.—Andalusia Bcast. Co. granted CP to change ERP to 10 kw; antenna height above average terrain 200 ft. Granted Jan. 5; announced Jan. 11.

KTLY-FM Mesa, Ariz.—Harkins Bcast. Inc. granted CP to change ERP to 16 kw; antenna height above average terrain 140 ft. Granted Jan. 5; announced Jan. 11.

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Ownership Changes...

**INITIAL DECISIONS**


**Knoxville, Tenn.**—New tv ch. 10. FCC Hearing Examiner Herbert Shafirman issued initial decision looking toward grant of the application of WBIR for a construction permit for a television station on ch. 10 in Knoxville, Tenn. and denial of the competing application of Sargent-Howard Radio Inc. and Tennessee Television Inc. for the same facilities. Action Jan. 16.

**Routine Roundup**

**January 6 Decisions**

**BROADCASTING**

**By Commissioner Robert E. Lee on Jan. 4**

Chief Broadcast Bureau—Granted petition for an extension of time to Jan. 3 to file a response to a "Petition for Leave to Dismiss" filed by Sherwood R. Newberry, Newberry, Ill.

**By Hearing Examiner Basie P. Cooper on Jan. 4**

RAMQ Amarillo, Tex. Top of Texas Broadcast Co.—Granted motion for continuance of hearing in Docket 11109, BP-AM-FM, and until 30 days after the Commission has acted on the petition for reconsideration and grant without hearing filed by petitioner.

**By Hearing Examiner J. D. Bond on Jan. 5**

Ordered prehearing conference on Jan. 19 at 4 p.m. in Los Angeles, Calif. for consideration of applications of Harold M. Gade, Eatontown, N.J. (Docket 11124, BP-AM-FM), for granting of a construction permit for a television station on ch. 6 in Eatontown, N.J., Long Branch, N.J. (Docket 11125, BP-6231).

**By Hearing Examiner James D. Cunningham on Jan. 6**


**By Hearing Examiner Herbert Shafirman on Jan. 7**

WICU (TV) Erie, Pa., Dispatch Inc.—Granted oral hearing for consideration of application for renewal of license of WICU from Jan. 4 to Jan. 18 (Docket 11048; BCT-41).

**By Hearing Examiner Neal Huntington on Jan. 7**

Ordered prehearing conference on Jan. 20 at 10:30 a.m. in Chicago, Ill. for the consideration of applications of Border Broadcasts Inc., Laredo, Tex., John F. Thorwald, Harlingen, Tex., Hale Schaeberlen & Van N. Culepper, Raymondville, Tex. (Dockets 11101 to 11121; BP-8947, 9042, 9168).

**January 7 Decisions**

**By Commissioner Robert K. Lee on Jan. 7**

KBH Avalon, Calif., John Poole Broadcast Co.—Granted petition for an extension of time to include Jan. 7, 8 and 9 for filing of petition to Chief Broadcast Bureau re his comments on Jan. 10, 11, 12, 13, 14 and 15 re proposed findings of fact in Docket 10586. Action Jan. 5.

**Chief Broadcast Bureau—Granted petition for an extension of time which expires on Jan. 17 within which exceptions may be filed to initial decision in re applications of The Brush-Moore Newspapers Inc. et al. for ch. 29 in Canton, Ohio (Dockets 11027, et al.). Action Jan. 6.

**By Hearing Examiner William G. Butts on Jan. 7**

Pudacoo, Ky., Community Broadcasting Co. of Pudacoo Newspapers Inc.—Granted joint motion for extension of time to file proposed findings in its direct case; adheres to motion by the commission competing applicant's case and conclusions of law later than Jan. 15 for extended period of time. Proposed findings not later than Feb. 25. The Broadcast Bureau has leave to file appropriate findings and conclusions within the time specified for said applications for ch. 6 (Dockets 10875-76). Action Jan. 5.

**By Hearing Examiner Ralph T. Kerbs, TC of Cosmopolitan Broadcast Co. of Thermopolis, Wyo.—Ordered that a proceeding shall be held Jan. 14 for the purpose of considering the matters specified in the Commission's rules, and that the parties and their attorneys shall appear at the time and place specified for taking an am application on Jan. 1126-27). Action Jan. 6.

**By Hearing Examiner Ida H. Heimg on Jan. 6**

Omaha, Neb., KFAB Broadcast Co. of Harald Corp.—Granted motion of KFAB for extension of time from Jan. 16 to Jan. 18 in which to file proposed findings of fact re ch. 7 (Dockets 9009, 10689) and the time for all parties to file replies is extended
from Jan. 15 to Jan. 21: further ordered, on the Examiner's own motion, in accordance with permission previously granted parties for: contemporaneously and simultaneously filing and corrections to transcript, that the time for filing proposed corrections to transcript by all parties is extended from Jan. 14.

By Hearing Examiner Elizabeth C. Smith on Jan. 7
Price, Utah, Carbon Emery Bctg. Co.—Ordered that all parties to proceed in re amended application (Docket 17079), shall appear at a pre-hearing conference on Jan. 13.

By Hearing Examiner William G. Butts on Jan. 7
Radio Services of Wellsville, Wellsville, N. Y.—Ordered that a conference shall be held Jan. 13 in re same application (Docket 11445), and that the parties or their attorneys shall appear at the time and place specified.

WNNY Lake Placid, Fla., Coastal Bctg. Co.—Ordered that a conference shall be held Jan. 12 in re same application (Docket 11445), and that the parties or their attorneys shall appear at the time and place specified.

January 7 Applications

ACCEPTED FOR FILING

Modification of License
WKRG Mobile Ala., Kenneth R. Giddens, Shirley Rester and T. J. Rester Jr., d/b a as Giddens and Rester Radio—Modification of license to change name to Kenneth R. Giddens, Shirley Rester Konrad and T. J. Rester Jr., a partnership d/b/a Giddens and Rester Radio. BML-1614.

