IN THIS ISSUE:

- TV-G-See TV Comments Asked by FCC
  Page 27

- Twig Recants Charges Against Lamb
  Page 62

- Sarkin Memorandum Draws CBS' Fire
  Page 68

- Al Finalizes Clinic Schedule
  Page 60

FEATURE SECTION
Begins on Page 35

24th year

PHILADELPHIA trading area
WDEL-TV
WILMINGTON
316,000 watts

PHILADELPHIA OFFICE
1500 Walnut St., Suite 1205,
Kingsley 6-4020

CHANNEL 12

Represented by
MEEKER TV, Inc.
MILES LABORATORIES, INC.
Alka-Seltzer®
BRAND

Traditionally in the Public Confidence...

For years millions of Americans have depended on ALKA-SELTZER for the relief of common ailments with complete confidence. Application of scientific quality controls, using only the best, purest medicinal ingredients, and continuing medical research by Miles Laboratories have earned public confidence. The Havens & Martin, Inc., Stations apply these same principles to the art of broadcasting. The best possible programming ingredients, controlled by skilled management, have earned 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.
We're getting more people in growing San Diego!

38.1% more than in 1950!
For a County total of 769,200! (Calif. Taxpayers Assoc. estimate, Jan. 1, 1955.)

Even in Jan. 1954, the city of San Diego alone had more people than Newark, Atlanta or Indianapolis! (Sls. Mgt. '54)

More people, making more, spending more and watching Channel 8 more than ever before!

KFMB TV
America's more market
NOW
complete coverage
PHILADELPHIA
trading area
WDEL-TV
WILMINGTON
316,000 watts
PHILADELPHIA OFFICE
1500 Walnut St., Suite 1205,
Kingsley 6-4020

CHANNEL 12

Represented by
MEEKER TV, Inc.
NO NEW FREEZE • Proposal that FCC maintain status quo on all tv allocations until definitive legislative course has been determined isn't making much impression on members of Senate Interstate & Foreign Commerce Committee. Feeling is that this would amount to repositioning of "freeze" and would be injustice to those who have gone through hearing mill and are awaiting final opinions. Moreover, it's felt that in view of course already taken by committee, FCC would be disposed to move slowly on any allocation innovations anyway.

AMONG ATTORNEYS under consideration as special counsel for Democratic majority of Senate Interstate & Foreign Commerce Committee is Arthur Scheiner, former chief of FCC Broadcast Bureau's Rules and Standards Division. He resigned from FCC last July to join Benedict P. Cottone in private communications practice. Mr. Scheiner originally joined FCC in 1946, leaving following year and returned in 1948.

WHEELING & DEALING • One sale completed last week—KBTX (TV) Denver (ch. 9) to group headed by John Mullins, ex-KPHO-TV Phoenix, for $1 million plus (story page 80). Buffalo Evening News last Tuesday reported WGR-TV (ch. 2) deal in negotiation and said Storer and Westinghouse were interested, but WGR board denied station on block ($6 million figure had been mentioned). As far as Westinghouse is concerned, deal whereby NBC would get KYW-WPTZ (TV) Philadelphia in return for WTAM-WNBK(TV) and several million to boot, is quiescent.

RADIO Advertising Bureau, pitching hard on campaign to maintain radio set sales at minimum 15 million level, will ask major set manufacturers at Feb. 17-18 meeting to pitch in at least $100,000 to get project underway in return for wholehearted merchandising and exploitation cooperation of RAB membership. Next year effort will be to evolve integrated campaign that might involve couple of million dollars.

UHF TAX RELIEF • In effort to find answers to uhf problem, FCC Chairman McConnaughy has talked with representatives of manufacturers, who are convinced that elimination of 10% excise tax on uhf and color receivers (most of which will tune both bands) would induce manufacturers to produce all-band receivers. Effort at last session of Congress to eliminate tax failed but it's believed there is sufficient momentum now to accomplish this.

APPROPOS UHF situation, Chairman Magnuson (D-Wash.) of Senate Commerce Committee has made up his mind to call in leading set manufacturers in hope of inducing them to produce all-band receivers only. He and certain of his colleagues are convinced that if top manufacturers produce all-band receivers and promote them, others will be forced in line (story page 68).

PARTIAL DE-INTERMIXTURE • Immediate approach of Senate Commerce Committee on uhf problem, in addition to planned session with manufacturers on all-band receivers (story above) may be move toward "selective de-intermixture" as proposed in Plotkin Memorandum.

CURRENT hearings by Federal Trade Commission on charge of "false and misleading" advertising against Bankers Life & Casualty Co. and other accident and health insurance firms are fraught with implications, according to authorities in know. In background are such explosive considerations as socialized medicine and government jurisdiction over firms licensed in various states. Radio-TV and printed media are caught in middle, according to informed observers.

GOOD AND BAD • Although Senate Juvenile Delinquency Subcommittee plans more hearings on "crime and horror" tv programming before making special tv report (see pages 9 and 70), subcommittee also expects to take "positive approach" in future. In other words, investigators would take testimony on "good" tv programs, such as Ding Dong School, to determine whether they have beneficial effect on conduct of children.

FCC is confronted with one of its toughest decisions—actions on protest of WINZ Hollywood-Miami against Storer Broadcasting Co. acquisition and operation of WGBS-TV on ch. 23 in Miami area. Question is whether 309 (c) protest rule requires Commission to stay WGBS-TV operation until hearing is held. Because of tremendous headway made by Storer operation, Commission is practically unanimous that operation should not be stopped but is haunted by explicit language of economic protest rule. There's some thought Commission may decide to permit operation to continue and let WINZ go to court.

CONVERSION • Concerted campaign to convert receivers in greater Miami area for uhf reception has been undertaken by Storer (WGBS-TV, ch. 23). Flat conversion price, capable of picking up chs. 17 and 23, of $29.95 has been made with local service men as against former price of around $60. Project is being exploited through large space advertisements in newspapers as well as spots on WGBS-TV, given free to cooperating service companies. It is estimated by Storer that 65% of sets in greater Miami have been converted. Conversion manager is J. C. Powell.

WITH NARTB convention planners anticipating all-time records at May meeting, association's staff is being augmented as date looms only three months away. Joining association in promotion role, with duties on convention committee, formerly of Pabst & Fairchild. He reports to Joseph M. Stivick, manager of publicity and information services.

EXPENSIVE PROOF • Military, in some cases, is refusing to admit radio-tv signal interferences caused by armed forces installations—even when FCC monitors have identified sources. In those cases FCC has had to send engineer to scene—involving some trips of several hundred miles—to prove interference. Suggested solution: Send bill to military to cover FCC expenses when "proof" trip of engineer is involved.

CANADA DRY, New York, whose representatives for bottlers are currently meeting in New York and other cities to decide media plans, may increase its radio spot budget as result of company's decision to drop Annie Oakley on television. Canada Dry and bottlers decide on plans market by market. Campaign to be launched in early spring, J. M. Mathes Inc., New York, is agency.

FOOTLOOSE HOPE • As sequel to program from Thule Air Force Base in Alaska on NBC-TV last month, comedian Bob Hope is considering similar program from three U. S. naval bases in Mediterranean. Tentative date for airing filmed program is April 6. General Foods, through Young & Rubicam, sponsors Hope shows.
this is the way they cut up the radio audience in Kansas City... and...

WHB

gives you the prime cut with 43.5%* of the all day audience

... more than twice its nearest competitor. Here in Beef Center, U.S.A., where more than a million beef cattle met their reward in 1954, the second biggest occupation is listening to WHB's brand of music, news and ideas. 10,000-watt WHB packs in 43.5%* of the Kansas City audience (all-day average). The second station has only 17.4%, less than half as much.

Thus, WHB dominates this tremendous market with a decisiveness characteristic of the Mid-Continent formula. It happened first in Omaha, next in New Orleans—and now in Kansas City.

Discuss the stakes with John Blair, or WHB General Manager George W. Armstrong.

* HOOPER RADIO INDEX—7 a.m. to 9 p.m., Monday-Friday, Dec. 1954-Jan. 1955

Mid-Continent Broadcasting Company

President: Todd Stors

KOWH, Omaha
Represented by
H-R Reps, Inc.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

WHB, Kansas City
Represented by
John Blair & Co.

10,000 watts on
710 kilocycles
Kansas City, Missouri
Fee-TV Advocates Approve FCC Request for Comment

GENERAL satisfaction voiced by subscription tv proponents at FCC's action Friday eliciting comments on proposed rule-making.

Comdr. E. F. McDonald, Zenith president, stated he was delighted with FCC decision. "This proceeding," Comdr. McDonald said, "will enable those interested to show the Commission and the American public, with a minimum of delay, that subscription television can bring right into the American living room the great entertainment which is not now available except in the theaters or stadiums.

"If subscription tv is approved by the Commission, it will function as an addition to the regular broadcasting service now available. It will be operated as a part-time service by regular tv stations over existing channels, and will be received by the public over their present tv receivers at a cost which will be a fraction of today's boxoffice prices."

Arthur Levey, Skatron Electronics & Telecasting Corp., president, called upon FCC to "look the facts in the face and make its own decision" on subscription tv. Coupled with a sharp barb at tv networks, Mr. Levey said FCC's decision "should be welcomed with relief and utmost enthusiasm by all those who have the true interests of the television industry at heart." Asserting "too much time has been lost" in pro-and-con discussion, Mr. Levey said stations and sponsors know of need for toll tv because of "spiralizing costs of programs."

Charging that "consistent devotion to the lowest common taste denominator has never paid off" and that broadcasters are losing a vast new audience, Mr. Levey said: "It is time the television networks came off their high horse and started looking at toll-television in the light of some elementary economics.

Paul McNamara, International Teletimer vice-president, said he welcomed the FCC notice which "opens the door for full discussion." "We at Teletimer," Mr. McNamara said, "have always favored this broad approach as the proper way of establishing a sound and practical method of pay-as-you-see tv."

Platt Elevated by Kraft To Senior Vice President

JOHN H. PLATT, advertising-public relations vice president for Kraft Foods Co., named senior vice president, broadening activities to overall operations of company, according to President G. C. Pound. Charles G. Wright, formerly sales vice president, becomes executive vice president in charge of operations and advertising.

In series of promotions, John B. McLaughlin, formerly advertising and sales promotion manager, becomes director of sales and advertising. Ted Harty, former assistant to Mr. McLaughlin, becomes advertising manager.

Mr. Platt has been with company since 1919 and has been in charge of advertising since 1924. His experience has included introduction of new products, expansion of sales of established items and development of new advertising and promotion techniques. He was named to Kraft board in 1940 and became vice president and executive committee member in 1945. Mr. Wright joined company in 1929 when Kraft acquired Wright's mayonnaise.

SCHLITZ SEeks A's

JOS. SCHLITZ BREWING Co. Friday was negotiating for lineup of stations in regional radio coverage of Kansas City Athletics 1955 home and road games. Earlier, Ervme C. Uihlein, Schlitz president, and Arnold Johnson, A's president, announced purchase of exclusive radio rights, plus tv privileges, for about $300,000. It was indicated tv rights may not be exercised this season, though way left open Friday. All regular season and exhibition games will be aired live and direct from ball parks, according to plan. KMBC-TV Kansas City mentioned as possible outlet if tv arrangements should materialize.

Committee Control of Tv Advocated by Rep. Meader

QUESTION of televising House committee hearings may become political issue if Demo- crank-controlled 84th Congress ignores this prob- lem and does not permit Rules Committee action and House vote, Rep. George Meader (R-Mich.) said Thursday.

Rep. Meader, who has submitted proposal (H Res 99) to allow televising of open hear- ings at discretion of committee concerned, said he believes that under current rules House speaker has authority to permit televising of both House chamber and committee proceed- ings. He added:

"I think that radio and television are here to stay. We cannot turn back the clock, and I do not think we can stop the demand of the public for the knowledge of public business they can gain through these instrumentalities any more than King Canute could stop waves from rolling up on the shore."

Rep. Meader said he felt committee mem- bers could be trusted to regulate televising of hearings without becoming subject to charges of censoring information about activities.

STEEL REMOTES

U. S. STEEL Corp. plans to originate for first time live remote commercial out of New York with show from farm in Lake Geneva, Wis., on U. S. Steel Hour over 106 ABC-TV stations Feb. 15. Company spokesmen indicated it may be first in projected series of live remote commercials by firm, which heretofore has done studio live and film spots.

Crew of 21 technicians from New York, Chicago and Pittsburgh will handle remote, with BBDO, U. S. Steel and station officials, including Joseph Baich, WREX-TV Rockford, Ill., scheduled to attend. WREX-TV will carry show in Lake Geneva area. AT&T will relay tele- cast by microwave link from farm to tower in Alden, Ill., then pipe it to Lake Zurich and Chicago and on to New York.

Winchell, ABC Not Liable

WALTER WINCHELL and ABC held not liable by New York Supreme Court jury Fri- day in $800,000 suit. Series of actions had been brought against news commentator and network in fall of 1952 by Sidney Greenberg and Joseph L. Brandt, associated with Cancer Welfare Fund, charging Mr. Winchell with airing false statement against organization.

Among charges was contention Mr. Winchell used word "racketeers" in October 1952 broad- cast. Mr. Winchell had contended before court that his references to fund consisted of "fair comment" and "not activated by malice." Trial ran eight days, with judge's charge to jury given Wednesday.

GUILD FILMS Friday was reported negotiat- ing to buy 191 "Loony-Tunes" cartoons shorts from unidentified seller through William Mor- ris Agency. Deal would mark one of biggest buys of up-to-date movie properties for tv showing.

February 14, 1955 • Page 7
WKY-TV proudly hoists its record of CONTINUING DOMINANCE!

IN 30 OKLAHOMA COUNTIES (Nov. '54)

AREA PULSE reveals

DAYTIME
WKY-TV wins 41 of 44 average* daytime quarter-hours!

Sta. "B" wins 1 of 44 average* daytime quarter-hours.
(7 a.m.-5:45 p.m., Mon. thru Fri.) (Two quarter-hour ties)

NIGHTTIME
WKY-TV wins 158 of 164 night-time** quarter-hours!

Sta. "B" wins 4 of 164 night-time** quarter-hours!
(6 p.m.-11:45 p.m., Mon. thru Sat.; 6 p.m.-10:45 p.m. Sun) (Two quarter-hour ties)

In 30 County Area
PULSE* reveals
49 of top 50 shows
are on WKY-TV
"Nov. '54

In Oklahoma City
PULSE* reveals
43 of top 50 shows
are on WKY-TV
"Oct. 8-14, '54

In Oklahoma City
HOOPER* reveals
48 of top 50 shows
are on WKY-TV
"Oct. 13-19, '54

In Oklahoma City
ARB* reveals
48 of top 50 shows
are on WKY-TV
"Oct. 21-27, '54

WKY-TV  Sta. "B"

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|       | Sta. "B"
| 10.7  | 6.1   |
| 27.8  | 14.7  |

*DAYTIME average quarter-hour rating
(7 a.m.-5:45 p.m., Mon. thru Fri.)

**NIGHTTIME average quarter-hour rating
(6 p.m.-11:45 p.m., Mon. thru Sat.,
6 p.m.-10:45 p.m. Sun.)

Owned and Operated by
The Oklahoma Publishing Co.
The Daily Oklahoman
Oklahoma City Times
The Farmer-Stockman
WKY Radio
Represented by
The Katz Agency, Inc.

Channel 4
WKY-TV
OKLAHOMA CITY

The Nation's FIRST COLOR TV STATION
New Haven Station Protests NBC WKBN-AM-TV Purchase

PROTEST against NBC's $600,000 purchase of WKBN-AM-TV in New Britain, Conn., was filed with FCC Friday by ch. 8 WNNH-TV New Haven, Conn., presently affiliated with NBC and other tv networks. WNNH-TV charges transfer application, filed late January, is incomplete and contains erroneous data on stockholders of RCA, parent NBC firm.

Petition also charges proposed relocation of ch. 30 WKBN-TV, CBS affiliate, would result in new city-grade service to New Haven and is improper because move is proposed to meet NBC sale condition and not desire of present owners. Petition contends acquisition of WKBN-TV by NBC would redue competition, violate duopoly rule through signal overlap with network's WRCA-TV New York and is not in public interest because combined areas include 17 million people, over 10% of U. S.

Citing expected loss of NBC affiliation and new competition in New Haven for national spot advertising as result of purchase, WNNH-TV also pointed to RCA's "extensive history of anti-trust violations" as further reason why hearing should be designated on transfer bid.

Hughes, Neb., Tv Grant Gets Final FCC Approval

FCC gave final approval Friday to tv grant for Hastings, Neb., ch. 5 to Seaton Publishing Co. (KHAS-Hastings Tribune), affirming recommendation of examiner last month [BR, Jan. 10]. Decision was made possible when competing applicant, Strand Amusement Co., withdrew, Seaton Publishing Co., owned by Fred A. and Richard M. Seaton, also owns Manhitarian (Kan.) Mercury (KMAN), Coffeyville (Kan.) Journal (KGGF), Winfield (Kan.) Courier, Alliance (Neb.) Times-Herald, Deadwood (S. D.) Pioneer-Times, Lead (S. D.) Cell, Sheridan (Wyo.) Press and magazine Western Farmer Life (Denver).

Fred Seaton is administrative assistant-designate to President Eisenhower. He is Assistant Secretary of Interior, former Senator.

Commission also invited comments by March 1 on rule-making proposal by ch. 45 WKST-TV New Castle, Pa., to move to Youngstown, Ohio. It proposed to exchange tv channels 45 and 73 between New Castle and Youngstown respectively, and ordered WKST-TV to show cause why its present grant should not be modified to accomplish this.

Petition by WTRI (TV) Albany, which ceased operation Feb. 1, to postpone from Feb. 14 to Feb. 17 oral argument on its objections to sale of WROM-AM-TV Albany to Lowell Thomas and associates was denied.

NCAA Plan Due Feb. 28

PLANS for 1955 football tv coverage under National Collegiate Athletic Assn. program expected to be disclosed Feb. 28, five days after NCAA's Ty Committee meets in Chicago for last draft of program. College members will receive plans for their approval with final acceptance slated for March 10 announcement.

NCAA Ty Committee met last week in New York to hear network, agency and other recommendations (see story page 59).

SERVICE CLASSIC

SPECIAL one-time only basketball game between Harlem Globetrotters and Washington Generals will be presented from Great Lakes Naval Training Station March 12 on CBS-TV (3:45-4:55 p.m. EST) under co-sponsorship of Amana Refrigeration Co., through Maury, Lee & Marshall, New York, and Maytag Co., Newton, Iowa, through McCann-Erickson, Chicago. These advertisers are sponsors of weekly Big Ten Basketball series, which ends March 5.

FCC to Explore Shift in Lamb Witness Testimony

COUNSEL for Edward Lamb in WICU (TV) Erie license renewal hearing Friday afternoon offered to stipulate entire testimony of Marie Natvig "is false"—including her retraction Wednesday of her previous story linking Mr. Lamb with communists (story page 62). Offer was rejected by Broadcast Bureau on grounds that since she had changed story and was FCC witness, matter must be properly explored.

Mrs. Natvig, who felt she had done Mr. Lamb "a grave wrong," reviewed circumstances in which she considered ex-FCC counsel Walter Powell had suggested false details of her testimony. Witness admitted typing large portions of her story in FCC offices for Commission guidance before taking stand last fall. She said part of typing was done alone and part in conference with Mr. Powell.

Mrs. Natvig said she turned typed notes over to Lamb counsel to prove sincerity of her Jan. 12 offer to recant. Broadcast Bureau asked that notes be produced today (Monday) when case resumes before Examiner Herbert Shafman.

Asked how she ever got idea she was once communist, Mrs. Natvig said Mr. Powell told her he had Cleveland police information to that effect and she had at one time attended party gatherings. She said if mere attendance made her communist she guessed she had been one, but recalled expressing uncertainty during earlier appearance. Witness related she told FBI in Miami during break in her testimony last fall that she wanted to recant. She said she was warned of "dire consequences" of not telling truth and told to "think it over."

UPCOMING

Feb. 14: NARTB Ty Film Committee, Ambassador Hotel, New York.
Feb. 17: Senate's Brickers' conference on Committee of Ty Committee's Jones report, 10:30 a.m., Capitol, Washington.
Feb. 17-18: NCAA Ty Committee meeting, Chicago.

[For other Upcomings see page 114.]

at deadline

PEOPLE

MRS. MIRIAM SCHOTT placed as head of newly-created field research department, William H. Weintraub, N. Y. She will direct company's expanded operations in consumer preferences and product testing.

JACK BEATON, account executive since 1947 with John Blair & Co., N. Y., staff representative, joins sales staff of WNEW New York.


ROBERT W. SARNOFF, NBC executive vice president, appointed chairman of National Multiple Sclerosis Society fund raising drive for option.

J. PATRICK GALLAGHER, head of special industrial sales for Communication Products Div., Allen B. DuMont Labs, delivered demonstration-talk Friday before members of Southwestern Institute of Radio Engineers, Dallas.

Senate Juvenile Report To Await Further Study

EXPECTED special report on television programming by Senate Juvenile Delinquency Subcommittee will be held up until more hearings and studies are held, Sen. Estes Kefauver (Tenn.), chairman, said Friday. James H. Bobo, new chief counsel for subcommittee, said hearings are at least three weeks or more away, because he will need time to evaluate what already has been done in tv and what is needed.

Sen. Kefauver's statement came after publication of alleged portions of report by columnist Drew Pearson, but subcommittee spokesman said this was not reason report was shelved. In his column, Mr. Pearson said that "a copy of the report also was sent to interested networks for their comments and the bowel that came back has echoed around Senate committee rooms."

All networks Friday denied Mr. Pearson's statement that they were furnished draft copies of report by subcommittee.

Atomic Blast Next Spring To Test Electronic Gear

ATOMIC Energy Commission issuing invitations to media to observe civil defense exercises during spring series of test explosions in Nevada. Tests start in mid-February, with "open-shot" tentatively set for mid-April. Industries of all types to participate in open-shot tests, with 30 electronic manufacturers supplying equipment through Radio-Electronics-Television Manufacturers Assn. Apparatus will be placed around "see-the-blast" area to determine how it holds up under shock, heat and radiation (Closed Circuit, Nov. 29, 1954).

Lees From FCC, CAA Head Tall Tower Study

FCC Commr. Robert E. Lee and CAA Administrator F. B. Lee were chosen co-chairmen for special tall tower committee of Air Coordinating Committee at organization meeting in Washington [BR, Feb. 7]. Commr. Lee replaces Commr. Edward M. Webster as FCC representative on ACC for this purpose.

Special committee was established when top level ACC decided to study an airspace sub-committee's recommendation that tv towers be limited to 1,000 ft. above ground. ACC recommended that special committee report its conclusions in 90 days.
THE WEEK IN BRIEF

THE BELL RINGS ON PAY TV
FCC calls for comments on toll systems. The two big issues: is it broadcasting—does the commission have jurisdiction?... 27

THE RHEINGOLD AD CAMPAIGN
is the subject for discussion at ad luncheon in New York... 30

THE 'KANSAS CITY STAR' CASE
Newspaper fights government charge of media monopoly... 31

A RADIO HIT TRIES TELEVISION
A 29-year success debuts as a film series... 35

MAKING DO WITH NATURAL LIGHT
KPRC-TV newsroom chief tells how he gets dramatic action shots without using artificial light... 38

MOVIES ARE BETTER THAN EVER
when you see them on a tv set tuned to WTVN-TV Columbus... 42

SIX MORE JOIN VITAPIX
First stockholders' meeting held in New York. Officers re-elected... 56

THE TRAINING OF BROADCASTERS
NARTB to form school association to improve schooling for industry... 58

COMING: BMI RADIO CLINICS
The schedule begins Feb. 23. Many meetings will coincide with trade associations... 60

THE CIO-AFL MERGER
Anti-raiding agreements mean industry won't be affected... 78

TIME FOR POLITICS IN CHICAGO
Majority election campaigners put $100,000 into radio-tv... 79

A RASH OF PROMOTIONS AT NBC
MCA v. n. v. for television network. Four others named... 90

COPYRIGHT DEALINGS IN CANADA
Musical Protective Society asks changes in fees, term... 98

NCCJ AWARDS TO RADIO-TV
Fourteen programs cited for good-will accomplishments... 101

NATVIG TAKES IT ALL BACK
Key witness against Ed Lamb recants testimony tying him with Reds, charges FCC 'brainwashed' her... 62

CBS PROMISES A FIGHT
Network, affiliates pledge opposition to Piotkin recommendations... 68

ANOTHER BLOW IS COMING
The Jones report is due Thursday, two weeks after Piotkin's bombshell... 68

McCONNAGHEY UP FEB. 23
Commerce Committee to hold public hearing on FCC chairman's nomination... 70

departments

Advertisers & Agencies 30
At Deadline 7
Awards 101
Closed Circuit 5
Editorial 122
Education 100
Feature Section 35
Film 56
For the Record 106
Government 62
In Review 14
International 72
Lead Story 27
Manufacturing 96
Networks 90
On All Accounts 24
Open Mike 18
Our Respects 22
Personnel Relations 78
Program Services 60
Programs & Promotion 103
Stations 79
Trade Associations 58

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* Reg. U. S. Patent Office
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BROADCASTING TELECASTING
for the first time,

**VHF**

covering Florida's West Coast

on the air February 14th

**WFLA-Tv**

NBC-TV BASIC (INTERCONNECTED)

Channel 8

Tampa

St. Petersburg

Florida

Announces the appointment of

**Blair**

as exclusive National Representative

Effective immediately
Newest with 6 Majo

BTA-5H!

1. B-Level Modulation improves linearity and fidelity... saves power.

SCA Newest 5 kw AM transmitter. Type BTA-5H. The 10 kw Type BTA-10H is same size, same appearance. Maximum floor area, only 33 sq. ft. Both transmitters are completely air-cooled.
RCA 5-KW "AM"

Benefits, Including Bi-Level Modulation

Just read these exclusive features...

1. Bi-level modulation, accomplished by adding a controlled amount of audio to the r-f driver increases efficiency, reduces power consumption and reduces distortion. Linearity of the power amplifier is greatly improved by varying the drive in proportion to the modulation.

2. BTA-5H requires less "operating" floor space than other 5 kw's—saves up to 40% floor area. Entire transmitter is only 84" high, 130" wide, 32½" deep.

3. BTA-5H is the only "5 kw" with such low tube costs. Power and modulator stages use the new small size, lightweight RCA-5762—costing less than half that of power types in most "5 kw's."

4. It's the ONLY "5kw" with "split-cycle" overload and voltage protection—using thyatron-controlled rectifiers. Circuits work so fast audiences cannot detect "off-air" breaks.

5. BTA-5H holds power bills to the LOWEST in the "5-kw" field through smaller power tubes, fewer stages, fewer tubes (only 23 tubes and 7 different types).

6. BTA-5H is equipped with horizontally-sliding doors front and back. Benefits:
   ✓ Saves over 60 square feet of floor area
   ✓ Provides more elbow room for operation
   ✓ Makes it easier to get at transmitter.

For all the facts about this new 5 kw transmitter... call your nearest RCA Sales Representative. Also ask for bulletin B.6535 shown at right.
'Sucker Bait'

EDITOR:  
...A few years ago the movie industry began to awaken to the fact that "title song" recordings could bring a lot of free picture publicity through the nation's disc jockeys. The success of this sucker bait has become so great that it is now an obvious fact that movie producers plan title or theme songs specifically designed to take advantage of free advertising via the broadcasting industry.

For example, it is said that the picture "Three Coins in the Fountain" grossed approximately $1,500,000 more than it ordinarily would have because of the popularity of the song. At present rates this would have bought a sizeable chunk of broadcast advertising...

Most stations carry some local movie advertising and appreciate getting it, but if they are to continue supporting the "title song" promotions it would behoove the movie producers to show their appreciation on a more equitable basis. Even a per-inquiry timebuyer offers to pay for results.

Verl Bratton  
Manager  
KVOR Colorado Springs, Colo.

Impact:

EDITOR:  
Everyone at Orkin was delighted by the wonderful spread you devoted to our story [B&T, Jan. 26].

From the letters we have received from all over the country, we are certainly impressed with the impact your magazine achieves.

Leon R. Robbins Jr.  
Advertising Manager  
Orkin Exterminating Co.  
Atlanta, Ga.

Telecasting Maps

EDITOR:  
...I was able to put it to use right away...  
Marjorie C. Scanlan  
Kudner Agency Inc.  
New York

EDITOR:  
...I know it will be very useful in all my planning and buying...  
Carol H. Sleeper  
Geyer Advertising Inc.  
New York

EDITOR:  
...a well prepared and instructive research guide...  
Edward A. Fonte, Mgr.  
Media Time Buying Div.  
Ruthrauff & Ryan Inc.  
New York

[EDITOR'S NOTE: Telecasting maps, suitable for framing, show all tv cities in the U.S. and Canada, each marked with a symbol denoting the number of tv stations it has, and include a list of all tv stations on the air in both countries. They are available from B&T at $1 for single copies, $4.50 for five, $8.50 for 10, $15 for 25, $37.50 for 50 and $70 for 100.]

A 'Beaut'

EDITOR:  
The article on the WTVJ (TV) [Miami] network origins (B&T, Jan. 24) was a "beaut." I have had 3,000 reprints run off and I'm sending these out to our national mailing list. I can say a lot of things but it's always better said in B&T.

Burt Toppan  
Promotion Manager  
WTVJ (TV)  
Miami, Fla.
THE CRITICS TALK

about that terrific new musical film show

"EDDY ARNOLD TIME"

says Billboard: "'Eddy Arnold Time' shapes up to be one of the highest potential TV film vehicles. There's no doubt that this show will stack up as winner and possibly rank as another Liberace. "The show follows a definite format with a unique utilization of a music base flavored with a story line. It seems to this reviewer that several innovations production-wise, will prove standard operating procedure for this as well as many other shows using songs and music. "All in all, the show rates as one of those few which are ideally suited for a million and one sponsors, and this probably is going to be the least of the worries confronting the property." —Steve Schickel

says Variety: "This series has a lot of things going for it in the admittedly rugged musical telepix sweepstakes. It marks the telefilm debut of Eddy Arnold, whose name needs little pre-selling what with his RCA Victor recording sales now at the 30,000,000 level...And while Arnold, and rightly so, is the kingpin, it's more than a singleton effort, as he's aided and abetted by a worthy supporting cast in the person of Betty Johnson, a pert, telegenic lass with pipes to match, the Gordonaires, a real pro vocal quartet, and Hank Garland and Roy Wiggins, guitar specialists... "With host Arnold projecting potently throughout, this project has a folksy appeal that escapes the strict country and western idiom without alienating the c&w fans. It could well be the first big telepix winner bearing the Windy City dateline." —Dave

says Janet Kern: "The producers will have the show sponsored and on the air in time to cash in on the mammoth January publicity drive which RCA-Victor is planning in celebration of Eddy's 10th year with them. "The show may have a good chance to make TV film history of the Liberace sort. Arnold has sold over 30,000,000 records in the 10 years (none of his discs has sold less than 250,000 copies). When he replaced Dinah Shore on TV last year, some of his popularity ratings were higher than Dinah's... in fact, there were times he outrated Eddie Fisher, with whom he alternated." —Chicago American

"Eddy Arnold Time" ...a thrilling new half-hour musical film series...

featuring America's all-time singing favorite, Eddy Arnold... supported by a clever, talented cast.

We've Got 'em... Prices, brochures, audition prints, order blanks! 26 half-hours now in production, ready for January release. Let's hear from you!

WALTER SCHWIMMER CO.

75 East Wacker Dr., Chicago 1, Ill.—FRanklin 2-4392
New York Office: Ted Bell, 16 E. 41st St.—LEXington 2-1791
Hollywood Office: Tom Carradine, 5746 Sunset Blvd.—HOllywood 2-4448
"CHAMPIONS!
A TV RATING

A FIRST RUN, BRAND NEW SERIES OF 26 ONE HOUR FILMS (Shot Specifically for Television) featuring match elimination games between champions of the bowling world for major cash awards. America’s top stars under our exclusive contract. This show will build a top rating overnight in any time slot regardless of competition—even the best feature films.

All-Star Bowlers in the "Championship Bowling" Lineup:
STEVE NAGY (1955 All-Star Singles Champion)
DON CARTER (1954 All-Star Singles Champion)
BILL LILLARD  ED KAWALICS
JUNIE McMAHON  BUZ FAZIO
JOE WILMAN  JOE KRISTOF
BUDDY BOMAR  CARMEN SALVINO
PAUL KRUMSKE  ROBBY ROBINSON
AND OTHERS

America’s No. 1 Sports Show on Film
Scores Exceptional Ratings in Market after Market

Here's a typical Metropolitan market experience:
After 3 weeks on the air in Cincinnati (WKRC-TV) at 1 to 2 P.M. Sundays, "Championship Bowling" comes up with a terrific ARB . . .

Here's a typical small market experience: In South Bend, Ind., where 3 stations come into the market, and against the week's top live sports show (CBS fights) on Wednesday night—this is the "Championship Bowling" Hooper:

WKRC-TV 14.2
Second Station 3.6
Third Station 3.0

WSBT-TV 22.0
Second Station 6.0
Third Station 2.0

"Championship Bowling" also scoring rating "strikes" in 62 other markets including:

WPIX-TV—NEW YORK • WGN-TV—CHICAGO
WFBM-TV—INDIANAPOLIS • KHJ-TV—LOS ANGELES
WDAF-TV—KANSAS CITY • KTRK-TV—HOUSTON
KTVW-TV—SEATTLE-TACOMA • XETV—SAN DIEGO
KFEL-TV—DENVER • WHAM-TV—ROCHESTER
WMIN-TV—MINNEAPOLIS

For descriptive brochure, prices and audition film, write, wire or phone

WALTER SCHWIMMER CO.
75 East Wacker Dr., Chicago 1, Ill.—Franklin 2-4392
New York Office: Ted Beil, 16 E. 41st St.—Lexington 2-1791
Hollywood 2-4448
IN REVIEW

THE WOMEN

NBC-TV Monday night reached into its Producers Showcase to display a bejeweled, esthetically scented tv product that no woman could resist and which certainly must have been attractive to even the most cynical among the male audience.

Happily, "The Women," a 90-minute tv adaptation of Clare Boothe Luce's celebrated Broadway play (in 1936) and later a movie box-office hit, pretended to be nothing else but good entertainment. As a result, it's safe to say that more than 97 million (NBC-TV's estimate) attended this performance, that had the lilt of the legitimate theatre, without leaving their tv sets.

The ingratiating tv play, seen both in color and in black-and-white, was a neat production with no slips showing. An outstanding, all-woman cast was as stunning as the fur wraps, glittering jewelry and lovely gowns which provided the necessary sheen, rustle and swish to the "jungle warfare" of the feline socialites.

The tv storyline stayed close to the original play, a biting satire on the distaff side of high society which treats scandal and divorce as the favorite meat of the jungle cats. The scratchiest and nastiest of the "cats" is Sylvia (Paulette Goddard). Her victim in the play is Mary (Ruth Hussey). Mary is Mrs. Stephen Haines, a happily married society matron who is nudged headlong into divorce by the gossip of her "friends," particularly by the dagger-tongued Sylvia.

By Act II we are well into the story: Mary has lost her husband to Crystal Allen (Shelley Winters) and is off to Reno for her divorce. So are a few of her friends. There's a bit of tossing around and a hair-pulling episode between Miriam Aarons (Valerie Bettis) and Miss Goddard that ought to keep viewers talking about tv's realism for a long while.

Act III, which brought into focus the tie-up of the plot—and Miss Winters in a bubble bath (the beginning of a parade of tv bathtub beauties)—immers in the climactic conclusion in which the former Mrs. Stephen Haines, heretofore above the gal-scratch-gal technique, resorts to a bit of clawing herself to win back her husband and restore peace to the Haines' Park Ave. home.

The versatility of the camera was added to excellent staging and stunning performances of the cast to provide another feather to the bonnets of Ford Motor Co. and RCA as sponsors of standout tv program fare. Plaudits also are in order for the network and its producers and directors, and to Sumner Locke Elliott who adapted the play for video.

With such a combination, working with such a cast, one could guess that NBC-TV "couldn't miss." It didn't.

Production costs: Estimated at $125,000.

Sponsored by RCA and Ford Motor Co. through Kenyon & Eckhardt on NBC-TV.

Feb. 7, 8-9:30 p.m., EST as one of the Producers' Showcase series, colorcast every fourth Monday.

Adapted for tv by Sumner Locke Elliott from the stage play by Clare Boothe Luce; produced by Fielder Cook; written by Curt Leng & M. Gordon; director: Vincent Donehue; executive producer: Jack Rayel; associate producer: Bill Nichols; settings: Paul Barnes; costumes: Guy Kent; technical director: Larry Ellkamm; lighting: Jack Fitzpatrick; make-up: Dick Smith.

Cast: Shelley Winters, Paulette Goddard, Ruth Hussey, Mary Astor, Nancy Olson, Mary Boland, Valerie Bettis and Cathleen Nesbitt; also Bibi Osterwald, Pat Carroll, Nina Talbot, Paula Laurence and Jada Rowland.

PATTERNS

AT THE TURN of the century, the most popular melodramas dealt with the struggles of the downtrodden working girl, who had only heaven to protect her from the vicissitudes of poverty and the unwanted advances of lecherous employers.

In the past 50 years, more than times have changed and today the power of the unions is such that the working girl is more to be envied than pitied. The object of public compassion—and attention—in today's dramatic successes is the top echelon corporation executive, striving to retain his human decency (as the working girl once strove to retain her honor) in the dog-eat-dog battle of corporate politics.

It is significant that "Patterns," a tv drama of executive intrigue which occupied the Jan. 12 Kraft Television Theatre hour (9-10 p.m. EST) on NBC-TV, brought such a spate of audience mail and such a unanimity of critical applause that the sponsor revoked the long-standing rule against repeats to bring "Patterns" back last Wednesday.

Significant, and understandable, for "Patterns" is a taut melodrama which pits ruthless strength, personified in Ramsey, head of the company, against faltering decency, exemplified by Sloan, the number three man of the organization. Add virile honesty in the form of young Staples, a newcomer to Executive Row, and the stage is set.

When Staples discovers that instead of being Sloan's assistant he had really been brought in as Sloan's replacement, the play is off at full speed. And when Sloan dies of a heart attack after a tempestuous board meeting scene in which his attempt to defy Ramsey ends in groveling apology, the drama is really mellow.

The final scene, when young Staples manages to keep both his honesty and his job, vibrates with excitement that brings intense viewer interest.

Rod Serling, author of the original tv drama, deserves the applause he has received, for his play is well conceived, his characters sharply drawn. Nonetheless, it must be said that it is far from a true picture of the working of big business. Any company with such management would have been bankrupt years ago, or more likely the stockholders would have ousted Ramsey and his gang before that. But if reality had been considered there'd have been no "Patterns" and an hour of good tv entertainment would have been missed.

Credit for the show's success is not the author's alone. Producer-director Fielder Cook moved the drama along at a pace which left the viewer no time to realize how fast-fetched it all was. Duane McKinney provided an appropriately over-ornate office background. Richard Kiley, Everett Sloane and Ed Begley brought to full-bodied life the somewhat one-dimensional characters of this modern morality play, and Elizabeth Wilson and Joanna Roos...
exactly handled their subordinate feminine roles.

Production costs: Approximately $25,000

Sponsored by Kraft Foods Co. through J. Walter Thompson Co. on NBC-TV, Wed., 9-10 p.m. EST. "Patterns" was the Jan. 12th and Feb. 9th program of the weekly Kraft

Television Theatre series.

Cast: Richard Kiley, Everett Sloane, Ed Begley, Elizabeth Wilson, Joanna Roos.

Author: Rod Serling

Producer-Director: Fielder Cook.

Settings: Duane McKinney.

Announcer: Charles Stark.

** **

BOOKS


THE CRITICS who so loudly and frequently attack television as corrupting the nation's youth, degrading the national taste, destroying the national pastime and being responsible for practically all of our national disorders are themselves the target of Mr. Wylie's provocative opus, Clear Channels.