Remote Control

APPLICATIONS RETURNED

Arcadia, Florida, R. E. Hughes—Construction permit for a new standard broadcast station to be operated on 1230 kc, with power of 500 w, daytime hours only. Connected in name of E. C. Hughes, signed by J. R. Hughes.
Brookhaven, Miss., J. M. Jones and Laura Jane Huf d/b a Rural Bctg. Co.—Construction permit for a new standard broadcast station to be operated on 1500 kc, with power of 1 kw, daytime hours only. Partnership names not shown on Section 1; program percentages not correct.

License for CP
WEAR-TV Pensacola, Fla., Gulfport Bctg. Co.—License to cover CP (BFCP-158) as mod., which authorized new tv station to be operated on 1320 kc, with power of 500 w, daytime hours only. Connected in name of E. C. Hughes, signed by J. R. Hughes.

Renewal of License
WBT-NAV Atlanta, Ga., Atlanta Newspapers Inc.—(BRC-97).

January 11 Decisions

ACTIONS ON MOTIONS

By Comr. Robert E. Lee on Jan. 8
Chief Broadcast Bureau—Granted petition for extension of time to and including Jan. 17 within which replies may be filed to petition of WNYC to enlarge the issue in re SSA application of WNYC (Docket 12220).
By Hearing Examiner James D. Cunningham on Jan. 7
Chief Broadcast Bureau—Granted petition for extension of time from Jan. 12 to Jan. 26 in which all parties may propose findings and corrections to transcript. Applications of Dorsey Eugene Newman, et al. for facilities (Docket 10683-40).

By Hearing Examiner Howard E. Stark on Jan. 7

By Hearing Examiner Basil P. Cooper on Jan. 7
WAKU Latino, Inc., Heartfield Motors, Inc.—Granted petition to continue hearing from Jan. 10 until 30 days after the Commission has acted on the petition to reconsider and vacate the order, and desist order to be directed against it (Docket 11137).

By Hearing Examiner Elizabeth C. Smith on Jan. 7
New Orleans, La., James A. Nacoe & Co.—On motion of James A. Nacoe & Co., reopened the record in re proceeding for ch. 4 (Docket 8936 et al.), for the sole purpose of receiving in evidence an affidavit of Edgar B. Stern Jr. and thereupon closed the record again: ordered that the time within which the proposed findings be extended to Feb. 1 and the time within which to file replies to such findings was extended to and including March 1 (Dockets 8936 et al.).


By Hearing Examiner J. D. Rand on Jan. 7
Granted motion of Independent Television Inc., et al. applicants for ch. 4 at Whitefish Bay, Wis., for continuance of further conference in this proceeding from Jan. 10, March 1 (Docket 11009 et al.).

By Hearing Examiner Hugh B. Hutschenreuter on Jan. 7

By Hearing Examiner Millard F. French on Jan. 7
Raleigh, N. C., WPTF Radio Co., Capitol Bctg. Co.—Upon oral request of counsel, ordered that the record in re ch. 5 be reopened on Jan. 13 for the purpose of receiving of receiving depositions (Dockets 10861-62).

By Hearing Examiner Herbert Shurman on Jan. 10
Erie, Pa., Dispatch Inc.—Scheduled oral argument for Jan. 11 on petition of Chief Broadcast Bureau for reconsideration of hearing in re renewal of license of WICU (Docket 10648).

By Hearing Examiner William G. Butts on Jan. 10
Thermopolis, Wyo., Mildred V. Ernst, Thermopolis Bctg. Co.—Continued conference now scheduled for Jan. 14, to Feb. 7, for the purpose of considering the matters specified in Sec. 1.131 of the rules and the parties of their attorneys shall appear at the time and place specified, in re applications for am facilities (Dockets 1128-27).

BROADCAST ACTIONS

By the Broadcast Bureau
Actions of Jan. 7
Extension of Authority
Los Angeles, Calif., Paramount Television Production Inc.—Granted extension of authority for the period Feb. 1, 1955, to Feb. 1, 1956, to transmit video transmissions of the program "Wrestling from Hollywood" via air or rail express to Canadian Television Stations CBUT-TV Vancouver, B. C., CHSJ (TV) St. John, N. B., CBVT (TV) Winnipeg, Man., CBMT (TV) Montreal and CJCB-TV Sydney, N. S., for broadcast by these stations in Canada.

New York, N. Y., National Bctg. Co.—Granted extension of authority for the period Feb. 1, 1955, to Feb. 1, 1956, to broadcast via direct relay, air or rail express, various television programs that are broadcast in the U. S. over tv stations owned and operated by CBS to tv broadcast station CMTV (TV) Havana, Cuba, for broadcast to Cuba by CMVE and similar authority to Canadian tv broadcast stations CBFT (TV) Montreal and CBLT (TV) Toronto, for broadcast in Canada.

Actions of Jan. 6
Modification of CP
The following were granted extensions of completion dates as shown: RACT (TV) Tuscaloosa, Ala., to 7-30-55; WSFA-TV Montgomery, Ala., to 6-15-55.

By Action of Jan. 5

Granted License
WBKT Bardstown, Ky., V. R. Andersoon—Granted license for am broadcast station: 1320 kc, 1 kw, D (BL-5553).

WKDU Detroit, Mich., The Evening News Assn.—Granted license for fm broadcast station (BHL-1022).

Remote Control
The following stations were granted authority to operate transmitters by remote control: WCVI Connellsville, Pa.: KOIL Omaha, Neb.

Modification of CP
WBUD Trenholm, N. J., Morrville Bctg. Co.—Granted extension of completion date to 3-2-55.

Actions of Jan. 4

Granted CP
KFUO-FM Clayton, Mo., The Lutheran Church—Missouri Synod—Granted CP to replace expired permit (Bieren-183) as modified which expired July 4, 1954 (BPI-3002).

WKEU-FM Griffin, Ga., Radio Station WKEU—Granted CP to replace permit (BPhen-1918) as modified which expired 12-3-54.

Actions of Jan. 3

Granted License
WTRB Ripley, Tenn., West Tennessee Radio Service—Granted license for am broadcast station (BL-5554).

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*All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch*

No charge for blind box number. Send box replies to:

**BROADCASTING & TELECASTING**, 1735 DeSales St. N. W., Washington 6, D. C.

Applying for a position? Mail your letter written in black ink, 100% double spaced, 60 characters to a line (5 lines per inch). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Noncandidates • Tacksheets expressly repudiate any liability or responsibility for their custody or return.

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**RADIO**

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**Help Wanted**

**Managerial**

*We are looking for manager-salesmen or sales manager with supervisory experience in small stations, to become assistant manager and later become manager in larger markets; must be sober, hard worker, with desire and ability to get ahead in group owned stations. New stations are being acquired, offer unlimited opportunity. Give full details and photo first letter. Box 904F, B-T.*

Man for Denver suburban Cheyenne, Wyoming. Must have experience in small stations, previous metropolitan experience necessary. Must be sober, hard worker, with desire and ability to get ahead in group owned stations. New stations are being acquired, offer unlimited opportunity. Give full details and photo first letter. Box 954F, B-T.

Manager for Denver suburban Cheyenne, Wyoming. Must have experience in small stations, previous metropolitan experience necessary. Must be sober, hard worker, with desire and ability to get ahead in group owned stations. New stations are being acquired, offer unlimited opportunity. Give full details and photo first letter. Box 954F, B-T.

1kw network station needs experienced commercial manager $100 weekly salary plus generous over-ride. William T. Kemp, KVWO, Box 926, Cheyenne, Wyoming.


**WBRO, Wayneboro, Georgia, has opening for manager by man of long experience in tv-radio, Howard S. Frazier.**

Denver independent going 5 kw in spring has southern manager who wants to return south. Can you qualify for this unique opportunity? Write details first letter. Box 925F, B-T.

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**RADIO**

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**Help Wanted**

**Salesmen**

Florida—experienced man, draw against 15%. Box 861F, B-T.

Wanted: Salesman or woman, Big pay, large percentage. Write Box 849F, B-T.

Young aggressive salesman—announcer for southern kilowatt daytime station. Good working conditions in a single station market. 15% commission with salary guarantee. Box 974F, B-T.

Salesman -announcer. Opportunity to make money. BOX 898F, Monthly base, 15% commission $600 guarantee for first two months. Must be in top announcing ability. Send tape, resume, and complete history, salary, reason wishing to Box 800F, B-T.

Radio salesman for prosperous Pennsylvania market. Supply employment record and mini-mum qualifications and requirements with application. Box 938F, B-T.

Start at $100.00 per week. Virginia market. You must be able to sell. Supply references, details. Box 975F, B-T.

Salesman—assistant manager for kilowatt daytime station in southern city of 8,500 population. Must be experienced in sales and programming and should have a good background of small city operation. Send picture and complete details to Box 948F, B-T.

Wanted—"Special" promotion by regional sales campaign organization. Travelling sales crew to conduct short term sales promotion (telephone solicitation).—Ohio station. Box 868F, B-T.

Local account salesman. Salary plus commission. Good market. ABC station. KFRO, Longview, Texas.

Top notch radio and tv salesman in sportsman country. Salary plus commission plus profit sharing. Wire, phone KPWZ, Livingston, Montana.

Salesman. Radio KW2Z, Orange County, California, searching for radio time salesman. Top draw and commission. Largest Market, $50,000 plus fringe area of 860,000. Radio KW2Z only station in county. Large market and news operation. Contact Hal Davis, Manager. Don’t contact unless a mature radio time salesman.


Increasing power to 5000 watts soon. Need two additional salesmen. State references, qualifications, expected pay, first letter. Opportunity for advancement. S-9 level business. Send full details to Box 845F, B-T.

Long established 5kw CBS affiliate wants experienced radio salesman. Opportunity good income based on guarantee plus commission. Pleasant university town. Send complete resume, picture and references to J. D. Swahn, Manager, WCAX, Burlington, VT.

Wanted: Experienced salesman, who also announces. Salesman and Program minded announcer. Excellent salary and commission arrangement. Station planning expansion program. Please send full details, references, etc. first letter. Merle H. Tucker, P.O. Box 119, Gallup, New Mexico.

WANTED: Experienced salesman, who also announces. Salesman and Program minded announcer. Excellent salary and commission arrangement. Station planning expansion program. Please send full details, references, etc. first letter. Merle H. Tucker, P.O. Box 119, Gallup, New Mexico.

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**RADIO**

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**Help Wanted**

**Salesmen**

Florida—pop DJ personality. Send tape and resume. BOX 862F, B-T.

Experienced announcer morning shift, friendly Pennsylvania ind. DT. $75. No drifters or beginners. Send tape, references and background. Box 804F, B-T.

Man with a one-two punch! Illinois independent kilowatt, in the nation’s most attractive and fastest growing independent outlet will pay handsome salary to a man who can: (1) entertain with a microphone, (2) sell with a microphone. We want an experienced, versatile young man who can do disc shows with humor and sparkle and have an authoritative newscast. Best worked stations, modern, well equipped, attractive station; liberal fringe benefits. Write full information to Box 887F, B-T.

Want dependable staff announcer, ABC network. Texas. Send resume. Box 878F, B-T.


Outstanding opportunity for announcer holding $1000 first class tick. 100% commission. Average based on experience and ability. Write: Manager, KOKX, Keokuk, Iowa.

Announcer for steady position. Experienced desired. Good salary, good time, reasonable hours. Apply KREH, Duncan, Oklahoma.

Immediate opening, experienced announcer with first class ticket. Send full details and tape to KTTT, Davenport, Iowa.


Young staff announcer for fastest growing independent. Personality more important than experience. No tapes returned. WPAC, Patchogue, New York.

Announcer, first phone immediately. Emphasis on announcing. Send tape, references and background. Howard Ward, WWBC, Bowling Green, Ohio.

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**Technical**

Transmitter engineer northern Ohio area. Give complete history, salary, reason wishing to leave present position and when available first letter. Box 726F, B-T.