Television, he declares, is what it is, not because of any dark, deep plot among TV programmers but simply because the American people are what they are. "Television," he says, "will start feeding nothing but programs for educated people just as soon as the people are ready for them. In the meantime, since we're not there yet, television is offering a number of choices which, in appeal, flavor and decibels, range somewhere between Bert Parks and the symphony."

In a book that ought to be not only read but studied by both the producers and the viewers of TV programs, Mr. Wylie makes an earnest plea to those who want to improve television that they think before they speak and act after they think.

STANDARDS FOR A STRONG AMERICA

American Standards Assn., N. Y. 100 pp. $3.

FORTY PAPERS, including two on standards for color TV and their commercial practicability, are contained in this volume, the proceedings of the Fifth National Conference on Standards held last November in New York. Knox McIlwain, chief consulting engineer, Hazeltine Electronics Corp., and J. W. Wentworth, manager of RCA's TV Terminal Equipment Engineering Group, delivered the papers on color TV.

BBC 1955 HANDBOOK, British Broadcasting Corp., London. 224 pp. Five s. ($0.70).

"AN AUTHORITATIVE work of reference... on all matters relating to the BBC and its activities" is how the BBC describes this book, and that appears to be an exact description. The first half of the pocket-size volume is devoted to an explanation of what the BBC is, how it is organized and how it operates. Then comes a review of the past year's activities, including program lists and financial data. The final section contains other pertinent information, such as lists of radio and TV stations, coverage maps, number of radio and TV licenses from 1927 to 1953, etc., concluding with the text of the new BBC charter.

SINGLE SIDEBAND FOR THE RADIO AMATEUR. American Radio Relay League, West Hartford, Conn. 208 pp. $1.50.

IN THIS volume, American Radio Relay League's headquarters staff has digested more than 30 articles on the subject of single sideband transmission and reception first published in QST, monthly organ of AARL.

BROADCASTING • TELECASTING

February 14, 1955 • Page 19
Want Ad

Once upon a time there was a Brooks-Brothers type promotion manager working for a radio-television station in West Virginia. Late one Monday night in bed he let his copy of Broadcasting fall as he ran his fingers through his brush cut. He had a Big Thought. "Eureka," he whispered. "Every ad in the book got more claims in it than a uranium range in Utah. We're going to play it soft."

"No claims?" asked his wife, a light sleeper.

"No claims!"

"What'll you say? How'll you get it past Top Management. What'll the men at Branham say?"

"Won't show it to 'em until it's published."

And that's how it happens that
West Virginia's
Charleston
Huntington
Stations, with exclusive CBS
tv programming for the 402,584 tv homes in its coverage area (Channel 8) (national reps: The Branham Company) (the only VHF station which covers W. Va.'s 1st and 2nd markets with a Grade A primary signal) is looking for a new promotion man. Know anybody?
IT TOOK Walt Tibbals only one month after joining BBDO to decide "this is where I want my roots." As vice president in charge of West Coast production, in 1933, 13 years later, he continues to meet each agency challenge with the same sure-footed enthusiasm.

Walter Allison Tibbals didn't fall out of the cradle and into BBDO, though. Born in Red Bank, N. J., August 2, 1913, he attended "and was thrown out of" various prep schools. Instead of taking his scholarship to Rutgers U., he joined Standard Oil Co. of N. J. in 1929 as charter clerk in the marine department. During 1932-34 he worked for several brokerage firms, sold insurance and real estate, opened and closed a N. Y. model agency and sold classified advertising for the New York American.

In March 1934 he joined WNEW New York after a friend in his apartment building referred him to the late Martin Sheridan, then advertising manager of Philip Morris, who, in turn, convinced Milton Blow, then president of Biow Co. (now board chairman of Biow-Beirn-Toigo), that young Mr. Tibbals was necessary to the operation of the newly-purchased station. During the hours between 9:30 p.m.-4 a.m. he ran the switchboard, did spot announcements and typed and sent out recipes for a cooking show. A year later he went on daytime, doing fan mail analysis, coverage maps, continuity, announcing, engineering plus sound and acting.

Blow used WNEW for talent auditions and Mr. Tibbals got to know Reggie Schuebel, head of the agency's radio department (now head of her own agency). In 1938 she asked him if he'd like to work for Blow. As this was what he had been planning, his answer was "yes."

That spring he joined the radio department and served as production man on Philip Morris programs. From NBC Radio Philip Morris Program he progressed to the similar one on CBS Radio and the added duties of timebuyer on such accounts as Postal Telegraph (now defunct), Hills Bros. (Dromedary products) and Sweets Co. of America (Tootsie Rolls). By the end of 1939 he had chalked up service on MBS What's My Name? and served as producer-director on the succeeding MBS Where Am I? and Name Three (Dunhill Cigarettes).

After the agency acquired Eversharp, they bought "a little piece of paper from a guy in Atlanta" out of which came CBS Radio Take It Or Leave It with Mr. Tibbals as producer-director.

Leaving Blow in July 1942, he joined BBDO the following month as director on CBS Radio Bright Horizons (Lever Bros.). He was then assigned to NBC Radio Phil Silvers' Hour of Charm and, after producing and directing CBS Radio Fashions in Rations (Served), he got into spot announcements with Bob Foreman (now vice president in charge of radio-tv). During 1943-47 the pair made spot announcements for the 62 BBDO clients in new spot radio and out of this period came "Chiquita Banana" for United Fruit, "Wildroot Cream Oil Charlie" for Wildroot and "Smoke Kools, Smoke Kools." As BBDO is the agency for the Republican National Committee, Mr. Tibbals was assigned to travel with candidate Thomas Dewey in the 1948 Presidential campaign. Back from the election war, he became agency producer on CBS-TV This Is Show Business (Lucky Strike) and Charlie Wild, Private Detective (Wildroot), Long enthusiastic about tv—he had done a closed-circuit tv sales meeting for Bulova in 1940 while at Blow—he was put in charge of the audio portion of NBC-TV Hit Parade from 1949-51 with time out to travel with Gov. Dewey's re-election retinue.

In the fall of 1952 he hit the road with the Eisenhower Presidential campaign to produce all radio and tv speeches until after the election was won. The end of that year found Mr. Tibbals on his way to California and by February he was settled in BBDO's Hollywood office with the new title of vice president in charge of West Coast production.

As such, he guides the destinies of CBS-TV General Electric Theatre (GE); CBS-TV Jack Benny Show, Private Secretary (Lucky Strike); CBS-TV Lastie, NBC-TV Dear Phoebe (Campbell Soup); CBS-TV George Burns and Gracie Allen (B. F. Goodrich, alternating); ABC-TV Cavalcade of America (Pepsi); three-weekly CBS-TV Art Linkletter (Lever Bros.); CBS-TV Bob Crosby (General Mills); NBC-AM-TV You Bet Your Life (De Soto); West Coast regional tv This Is Your Music (Pacific Telephone & Telegraph); western regional tv Waterfront (Standard Oil Co. of Calif.); 12 western states tv Eddie Cantor Comedy Theatre (Burgermeister Beer); ABC Radio West Coast Burgie Music Box; and three-month series Bros. for Royal Crown Cola on 195 tv stations.

Believing that programming, in which he is particularly concerned, has made the rounds in popularity from quiz to mysteries to situation comedy. Mr. Tibbals believes the next great category will be science fiction. He also looks for daytime tv to really come into its own within the next several years.

Walt and Marjorie Tibbals make their home in Beverly Hills with their 10-year-old daughter. Now that he is a Californian, he has substituted golf for polo and fox hunting. He can also stand up and be counted among the hi-fi addicts. Adhering to the formula, "if you lose your sense of humor, you're dead," he claims perfect health with nary a sign of an ulcer.
There's no hitch... it's all very legal... and the formula works perfectly.

Around these parts the lady of the house takes it easy at sometime during the afternoon. Pop's at the salt mine, the kids are in school or taking naps, and it's the one special time when she can drop down completely relaxed and become engrossed in her favorite WFAA-TV matinee.

In the middle of it all you aim that commercial at her. In her relaxed and receptive mood she's a sitting duck. There goes her pocketbook... mark up another sale for you. It's legalized larceny in broad daylight, and look...

You catch thousands just like her with Channel 8. Because EVERY DAY FROM 12 NOON UNTIL 6 P.M., MONDAY THRU SUNDAY, WFAA-TV HAS MORE AUDIENCE THAN THE OTHER TWO DALLAS-FORT WORTH STATIONS COMBINED. Check the December Dallas Telepulse and see for yourself. You'll see, too, that WFAA-TV HAS SEVEN OF THE TOP TEN MULTI-WEEKLY SHOWS. You'll also see sales start moving up if you'll quickly call your Petryman for availabilities that let you reach this double size audience at daytime package rates that cut the cost in half.

How to Snitch a Lady's Purse in Broad Daylight!

Ralph Nimmons, Station Manager
Edward Petry & Co., National Representative
Television Service of The Dallas Morning News
GEORGE BELL BOGART

on all accounts

GEORGE BELL BOGART is a Chicago advertising agency executive who freely admits to an "implicit faith" in the effectiveness of radio. As account supervisor at Calkins & Holden, he has taken many opportunities to boost the medium to the agency's clients.

The Chicago advertising fraternity knows Mr. Bogart best as the creator of the catchy slogan, "What do you want to buy? What do you want to pay? State Street's got it every day." It has been running on Chicago radio stations for the past two and a half years as part of the State Street Council's projected campaign of radio spot announcements for which he made the original presentation in 1952.

In his present capacity Mr. Bogart consults on all accounts of Calkins & Holden's Chicago office, with emphasis on those radio and/or television, including Marshall Field & Co., Berlitz Schools of Languages of America and Stokely-Van Camp (canned foods).

A native of Albany, N. Y. (born June 29, 1904), Mr. Bogart was graduated from Williams College in Williamstown, Mass., in 1926 with a BA degree after attending New York public schools and St. Paul's School in Garden City, L. I.

He spent his early years in department stores (one and a half) with James R. McCrery and (six and a half years) with R. H. Macy & Co. in various merchandising capacities. Then he wanted to see what made advertising tick.

He joined Young & Rubicam in New York, holding successive positions in market research, merchandising and media and working on the account executive staff. After seven years with Y&R, Mr. Bogart engaged in management engineering work with Booz, Fry, Allen & Hamilton.

Returning to the agency field, he became associated with the now defunct Sherman K. Ellis organization, handling McLaughlin's Manor House coffee and working on all phases of the Aunt Jemima account.

In December 1945 he helped organize the J. R. Pershall Co. agency as vice president and director. Working with Robert Pershall, he serviced the Commonwealth Edison account for eight and a half years (it no longer is with Pershall). He resigned from Pershall in June 1954 and joined Calkins & Holden.

Mr. Bogart is a founding governor of the AAAA Chicago chapter and current vice chairman of the Chicago AAAA Council. He belongs to the Chicago Federated Advertising Club and Broadcasting Advertising Club.

He married the former Louise Crossley. They have four children—Peter, 16, Jane, 14, Mary Louise, 12, and Elizabeth, 9.
WJNO-TV

“America’s Showcase Station”

100,000 watts

CHANNEL 5

South Florida’s VHF NBC Primary

for

10 Counties of the Palm Beach Area

200 Network Hours of NBC, CBS & DuMont Monthly!

Participations Available Now in “Today” & “Home”

Base $25.00 each—less discounts.

One of the Lowest Cost Per Thousand Buys in the South!

Call

VENARD, RINTOUL & McCONNELL,

INC.

NEW YORK
MU 8-1088

CHICAGO
State 2-5260

LOS ANGELES
Dunhill 8-4151

SAN FRANCISCO
Garfield 7950
DON'T "PICK BLIND" IN SHREVEPORT!

LOOK AT KWKH'S HOOPERS!

Latest Hooper figures are eye-openers. Look how we're liked by the hometown folks in Metropolitan Shreveport—and they represent just 15% of the listeners in our total coverage!

<table>
<thead>
<tr>
<th>TIME</th>
<th>KWKKH</th>
<th>STATION B</th>
<th>STATION C</th>
<th>STATION D</th>
<th>STATION E</th>
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<td>MON. thru FRI. 8:00 A.M. - 12:00 Noon</td>
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<td>11.2</td>
<td>8.5</td>
<td>24.0</td>
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LOOK AT KWKH'S SAMS AREA!

S.A.M.S. shows KWKH with 22.3% more daytime listeners than all the other Shreveport stations combined. But cost-per-thousand-homes is 46.4% less than the second Shreveport station!

KWKH
A Shreveport Times Station
TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Bronham Co. Representatives
Henry Clay General Manager
Fred Watkins Commercial Manager
THE WHOLE CONCEPT of the 34-year-old American system of broadcasting—programs broadcast free to the American public—was opened to what is sure to be a national and months-long debate Friday when the FCC took the long-expected step and issued a notice of proposed rule-making on subscription TV.

Potential revision of American broadcast practices, which would permit the broadcast of television signals that could not be received unless paid for by home viewers, is believed certain to involve not only broadcasters and networks, advertisers and agencies, but also theatre owners and producers, sports promoters, educators, radio-TV manufacturers and, undoubtedly, spokesmen for the public.

Here are some of the biggest questions which the Commission raised in its notice last week:

- Does the FCC have the power to permit, prohibit or regulate subscription TV?
- What impact would pay-see television have on advertiser-sponsored television?
- What would subscription TV cost the public for equipment, receiver modification and program fees?
- What would it cost stations for equipment and modification of existing gear?
- Who would produce and distribute subscription programs?
- How much time would subscription programs occupy in broadcast schedules?
- Should subscription TV be limited to uhf or small market stations?
- Who holds patents on subscription devices?
- What licensing plans do patent holders propose?
- Would pay-see create signal interference with the present system?
- Should one pay-see system or more than one be authorized?
- How would the public be protected against obsolescence of equipment?

Inclusion of the legal question came after what was understood to have been a protracted and sharp internal FCC debate. Some commissioners felt that the FCC's power to act on subscription TV, if in the public interest, was unquestioned. The notice invited comments on the series of questions by May 9, with replies scheduled for June 9. It said that the FCC would then decide whether further proceedings—including oral hearings and demonstrations—are necessary.

FCC Comr. Frieda B. Hennock, in a separate

BASICS differences among the three leading proponents of subscription TV are in their methods of collecting the fee for clearing up the distorted picture.

Zenith: The leader in the field, Zenith Radio Corp. originally planned to decode the garbled video signal at the home receiver via regular telephone connections, with the charge for the program added to the subscriber's regular telephone bill. However, when the Chicago radio-TV manufacturer submitted its formal petition to the FCC in 1952, it stated that there were a number of other ways by which the decoding and billing could be accomplished. It did not specify the alternative methods.

Skiatron: This company, which holds the rights to Subcriber-Vision, has suggested a punch-card method of decoding and payment. In this system, the viewer would

Purchase a coded-card (similar to an IBM card) which would be fitted into the decoding machine to unscramble the picture. Subcriber-Vision was originally developed by Skiatron Electronics & Television Corp. Skiatron TV Inc. is headed by Matthew Fox, who also holds major interests in the motion picture and television film fields (Motion Pictures for TV Inc.).

Telemeter: International Telemeter Inc. has been experimenting with subscription TV at Palm Springs, Calif. It has keyed its principal on the use of an actual cash box attached to the TV receiver to decode and collect the fee. Similar to the coin-operated gas meters of the early 20th century, Telemeter would have subscribers insert nickels, dimes, quarters and half dollars in the coin-box in order to clarify the picture.
should be considered in a general rule-making proceeding in which all phases of the problem may be addressed, careful consideration."

Zenith filed its first petition in 1932.

Last September, Skiatron Tv Inc. also filed a form in the Commission that the Commission authorize its version of pay-tv [BT, Sept. 20, 1954]. In the Skiatron petition, it was recommended that subscription tv be limited to uhf stations for at least three years after the date of the petition.

Zenith may be the answer to the Commission's approval of the Skiatron proposal, a baker's dozen tv stations, mostly uhf, asked the FCC to institute rule-making action on subscription tv. They claimed pay-tv might be the answer to their plight.

All subscription tv systems have certain common techniques. The picture is transmitted in scrambled form over the air and appears on the home screen as a jumble of distorted lines. Home subscribers, through various means of decoding and payment, can unscramble the distorted picture so that it is as clear and sharp as when receiving a regular telecast.

TV owners to their television sets are decoders have been advanced.

Scrambling the picture, an element of the signal is either deleted or altered.

Proposed decoding devices, all attached to the home receiver, have been advanced.

Originally, Zenith proposed using telephone lines to feed the decoding impulse to the receiver and also to permit billing. This was called "telecasting." More recently, Zenith proposed the transmission of the decoding signal over the air, with coded IBM-type punchcards the means by which the home receiver jitters the picture is cleared. It now calls its system the Aircode System.

Skiatron Uses Punchcards

The use of punchcards has been the method Skiatron proposed from its inception. It calls its system SenderVision. This was originally developed by Skiatron Electronics & Television Corp. Skiatron Tv Inc., which bought the rights from the parent company, is handled by Matthew Fox (Motion Pictures for Television and interests in the motion picture field).

How the punchcards are bought and paid for are different for each system, although there are similarities.

A final entry, which is not yet a formal participant before the FCC, is Internationale Telemeter Corp., Hollywood, Calif., 57% owned by Paramount Pictures Corp. Its system, which it calls Telemeter, transmits the use of a telephone line to the home receiver. Payment of the required amount, using coins, activates a decoding apparatus which clarifies the distorted picture.

All three protagonists have conducted experimental demonstrations of the technical feasibility of their individual systems. Zenith held a 300-family, 90-day test in Chicago in 1954. Skiatron experimented in recent years over WOR-TV New York. ITC tested its system on a closed-circuit basis early last year, using its own community tv system in Palm Springs, Calif.

Proponents of subscription tv hold that it is a supplement to regular, free tv and that it will be used to bring to the public major events, first-run movies and other "quality" programs not now available on commercial tv. Originally, Zenith proposed its advocacy on the ground that tv could not be a commercial success solely under advertising sponsorship.

The FCC summed up the supporters' arguments in these words in its notice last week: "The petitions presently before the Commission urge the authorization of a subscription television service. The petitioners submit that subscription television would open new vistas of entertainment and information to the industry by making available to the viewing audience programs that could not otherwise be broadcast by the various stations in light of existing operating conditions or program restrictions. They urge that the quality of programs that would become available under subscription television would enable uhf stations and non- network and network affiliates for a larger share of the television audience. The petitioners submit that uhf stations can present high quality programs, through the medium of subscription television, to a majority of the public who would be willing to make direct payments of reasonable charges for the privilege of receiving high quality television programs of a type not currently available.

In addition, some of the petitions presently before us urge that subscription television be limited for a time to uhf operations, or that they be decreed "limited" by the FCC. Following are the questions asked by the FCC in its Notice of Rule-Making on subscription tv, issued Friday:

I. Questions of Law

A. Whether the Commission has the authority under the Communications Act of 1934, as amended, to regulate subscription television operations.

B. Whether subscription television constitutes "broadcasting" within the meaning of section 3 (c) of the Communications Act of 1934, as amended; and if it is not "broadcasting," whether subscription television constitutes a common carrier or other type of service, and whether the Commission has the authority to permit subscription television to employ channels assigned to television broadcasting.

C. If, under the Communications Act of 1934, as amended, the Commission does not have the authority to authorize and regulate subscription television, what further action would be required in order to permit the Commission to authorize and regulate such a service?

D. What rules and regulations of the Commission would have to be amended in order to permit the Commission to authorize and regulate subscription television operations?

(Comments with respect to the following questions of law should be submitted in the form of a brief or memorandum of law and should specify with clarity the provisions of law and legal precedents relied upon for authority.)

II. Questions of Fact

Information and data should be submitted with respect to the following matters:

A. Technical data relating to the operation of proposed subscription television systems, including information as to the complexity and the dependability of the equipment to be employed in the systems proposed.

B. The extent, if any, of the degradation to the quality and character of the primary broadcast service, either monochrome or color, that would result from subscription television operation, as well as any interference that would be caused by such operations to other stations on the same channel, adjacent channels, or other pertinent frequencies. Information should be included relating to any adverse effect that would be caused to receivers now in the hands of the public by subscription television operation.