West Texas kilowatt independent needs experienced first-phone man for chief engineer and announces. Excellent salary for right man. Send details including audition recording to Box 895F, B-T.

Chief engineer with good announcing ability. Starting pay $60.00 a week. Prefer family man. Must be stable. Southern network station. Box 955F, B-T.

Wanted: Combination engineer-announcer. Excellent salary and working conditions in Tidewater Virginia’s most promising station. Requires candidate to possess average announcing qualities. Audition by tape or disc recommended. Send two recent cards to Arthur C. Colvin, Chief Engineer, WZKO, Laurel, Michigan. All replies confidential.

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**Production-Programming, Others**

One copywriter, one traffic girl, each of whom knows big independent station operation or has enough experience to handle the job. Box 879F, B-T.

Sports director for MBS radio and NBC-DuMont tv operation in midwest. Unusual opportunity. Send full information and tape to Box 923F, B-T.
RADIO

Help Wanted—(Cont'd)


Copywriter: Qualified, experienced radio copy writer. Will work immediately. Apply by letter giving experience, references, etc. to Continuity Director, WILS, Lansing, Michigan.

Southwestern Ohio personnel—Local newswriter with night delivery—staff announcer—sends tape, experience, references to Norm Kellar, WMMJ, Hamilton, Ohio.

Situated Wanted

Managerial

Experienced general manager with excellent qualifications, finest recommendations, successful background all phases am-tv broadcasting. Wishes contact station owners seeking top-quality management, television, radio or both. Prefer medium or small city Midwest. All replies confidential. Box 830F, B-T.

Experienced sales manager (radio-television) desires to relocate. Neat, enduring record in both am and tv; best of references. Stable, mature, family man, financially sound. Best of references. All replies confidential. Box 809F, B-T.


Manager, assistant manager, program manager. Twenty-five years experience in all phases of radio. Complete history in industry available. Box 897F, B-T.

Manager available. Have experience in radio and television in managerial capacity. Excellent sales record. Family man. Desire medium market in Midwest or southeast. Box 870F, B-T.

Assistant station manager—31, unusually broad background is most phases of programming, engineering and FCC procedure. Excellent "number 2" man; with highly specialized knowledge particularly valuable to station starters and applicants. Box 833F, B-T.

Would like to make contact with party or parties with CP or going station who would be interested in person who knows all phases of radio. At present has position in station, but wish to make change to the south or southwest. Will invest with right party. Box 829F, B-T.

Salesman

Successful time-salesman with know-how: college degree, good, sober, enthusiastic, imaginative. Box 948F, B-T.

Announcers

Experienced announcer with permit, presently employed, wishes to relocate near New York City. Plays television. DJ. Plays instrument, seeking staff position or station personality or both. Strong on news. Hobbies, dependable, family man. Tape, resume on request. Interview after 1st of year. Box 633F, B-T.


Southern California only, for midwest announcer, restricted permit. After February 1st, Vet. college graduate, 25, college editor, 50kw. Whistle, guitar. Tape, if return. Box 860F, B-T.

Veteran—33 single, announcer school graduate, strong play-by-play—news and good popular DJ. Director and control board experience. Box 829F, B-T.

Announcer—1 year wants to move up. Strong on news, DJ, news, sports, specials, on small radio, solid wall of sound. Excellent voice, dependable. Available now. Box 670F, B-T.

Good all around staff announcer, single, 25, college graduate, veteran, Friendly, versatile, 3rd class ticket. Box 822F, B-T.

Announcer, 25, 8 years experience, 2 as P.D. with considerable writing experience and limited sales experience. Work is seeking position with sound, progressive station. College grad, married, 3 children. Box 868F, B-T.

Many years radio experience, one and a half years commercial, DJ, news, special events, O.K. Full particulars and tape on inquiry. Box 870F, B-T.

RADIO

Situations Wanted—(Cont'd)


Experienced baseball, football, basketball announcer. Top salesman. Excellent sports promoter, publicist. All info and wire of major league baseball on request. Prepare to pay moving expenses and good salary. Box 809F, B-T.

Personality DJ. Proven success competitive market. Unlimited potential. Best references from present employer. 4 years experience, single, 28, veteran, non-drinker. Seeking permanent position with lucrative future. Will consider all offers of $800 or more. Can do good sales job for you. Lots of ideas. Production stressed. Box 816F, B-T.


Announcer, Light experience—relaxed, DJ-idea man, veteran, 23, car. Box 896F, B-T.

Announcer, Light experience—relaxed, single, DJ, news, sports, board, tape. Box 897F, B-T.

Staffer whose ambition is sports, desires to affiliate with station that will train—thorough knowledge of sports. Exceedingly ambitious. Box 909F, B-T.

Announcer, light experience, single, DJ, news, sports, board, tape, Box 907F, B-T.

Married vet. 22, desires opportunity in radio. Recently received his degree in radio, tape. Very nice character. Box 904F, B-T.

Announcer, deejay seeking position with progressive radio station anywhere, but prefer New York City. Experience includes 1½ years Armed Forces Radio Service, 1½ years Florida 1000 watt. Currently studying dramatics in New York, Vet., 24, References. Tape, resume, photo on request. Box 812F, B-T.


Announcer seeking permanent job southwest, southeast. Solid background includes staff 2½ to 50kw, program sales to stations, instructor radio-TV technique. Good voice. Conscientious, dependable. Available now. Thanks. Box 911F, B-T.

Announcer-deejay—2½ years experience. Proven success competitive market. Top air salesman seeks permanent position—best references. Tape and resume. Box 808F, B-T.

News, special events, public affairs, experienced radio-TV as writer, editor, announcer. College degrees. Interested in permanency with opportunity any large market. Starting total minimum $125.00. Box 892F, B-T.

Chief announcer wants change to live-wire indie in New York metropolitan area. Three years solid air-cop-selling experience. All phases. Box 929F, B-T.