C. Data relating to the cost of equipment, including the cost of necessary modification of existing transmitters and receivers for subscription television operations.

D. Data with respect to the cost of the proposed subscription television service to the viewing audience.

E. Information with respect to the means, methods and organization to be employed by the proponents of subscription television systems in their use of the television broadcast frequencies, including complete information with respect to the plans and proposals of interested persons who intend to engage in subscription television operations.

F. Information with respect to the needs of the television broadcasting industry for additional revenue and program resources that would be made available through the medium of subscription television.

G. Information relating to the extent that certain information, events and entertainment are now unavailable to the public over existing television broadcasting and the effect of the current trends in this respect, as well as the anticipated capacity of subscription television to increase the use of television broadcast frequencies as a medium for bringing such material to the public.

H. Information relating to the anticipated nature and extent of the use of time on commercial television stations by subscription television operators.

I. Information relating to the length of time anticipated to be used by the proponents of subscription television in existing markets.

J. Information indicating who controls the patents on the devices to be used in transmitting and receiving equipment for subscription television; and information with respect to the arrangements that will be employed for the licensing of such patents for the competitive manufacture of subscription tv equipment.

K. Information disclosing the role to be played by the motion picture industry in subscription television.

L. Information disclosing the role to be played by the networks in subscription television.

M. Information indicating who will control the production and distribution of programs.
PAY-SEE TV: CURSE OR BLESSING

AGAINST . . .

If FCC sanctions subscription TV, its control of all TV broadcasting and receiving will be turned over to a handful of patent holders, Harold Wolff, public relations counsel for the Joint Committee for Toll TV, charged Tuesday in his first address as JCTT spokesman.

Mr. Wolff, speaking at the Chase Hotel in St. Louis at the Allied States Theatre Ass'n's second annual drive-in convention, asserted that if FCC gives a green light to toll TV, "the stage would be set for a giant grab of the public domain which would lead to a $1 billion-a-year combine tying Hollywood, Broadway, sports and television together in a powerful monopoly."

This domination, Mr. Wolff declared, would allow "total and totalitarian control" of everything in the tv-entertainment-field sports fields.

Mr. Wolff warned that proponents of toll TV already have mustered powerful support in their favor. He scored "the campaign to sell the idea of subscription television to the American public, to Congress and to the FCC," as "one of the most successful public relations campaigns we have ever seen—well conceived, heavily financed and skillfully executed."

Mr. Wolff charged proponents of subscription TV with having "won over to their side" a list of prominent people in various fields, listing them in this manner: "Important producers—Goldwyn and DeMille; top performers—Ralph Bellamy, president of Actors Equity; advertising agencies—William Lewis, president of Kenyon & Eckhardt; Congressmen—Sen. Schoeppel, college professors—John T. Rule of M.I.T.; technical organizations—Herbert Barnett, president of the Society of Motion Picture & Television Engineers, and sports leaders— Abe Green, commissioner of the National Boxing Assn., Branch Rickey and Walter O'Malley."

"They have enlisted the support of men likely to influence the FCC—James Landis, Telford Taylor and Wayne Coy, and are reported to have at least two members of the Commission converted to their case." (Mr. Wolff did not identify the two FCC members.)

He also asserted that toll TV proponents have influenced more than two years a wide segment of "prominent movie, radio and TV columnists, as well as feature and business writers on major papers and wire services" and various national magazines.

Mr. Wolff charged that the proponents have not presented all the facts before the public because it [pay-TV] would render obsolete every existing TV set.

Mr. Wolff said that the subscription TV argument that toll TV can exist together with commercial TV is faulty, particularly on the matter of reducing the costs to the advertiser: "How can splitting the audience, which they [proponents] promise they can do, make the cost of a program any less? Can they answer that one in detail and on the nose?"

He also asked as to what plans the proponents would make to clear the "not easily arrived-at arrangements with the unions."

He said long-range agreements now exist, unless restrained, it would be impossible to deliver first-run Hollywood features on TV today. His questions: Do subscription TV proponents now have agreements with the various unions, particularly the musicians' union, and if not, will the "gadgets" be sold first and then efforts made to work out agreements with unions?

Mr. Wolff also said he was uncertain as to what toll TV adherents propose the "great electronics industry do while they are juggling gadgets and programming and financing."

FOR . . .

CITING the benefits to the public and the entire entertainment industry that will be created by home subscription television, the National Theatre Arts Council Friday urged the FCC to authorize commercial operation of subscription TV at the earliest possible moment.

Home subscription TV will add a new dimension to the entertainment scene which will double or triple productive activity in both Hollywood and New York," Byron Bentley, president of the National Theatre Arts Council, said in a letter to George C. McConnaughey, FCC chairman. "It will greatly expand the employment horizons of writers, composers, actors, directors, musicians, dancers, singers, designers and all those who contribute to the creative side of our entertainment."

"Moreover," he continued, "it will make available to millions of Americans entertainment which they have never before been able to see in their homes—Broadway plays, the latest films, the nations great opera companies, etc.—and at only a fraction of the cost of seeing them outside their homes."

Mr. Bentley said that subscription TV will give Broadway producers, for the first time, an opportunity to benefit from the mechanical syndication of their own creative efforts.

"Instead of seeing their work given national distribution almost exclusively through movie theaters," he said, "they will be able to put their plays directly into the nation's homes for the enjoyment of millions who can never otherwise see a Broadway play."

Subscription TV will bring enormous benefits to film producers, he said, by creating a far greater demand for their product and vastly expanding their box office through an efficient system of distribution direct to the homes.

Mr. Bentley denounced the efforts of motion picture theatre exhibitors to throttle home subscription TV before the public has had an opportunity to sample it. He called movie exhibitors "the only ones concerned with no consideration to the entertainment industry who create nothing, who live on the creativity of others."

He charged that movie exhibitors are trying, for their own selfish benefit, to limit the creative potential of all stage and film producers, by permitting them no outlet but movie theaters.

"On the other hand," he said, "home subscription TV stands ready to play a revolutionary role in the economic health of the entertainment industry."

Mr. Bentley urged the FCC to see that the interests of the public, and of the varied creative talents on which our entertainment industry is based, will be served rather than those of a "small group" monopolizing or strangling one of our great fountain heads of entertainment.

FEDERAL COMMUNICATIONS COMMISSION

Mary Jane Morris

SECRETARY
HOW MISS RHEINGOLD SELLS BEER

Advertising Women of New York hear of outstanding record compiled by brewery's promotion over 15 years.

"SPECTACULAR success" was the theme of the Advertising Women of New York's luncheon held Thursday at the Sheraton-Astor. William C. Matthews, vice president and account executive, Foote, Cone & Belding, told the group that Rheingold and the "Miss Rheingold" 15-year record of successful salesmanship on behalf of Rheingold Extra Dry Beer resulted in the firm's sales record breaking the previous year's sales records and that of each preceding year—ever since the beer was introduced in 1938.

He asserted there was only one election in the country that draws more ballots than the Miss Rheingold election—and that's the presidential. The recent election for Miss Rheingold polled over 23 million votes.

He said this "pretty girl" concept is brought home to the public by over seven billion advertising impressions during the year through all means of advertising media.

In addition to the advertising method being a "spectacular advertising success," it also has changed the whole pattern of selling beer. Mr. Matthews said. Beer has moved from the tavern to the home and is purchased mostly in packages rather than as draught, as it had been in former years. Another factor is the rise of women in the role of family buying agent and consumer, he said.

Valentino Sarra, head of his own commercial photography firm, Sarra Inc., spoke about the cost of today's television which is continually costing more and more, partly because of increased union costs, and that subsequently his tv commercial products were increasing in cost also.

McKesson & Robbins

Tie-in Plan Offered

PLAN was offered last week by NBC Radio to manufacturers of products sold in drug stores under which they could cooperate with McKesson & Robbins in sponsorship of two NBC shows and share in the M & R national merchandising services.

Details of the "Red Carpet Plan" were announced last week by Ted Cott, operating vice president of NBC Radio, who set up arrangements in conjunction with Herman Nolen, executive vice president of McKesson & Robbins.

The plan requires a manufacturer to cooperate with M & R in the sponsorship of two "low-cost" shows—"The Doctor's Wife" (Mon.-Fri., 10:30-10:45 a.m. EST) and "The Great Gildersleeve" (Sun-Thurs., 10:15-10:30 p.m. EST).

The advertiser, Mr. Cott said, will benefit from merchandising and selling services of McKesson & Robbins. These will include cooperation from M & R's 1,200 salesmen, who will carry special promotional material detailing the plan and describing the manufacturers' participation; product tie-in and advertising with the wholesaler's institutional drug advertising; requests from McKesson's 100 telephone sales girls to display and push the plan and the advertiser's products.

NBC will devote a minimum of two participations per week to the drugstores of America, emphasizing their vital services to the community and urging the public to patronize them. Of the 30 participations per week available under the plan, 18 will be offered to prospective "Red Carpet Plan" advertisers. In order to participate, the advertiser must purchase a minimum of three commercials per week for 13 weeks.

Cost of the "Red Carpet Plan," according to Mr. Cott, runs as low as $1.10 per 1,000 impressions, with a typical weekly schedule of two morning and one evening participations, averaging only $7.50 per week.

Four Companies Arrange Sponsorship on ABC Radio

COMPLETION of four sales by ABC Radio was announced last week by Charles P. Ayres, vice president in charge of ABC Radio.

The sales are: San Francisco Brewing Corp. (Burgermeister Beer), through BBDO, San Francisco, for "Burgermeister Music Box" on Saturday and Sunday evenings at 2 p.m. MST; H. B. McConathy, Inc., through McCann-Erickson, New York, for "Budweiser," on Tuesday and Friday evenings at 10 p.m. EST; and W. C. Matthews & Co., through Foote, Cone & Belding, New York, for "Budweiser," on Saturday afternoons at 2 p.m. EST.

Modern Romances (11-11:15 a.m. EST) on Feb. 15 and 17 only; Eugene Stevens Inc., New York, through Friend, Krieger & Rader Inc., New York, for "How to Save Money on Your Car" on March 6 only (6-6:15 a.m. and 9:15-9:30 p.m. EST), and "Changing Times" magazine, Washington, through Albert Frank-Guenter Law, New York, (6-6:15 p.m. and 9:15-9:30 p.m. EST) on Feb. 13, 20 and 27 and March 13, 20 and 27 only.

Nance Starts Adv. Week

With 4 TV Network Speech

BENEFITS of advertising will be recounted by James J. Nance, president of Studebaker-Packard Corp., in an address on the four tv networks kicking off Advertising Week Feb. 13-19.

The industrial leader will keynote the television industry's salute to advertising in activities being sponsored by the American Advertising Federation.

J. L. Van Volkenburg, president of CBS- TV and chairman of Advertising Week, said Mr. Nance will trace the relationship between advertising and advertising media, including radio-tv, as forces in American life.

Salutes will be pinpointed locally in panel programs by individual stations, with industry leaders discussing advertising benefits to the community and area. Time and program makeup in each city were not announced as of early last week.

Falstaff Buys 'Game of Week'

On CBS-TV for 1955 Season

FALSTAFF Brewing Corp. has announced its signing with CBS-TV for the 1955 series of "Game of the Week" baseball telecasts, beginning with the Giants-Indians spring-training contest April 2 in Dallas. This is the third year that Falstaff has sponsored the series which was previously seen on NBC-TV.

The series, featuring sportscasters Dizzy Dean and Buddy Blattner, includes 26 Saturday afternoon games in both major leagues and is to be televised nationally excluding major league cities and those minor league cities where the local baseball team is playing at the same time.

Fifth Inside Adv. Week Slated for April 17-22

FIFTH annual Inside Advertising Week, sponsored by Assn. of Advertising Men and Women, New York, will be observed April 17-22, according to Edgar V. Hall, McGraw-Hill Publishing Co., general chairman for the event. Honorary chairman is Charles C. Green, managing director, Advertising Club of New York.

Hotel Biltmore, New York, will be headquarters for Inside Advertising Week.

The week is designed to introduce college advertising seniors to advertising's behind-the-scenes operations. Leading companies, service organizations and advertising clubs cooperate with AAM&W in instructing and entertaining the students during the week of lectures, tours, lunches, dinners and conferences.
Movie Tie-In
OLYMPIC Radio & Television Inc., New York, set manufacturer, is ready to launch an advertising-promotion campaign on local radio and TV in newspapers in 50 key markets, tying in with the premiere of Columbia Pictures' film, "The Long Gray Line," in each of the cities.

Dealers will utilize a cooperative advertising budget on radio and television and in newspapers in a promotion jointly sponsored by Olympic and Columbia Pictures, and centered on a contest on the moviegoer's favorite West Point hero. The contest also will be promoted in motion picture theater trailers, lobby displays and in dealers' stores. Contest winners in each area will receive an Olympic TV set and will appear on local radio stations.

Harper Says Sales Benefit Through Proper Agency Use

"ARE YOU getting full use of your advertising agency?" was discussed by Marion Harper Jr., president of McCann-Erickson Inc., at a Wednesday meeting of the American Management Assn. Marketing Conference held Monday through Wednesday at the Hotel Statler, New York. Mr. Harper's point of view was quite unique inasmuch as companies maximize their use of an agency and gain extra benefits in their selling programs.

Mr. Harper noted the increase of advertising in all media since 1940. Between 1940 and 1954 annual radio advertising expenditures have almost tripled, he said, and "television advertising—which was barely a gleam in the broadcaster's eye in 1940—will absorb an advertisers' investment of over $1 billion in 1955 alone."

Feb. 19 AAAA Test Date

MOST MIDWESTERN universities have set Feb. 19 for the 1955 advertising aptitude tests conducted by regional and local AAAA groups throughout the country, it was reported last week. Exceptions are U. of Iowa (Feb. 18) and Washington U., St. Louis (Feb. 5 and 12). Tests will be given students at the following universities: Indiana, Marquette, Northwestern, Illinois, Notre Dame, Wisconsin, Minnesota, Butler, and Loyola of The South (New Orleans).

Parliament Ads Planned

PARLIAMENT cigarettes, made by Philip Morris & Co., New York, has set an extensive national advertising support for 1955 which includes 25-second commercials at the close of each Public Defender telecast on CBS-TV in 67 retail sales markets, plus magazines, newspapers and car cards. Benton & Bowles, New York, is the agency.

'STAR' DEFENDS RIGHT TO SET AD STANDARDS

Kansas City paper fights monopoly charges, declares combination rates are common practice.

NEWSPAPERS are not public utilities and can set their own news and advertising standards, defense spokesmen for the Kansas City Star stated last week as the federal district court anti-trust case against the newspaper entered the fourth week. In opening the defense, Elton L. Marshall, Star attorney, conceded the Star had a combination rate, a prevailing newspaper practice, but said it had stopped back in 1937 the practice of giving a 25% discount to Star advertisers buying time on the commonly-owned WDAF.

The Star is being heard on criminal anti-trust charges of monopoly in the dissemination of news and advertising in its four-county home area. Answering a government statement that 96% of homes in metropolitan Kansas City receive the Times and/or Star, Mr. Marshall pointed out that subscribers do this "voluntarily."

Newspapers have combination morning-evening rates in 188 large cities, according to the defense. Raymond A. Barrows, Star secretary and first defense witness, testified the local and national rates are among the lowest in the nation.

Government testimony by Tom L. Evans, chairman of the KCMO Kansas City executive committee and former president of Crown Drug Co., brought out that the late Earl McCollum, Star treasurer, had told them, "We are going to put you out of the radio business." Mr. Evans testified the Star gave less space to program listings of KCMO, but increased the space when he complained to the FCC.

Recalling alleged pressures against Crown's use of competitive newspaper space, Mr. Evans testified relations with the Star have been satisfactory since he discussed the problem with Roy A. Roberts, then Star managing editor.

In cross examination Wednesday Mr. Barrows was questioned about what the government termed forced combination subscription rates for home delivery of the Star and morning Times. Mr. Barrows explained the combination service gave subscribers 24-hour news coverage. He was cross-examined on the relation between both advertising and subscription rates and newspaper operating costs.

Ad Budgets Not Adequate For U. S. Progress, Says Foote

ADVERTISING budgets are too low on a national average, Emerson Foote, executive vice president of McCann-Erickson, New York, told a joint meeting of the Los Angeles Sales Executives Club and Food Industries Sales Managers Club. He described as "insufficient for industrial, economic and social progress" the ratio between the country's estimated gross national product of $537 billion for 1955 and expected $85.5 billion national advertising total.

"Underspending on advertising is far more likely to occur, and is far more dangerous, than overspending," he elaborated. "Management men who determine budgets should give more thought to how much they are spending for advertising, rather than how little. It has been my observation and experience that budget determination by advertisers, in general, is the least scientific of all the basic areas of advertising activities."

Mr. Foote predicted the U. S. will not reach President Eisenhower's anticipated $300 billion level of gross national product unless the nation is willing to apply close to $15 billion to advertising.

Bell Buys Ill. Cage Playoffs

NINE-station regional network will be setup for coverage of the Illinois State High School Basketball Tournament finals in Champaign March 19, it has been announced by ABC Central Div. Illinois Bell Telephone Co. will sponsor the telecasts for the fourth consecutive year, with WBKB (TV) Chicago feeding these Illinois stations: WCIA (TV) Champaign, WDAN (TV) Danville, WHBF-TV Rock Island, WTVP (TV) Decatur, WICS (TV) Springfield, WGEM-TV Quincy, WTVQ (TV) Rockford and WEEK-TV Peoria. Contract was placed through N. A.ayer & Son Inc.

LATEST RATINGS

NIELSEN

Two Weeks Ending Jan. 8, 1955 (Radio)

<table>
<thead>
<tr>
<th>Program</th>
<th>Home Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evening, Once-A-Week (Average for all Programs)</td>
<td></td>
</tr>
<tr>
<td>1. Jack Benny Show (CBS)</td>
<td>7,967</td>
</tr>
<tr>
<td>2. Lux Radio Theatre (NBC)</td>
<td>7,568</td>
</tr>
<tr>
<td>3. People Are Funny (Marty) (NBC)</td>
<td>7,476</td>
</tr>
<tr>
<td>4. People Are Funny (NBC)</td>
<td>7,476</td>
</tr>
<tr>
<td>5. You Bet Your Life (NBC)</td>
<td>7,476</td>
</tr>
<tr>
<td>6. Dragnet (NBC)</td>
<td>7,385</td>
</tr>
<tr>
<td>7. Our Miss Brooks (Toni) (CBS)</td>
<td>7,339</td>
</tr>
<tr>
<td>8. Our Miss Brooks (Amor, Home) (CBS)</td>
<td>7,247</td>
</tr>
<tr>
<td>9. Bergen &amp; Mccarthy (CBS)</td>
<td>7,155</td>
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<tr>
<td>10. My Little Margie (CBS)</td>
<td>7,100</td>
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<tr>
<td>Evening, Multi-Weekly (Average for all Programs)</td>
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</tr>
<tr>
<td>1. Jack Benny Show (CBS)</td>
<td>1,834</td>
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<tr>
<td>2. Lowell Thomas (CBS)</td>
<td>1,789</td>
</tr>
<tr>
<td>3. One Man's Family (NBC)</td>
<td>1,745</td>
</tr>
<tr>
<td>Weekday (Average for all Programs)</td>
<td></td>
</tr>
<tr>
<td>1. Stella Dallas (Toni) (NBC)</td>
<td>7,568</td>
</tr>
<tr>
<td>2. Young Windom, Brown (Toni) (NBC)</td>
<td>7,489</td>
</tr>
<tr>
<td>3. Ma Perkins (CBS)</td>
<td>7,476</td>
</tr>
<tr>
<td>4. Arthur Godfrey (Kellogg) (CBS)</td>
<td>7,431</td>
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<tr>
<td>5. Helen Trent (Amor, Home) (CBS)</td>
<td>7,431</td>
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<tr>
<td>6. Baud of Life (CBS)</td>
<td>7,431</td>
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<tr>
<td>7. Arthur Godfrey (Camposo) (CBS)</td>
<td>7,339</td>
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<tr>
<td>8. Young Dr. Malone (CBS)</td>
<td>7,339</td>
</tr>
<tr>
<td>9. Arthur Godfrey (Staley) (CBS)</td>
<td>7,293</td>
</tr>
<tr>
<td>10. Queen, Sunday, (Amor, Home) (CBS)</td>
<td>7,293</td>
</tr>
<tr>
<td>Day, Sunday (Average for all Programs)</td>
<td></td>
</tr>
<tr>
<td>1. Adventures of Rin Tin Tin (ABC)</td>
<td>10,787</td>
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<tr>
<td>2. World Champ, Pro Football. (MB)</td>
<td>12,394</td>
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<tr>
<td>3. Carll Brown Commentary (MB)</td>
<td>963</td>
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<tr>
<td>Day, Sunday (Average for all Programs)</td>
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<tr>
<td>1. Orange Bowl Game (CBS)</td>
<td>2,125</td>
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<tr>
<td>2. Sugar Bowl Football Game (NBC)</td>
<td>2,125</td>
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<tr>
<td>3. Gunsacke (CBS)</td>
<td>1,651</td>
</tr>
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Flanagan Hails Spot Radio
As Challenge to Agency Men

SPOT RADIO, which can provide "mass" circulation, presents a challenge to agency men to adapt its use effectively for clients' sales, T. J. Flanagan, managing director of Station Representatives Assn., said Saturday in a talk before the Southwestern Advertising Agencies Assn. in Oklahoma City.