Announcer—strong commercial—good news, DJ. Experience light—3rd ticket. Box 893F, B-T.

Available now, Young, ambitious, disc jockey. Can work console, read, write copy, record, edit news. New idea to boost listening audience. Tape, photo ready at first request. Box 939F, B-T.

Announcer, Negro. "Real cool jive talk" some experience. Tape available. Box 906F, B-T.

Announcer—experienced, new, DJ; friendly voice—married, veteran, will travel. Box 914F, B-T.


Staff—5 years experience all phases—presently employed New York, desires connection city Midwest or southeast. Family. Wishes to settle out New York. Top voice and salesmanship. Tapes immediately, references. Box 943F, B-T.

All phases of radio, top play-by-play. 16 years experience. Current job 8 years. 1 year television sports director, south preferred. Need larger market. College graduate. Married to R.N. Box 844F, B-T.

Attention Pennsylvania, New York, New Jersey, New York. 5 years staff, DJ, news, sports, first phone. Presently 9 kw, family. Box 894F, B-T.

Experienced announcer, Midwest Indie. Strong DJ, news, Friendly, reliable, veteran. Box 864F, B-T.

All-around staff announcer, experience light. Wishes connection small community to settle. Ex-continental. Extremely adaptable. Box 888F, B-T.

EXECUTIVE TYPE

Overall Experience Now Available to You:

18 Years Radio (Programming-Announcing)
6 Years TV (Before and Behind Camera)
4 Years Ad Agency (Radio-TV Director, Account Executive)
15 Years News (Editing—Announcing—Sports)

Producer—Announcer man Network shows
Knows Personnel Management
Married, Veteran, 37 years of age
Now associated with a key, net station
Must leave for personal reasons

Box 888F, B-T
TELEVISION

Help Wanted

Salesmen

Radio-television time salesman for established midwest station who has sales experience. Box 900F, B-T.

Technical

Florida vhf television station has opening for experienced engineer to handle station sales experience in midwest. Must have had experience in handling sales to local merchants and retailers. Box 951G, B-T.

Television production manager, 5 years experience in production and direction, all types shows, large and small markets. Must have both technical and managerial ability, plus network experience. Experience includes management of two television stations. Excellent references. Box 919F, B-T.

Desire position as director at new station planning to develop high quality local-live operation. Box 956G, B-T.

Film editor, 1 year experience, excellent film and tv background. Can double as tv camera. Single, 27 years old, v.e.t. Box 966F, B-T.

Wish to relocate, preferably managerial, production background: NBC-TV, local experience. Box 964F, B-T.

Manager, assistant manager or program manager, experienced all phases of tv and radio. Currently branch manager for CBS basic vhf. 13 years experience including network and agency. Must be able to relocate. Box 965F, B-T.

Attention midwest! After much mature consideration, have decided to enter tv. Am from way back east. Excellent experience in radio mostly sales, 8 page resume follows. Box 955F, B-T.

Announcer

Tv announcer, proven camera ability in major southern uhf market. Currently looking to locate in northeast. Must be uhf. Box 998F, B-T.

Technical

Video operator job sought. Experience am transmitter, studio, tv trained. Box 986F, B-T.

For Sale

Wide coverage facility in Alabama single station market. Price $15,000. Down payment $3,000. Great potential. Box 956G, B-T.

Free list of good radio and tv stations buys now available. Write to: Radio & Television, 6525 Wilshire, Los Angeles 25, California.

Equipment Etc.

For Sale: Complete fm station equipment including 10kw transmitter, control console, antenna and lines, monitors, receivers, 800 watt microwave units, misc. amplifiers etc. Write for complete list and details. Box 974B, B-T.

2 Gates CB-11 turntable chassis, modified to operate at 45. Both for $150. Andrew 40-A phase monitor. $105. Box 932F, B-T.
For Sale—(Cont’d)
Ideal for Celanrad. RCA. 250 watt transmitter. In good operating condition—ready for installation. Box 923F, B-T.

One nearly new RCA 44-BX microphone. Excellent condition. First $65.00 gets it. KFDR, Rosenberg, Texas.

For sale at worthwhile saving—two uncrated RCA type TP-16B from TV projectors. Contact Jim Brady, KFIL, Idaho Falls, Ida.

300 foot Lehigh, self-supporting, double galvanized tower suitable for TV. Design drawings available. Best offer takes it. Write or call J. Hatfield, KFIS, Seattle, Washington.

For sale: Six bay RCA super turnstile antenna type TF-6A/B. Will work on channel 8 through 11. In perfect condition, reasonably priced. W. L. V. A., Atlanta, Georgia.

One hundred and fifty foot self-supporting Trusion radio tower, type C, insulated, with all accessories, am. original cost was $12,500.00, 1949. Will sell for $4,200.00 FOB, Atlanta, Ga. Tower in perfect condition. Phone Calloum 9246. Ready for shipment.

Wanted to Buy

Stations
Independent operator desires to acquire all or control of midwest radio station. Box 736F, B-T.

Am station in midwest or southwest. Will purchase outright or invest in as working partner. Now PD, KFDR and SD of progressive Skw indie. Box 928F, B-T.

Not bargain hunting. Want good station in good area. Preferably west. Will pay good price. Box 928F, B-T.

Radio stations, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Broker, Box 811, Tulsa.

Equipment Etc.
Television transmitter type TT2AL. Box 766F, B-T.

Used 10 or 12 kilowatt uhf tv transmitter in good operating condition. Air mail complete details including price and availability to Box 856F, B-T.

Cash for good used 1000 watt transmitter. Give all details including price. Box 901F, B-T.

Wanted: One 8m frequency monitor. Box 904F, B-T.

Recording studio opening. Need all equipment. Contact Jack Gale, WTMU, Charleston, S. C.

Wanted used RCA studio console type 76 B or D for South American use. Write or wire The Voice of the Andes, Talcottville, Conn.

Instruction

Cancellation
G. F. Roberts of KCFL, Roswell, N. M., writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B-T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B-T and see what results we can get for you, too.

Radio
Help Wanted
Production-Programming, Others

For Sale—(Cont’d)

RADIO
Help Wanted
Production-Programming, Others

MEN WANTED!

Needed at once: Two ace promotion assistants. Company operating the top radio station and the top television station in one of the nation's biggest markets needs two assistant promotion directors. Ambitious, able young men well grounded in sales promotion are invited to send complete information to Box 517F, B-T.

Situations Wanted
Managerial

RADIO EXECUTIVE AVAILABLE
Seeking permanent position as General Manager Radio or Television. 20 years broadcast experience in top station operation—production—programming—sales—and personnel. 40 years of age—presently employed in executive capacity top ranking metropolitan station. Complete details and references on request.

Box 946F, B-T

Television
Situations Wanted

Production-Programming, Others

TV NEWS BROADCASTER:
FACTS: TV-Radio Newscaster, Writer, Reporter, Editor, TV Newsfilm, 3 Years Sizeable Midwestern City, 27, Married, University Degrees.

ANALYSIS: Relocating, "Born to Broadcast," Assignment, U.S.A. or Abroad.

BOX 961F B-T

For Sale—(Cont’d)

FOR SALE

1-General Electric 12KW UHF transmitter (TT24A, TF8A). Condition like new, under 1,000 hours operation. Price reduced to sell. Will take your 1KW transmitter in trade.

1-RCA Microwave link. TTR1B Transmitting equipment. TTR1B Receiving equipment. Condition like new, priced way below cost.

Box 965F, B-T

Instruction

WANT A TV OR RADIO JOB? Trained announcers, producers, writers now in demand

NATIONAL ACADEMY OF BROADCASTING
(Cont’d, 1934)
3338 16th Street N.W.
Washington, D. C.
Starts new ten Jan. 31
Enroll Now, DE 2-6580
Placement Service

FOR SALE

WANT a TV or RADIO JOB? Trained announcers, producers, writers now in demand

NATIONAL ACADEMY OF BROADCASTING (Cont’d, 1934)
3338 16th Street N.W.
Washington, D. C.
Starts new ten Jan. 31
Enroll Now, DE 2-6580
Placement Service

Box 965F, B-T

FOR THE RECORD

January 12 Applications

ACCEPTED FOR FILING

Modification of CP

KTYL Mesa, Ariz., Martins Boots, Inc.—Med. of CP (BP-8882) as modified, which authorized increased daytime power and installation of a new transmitter for extension of completion date (SIMP-0743).

KATZ St. Loui, Mo., Cera Lee Garrett and Bernice Schwartz by as St. Loui Boots, Co.—License to cover construction permit (BP-9202) as modified, which authorized a new standard broadcast station (BL-9203).

WTBN Tyrone, Pa., Cate H. Simpson tv as Tyrone Boots, Co.—License to cover construction permit (BP-9309) as modified, which authorized a new standard broadcast station (BL-9309).

KFAC-FM Los Angeles, Calif., Los Angeles Boots, Co.—License to cover construction permit (BP-1932) as modified, which authorized changes in licensed station (BL-1932).

FOR SALE

1-Television Station for sale:

FCC WANTED used Recording studio opening. Need all or part of equipment.

B.T.

WANTED:

all TV News

Seeking permanent position as General Manager Radio or Television. 20 years broadcast experience in top station operation—production—programming—sales—and personnel. 40 years of age—presently employed in executive capacity top ranking metropolitan station. Complete details and references on request.

Box 946F, B-T

Television
Situations Wanted

Production-Programming, Others

TV NEWS BROADCASTER:
FACTS: TV-Radio Newscaster, Writer, Reporter, Editor, TV Newsfilm, 3 Years Sizeable Midwestern City, 27, Married, University Degrees.

ANALYSIS: Relocating, "Born to Broadcast," Assignment, U.S.A. or Abroad.

BOX 961F B-T

FOR SALE

Equipment

TOWERS TELEVISION
Antennas-Cassial Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

CANCELLATION

G. F. Roberts of KCFL, Roswell, N. M., writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B-T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B-T and see what results we can get for you, too.

Broadcasting • Telecasting
"ALONE IN THE RED RIVER VALLEY . . .

. . . but NOT lonely!"

WDAY-TV is the only TV station in Fargo . . . the only station in the Red River Valley. Here’s how far away our nearest "competitors" are:

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

And, boy! — we’ve got television set saturation in our area, too. In Fargo, it’s 70.5% . . . 20 miles away it’s 57% . . . and fifty miles away it’s 33%.

And our viewers aren’t lonely, either. We keep their sets turned on with 57 popular local programs and 60 of the best shows from NBC, CBS and ABC . . . including many live shows, both network and local.

Ask Free & Peters about WDAY-TV . . . the Red River Valley’s only TV station.

WDAY-TV
FARGO, N. D. • CHANNEL 6

Affiliated with NBC • CBS • ABC
FREE & PETERS, INC., Exclusive National Representatives
TELESTATUS

January 17, 1955

Tv Stations on the Air With Market Set Count
And Reports of Grantee's 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 estimate of their coverage areas. Where estimates differ among stations in the 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 B-T estimate. Stations not preceded by triangle (△) are grantees, not yet operating.

Alabama

Birmingham—
▷ WABT (13) NBC, ABC, DuM; Blair; 305,318
▷ WRIC-TV (6) CBS; Kat; 304,318
▷ WJLN-TV (23) 12/10/52-Unknown
▷ WMIS (9) Hollywood; 7/2/54-Unknown

Total stations on air in U. S. and possessions: 427; total cities with stations on air: 274. Below includes KVE-TJ Searcy and KFPTF (TV) Tupelo, Miss., as well as educational outlets that are operating. Total sets in use 34,912,777.