Mr. Flanagan said that with spot radio, all people can be reached with the use of one medium, but he emphasized that the medium must be used skillfully. In this connection, he declared:

"Now the media man, the plans man, the account executive, the copy man must join in a new kind of advertising plan, a plan which matches county-by-county the best markets for your clients' products, which requires selection of the time of day for your advertising, whether men or housewives, or children, or the family, or the people in cars—a plan which is built on a sound medium instead of a sight medium—a medium which offers infinite variety of original unexplored uses closely adapted to the specific product and the mood of the buyer."

Survey Reveals Teen-Agers
Use Radio More Than TV

VAST DIMENSIONS of the radio teen-age audience are underlined in a survey released last week by Teen-age Survey Service, New York, which indicates that teen-agers do more radio listening than television viewing.

The survey, conducted among 17,792 high school teen-age students in 31 major cities as part of a general study on teen-age habits, showed that 99.8% of the students polled listened to the radio every day. Another high light was that 78% of the teen-agers listened to radio more than two hours a day, as compared with 18% for TV viewing more than two hours a day.

Other findings were: 17,763 had radios and 6,970 had television sets at home; 363 tuned in to the radio less than an hour a day; as compared with 816 for TV viewing; 3,412 listened to radio from 1 to 2 hours daily; as against 4,735 for TV; 11,300 had radio for 2 to 3 hours a day, as compared with 1,084 for TV; and 2,487 listen to radio for more than 3 hours daily, as compared with 149 for TV.

In both radio and TV, many students expressed a preference for some programs slanted toward them. The survey also revealed, however, that teen-agers dislike other programs specifically devised for them, such as various youth forums.

Market Research Answers
Should Be Factual—Simmons

MUCH of the value of market research is lost because of a tendency to come up with convenient answers instead of the "truth," W. R. Simmons, researcher and president of W. R. Simmons & Assoc. Research Inc., New York, warned in a talk at a joint meeting in Boston sponsored by the American Marketing Assn. and the American Statistical Assn.

Mr. Simmons said that few buyers of research have bothered to learn the rudiments of probability sampling and thus cannot judge between "true probability samples" and inferior substitutes. Despite these failings, Mr. Simmons took note of great progress in the field in the past 10 years.

Fire Sweeps D'Arcy Office

FIRE SWEPT through the 19th floor offices of D'Arcy Adv. Co. in Chicago's Willoughby Tower Feb. 2, causing an estimated $50,000 damages. The blaze broke out in the early evening hours, tying up traffic at the intersection of Michigan Blvd. and Madison St., but no personnel were injured. It was brought under control within half an hour. D'Arcy services the regional Standard Oil Co. (of Indiana) account out of Chicago.

Burnett Promotes Greeley

APPOINTMENT of Joseph M. Greeley, account supervisor, as vice president in charge of marketing, was announced last Wednesday by Leo Burnett Co., Chicago. The position is a newly-created one. Mr. Greeley will assume his duties immediately.

SPOT NEW BUSINESS
Sales Builders Inc. (Max Factor cosmetics), L. A., has announced $1.5 million TV spot program [WT, Jan. 17] will appear in 53 cities.

NETWORK NEW BUSINESS
Buy **WHO** and get Iowa’s METROPOLITAN AREAS, PLUS the Remainder of Iowa!

**APPAREL SALES PERCENTAGES**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Metropolitan Area</th>
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<tbody>
<tr>
<td>7.4%</td>
<td>Cedar Rapids</td>
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<tr>
<td>5.9%</td>
<td>Tri-City</td>
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<tr>
<td>15.4%</td>
<td>Des Moines</td>
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<td>2.7%</td>
<td>Dubuque</td>
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<tr>
<td>5.7%</td>
<td>Sioux City</td>
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<td>5.4%</td>
<td>Waterloo</td>
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<tr>
<td>42.5%</td>
<td>TOTAL METRO. AREAS</td>
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<td>100.0%</td>
<td>REMAINDER OF STATE</td>
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Iowa has six Metropolitan Areas which, all combined, do 42.5% of the State’s Apparel Sales, as shown above.

Quite a number of radio stations can give you high Hoopers etc., in ONE Metropolitan Area. **WHO** gives you high coverage in virtually ALL the State’s Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!

At 10 p.m., **WHO** gives you 77,699 Actual Listening Homes for only $85.50 (9.1 LISTENING HOMES per PENNY!)

According to the authoritative 1954 Iowa Radio-Television Audience Survey, 77,699 homes all over Iowa are actually tuned to WHO at 10 p.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 9.1 actual listening homes, per penny!

That’s the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE thinking, here at WHO. Ask Free & Peters for all details!

**FREE & PETERS, INC., National Representatives**
Here's where successful live, local television programming pays off! Viewers come to know and trust the recommendations of our live, local salesmen. The Tip-Top Circus is the highest rated children's show in the area, including network shows. This is solid proof that locally produced tv shows are the best buy. With more live, local talent than any other television channel in New England, it's easy to see why WJAR-TV makes more sales for more advertisers!

WJAR-TV
made this sale!

TIP-TOP BREAD
Telepulse: 25.5
as of December, 1954

Featured Thursdays, 6:00 — 6:30 p.m.
on TIP-TOP CIRCUS
Client: Ward Baking Company  Agency: J. Walter Thompson

Powerful 10
Providence, Rhode Island

WJAR-TV
A 29-YEAR RADIO SUCCESS DEBUTS AS A VIDEO FILM SERIES

THERE's a tired and worn chestnut that proclaims that "nothing succeeds like success." The highly imaginative creative forces at WSM Nashville and Flamingo Films, New York, ardent subscribers to this doctrine, have set out to re-assert its validity by capturing on film the 29-year-old radio show, Grand Ole Opry.

"Television need not come up with something new, something fresh, something bold to be successful," contends Sy Weintraub, executive vice president and general manager of Flamingo Films. "With Grand Ole Opry, we are bringing to television a radio property that has built up loyal audiences for 29 years. It has been continuously sponsored on WSM during that period and has been carried on NBC, sponsored continuously by Prince Albert tobacco, since 1939.

The confidence that Mr. Weintraub and Jack DeWitt Jr., general manager of WSM Inc., pin on the Opry will be tested this month when the program is launched as a half-hour tv film series, produced in color, but available in black-and-white.

For the past several months, Flamingo Films' production crew has been shooting the first four episodes of the series on location in Nashville. Mr. Weintraub has invited advertisers and agencies to view the first four prints and reports that their reaction has been "most enthusiastic." Less constrained, Mr. Weintraub insists that in less than six months, Grand Ole Opry will be among "the top one, two, three filmed programs."

It appears reasonable to believe that if the tv counterpart of Opry approaches the heights of the radio version, Mr. Weintraub's exuberant pronouncement is not at all exaggerated. These are some of the significant developments associated with Opry:

- It is said to be the oldest continuous commercial radio program on the air—29 years without missing a performance.
- More than 5,000 people each Saturday night view the 4½-hour program at the Ryman Auditorium in Nashville (from which the radio show originates) and pay 30 cents and 60 cents to sit in the unreserved and reserved sections, respectively. It is estimated that more than five million persons, drawn from all parts of the country, have come to Nashville to see the show.
- More than 20% of all records sold in this country are made by Opry stars. Roy Acuff alone is said to have sold 21 million.
- The stars of the show play before more than 15 million persons every year on personal appearance tours. They have sold out auditoriums in such cities as St. Louis, New York, Cleveland, Baltimore, Philadelphia, San Francisco and Houston, indicating that their appeal is not limited to rural areas.
- Twenty-five national magazines have written cover stories and major feature articles on the Opry. Recent stories have appeared in Saturday Evening Post, Good Housekeeping, Look, Collier's, Time, Newsweek and American Magazine.
- Many sponsors of the Opry on a regional basis point to numerous "success" stories following exposure on the show.

Mr. Weintraub told BT he decided to produce the tv Opry because he long felt that television needed "a musical show that reaches the heart of America." He regards it as "the first tv film spectacular."

Despite all the "plus" factors associated with Opry, Mr. Weintraub recognized that a tv version could not achieve success by trading solely on the reputation of the radio show. Accordingly, he called on top Hollywood production men to produce the series. Hollywood-wise Al Gannaway is producer and Richard C. Kahn is director.

The format of the series is patterned after the radio show and features five of the top Opry personalities as emcees on a rotating basis. They are Roy Acuff, Ernest Tubb, Jimmy Dickens, Webb Pierce and Carl Smith. From a total of 125 acts, performers who are expected to be used most frequently are such regulars as Rod Brasfield, Cousin Minnie Pearl, June Carter, Cowboy Copas, Kitty Wells, Marty Robbins, Martha Carson and the Duke of Paducah.

The series will be sold on a national, regional and local spot basis, according to Mr. Weintraub, and the sales effort will be backed by an extensive advertising, promotion and merchandising campaign. Many of the stars are available for commercial tie-ins and personal appearances in cities where the program series is carried.

For all practical purposes, Mr. Weintraub said, the series marks the debut of Grand Ole Opry stars on television. Many of them have made a few guest appearances on tv, but the series signals their entry into the medium on a grand scale.

Though no prices on the show have been revealed, it is reported that each half-hour filmed show costs about $25,000, to which should be added the cost of Eastman Kodak color. Considering the talent he has at his beck and call, Mr. Weintraub said, the cost of the show is reasonable, adding:

"Remember, many of the stars of Opry earn more than $200,000 a year. One doesn't earn that kind of money year in, year out, unless he has outstanding ability to entertain. We know we are going to get our money's worth. We know the advertiser is going to get his money's worth. And more important, we know the public—in big cities and small—will agree that Opry is entertainment at its very best."

If the tv version is as successful as its radio counterpart, Mr. Weintraub has nothing to worry about until about 1984.
HIGH RATINGS...
INNER
LOW COST-Per-Thousand make
SANCTUM
a great buy!

More than 120 markets have proved the power of this famous series of
great half-hour syndicated TV film dramas.
In city after city, INNER SANCTUM has boosted time-period ratings
...as much as 300%!
Now available for its second run in many markets, INNER SANCTUM
will deliver that same audience-pulling power and at a cost-per-thousand
that really pays off.
No mystery to it—39 INNER SANCTUM mood dramas have all it takes,
including a name and fame that have been big box-office for sponsors
all the way back to radio's golden days! Call, wire, or write today for
details on your markets.

NBC FILM DIVISION
SERVING ALL SPONSORS...SERVING ALL STATIONS

30 Rockefeller Plaza, New York 20, N. Y.
In Canada: RCA Victor, 235 Mutual St., Toronto; 1551 Bishop St., Montreal
THE OTHER DAY, leaving a courtroom where I'd filmed a murder trial, I noted a newspaper with interest. A wire service reported more fuss about the rights of TV cameras to film trials and legislative meetings.

It understandably seemed odd to me. My camera has just focused on a man on trial for his life. The film would show the judge, jury, witnesses, attorneys and spectators. All the tragedy and the drama of a highly newsworthy murder trial.

So the national "camera-rights" fuss might well have been a bit academic to KPRC-TV Houston. We now have access to all of the criminal district courtrooms in this county, some of the civil courts. In those courts where we are welcome, our cameras are regarded merely as reporting tools. Our filming attracts little more attention than a newspaper reporter taking his notes. The reason?

We're allowed to do our camera reporting job there because we're not disturbing things. We're making very little noise and we're not blinding anyone. We're not using any artificial light. And thereby hangs our tale.

What do most people dislike about TV news coverage? Bright lights might well be the answer. That's why we have learned to shoot without them when necessary. We use what is variously called "natural" or "existing" light, the kind which has spawned new techniques in still photography, but which I feel has gone neglected too long in TV news photography.

The use of natural light has served to get our cameras into places which I gather have been denied to TV newsmen in some other cities. It has made the 16mm camera, to me, the true reporting tool I think it should be. But the use of natural light only for most indoor stories is pretty revolutionary talk to some of my colleagues, so a word of explanation.

In my photo career I've used a Speed Graphic for newspaper work and Contax for magazine free-lance assignments. Entering TV film work late in '52, I knew what powerful, story-telling drama could be captured on film with existing light. But I saw my new colleagues in the TV fraternity haul out their batteries of floodlights, and I dutifully followed suit. For weeks I fought the good fight. I brought every watt to bear on my subjects I could.

But judges in courtrooms wouldn't have all that light. The minute the floods went on anywhere, my target of the moment, blinded, turned his head. Often, by the time my lights were set up and meter readings taken the scene of the story had moved. Even battery-operated, portable light units could not solve for me the riddle of getting background detail in some scenes, while trying to expose for a brilliant foreground.

So it wasn't long before I realized that natural light might be an answer to about half the problems in this new and baffling medium. I've been a natural light "believer" ever since. Two years of results have shown me that, while natural light won't answer every situation, it'll mean the difference between a story and no story at all in a lot of cases.

Photographically, the results are often more dramatic than a brilliantly lighted scene.

Examples: A man has just killed a Houston city health inspector for placarding his rent home as being unsafe. He then agrees to repeat his confession ... and almost immediately starts talking. There's no time for lights, no time for light readings, only time to plug in the sound on our Auricon Cine-Voice. But I don't think any amount of artificial light could improve on the picture we got of the man confessing his crime, lighted by overhead flourescents (pictures at top left). Having shot many hundreds of feet of natural-lighted film in that Police homicide office, I knew in advance what exposure was needed.

Grand juries, of necessity, hold secret sessions. So the Federal grand jury—which probed a sensational dope scandal in Houston this summer—was not easy to photograph entering and leaving their chamber by twos and threes. I asked the jury foreman for two minutes to shoot the jury as it began its second day's deliberations.

QUICK photo work, not extra lights, got this dramatic sequence of a killer's confession.

By Robert Gray KPRC-TV Houston

HOUSTON MAYOR Roy Hofheinz (picture at left) is caught in a verbal duel with Councilman Harry Holmes during a council meet-
IS LIGHT ENOUGH

KPRC-TV CAMERAMAN GETS DRAMATIC SHOTS WITHOUT THE USE OF ARTIFICIAL LIGHTING

"Okay," he told me, "two minutes."

In the allotted time I got enough fluorescent-lighted film to "background" the continuing dope story for several months. Artificial lights were out of the question.

It's true also that people are considerably more at ease when they don't have light in their eyes. This is just as true of civic leaders as of criminals. People stiffen up enough when you point a camera at them. Switch on 1,000 watts of tungsten and they freeze completely.

When a new city council was elected in early 1953 in Houston, one of its first acts was to deny my formal request to film its weekly meetings. That might interfere with the conduct of meetings, they feared. We have now gone full cycle. The mayor and councilmen pay little attention to the camera now. . . and even occasionally rebuke me for failing to be on hand when they bring up some favorite piece of pressing legislation.

The same situation holds true at meetings of county commissioners, school board, and the like. Most particularly do we find natural light a downright must for those apprehended criminals who are not anxious to get their kissers on anybody's 21-inch screen.

Throw a light at them and it's the old hat-over-the-face routine. It's comparatively simple to walk 20 feet away and use a telephoto lens and natural light to get a candid 20 seconds of the culprit in custody.

Last we made all this sound a trifle too pat and peaches, let me hasten to add that natural light poses some serious technical problems and that Houston still has some Federal courtrooms and chambers to which I don't now have access.

When we use natural light, there's less of it and we must use a bigger lens opening. This increases our chances of getting fuzzy, out-of-focus pictures. Hence, we must use great caution to focus accurately. Too, without those bright floods, natural light may not be enough to give a bright, contrasty image. So we use the fastest reversal film we can get and the biggest, fastest (f/1.4) lenses. Then we overdevelop the film to the maximum. In fact, overdevelopment around our plant is now almost an art—it's a routine part of our technique.

If you're a photographer, you may well...
cry out in anguish, "Yes, but won't that give you grainy results—all that overdevelopment?" Sure it will. But the grain doesn't come through when you telecast the film.

Natural light poses other problems, too. Fluorescent and indirect light can be tricky sometimes. Even a good light meter can fool you, and your subject may turn up with dark blobs for eyes. We always lean toward over-exposure (if possible) to get any detail in the shadows. The best natural light—that from a large window—can be a real enemy too, if for various reasons you have to shoot toward that window.

But what you can get on film these days with almost no light is sometimes hard to believe. Through overdevelopment we have often photographed, with good results, people we could hardly see in the viewfinder when we shot the film. We have taken some rather effective mug shots by the use of two-cell flashlights, a 60-watt light bulb at 8 feet, reflected light from a theater marquee.

We should add quickly that we do not consider this sort of thing highly desirable. I like to shoot my film under well-lighted conditions as well as anyone. But you don't always find your subjects posed conveniently before floodlights—at least, I surely don't. I don't know if I can prove it, but it seems to me that often the best stories—crime, politics, civic affairs, what-have-you—seem to happen under the most difficult lighting conditions.

Unless you're ready to shoot—and right now—you're apt to miss the story. The story, I might add, is what we consider all-important around our place. The story on film, for my money, is good if it accurately portrays what happened. Naturally, we try to take the best possible picture to tell that story. But we're not trying to win any prizes here for Hollywood lighting or production.

On the other hand, there are many occasions when we do go to considerable trouble to set up lights for stories—feature stories, that is. Even on spot news stories, occasionally, we'll light a man's face in the accepted manner. But it's done when we have ample time to do it—and when it's a story over which we have a good degree of control.

I'm the first to admire a well-lighted, perfectly-composed picture. But experience has taught me that I must also be ready on an instant's notice to forget about any light except what I have around me, expose as best I can, and shoot the story as it's happening. I won't expect to win any pictorial awards with the result, but I will have done my job if the finished product tells our viewers the pictorial essence of that story.

ABOUT THE AUTHOR
TEXAN Robert Gray is head of the newsreel section of KPRC-TV. He was born in Beaumont, is a graduate of the U. of Houston's journalism school, has been a newspaper reporter and photographer and a freelance writer, spent four years with the Marines in World War II and joined KPRC Radio's news staff in 1946. He was recalled to service during the Korean war as a first lieutenant in charge of combat newsmen.
Camera crews play "automotive leapfrog" to cover every hill and thrill

A blizzard roared down on the tortuous California mountain road. Farther on in Nevada, the heat and desert dust were blinding. But still the Mobilgas Economy Run was accurately and brilliantly recorded on 16mm. movie film.

For the third year, Cate & McGlone, Hollywood producers, filmed this famous event for the makers of Mobilgas. To cover it fully, they assigned the various shots to five camera crews. Then speeding station wagons "leapfrogged" each other—with cameramen manning their Cine-Kodak Special Cameras.

The Cine-Kodak Specials get much of the credit for the film's success. As T. W. Cate says, "We have found it to be the best camera for a job of this kind. It is rugged and versatile, and the extra magazines are insurance that we will always have film when needed."

For your local news

For your own news coverage, you also want a camera that will go into action fast . . . and stay in action. And for commercial filming, you want a camera with the high precision and versatility needed for uniformly excellent results.

Whatever the job, the Cine-Kodak Special II Camera will film it superbly. It gives you everything you need for the widest variety of special cinematic effects. Fades, dissolves, mask shots, slow motion, and multiple exposures are just a few of the effects you can get through controls built into the basic camera. Famous Ektar Lenses assure clear, faithful pictures that telecast sharply.

To give extra sparkle and impact to your local news programs, equip your station with a Cine-Kodak Special II Camera. See your Kodak Audio-Visual Dealer for complete information, or just mail the coupon.

FOR YOUR OUTSIDE SELLING

A Kodascope Pageant Sound Projector is ideal for around-the-town preview work. Your prospective sponsors will appreciate its quiet operation; sharp, brilliant pictures; and clear, comfortable sound. Your salesmen will enjoy its convenient, single-case portability and its easy, dependable operation. And you will like its long, maintenance-free life, thanks to its exclusive permanent pre-lubrication. Six Pageant models to meet every 16mm. requirement.

FOR YOUR STUDIO PREVIEWING

Regular-projection counterpart of the superb Eastman Model 250 Television Projector, the Eastman 16mm. Projector, Model 25, has identical sound, optical, and mechanical components. Lustrous Ektar Lenses for sharp, brilliant pictures. Sealed-in-oil-bath movement, separate motors, and an exceptionally stable drive mechanism for ultra-smooth performance. Delivers sight and sound comparable to the finest 35mm. projector.

EASTMAN KODAK COMPANY 2-82
Dept. 8-V, Rochester 4, N. Y.
Please send name of nearest Kodak Audio-Visual Dealer and information on Kodak Special II Camera.

Kodascope Pageant Sound Projectors ❑ Eastman 16mm. Projector, Model 25 ❑

NAME

TITLE

COMPANY

STREET

CITY

STATE

(Zone)
ANY UPSWING in ratings is cause for celebration, so when the rating of the Tuesday 9-11 p.m. period on WTVN-TV Columbus rose from a mediocre 6.0 to an overwhelming 35.0 in a single month—and stayed there—the local reaction was that this phenomenon merits nothing short of a packaged “New Year’s Eve in Times Square.”

And when a sponsor reported that the weekly telecast has been responsible for a sales increase of over 400%, a few Fourth of July fireworks have to be added to the celebration.

Cause for all the rejoicing in Columbus is Nine O’Clock Theater—WTVN-TV’s name for the General Teledrome package of 30 recent Hollywood films—including such theatrical successes as “Arch of Triumph” with Bergman and Boyer, “Double Life” with Ronald Colman and “Macbeth” with Orson Welles—with combined production costs of more than $45 million. And, what was of even more importance in Columbus, this was the first tv showing of these films in that city.

But the sponsors—Columbus & Southern Ohio Electric Co. and a group of cooperating appliance dealers—and the agency—McCann-Erickson’s Cleveland office—and the station realized that no matter how good the program series, it would not achieve its potential in either audience or sales unless the series itself was first sold to the Columbus viewers. Robert Boyd, advertising manager of the electric company, Melvin Weiss, account executive from the agency, and J. W. McQuigg, general manager of WTVN-TV, had no illusions as to their task. It was alarmingly simple:

This was the first time in the history of tv in Columbus that a locally-sponsored film series had been programmed in Class A time opposite strong live network program competition from the city’s other two tv stations. If the public considered the WTVN-TV series just another bunch of moth-eaten movies moved up from their usual late-night spots it was dead before it started. Sponsor, agency and station had to see to it that this did not happen but that the shows were recognized for the top-notch entertainment they really were.

The procedure decided on by the sponsor-agency-station trio was two-fold: First, they determined to make the program itself a prestige presentation. Only five commercials would be permitted during the two-hour program, plus pre-show and post-show institutional messages from the electric company. (The five commercials would be for appliances.) The commercials were tightly scripted, carefully rehearsed and scrupulously followed by the announcers, WTVN-TV staff members, one assigned to each participating appliance distributor.

Second, it was decided to support the series with an all-out promotion, merchandising, publicity and exploitation campaign that would be spectacular and sensational, but yet dignified, in view of the years (and dollars) that the Columbus & Southern Ohio Electric Co. had devoted to building a name of prestige and dignity.

The promotion campaign got underway the week before the opening program on Nov. 2 with the distribution of stage “million dollar bills,” paying the bearer $1 million of tv entertainment upon demand and listing films scheduled for showing on the Nine O’Clock Theater. Station personalities themselves passed out the stage bills to downtown Columbus crowds of businessmen and shoppers who, for the most part, did not glance at them and throw them aside but seemed to enjoy them enough to take them home, converting the bills into $1 million worth of in-the-home promotion for the series. Radio-
v- tv editors received metal cash boxes stuffed with the advertising currency.

Second step was placement of 1,000-line kick-off ads in the two evening newspapers, announcing the first picture of the series, “Magic Town,” and also displaying the stars of other coming attractions. These ads also introduced the eye-catching Nine O’Clock Theater design used in all visual media, and imparted a note of “social event” to the series, along with the “lavish attraction” appeal.

Film trailers and clips were purchased by WTVN-TV and used on the air. In exactly the same way as theatres show “previews of coming attractions.” A saturation tv campaign of these 50-second film clips, plus 10-, 20- and 60-second announcements, was used, in addition to cross-plugs on the same organization’s radio station, WTVN.

It all added up to a large part of the Columbus population eagerly awaiting the first Nine O’Clock Theater showing. Many a
GUILD SCORES AGAIN WITH FILM SYNDICATION'S
FIRST DAYTIME SERIES
FOR ACROSS-THE-BOARD PROGRAMMING!

IT'S FUN TO REDUCE
5 quarter-hours per week

TV'S BIGGEST VALUE
YOUR LOWEST COST-PER-THOUSAND BUY!

Daytime ratings are climbing throughout the country—yet
time-costs are lower and time-clearance easier. Now is the
time to stake out your claim in the sales-productive daytime
... and IT'S FUN TO REDUCE is the one show that's
designed to bring you more viewers, more sales...at LOWER
cost! More than just an entertainment vehicle, IT'S FUN TO
REDUCE is actually a keen-edged sales and merchandising
tool that has proved its ability to bring fast results. Contact
GUILD today and get full details!

A PROVED WINNER!
IT'S FUN TO REDUCE has been tested
and proved as a "live" show in Pitts-
burgh by one of the nation's largest
retail chain operations!
Successful? Beyond the sponsor's wild-
est dreams—as a matter of fact, more
than 350,000 women visited the sponsor's
stores specifically to ask for a "FUN TO
REDUCE" exercise chart... and the
show has consistently outrated every other
local daytime show in the Pittsburgh area!

LOADED WITH SALES-PRODUCING
MERCHANDISING GIMMICKS:
• Exercise Chart Giveaways
• Premium Phonograph Records
• Dramatic Point-Of-Purchase Displays

GUILD FILMS
460 PARK AVENUE, NEW YORK 22, N. Y. • Murray Hill 8-5365
"a filmed version of 'Hit Parade' . . . but it's got far more in terms of style and class which is saying a lot . . . everything about the show spells quality . . . a sure fire vehicle for any type of sponsor be it institutional, hard sell or any other."

VARIETY
"...probably the best musical show ever done either live or on film for television."
BILLBOARD

"...the brightest, most tuneful, most scenically imaginative half-hour of music yet brought to TV."
SAN FRANCISCO NEWS

"At last television is presenting a top quality musical show...you'll come away shouting."
SAN FRANCISCO CHRONICLE
promoter might have let it go at that. Not this group, however. They redoubled their efforts. On Saturday a captive audience of 82,000 at the Ohio State U. stadium was entertained by a charter plane which flew over the field trailing a streamer reading: "Nine O'Clock Theater... WTVN-TV... every Tuesday night." Radio editors received baskets of crackers, cheese and cola drinks, with notes saying, "something for you to enjoy tonight while you watch Nine O'Clock Theater."

The following week billboards throughout the city blossomed with injunctions to watch the program each Tuesday, contracted for jointly by WTVN-TV and the electric company. The billboard layout was then reduced to streamers for dealer windows and cards for dealer counters. On-the-air promotion continued at high level, with a minimum of five spots the day before each program and 10 that day. The 8 a.m. and 12 noon newscasts of Paul Frank (host of the TV series) promoted the show on WTVN radio. A Nine O'Clock Theater slide was used on another Columbus tv station.

Meanwhile, Mr. Boyd was conducting an intensive merchandising campaign for the program series. Each week a 1,000-line newspaper ad, run for a specific distributor, carried copy for the series and the upcoming show. Weekly letters told dealers what products were to be advertised on the next program and how they could tie in with it in their displays. Dealers also got letters from Ed Richter, WTVN-TV sales manager, with blowups of two big ads and a schedule of the films to be shown.

As Nine O'Clock Theater entered its fourth month WTVN-TV reported that the promotion campaign was still going strong. Full-page ads are being used once a month in regional TV program magazines and in the "This Week in Columbus" booklet. The newspaper ads continue in the two evening dailies each Tuesday and the saturation schedule of on-the-air spots serves as a constant reminder to tune right on Tuesday night.

The results of all this planning, promoting and publicizing are satisfactory all 'round. A 35.0 rating speaks for itself, with a pleasantly powerful voice so far as WTVN-TV is concerned. It pleases the sponsors, too, but they are less interested in the total number of people who see the Nine O'Clock Theater than in what those viewers do after seeing the program, especially the commercials.

C. J. Vondran, consumer products manager of Westinghouse Electric Supply Co. in Columbus, wrote Mr. Boyd that "in an effort to determine the pulling power of the show we offered the public a set of our Nuclandomat and dryer miniature salt and pepper shakers if they would stop at our dealers' store for a live demonstration of our equipment. The following day our switchboard was jammed with calls from dealers requesting more salt and pepper shakers. Our supply was soon exhausted and it was necessary for us to expedite an additional quantity. During the period we were out of stock many customers contacted us direct and also called the tv station."

John Fleming, sales promotion manager, Bard Inc., Columbus General Electric appliance distributor, reported that the program can produce sales as well as store traffic. Discussing the Mobile-Maid portable dishwasher introduced to the trade in June 1954, he said:

"Our first advertising effort on this dishwasher was a series of 200 radio spots in October which resulted in a slight increase in retail sales. In November our emphasis was switched to television, showing this product on Nine O'Clock Theater twice, supported by 20 one-minute spots on the same station in this month. We also used two spots in November on our regular Royal Playhouse.

"In December we continued our 20-spot package on WTVN-TV and one Nine

CHEESE, crackers and cola, combined into handy and attractive snack packages, were sent to radio-tv editors for consumption while watching Nine O'Clock Theater.
LOST to the medical profession when he sold his first short story, Edmund Beloin left New York U. in 1931 to start his career as a writer. This paid off with book reviews for New Republic and short stories until 1936 when he became half the writing team for NBC Radio's Jack Benny Show. He also portrayed Mr. Billingsley on the program. After eight years he left radio in favor of motion pictures.

In January 1953 Mr. Beloin was brought in by NBC-TV to provide a shot in the arm for My Hero series, starring Robert Cummings. It then had a Nielsen rating of 24 to the 36 of the opposing CBS-TV Jackie Gleason Show. When the program went off the air several months later the opposition led by only a fraction of a decimal point. It wasn't enough to buck Mr. Gleason only once, so Ed Beloin now is slated opposite the comedian in the 8:30-9 p.m. Saturday spot with NBC-TV's So This Is Hollywood.

Asked by Weiss & Geller last mid-November if he would be interested in doing a TV show for Toni Co., he said he would do it only if it were on film. He was then in the midst of writing "Bad Company," the tentative title of a movie he will produce for Bob Hope this summer, but had been mulling a comedy idea. So, little more than a month before the Jan. 1 premiere, the series was bought over breakfast without benefit of a pilot film or even a script.

As producer-writer of So This Is Hollywood, Mr. Beloin is trying a "new approach" to TV comedy which, he believes, "was getting to be merely the art of shooting interiors." His Arrowhead Productions operates at Hal Roach Studios, using the comedy, missary, offices, actual buildings, etc., for scenes, painting and refurbishing the lot's facilities when necessary. The money saved augments the supporting cast budget which is 15 times that of the usual one for TV.

He also wanted this series to be a co-starring deal, not a star vehicle, because it revolves around the "anonymous" people employed by the movie industry. Mitzi Green was his original choice for "Queenie" but NBC felt Cass Daley had more potential box office because of her many appearances with Bob Hope. Miss Daley, after being signed, begged off when Mr. Beloin would not build the series around one person and so Miss Green was signed to co-star with Virginia Gibson, Jimmy Lydon and Gordon Jones.

In order to be ready to succeed Place the Face by Jan. 1, Mr. Beloin had to shoot eight films in six weeks. He is now down to one weekly and by April will have completed his contract for 26 programs, 11 of which will be repeated this summer. His budget is somewhere in the $30,000 bracket for each film, and Toni, he declares, has given him a free hand, both creatively and artistically. In view of his current 16-hour day, he counts himself lucky to see his wife, Lynn, and five-year-old son, John.

Practically from the time of his birth, April 1, 1910, in Bristol, Conn., writing has been Ed Beloin's primary interest. His screen credits, after leaving radio in 1944, include "The Harvey Girls," "Road to Rio," "A Connecticut Yankee," "My Favorite Brunette" and "My Favorite Spy." He co-authored "In Any Language" which bowed on Broadway in 1952.

O'Clock Theater showing on the same station, plus two more Royal Playhouse spots on WBNS-TV. This television schedule has been responsible for an increase of over 400% in the sale of Mobile-Maid dishwashers. This can be accurately gauged as the only advertising other than that mentioned above was one ad of approximately 600 lines in the Columbus Dispatch by one dealer. It is interesting to note that this sale rate is being maintained even after the Christmas season. Mr. Boyd, speaking for Columbus & Southern Ohio Electric Co., stated: "Needless to say, we're very enthusiastic about Nine O'Clock Theater and especially pleased to be able to help prove that a show produced on a local level can obtain audience results comparable to the network." Mr. McGough added, "And that's putting it mildly."
Authenticity

Intrigue

Locale

the first show of its
the first sales plan of its

CAPTAIN GALLANT of the

starring Buster Crabbe.

Name star

Juvenile "plus"
By Allah! This program has everything!

The French Foreign Legion! The intriguing and mysterious desert. Native peoples and animals and customs. Unprecedented government cooperation for highest authenticity.

Add a name star like Buster Crabbe ... and his son "Cuffy", in a role children of all ages will envy ... and scripts that weave them all into top TV viewing—and you get a gimmer of the tremendous appeal of this program.

FREE: A complete, integrated sales plan:

Included in the package is a built-in merchandising program featuring 36,000 free premiums for every market ordered: trading cards ... autographed photos of Buster and Cuffy ... comic books ... membership cards and certificates. Plus free posters and special commercials, also free.

It's all absolutely free—and trouble free, when you buy the show.

"Captain Gallant" is a show whose performance in the living room and at the cash register will delight every sponsor. For full details and availabilities, call, write or wire—fast!

Television Programs of America, Inc.

477 MADISON AVENUE, N. Y. C. • PLAZA 5-2101
YOUR ADVANTAGE IN GPL PRODUCTS

GPL film equipment for television broadcasters is backed by more experience in motion picture equipment than any other supplier to the industry. GPL is part of the General Precision Equipment Corporation family, famous in motion picture equipment fields for Simplex commercial projectors and Ampro home projectors.

Through the GPE policy of coordinated precision technology, GPL's own capable staff is re-inforced with the technical know-how and facilities of its affiliates. The results of this are known to the industry in the unique and widely accepted GPL 16 mm video recording camera, the GPL 16 mm and 35 mm monochrome telecine projectors, and now, superior color broadcast equipment.

As more program hours go to film, your station costs and profits will depend directly on your film equipment.

Right now — and the sooner the better — it will pay you to sit down with GPL engineers and discuss your film transmission problems. Here are the questions that confront you.

What are your maintenance costs? Operational efficiencies? Reliability? And, for your advertisers and audience — Quality?

And equally important — how does your present equipment fit into future plans? Color is coming. Will you be caught with your plans down?

GPL engineers will tell you about a new three-point long-range plan. It includes:

- Iconoscope conversion
- New Vidicon chains
- Build-up for color

Start your survey today, of future needs. And call, write, or wire GPL for engineering consultation.
(A&A continues from page 32)

(Tues., 8-8:30 p.m. EST) for 26 weeks, effective April 5. Agency: Foote, Cone & Belding, L. A.

Regal Amber Brewing Co. (Regal Pale Beer), S. F., has bought half-hour of hour-long Ozark Jubilee on five ABC-TV regional California stations with additional markets being cleared. Stations: KABC-TV, Los Angeles, KBAT-TV Bakersfield, KCCC-TV Sacramento, from Feb. 5; KGO-TV San Francisco, from Feb. 12, and KEJO (TV) Fresno, from Feb. 19. Contracts for 13 weeks.

NETWORK RENEWALS

Texas Co. (petroleum products), N. Y., renews Texaco Sports Final on 30 CBS Radio Pacific and Mountain stations (Mon.-Sat., 5:30-5:45 p.m. PST and 9:45-10 p.m. MST) for 52 weeks effective Feb. 29. Agency: Kudner Agency, N. Y.


AGENCY APPOINTMENTS

Colvert's (dairy), Ardmore, Okla., appoints Lowe Runkle Co., Oklahoma City, with Monty Mann, vice president, and Oscar Heuser, accounts executive, handling account. Radio-tv will be used.

Glassie Provisions Co. (foods), Omaha, appoints Allen & Reynolds, same city, with John Enis as account executive. Radio-tv will be used.

D. L. Clark Co. (Clark Bar, Peanut Bar candy), Pittsburgh, appoints Sullivan, Stauffer, Colwell & Baynes, N. Y.

S. B. Thomas Inc. (breads, muffins), Long Island City, N. Y., appoints David J. Mahoney Inc., N. Y., for Thomas Specialty Baked Products, effective April 2.

Ferber Corp. (Vu-Riter pens), Englewood, N. J., appoints Emil Mogul Co., N. Y.

Gibbs & Co. (foods), Baltimore, appoints Joseph Katz Co., same city, for Gibbs Pork & Beans, Catsup and canned vegetables.

Studebaker Dealers Assn. of Greater Boston appoints Oscar E. Rudten & Assoc., same city.

Simplicity Pattern Co., N. Y., appoints Franklin Bruck Adv., same city.

Martinson Coffee Co., N. Y., names Anderson & Cairns, same city, for Aboin's coffees and teas. Victor Seydel is account executive.


Metal Foil Products Mfg. Co., Newark, N. J., appoints Storm & Klein Inc., N. Y.


Coamar Products Corp. (slide fasteners), Newark, N. J., has appointed Dowd, Redfield & Johnstone, N. Y., and John C. Dowd Inc., Boston.

Lake Murray Development Co. (housing development), Lake Park, Calif., has named Vignolle & Powell, L. A.

Broadcasting • Telecasting

CLOSING of a contract by North American Airlines and WBBM Chicago calling for 40 one-minute spot announcements weekly for 52 weeks occasions this gathering. L to r: front, Arthur A. Fischer, president of Van Wood-Fischer, North American agency; Ross Hart and Jack Lewin, part-owners of NAA; Jack Boswell, eastern representative for WBBM; rear, Stan Weiss and Jim Fischgrund, part-owners of NAA, and John McCorkle, account executive for CBS Radio Spot Sales, WBBM national sales representative.

Nu-Tritious Products Corp. (foods), Chicago, has appointed Schwimmer & Scott, same city. Radio-tv plans being formulated.

 Ahol Auto Wav, Newark, N. J., has named Hal Tunis Assoc., N. Y. Eric Bernay is merchandising executive; Hal Tunis supervising overall account. Radio-tv will be used.

AGENCY SHORTS

Womack, Craig & Webster Adv. Agency, Odessa, Tex., has become Womack Adv. Agency, effective by purchase by Kenneth Esmond, engineering firm operator and county surveyor of Ector County, of interests of T. Bruce Craig and Rex Webster. Mr. Esmond will devote only portion of time to agency.