* Indicates educational stations.
* Cities NOT interconnected to receive network services.
(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set counts in Canada: WHEN-TV, 375,514; WGR-TV, 376,642.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 220,544 on July 1, 1952.
(c) The following stations have suspended regular operations but have not turned in CP: WHAS-TV Mobile, Ala.; KRD-TV Fresno, Calif.; KYHE (TV) Los Angeles; WRAY-TV Princeton, Ind.;娓河-TV Louisiana; WPTV (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Madison, Wis.; WVPTF (TV) Festus, Mo.; KOPK-TV Butte, Mont.; WPFY-TV Atlantic City, N. J.; WWVE (TV) Elmira, N. Y.; WEFV-TV Dayton, Ohio; KCEH (TV) Tulsa, Okla.; WBMS-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WJBF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KEK-TV (TV) Terre Haute, Ind.; WFTM-TV Danville, Va.; WTVO-TV Norfolk, Va.
(d) Shreveport TV Co. has received initial decision letter for its TV station. It is currently operated by Interim TV Corp. (KSLA (TV)).

(e) WNNM-TV Neenah, Wis., has suspended operations pending merger with WFRV-TV Green Bay.

Mobile—
▷ WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 92,000
▷ WKAB-TV (48) See footnote (e)
▷ The Mobile TV Corp. (9) Initial decision 2/12/54
 Montegomery—
▷ WCOV-TV (30) ABC, CBS, NBC, DuM; Raymer; 43,600
▷ WSFA-TV (12) NBC; Headley-Reed

Monroeville—
▷ WEDM (4) 8/5/54-Unknown

Selma—
▷ WSLA (8) 2/6/54-Unknown

Arizona

Mesa (Phoenix)—
▷ KVAN (12) NBC, DuM; Raymer; 101,532

New Starters

The following tv stations are the newest to start regular programming:
KEYD-TV Minneapolis, Minn. (ch. 9), Jan. 9.
▷ WYIN-TV Chapel Hill, N. C. (ch. 4), Jan. 8, educational.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

FOR THE RECORD

KREM-FM Spokane, Wash., Louis Wasmer—Licensing Co. (Vari-1924) to commercial license (154.7 MHz) as modified, which authorized new fm station (KISJ-1020).

WAFG (FM) Indianapolis, Ind.; Butler University—License to cover construction permit (BPH-1613) which expired without permit, (BLED-164).

KALH-TX Alexandria, La.; Alexandria Bestg. Co.—License to cover CP (BPCT-859) as modified, which authorized new tv station (KSLC-293).

Modification of CP

WHAT-FM Philadelphia, Pa.; Independence Bestg. Co.—Mod. of CP (BPCT-860) as modified, which authorized new fm station for extension of completion date (BPHT-9713).

KIVA (TV) Yuma, Ariz.; Valley Telecasting Co.—Mod. of CP (BPCT-1054) as modified, which authorized new tv station to extend completion date to 7-25-55 (BMPCT-2772).

KFSA (TV) Ft. Smith, Ark.; Southwestern Radio and Television Co.—Mod. of CP (BPCT-1054) as modified, which authorized new tv station to extend completion date to 7-25-55 (BMPCT-2772).


Remote Control

WNBT Wallisboro, Pa.; Farm and Home Bestg. Co.—(BPCT-858).

WCKI Greer, S. C.; Greer Radiocasting Co.—(BPCT-867).

Renewal of License

WGGS Covington, Ga., Georgia Bestg. Service Inc.—(BPCT-8847).

WJLN-TV (TV) Shreveport, La., Independent of CP (BPCT-2721).

Modification of CP

WHK-TV Cleveland, Ohio, United Bestg. Co.—

Mod. of CP (BPCT-216) which authorized new tv station to extend completion date to 7-25-55 (BMPCT-2772).

WTVG (TV) Scranton, Pa., Appalachian Co.—Mod. of CP (BPCT-506) as modified, which authorized new tv station to extend completion date (BMPCT-2772).

KVOS-TV Bellingham, Wash., KVOS Inc.—Mod. of CP (BPCT-1054) as modified, which authorized new tv station to extend completion date to 7-25-55 (BMPCT-2772).

WAYM Amory, Miss., Charles C. Boren Jr.—Mod. of CP (BPCT-8497) as modified, which authorized new standard broadcast station for extension of completion date (1950 6/6) (BMPCT-8797).

It costs less to sell the Twins on KEYD-TV

MINNEAPOLIS ST. PAUL

The nation's 13th metropolitan market is in the very center of KEYD-TV's 62 county coverage. You can buy maximum power at minimum cost on KEYD-TV, the Upper Midwest's new Channel 9 station.

Ask the H. R. MAN about KEYD-TV's incentive rates and excellent availabilities.

ON THE AIR JANUARY 9TH

316,000 WATTS

KEYD TV

COLORFUL OFFICE: 505 13th Avenue North

SALES: 505 Second Avenue North

MINSKY BROTHERS

13TH METROPOLITAN MARKET

Represented by H. R. TELEVISION, INC.

KEYD-TV Market Facts

POPULATION: over 3 1/2 MILLION

BUYING INCOME: nearly 3 BILLION

RETAIL SALES: nearly 3 BILLION

FOOD SALES: 612 MILLION

DRUG SALES: 77 MILLION

AUTOMOTIVE SALES: 502 MILLION

SERVICE STATION SALES: 135 MILLION

January 17, 1955 

Page 115
U-Turn

THE UHF broadcaster who has survived the rigors of a television economy built largely around vhf, which got there first, should be encouraged by events of the past few weeks. No magic formula has been evolved to assure the success of every uhf operation everywhere (there have been uhf failures, too). But expressions of confidence in the upper band, backed by dollars of prudent investors, promise to lift the uhf operators who have been awaiting Storer Broadcasting Co. has bought its quota of uhf's—in Portland, Ore., and in Miami. CBS moves into the Milwaukee market through acquisition, and now NBC bids for its first uhf in the New Britain-Hartford market. ABC and Westinghouse, among others, are measuring maps and markets in the quest to hasten the renaissance of uhf.