McCurry-Gunn, Norfolk, Va., formed at Suite 121, Franklin Bldg., 92 Duke St., with Courtenay E. McCurry, formerly manager, Norfolk branch, Cabell-Eanes Inc. Richmond, Va., president; John L. Gunn Jr., formerly with Cabell-Eanes Norfolk branch, vice president in charge of production, and June Hopkins, formerly with Cabell-Eanes Norfolk branch, secretary-treasurer.

A&A PEOPLE

William W. Kight, vice president, Kight Adv. Inc., Columbus, Ohio, elected president, succeeding W. H. Kight, deceased.


John L. McQuigg to J. Walter Thompson Co., Detroit, as vice president and account supervisor effective tomorrow (Tues.).

and sales promotion.


Ahn S. Lee, formerly writer-director, King Studios Inc., Chicago, appointed to newly-created post, radio-tv production supervisor, Russel M. Seeds Co., same city.

February 14, 1955 • Page 51
# Comparative Network TV Showsheet

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday - Friday</th>
<th>Saturday</th>
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## Sunday

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<tr>
<td>6:00 PM</td>
<td>ABC</td>
<td>Omnibus Entertainment Co. of Can.</td>
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<tr>
<td>6:15 PM</td>
<td>CBS</td>
<td>Joe Musso Meet the Press</td>
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<tr>
<td>6:30 PM</td>
<td>DuMont</td>
<td>Pickford's, Science and Society in the 1950s</td>
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<tr>
<td>6:45 PM</td>
<td>NBC</td>
<td>Hour of the Alabamian</td>
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<td>The Morning Show at 6-7 a.m.</td>
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<tr>
<td>7:00 PM</td>
<td>CBS</td>
<td>The Statue of Liberty Celebration</td>
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<tr>
<td>8:00 PM</td>
<td>DuMont</td>
<td>The Big Picture Show</td>
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<tr>
<td>9:00 PM</td>
<td>NBC</td>
<td>The Santoor Show</td>
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<td>ABC</td>
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<td>12:15 PM</td>
<td>CBS</td>
<td>The Morning Show at 12-1 p.m.</td>
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<td>1:00 PM</td>
<td>DuMont</td>
<td>The Morning Show at 1-2 p.m.</td>
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<td>NBC</td>
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<td>The Morning Show at 6:45 p.m.</td>
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<tr>
<td>DAY</td>
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**FOR FEBRUARY 1955**

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**BROADCASTING**

**TELECASTING**

February 14, 1955
(A&A continues from page 32)

(Tues., 8-8:30 p.m. EST) for 26 weeks, effective April 5. Agency: Foote, Cone & Belding, L. A.

Regal Amber Brewing Co. (Regal Pale Beer), S. F., has bought half-hour of hour-long Ozark Jubilee on five ABC-TV regional California stations with additional markets being cleared. Stations: KABC-TV Los Angeles, KBAT-TV Bakersfield, KCCC-TV Sacramento, from Feb. 5; KGO-TV San Francisco, from Feb. 12, and KJEO (TV) Fresno, from Feb. 19. Contracts for 13 weeks.

NETWORK RENEWALS
Texas Co. (petroleum products), N. Y., renews Texaco Sports Final on 30 CBS Radio Pacific and Mountain stations (Mon.-Sat., 5:30-5:45 p.m. PST and 9:45-10 p.m. MST) for 52 weeks effective Feb. 28. Agency: Kudner Agency, N. Y.


AGENCY APPOINTMENTS
Colver's (dairy), Ardmore, Okla., appoints Lowe Runkle Co., Oklahoma City, with Monty Mann, vice president, and Oscar Heusser, account executive, handling account. Radio-TV will be used.

Glazers Provisions Co. (foods), Omaha, appoints Allen & Reynolds, same city, with John Enis as account executive. Radio-TV will be used.

D. L. Clark Co. (Clark Bar, Coconut Bar, Zat Nut Bar candy), Pittsburgh, appoints Sullivan, Stauffer, Colwell & Bayles, N. Y.

S. B. Thomas Inc. (breads, muffins), Long Island City, N. Y., appoints David J. Mahoney Inc., N. Y., for Thomas Specialty Baked Products, effective April.

Ferber Corp. (Vu-Riter pens), Englewood, N. J., appoints Emil Mogul Co., N. Y.

Gibbs & Co. (foods), Baltimore, appoints Joseph Katz Co., same city, for Gibbs Pork & Beans, Catsup and canned vegetables.

Studebaker Dealers Assn. of Greater Boston appoints Oscar E. Rudsten & Assoc., same city.

Simplicity Pattern Co., N. Y., appoints Franklin Bruck Adv., same city.

Marinsson Coffee Co., N. Y., names Anderson & Cairns, same city, for Aborn's coffees and teas. Victor Seydell is account executive.


Metal Foil Products Mfg. Co., Newark, N. J., appoints Storm & Klein Inc., N. Y.


Ohio-Mathison Chemical Corp., Baltimore, appoints VanSant, Dugdale & Co., same city, for automotive products, industrial chemicals div., for anti-freeses and radiator chemicals.

Comnar Products Corp. (slide fasteners), Newark, N. J., has appointed Dowd, Redfield & Johnstone, N. J., and John C. Dowd Inc., Boston.

Lake Murray Development Co. (housing development), Lake Park, Calif., has named Vignolle & Powell, L. A.

CLOSING of a contract by North American Airlines and WBBM Chicago calling for 40 one-minute spot announcements weekly for 52 weeks occasions this gathering. L to r: front, Arthur A. Fischer, president of Van Wood-Fischer, North American agency; Ross Hart and Jack Lewin, part-owners of NAA; Jack Boswell, eastern representative for WBBM; rear, Stan Weiss and Jim Fischgrund, part-owners of NAA, and John McCorckle, account executive for CBS Radio Spot Sales, WBBM national sales representative.

Nu-Trishus Products Corp. (foods), Chicago, has appointed Schwimmer & Scott, same city. Radio-TV plans being formulated.

Aisol Auto Wash, Newark, N. J., has named Hal Tunis Assoc., N. Y. Eric Bernay is merchandising executive; Hal Tunis supervising overall account. Radio-TV will be used.

AGENCY SHORTS
Womaek, Craig & Webster Adv. Agency, Odessa, Tex., has become Womaek Adv. Agency, effected by purchase by Kenneth Esmond, engineering firm owner and county surveyor of Ector County, of interests of Bruce Craig and Rex Webster. Mr. Esmond will devote only portion of time to agency.

McCurry-Gunn, Norfolk, Va., formed at Suite 121, Franklin Bldg., 702 Duke St., with Courtenay E. McCurry, formerly manager, Norfolk branch, Cabell-Eanes Inc., Richmond, Va., president; John L. Gunn, formerly with Cabell-Eanes Norfolk branch, vice president in charge of production, and June Hopkins, formerly with Cabell-Eanes Norfolk branch, secretary-treasurer.

A&A PEOPLE
William W. Kight, vice president, Kight Adv. Inc., Columbus, Ohio, elected president, succeeding W. H. Kight, deceased.

William Philip Smith, radio-TV director, Robert W. Mickam, secretary, and Norman S. Lampert elected vice presidents, Charles W. Hoyt Co., N. Y.; James R. Roberts succeeds Mr. Mickam.

John L. McQuigo to J. Walter Thompson Co., Detroit, as vice president and account supervisor effective tomorrow (Tues.).

Geoffrey Stokes, account executive and planning board member, MacFarland, Aveyard & Co., Chicago, elected vice president. Al Frances, formerly with Nathan Fein Adv., to Wexton Adv., same city, as vice president in charge of fashion and textile division.

M. A. Reilly, vice president, Thomas J. Lipton Inc. (foods), Hoboken, N. J., appointed vice president in charge of marketing, supervising sales and advertising; Harold L. Suttle, general sales manager, appointed vice president in charge of sales; William B. Smith, advertising director, appointed vice president in charge of advertising.

John C. Cornelius, retired executive vice president in charge of western office, BBDO, N. Y., named director, Rexall Drug Co., L. A.


Eldon E. Fox, advertising manager, Minneapolis-Honeywell Regulator Co. (automatic controls), Minneapolis, promoted to newly-created position, director of advertising and sales promotion.


Alan S. Lee, formerly writer-director, KIing Studios Inc., Chicago, appointed to newly-created post, radio-TV production supervisor, Russel M. Seeds Co., same city.

February 14, 1955 • Page 51
### COMPARATIVE NETWORK TV SHOWSHEET

**SUNDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
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<tbody>
<tr>
<td>6:00 PM</td>
<td>Omnibus Arrangements Co.</td>
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<td>6:15</td>
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<td>John Marsil</td>
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<td>6:30</td>
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<td>Scott Peet</td>
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<td>6:45</td>
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<td>Ygg Young</td>
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<td>7:00</td>
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<td><em>Happy Hour</em></td>
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<td>7:15</td>
<td></td>
<td><em>CBS Playhouse</em></td>
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<td>7:30</td>
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<td><em>Am Tobin's Post Secret</em> (alt. wks.)</td>
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<td>7:45</td>
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<td><em>Flight No. 4</em></td>
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<td>8:00</td>
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<td><em>Lincoln Mercury Death</em></td>
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<td><em>Tong of the Town</em></td>
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<td><em>The Big Picture</em></td>
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<td><em>Prentice Quiz</em></td>
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<td><em>Guy, Ect.</em></td>
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<td>9:15</td>
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<td><em>Ciba Horizons</em></td>
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| 9:30 | | *Bristol-Myers Stage II* | | *
| 9:45 | | *Sewanee Life Begins at 90* | | *
| 10:00 | | P.L. Lattin | | |
| 10:15 | | *Father Knows Best* | | |
| 10:30 | | *Monte Carlo alt. wks.* | | *
| 10:45 | | *What's My Line?* L | | *
| 11:00 | | *Norwich Sunday News Spec.* | | *
| 11:15 PM | | | | *

**MONDAY - FRIDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
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</thead>
</table>
| 9:00 AM | Breakfast Club | | | *
| 9:15 | | Quaker Oats (Tu & Th) | | *
| 9:45 | | Lamp / My Feel | | *
| 10:00 | | Gerry Moore: *Morning Show* | | *
| 10:15 | | Arthur Godfrey | | *
| 10:30 | | Look Up and Live | | *
| 10:45 | | (See Footnotes to Time Schedule) | | *
| 11:00 | | Colgate-Palmolive Al-F | | *
| 11:15 | | 1:30-12 N Strike | | *
| 11:30 | | Strike It Rich L | | *
| 11:45 | | Tennessee Ernie Ford L | | *
| 12:00 | | Winky Dink and You | | *
| 12:15 PM | | *Voice of Prophecy* | | *
| 12:30 | | Quaker Oats Contest (Carnival) L | | *
| 12:45 | | *The Search for Tomorrow* | | *
| 1:00 | | *P&G Guiding Light* | | *
| 1:15 | | Princeton 35 | | *

**SATURDAY**

<table>
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<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
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| 1:00 AM | | | | *
| 1:15 | | | | *

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**WEDNESDAY**

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<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
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</table>
| 1:30 PM | | Happy Hour's Spotlight L | | *
| 1:45 | | | | *
| 2:00 | | | | *
| 2:15 | | | | *
| 2:30 | | | | *
| 2:45 | | | | *
| 3:00 | | | | *
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| 3:45 | | | | *
| 4:00 | | | | *
| 4:15 | | | | *
| 4:30 | | | | *
| 4:45 | | | | *
| 5:00 | | | | *
| 5:15 | | | | *
| 5:30 | | | | *
| 5:45 PM | | | | *

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**NOTES:**

- *P&G Guiding Light* is also known as *P&G Guiding Light*.
- *The Search for Tomorrow* is also known as *Morning Show*.
- *Tennessee Ernie Ford* is also known as *Tennessee Ernie Ford L*.
- *Winky Dink and You* is also known as *Winky Dink and You*.
- *Voice of Prophecy* is also known as *Voice of Prophecy*.
- *Princeton 35* is also known as *Princeton 35*.

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**ADDITIONAL INFORMATION:**

- *Happy Hour's Spotlight* is a special program.
- *P&G Guiding Light* is also known as *P&G Guiding Light*.
- *The Search for Tomorrow* is also known as *Morning Show*.
- *Tennessee Ernie Ford* is also known as *Tennessee Ernie Ford L*.
- *Winky Dink and You* is also known as *Winky Dink and You*.
- *Voice of Prophecy* is also known as *Voice of Prophecy*.
- *Princeton 35* is also known as *Princeton 35*.
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<th>Day</th>
<th>DuMont</th>
<th>NBC</th>
<th>ABC</th>
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**Notes:**
- The schedule includes various theatrical and broadcast programs.
- The table is sorted by day.
- Programs include travel, plays, and other entertainment.
- DuMont, NBC, and ABC are broadcast networks.
- Specific times and locations are listed for each program.

**Broadcasting Telecasting**
February 14, 1955
So There You Are

And there he is, right where he belongs, in the TOP TEN and getting bigger every week.

The George Gobel Show on the evening of January 8 was seen in 13,184,000 homes, according to the latest Nielsen Reports.

You can’t very well call him Lonesome George, either—he’s surrounded by friends from NBC. Of the ten evening programs that drew the greatest audiences, NBC has six—twice as many as the second network. One of them was the Max Liebman Spectacular “Good Times,” which reached 12,596,000 homes to maintain the consistent Top Ten ratings that the NBC 90-minute color shows are achieving.

And the highest rated show of all during the two week period was an NBC Special Event—the Rose Bowl Game. This New Year’s Day feature won a rating of 55.5 and was seen in 17,072,000 homes—the largest audience ever to witness a sports event.

In the daytime the pattern was the same... impressive new achievements by NBC shows. Pinky Lee’s latest rating is 15.6, highest in its history; World of Mr. Sweeney scored 11.3, in its first Nielsen rating; Modern Romances reached 10.9, another peak mark. In all, 6 NBC daytime programs vaulted to new highs.

And “Tonight” wrapped up each broadcast day by delivering advertisers an average of more than a million homes for each half-hour segment.
So There You Are!

Exciting Things Are Happening On

NBC Shows in the Top Ten

<table>
<thead>
<tr>
<th>Show</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groucho Marx—You Bet Your Life</td>
<td>14,282,000</td>
</tr>
<tr>
<td>The Buick-Berle Show</td>
<td>13,248,000</td>
</tr>
<tr>
<td>Dragnet</td>
<td>13,186,000</td>
</tr>
<tr>
<td>The George Cobel Show</td>
<td>13,184,000</td>
</tr>
<tr>
<td>1955 Variety Show</td>
<td>13,165,000</td>
</tr>
<tr>
<td>Max Liebman Presents “Good Times”</td>
<td>12,596,000</td>
</tr>
</tbody>
</table>

An NBC Special

<table>
<thead>
<tr>
<th>Event</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rosebowl Game</td>
<td>17,072,000</td>
</tr>
</tbody>
</table>

All data verified by A. C. Nielsen Co.
ALAN B. MILLER, JR., formerly creative director, Weiss & Geller Inc., Chicago, to Grove Labs Inc. (hair preparations), St. Louis, as manager, newly-created new products department.

Lee-Murino Rosseau appointed publicity relations manager in charge of publicity, advertising and news releases, Jersey Speciality Co., Little Falls, N. J., headquartered in N. Y.

Louis Menna, Foote, Cone & Belding, N. Y., and James Clark, Cecil & Presseby (now defunct), same city, to Benton & Bowles, N. Y., as art directors.

Roberttee Holley, formerly principal in own Rockford, Ill., agency, to Strand & Moore, Strand, Kankakee, Ill., as account executive.


Joseph A. Larkin, copywriter, Arndt, Preston, Chapin, Lamb & keen Inc., Phila., promoted to assistant account manager.

Herbert W. Julien, advertising manager of four J. C. Penney Co. department stores in Minneapolis, to Northrup, King & Co. (seed wholesale), same city, as assistant to marketing-advertising director.

Neal O'Connor, plans-merchandising dept., N. W. Ayer & Son, Phila., to N. Y. office service staff.

Burt Schultz returns to publicity-promotion dept., Benton & Bowles, N. Y.


Jeanne A. Doyle, formerly with WGY Schenectady, N. Y., to tv-radio writing staff, Betteridge & Co., Detroit.

Bruce P. Mattson, research dept. and media analysis assistant, Wilson, Haight, Welch & Grover Inc., Hartford, Conn., promoted to spacebuyer.

Margie Shields, assistant art coordinator, Foote, Cone & Belding, N. Y., is retiring.


Oscar Heusner, account executive, Lowe Runkle Co., Oklahoma City, named Oklahoma City's "Outstanding Young Man of 1954" by Oklahoma City Junior Chamber of Commerce.

Howard G. Sawyer, vice president in charge of plans and creative marking, James Thomas Chirung Co., Boston, will address Toronto chapter, National Industrial Advertisers Assn. Feb. 17 at Royal York Hotel on "How to Use Readership Rating Studies to Improve Industrial Advertising."

Edwin Wirsing, advertising director, Union Bank & Trust Co., L. A., and Mrs. Cecelia Harden were married Jan. 27.

Fred Willson, account executive, Russell M. Seeds Co., Chicago, father of boy, Peter James; Dick Tenbriet, copywriter, father of girl, Linda Lou.

FILM

6 STATIONS ADDED TO VITAPIX GROUP

ADDITION of six new station clients to the Vitapix Corp. lineup was announced Thursday by John D. Fetzer, chairman of the board, at a general stockholders meeting in New York. Total number of Vitapix stations now is 53.

New station clients are: WGN-TV Chicago, WGAL-TV Lancaster, WMCT (TV) Memphis, WSPD-TV Toledo, WXEL (TV) Cleveland and WGBS-TV Miami.

The stockholders meeting, the first since completion of a working arrangement with Guild Films Co. [BTC, Oct. 25, 1954], also was marked by the election of officers and members of the board of directors to serve for a one-year period. Officers re-elected were Mr. Fetzer, Fetzer Stations, chairman of the board; Kenyon Brown, KWFT-TV Wichita Falls, Tex., president, and Joseph E. Baudino, Westhinghouse Broadcasting Co., vice president. Paul A. O'Bryan, of the law firm of Dow, Lohnes & Albertson, Washington, D. C., was elected secretary-treasurer. The election of Edward E. Hall as executive vice president and general manager was confirmed by the board.

The new board consists of Messrs. Fetzer, Brown, R. W. Hardin, John C. Crowell, John W. Witt, Richard A. Boren, WGN-TV Columbus; C. Howard Lane, KGIN-TV Portland; E. J. Leonard Reisch, James M. Cox Stations; Clair R. McCollough, Storer Stations; George B. Storer Jr., Storer Broadcasting Co.

Reports were made to the meeting by Messrs. Fetzer, Brown, Hall, O'Bryan and Kaufman, and Temple Scay of Dow, Lohnes & Albertson.

Guild Films held a cocktail party for Vitapix stockholders at the conclusion of the meeting. In attendance were several Guild Films personalities, including Molly Berg of The Goldbergs; Ina Ray Hutton, who will launch a new tv show, and George Liberace.

Vitapix Corp. is owned solely by its station members. Under its agreement with Guild Films, Vitapix is responsible for station relations, time and time clearance, and Guild handles firm production, sales, distribution and service functions.

Six Exhibitor Groups Named In Suit to Free Films for Tv

MOTION by U. S. Justice Dept. to add six exhibitor organizations as co-conspirators in the Los Angeles U. S. District Court anti-trust suit to force release of films for tv [BTC, Jan. 31], last week was granted by District Judge Harry C. Westover, over the objection of Homer J. Mitchell, attorney for Warners, 20th Century-Fox and Universal-International, three previously named defendants.

Entered as co-conspirators with 11 theatrical motion picture production and distribution firm defendants are Allied States Assn. of Motion Picture Exhibitors, Independent Theatre Owners Assn., Metropolitan Motion Picture Theatre Assn., Southern California Theatre Owners Assn., Pacific Coast Conference of Independent Theatre Owners and the Council of Motion Picture Organizations. Theatre Owners of America was named in this category when the suit was filed July 1952 [BTC, July 28, 1952].

Judge Westover told Mr. Mitchell he could make a plea for a later trial date on March 10 when the Justice Dept. presents its documentary evidence.