Networks and group-owners, with their vast resources, are, of course, in the best position to foster uhf. But they would not venture the heavy investments if they did not feel that uhf, technically, is an acceptable service. The public is interested in programs, and it will buy sets and converters to get them. There the networks have an unquestioned advantage because they have no problem of affiliation when they own the outlets. And the bargaining position of the group owners obviously is better than that of the independently-owned station.

In the months ahead, the uhf-versus-vhf question will be debated vigorously in committee rooms on both sides of the Capitol. More than 100 uhf's have folded since the allocations thaw of 1952, along with two dozen vhf's.

There will be more mortality, not only in uhf, but in vhf, am and fm. More newspapers will fold or merge (nearly 850 daily have disappeared in the last 25 years). More magazines will cease publication. The reasons will vary with the enterprises and their markets. In our free economy the investor takes a calculated risk.

The significant point is that hard-bitten enterprisers now attest their confidence in the future of uhf by putting their money into it. Vhf, for the foreseeable future, will be the dominant service. But the place of uhf, like the place of the regional and the local in am, will be increasingly vitalized. A few more success stories and the willingness of networks to take on uhf affiliates will hasten the emergence of that "truly nationwide system" of competitive tv.

NCAA's Football 'Industry'

IT SEEMS safe, though discouraging, to assume that television and the nation's viewers in 1955 will be saddened once again with a "limited" college football program by the National Collegiate Athletic Assn., which makes a business of its amateur standing.

One glint of hope shone through the NCAA convention's session on the subject a fortnight ago, however (B*T, Jan. 10). This was the quietly rebellious stand taken by the Western Conference (Big Ten) and, equally quiet but less rebellious, the position of the Pacific Coast Conference in pressing for regional telecasts. The Big Ten served notice it may be impelled to withdraw from the NCAA if the controls which the national organization heretofore has thrown around college telecasting are not loosened to permit a national-regional type of tv operation.

During the convention a "straw vote" was taken to "guide" the NCAA tv committee in drawing up the plan for '55. Despite the protests of Notre Dame's Father Edmund Joyce, the results of the balloting were not made known even to the delegates themselves. Thus the committee will remain free to draw up whatever plan it wishes—without, if it so chooses, even looking at the results of the poll. As a sop to Father Joyce, another poll was taken but the results, which in this case were made public, are largely meaningless because no attempt was made to limit the voting to one delegate from each institution. Even so, it may be significant in the long haul that the plan that got the most votes, although similar to those of recent years, would be less rigid in application.

Far be it from us to incite to riot. But we think the Big Ten and the Pacific Coast Conference are on the right track. The schism within NCAA seems to be widening. Anything anybody can do to help break down the monopolism of past NCAA tv programs will be a contribution to the public interest. It is strange, indeed, that the learned educators, for all their intellect, have yet to learn the lesson that the brawny pros have already mastered.

Changing the Political Calendar

THE CONQUESTS of "electronic journalism" now include not only political campaigning but also the calendar. Presidential nominating conventions, heretofore traditional in June or July, move to late August and September in 1956—and with all concerned seemingly happy about it.

The Democrats broke precedent by selecting the week of Aug. 27. The GOP indicates its convention will follow sometime after Labor Day. Gone is the hiatus between nominating the candidates and the start of campaigning. Networks will be able to plan for the shorter campaigns, without giving away gobs of time. There will be less disruptive effects on regular schedules, inconveniencing audiences and advertisers. And the public will be spared the ordeal of that inevitable overdose of flannel-mouthed orators speaking "in behalf of" the presidential and vice presidential candidates.

The change at the national level, moreover, is likely to filter to state and local levels. Primary elections may be changed to conform to the shorter schedules. Individual stations should benefit through the elimination of much of the sustaining pre-primary electioneering. The commercial time bought locally will be concentrated into a shorter span. Under the new regulations, it cannot be sold at premium rates, anyway.

Such is the metamorphosis wrought by radio and tv. The politicians learned long ago that elections are decided by what is heard and seen over the air. Hence the avidity with which they cooperate in evolving the "new look" conventioneering.

The 1956 conventions probably will be televised in color. One day, we imagine, those conventions will be held by remote control, much in the fashion of the news-roundups or the "See It Now." Each state and territorial delegation would hold forth "at home," participating through instantaneous radio and tv switching. They would have all of the ingredients and interplay of conventional conventions, except perhaps the sweat and smoke-filled rooms.

Heinz Sight

CHALK this one up to our Long Memory Dept. We reported a fortnight ago that H. J. Heinz Co., Pittsburgh, is buying a 66-station NBC-TV network Sundays for the syndicated Captain Gallant show, property of Television Programs of America. The tab is about $2 million. Last fall, Heinz bought Studio 57 (for those famed varieties) on DuMont.

Back in 1952, the newspapers and their trade journals proclaimed loudly that Heinz was using newspapers to the exclusion of radio. We commented then that Mr. Heinz constituted his own 58th variety, since we knew of no other major food manufacturer who operated blind-folded.

We're delighted that Mr. Heinz, through his broadcast-indoctrinated agency, Maxon Inc., has seen the light. It spoils the newspaper pitch of exclusivity, but it certainly will help those bean and soup sales.

"I can't understand how anyone built like that could belong to an outfit called SAG!"

Page 122 • January 17, 1955
The Quiz Club

Monday thru Saturday 1:00 p.m.

No question about it... the Quiz Club can increase your sales because this exciting and popular television show is in a perfect time slot featuring two great personalities... Brent Gunts and Jay Grayson. Both have long and excellent records in TV experience. They greet studio guests with samples of advertised products. Actually the Quiz Club offers a night-time audience at day-time rates.
Coverage-conscious advertisers get more than their money's worth when they swing their schedules to KMBC-TV. Channel 9 booms out its signal from a 1,079-foot tower (above average terrain) and a 316,000-watt color-equipped RCA transmitter.


These are just a few of the voluntary reports from viewers which show how KMBC-TV (now owned and operated by the Cook Paint & Varnish Company) has completely changed the television picture in the Heart of America. For details, see your Free & Peters Colonel.

**KMBC-TV**

*Kansas City's Most Powerful TV Station*