Turnabout

A FILM prepared by WPTZ (TV) Philadelphia, "Miracle on the Delaware," is scheduled to be shown at a downtown Philadelphia movie theater and in the neighborhood movies of the Stanley-Warner circuit. The 16-minute film, available for national distribution through WPTZ and Free & Peters, describes the greater Philadelphia trading area and is the station's "contribution to the advancement of the greater Philadel phia area through greater knowledge and understanding," according to Rolland V. Yooke, station manager.

3 Al Capp Pilot Films Commissioned by Ford Group

THREE 15-minute pilot films starring cartoonist Al Capp have been commissioned by the Fund for the Republic, New York, a civil liberties organization. The election of 1952 through a $15 million grant from the Ford Foundation. The films are a phase of an experiment now underway to determine ways in which television can be used, H. W. Ferry, vice president of the fund, said.

It has not yet been decided whether or not the Capp films will be released to tv, according to Mr. Ferry, who stated that a number of ideas for use of the medium are being considered.

An hour film version of Dr. Robert Oppenheimer's appearance with Edward R. Murrow on Mr. Murrow's Person to Person, CBS-TV, is currently being distributed free to colleges and organizations by the fund, Mr. Ferry said.

Four Star to Produce Three Series in Hollywood

FOUR STAR Productions Inc. has allotted $3.3 million for the production of three tv filmed series in Hollywood, it was announced last week by the board of directors. The 1955 schedule will include 110 half-hour film programs, divided into three series, consisting of Four Star Playhouse, The Star and the Story and Stage 7.

The production organization, formed three years ago with headquarters in the KKO Pathé Studios in Culver City, Calif., is a partnership of actors Dick Powell, David Niven, Charles Boyer and executive producer Don W. Sharpe. In the cast of Four Star Playhouse, Messers, Boyer, Niven and Powell function as the producers of those programs in which they star.

Lewis & Martin Films Inc.
Holds Agency Film Seminars

SEMINAR of tv film commercial production has been started for Midwest advertising agencies by Lewis & Martin Films Inc., Chicago.

The first agency to take advantage of the sessions was Ruthrauff & Ryan. Herschell Lewis, partner in the film firm, discussed fundamental problems using representative films and slides. A booklet prepared by Mr. Lewis citing questions and answers on commercial film production was distributed to about 30 agency tv account executives.
Let's see who's **DOMINANT**
in the PORTLAND-MAINE-MARKET

During the 7-day period November 15-21, 1954 PULSE measured the television audience in the 14-county (*) service area of WCSH-TV, producing comparative ratings as shown on the graph below. Hours indicated are within period when all three vhf stations in the area were telecasting.

**IN ADDITION:**

10 of the top 15 once-a-week shows are on WCSH-TV

8 of the top 10 multi-weekly shows are on WCSH-TV

**NBC - DuMont Affiliate**


New Hampshire counties: Belknap, Carroll, Coos, Strafford.

REPRESENTED NATIONALLY BY
WEED-TELEVISION
Insurance Protection Given With Purchase of AAP Shows

BLANKET insurance policy, protecting both stations and sponsors against any claims that may arise in connection with films released by Associated Artists Productions, New York, has been acquired by AAP. Acquisition of the policy, which runs for a year and covers claims up to $250,000, was announced by Elliot Hyman, president of AAP.

The insurance protects all stations, sponsors and advertising agencies against such claims as infringement, violation of rights of privacy, defamation, slander, libel, and violations of copyright. In addition to the films and sound tracks, it covers advertising and merchandising materials used in connection with the films.

Frackman Joins TPA

ROBERT J. FRACKMAN has joined Television Programs of America, New York, as an account executive, Michael M. Sillerman, executive vice president of TPA, announced last week. Mr. Frackman, formerly an independent packager, is the 50th account executive to be added to the TPA staff, Mr. Sillerman said.

Mr. Sillerman said that TPA's expanded sales staff will permit it to better meet an increased demand for the firm's diversified properties.

L. D. David A. Christalson, sales director for Rainbow Pictures, was added to TPA's New Orleans office.

Tv Producers May Organize

MEETING to discuss the formation of an independent tv producers association of New York will be held Feb. 16 at the Hotel Gotham there. Packagers also are considering a public relations program to help sell their function in radio- tv to sponsors. Another recommended plan to be discussed at the meeting is use of a recognition system to prevent misuse of the descriptive term, "package producers," by firms not actually in program production.

FILM SALES


Atlas Television Corp., N. Y., announces sale of Captain Z-Ro, children's show, in six cities and option to purchase series in 10 more.

ABC Film Syndication Inc., N. Y., has sold The Playhouse to R. A. I. Italy for showing over entire Italian Network, for first foreign sale of program. R. A. I. plans to start dubbing shows immediately.

FILM PRODUCTION

CBS-TV You Are There is being filmed at Hal Roach Studios, Culver City, Calif., with first episode, "The Completion of the Transcontinental Railroad." Bernard Girard is director; James Fonda, producer.

Matthew Ramp is producing pilot film of The Inside Dope, new half-hour tv series, for NBC-TV at Hal Roach Studios, Culver City, Calif. Format concerns rivalry between Bill Goodwin and Shawn Smith, who work for competing newspapers, with Cliff Arquette portraying oldest living copyboy. Pilot was created and written by Milt Josefsberg.

RANDOM SHOTS

Association Films Inc., N. Y., is offering tv stations booklet, "Free Films for Tv," describing 92 public service films available free, obtainable from firm's Tele-Div., 374 Madison Ave., or from company's regional film exchanges in Chicago, Dallas, S. F. and Ridgefield, N. J.

Parsonnet-Wheeler Inc. (production), N. Y., has opened new offices at 32 W. 53d St.; telephone: Plaza 3-6658.

CBS-TV announces sales of Winky Dink Kits in conjunction with Winky Dink and You Have reached two million mark. Kits enable children at home to participate actively in program.

Serecraft Pictures Inc., N. Y., moves to 15 W. 44th St.; telephone: Murray Hill 7-5011. Film shipments still should be directed to firm at Rm. 1000 A, 630 9th Ave.

Telecast Films Inc., N. Y., has moved to 247 W. 46th St.; telephone remains Judson 6-5480.

Gothic Films Inc., N. Y., changes name to Gothic Corp. and adds public relations and sales relations department.

FILM PEOPLE

Lynn Marks Alper, publicity staff, Screen Gems Inc., N. Y., to Atlas Television Corp., same city, in charge of publicity and promotion on Captain Z-Ro and as assistant to president.

Barney MacKall, Rocky Mountain area man- ager, Official Films Inc., N. Y., transfers to Denver as head of newly-opened office.

Bruce Collier, formerly with Motion Pictures for Television, N. Y., to Guild Films Co., same city, as Louisi- ana, Texas and New Mexico sales repre- sentative.

Herb Miller, formerly with Television Programs of America, N. Y., to Sportvision Inc., S. F., as southern Illinois, Missouri and Nebraska sales representative, headquartered in St. Louis.

Robert Berger, formerly vice president and general sales manager, Standard Television (distribution) Beverly Hills, Calif., has purchased Standard interests of former partner, Marcus Loew II.

Thomas A. Beemer, salesman, Ziv Television Programs Inc., N. Y., and Howard M. Lloyd to sales staff, NBC Film Div., Hollywood.

Burt Lambert, assistant sales director, WNEW New York, to sales staff, Ziv Television Programs Inc., N. Y., in executive capacity.

Earl Bennett to cutting and editing dept., United Productions of America, Burbank, Calif.

Osmund Evans, animator, Raphael Wolff Studios, Hollywood, to United Productions of America, Burbank, Calif., in same capacity.

Dave Savage, station relations director, Guild Films Co., N. Y., conducting "Motion Pictures for Television" course, School of General Educa- tion, New York U.

NARTB Planning School Association

New group will seek to bet- ter college training for the broadcast profession. Formation is set for NARTB Washing- ton convention in May.

A NEW organization to promote college training for the broadcast profession will be set up at the NARTB Washington convention during the week of May 22. Plans for the unit, to be known as Assn. for Professional Broadcasting Education, were drawn up after a two-day meet- ing held last week in Washington.

Taking part in the project are NARTB, through its new Educational Committee [B+T, Jan. 31], and organized educators. Objectives are:

"To enhance the quality and service of broadcasting to the American public."

"To improve, continually, the capabilities and understanding of those entering the broadcasting profession."

"To provide adequate facilities for exchanging information and for bringing together those in the industry and those in education for their mutual benefit."

"To facilitate employment for those who meet the standards of the educational institutions and of the industry."

NARTB, representing stations and networks, and colleges offering broadcast education courses will be members of APBE. A board of directors representing each group equally is to be formed.

Previously the NARTB board had authorized discussions with the University Assn. for Professional Radio Education, granting $5,000 for the project. The latter organization's members will consider the plan during the next three months.

At the Washington meeting last week were: NARTB—Herbert L. Krueger, WTAG Worcester, Mass. chairman, and Lee Ruhrich, WTVJ (TV) Miami, and Rex Howell, RFXJ-AM-TV Grand Junction, Colo. for the Education Committee.

"THIS IS a tribute to an ideal, not a man," said John E. Fetzer (e) head of Fetzer sta- tions, as he received a bound copy of the first NARTB Tv Code from President Harold E. Fellows. Mr. Fetzel retired from the NARTB Tv Code Review Board after serving as chairman since its organization in 1952. The presentation was made Jan. 28 following the NARTB board meet in Hollywood Beach, Fla. [B+T, Jan. 31].
Radio Still 'Best Buy,'
Hollywood Ad Club Told

FLEXIBILITY is one of the most important things radio has to offer. Guy della-Cioppa, CBS Radio vice president in charge of network programs in Hollywood, told the Hollywood Ad Club last Monday. "If you have belief in radio and take time to study it, it will continue to be the best buy in the country," he declared.

William D. Shaw, general manager of the Columbia Pacific Radio Network and KNX Hollywood, previously quoted from the scheduled talk of John Karol, CBS Radio vice president in charge of network sales [B*T, Feb. 7]. Mr. Karol's plane was grounded by stormy weather in Florida.

In a summary of Mr. Karol's scheduled talk, Mr. Shaw declared both national and local radio will prosper in 1955, because the medium makes possible frequency at low cost. And more and more, he said, the marketing of goods and services demands repetition of "reason why" advertising. Repetition, he emphasized, is still a hallmark of good, sound advertising.

Industry Groups Present Recommendations to NCAA

NATIONAL Collegiate Athletic Assn. Television Committee was presented with recommendations Thursday from representatives of TV networks, agencies and athletic organizations for inclusion in the 1955 NCAA television plan. They appeared at a hearing in New York to which the officials had been invited.

The committee is expected to analyze these recommendations, in addition to those voiced by NCAA delegates at the last convention [B*T, Jan. 10], and draft the 1955 plan. It is anticipated the plan will be forwarded to the NCAA membership for approval in a mail referendum within two months.

South Carolina Broadcasters
Elect Frank Best President

FRANK B. BEST, WDXI Orangeburg, has been elected president of South Carolina Radio & TV Broadcasters Assn., succeeding C. Wallace Martin, WMSC Columbia. Other officers elected were Ennis Bray, WIAN Spartanburg, vice president, and T. Doug Youngblood, WFIG Sumter, re-elected secretary-treasurer. Charles A. Batson, WIS-TV Columbia, was appointed legislative chairman.

The South Carolina group will name sports and freedom of information committees to cooperate with NARFB's activities in these fields. A resolution was adopted in tribute to Horace L. Lohnes, of the law firm of Dow, Lohnes & Albertson, who died Dec. 23, 1954.

NBA Annual Meeting April 15

ANNUAL meeting of Nebraska Broadcasters Assn. will be held April 15 at Hotel Madison, Norfolk, Neb. The association is now in its 21st year, having been formed in 1934 as Missouri Valley Broadcasters Assn. Harry Burke, KFAB Omaha, is president, with Max Young, KSID Sidney, vice president, and Gordon C. Pents, KWBE Beatrice, secretary-treasurer.
Cheverton Heads News Assn.

DICK CHEVERTON, news and public affairs director, WMT-AM-TV Cedar Rapids, Iowa, was elected president of the Northwest Radio-TV News Assn. at its meeting held concurrently with the U. of Minnesota Radio-TV News Short Course. Other officers named were: William McGivern, KSTP Minneapolis, vice president; George Brooks, news director, KSUM Fairmont, Minn., secretary-treasurer; Arthur J. Smith, manager of KTVT (TV) Sioux City, Iowa, director, and Jim Bornam, news director of WCCO Minneapolis, director.

NRTA awarded WCCO a trophy for excellence of news and public service programs. KSOO Sioux Falls, S. D., was the second place winner and KLPM Minot, N. D., was third. Jerry Uhrhammer, senior in the U. of Minnesota School of Journalism, was awarded the association's annual scholarship.

New York NAACP Backs
Tv Blackout by Negroes

FEB. 26 BLACKOUT of tv viewing by colored people [BT, Feb. 7] is being conducted by the New York branch of National Assn. for the Advancement of Colored People, according to Henry Lee Moon, public relations director at the national NAACP headquarters in New York.

Scheduled 8:30-10:30 p.m., the blackout is designed to be a "dramatic demonstration of protest" against inability of Negro artists to obtain their share of roles in tv shows and to display the importance of the Negro market.

NAACP feels few programs show the normal ratio of colored people in incidental roles such as police, cab drivers, nurses, bus drivers and others.

TRADE ASSN. SHORTS

Academy of Television Arts & Sciences’ seventh annual "Emmy" awards dinner will be held March 7 at Moulin Rouge, Hollywood. Steve Allen, NBC-TV Tonight, set to emcee 90-minute event on NBC-TV, 8:30-10 p.m. PST.

BMI RADIO CLINICS TO BEGIN FEB. 23

Many sessions will coincide with meetings of state broadcaster associations. Clinics will run through April 22 and then reconvene June 13, allowing broadcasters time to attend the NARTB convention in May.

BMI is set to launch its 1955 series of radio program clinics on Feb. 23, on which date sessions will be held simultaneously in Seattle and Little Rock.

Glenn Dolberg, vice president in charge of station relations, reported that about 118 broadcasters from all parts of the country have volunteered their services as speakers for the clinics. He noted that the dates of many of the sessions coincide with meetings of state broadcaster associations in the respective states.

Sets of two traveling teams will serve as BMI speakers, joined by other speakers in states as booked. The clinics will continue uninterrupted until April 22, when all dates will have been covered except for the Rocky Mountain states, where sessions will begin on June 13. The hiatus will be during the period when many broadcasters will be attending the NARTB convention in Washington in late May, according to Mr. Dolberg.

The clinics will cover all areas of radio programming. Some of the topics to be explored by speakers and executives in attendance will be the use of local news; daytime and nighttime programming; public service and special events; and sports programming; service to rural audiences, and the importance of commercial copy.

"Drawing upon the past four years of clinic experience," Mr. Dolberg stated, "we are doing everything possible to make the 1955 series of BMI clinics even better than previous years. Since clinic agenda and subject matter are planned to provide helpful information to management and station personnel alike, we urge advance planning. So many from each station may avail themselves of the opportunity of one full day of clinic talks and discussions. It is now history and fact that radio management and employees help themselves by broad exchange of ideas, imaginative thinking and radio know-how."

SCHEDULE OF BMI CLINICS

<table>
<thead>
<tr>
<th>Location</th>
<th>Date</th>
<th>Site</th>
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<tbody>
<tr>
<td>Alabama</td>
<td>Feb. 28</td>
<td>(Holiday Inn)</td>
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<tr>
<td>Atlanta</td>
<td>Mar. 1</td>
<td>(Holiday Inn)</td>
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<tr>
<td>Birmingham</td>
<td>Feb. 22</td>
<td>(Holiday Inn)</td>
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<td>Boston</td>
<td>Apr. 11</td>
<td>(Holiday Inn)</td>
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<td>Apr. 14</td>
<td>(Holiday Inn)</td>
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<td>Cleveland</td>
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<td>St. Louis</td>
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<td>Washington</td>
<td>Apr. 14</td>
<td>(Holiday Inn)</td>
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Eddie Cantor Radio Show
Sold to Five More Stations

NEW sales of The Eddie Cantor Radio Show to five major market stations were announced last week by Alvin J. Unger, president in charge of sales, Frederic W. Ziv Co.

The five-day-a-week, half-hour variety program was sold to WCAU Philadelphia, WHEC Rochester, N. Y., WSB Atlanta, WGBS Miami and WMAI Washington. According to Mr. Unger, a wide classification of advertisers is sponsoring the Ziv program in these markets.

Rochester Gas & Electric Co. is sponsoring three half-hours a week on WHEC; Star Seat Cover Co. and Miami Lock & Hardware Co. are co-sponsoring two half-hours a week on WGBS and Puritan Mills is on a spot participation basis with the program on WSB. Earlier sales of the Cantor radio show included WAIT Chicago, WJL Detroit and KOOL Phoenix, Mr. Unger said.

Bay Area Tv Service Offered

SAN FRANCISCO Bay area advertising agencies are being offered by E. Reek Associates, telecasting services to the advertising trade, part or full time services of tv technicians to supervise in-studio commercial operations or other services for which the agency does not feel that it needs its own personnel. The firm is at 1467 Clayton St., San Francisco.
New Program Packaging Firm Started by Martin Stone

MARTIN STONE, president of Kagran Inc., who sold the controlling interest of the company to NBC-TV (including the Howdy Doody show) for a reported half-million dollars, has formed a new firm to be known as Stone Assoc. with offices located at the Plaza Hotel in New York.

The new firm will be a program package and merchandising organization. The company will handle merchandise (apparel, games, etc.) for TV comic Jackie Gleason, its first client. Other clients are to be named soon.

Alan Stone, brother of Martin Stone and former vice president of Kagran Inc., has resigned to join Stone Assoc. Eddie Kean, script writer on the Howdy Doody show, will also be associated with the new firm.

Tv Fashion Service Formed As All-Modern Dress Agency

A NEW television rental organization, Tv Fashion Service, was formed last Monday, claimed to be the first all-modern dress rental company for shows and commercials featuring women performers.

The new firm rents its products—ranging from daytime dresses to name-designers originals—without requiring air credit of any kind. The rental fee structure at the new rental house parallels the rates at costume outlets.

Tv Fashion Service already is serving several shows and commercials on the networks and its stock includes high fashion creations of designers such as Dior, Mainbocher, Charles James, Oleg Cassini, Grigere, Rentner, Ben Reig and Carolyn Schnurer.

The company is headed by fashion authorities Elaine Perkins, Ruth Lee and Vivian Perkins.

TelePrompTer Names Blair As Assistant Sales Manager

APPOINTMENT of Jimmy Blair as assistant national sales manager of TelePrompTer National Sales Corp., New York, was announced last week by Herbert W. Hobler, vice president. He has been regional manager of TelePrompTer's Philadelphia office. Before joining the company, Mr. Blair had been a director at WBLA-TV Baltimore, production manager at WTOP-TV Washington and executive producer at WPTZ (TV) Philadelphia. He was formerly tv director at Lamb & Kean, Philadelphia.

Paul Blair Joins Ziv

APPOINTMENT of Paul Blair as an account executive in the Chicago office of Frederic W. Ziv Co. was announced last week by Alvin E. Unger, vice president in charge of sales for the radio transcription firm. Mr. Blair formerly was with General Mills Inc., where he served successively as salesman, northeast salesman and assistant to the eastern sales manager. From 1948 to 1953 he was sales manager for Ziv Television programs, a position he resigned in 1953 to join Economic Trend Line Studies, a private research organization.

PROGRAM SERVICE PEOPLE

Albert W. Ham appointed to newly-created post, coordinator of recording operations, Columbia Records Inc., N. Y.
KEY FCC WITNESS RECANTS
RED CHARGES AGAINST LAMB

Marie Natvig says she was 'brainwashed' by FCC lawyers into 'manufacturing' her earlier testimony that linked Edward Lamb with the Communist Party. Another Broadcast Bureau witness says his statements, too, may have been in error.

CHARGE that former FCC counsel Walter R. Powell Jr. "coerced" her to give false testimony linking Edward Lamb with the Communist Party has been made by Mrs. Marjorie Natvig, a key witness in the Commission's hearing on the license renewal of Mr. Lamb's WICU (TV) Erie, Pa.

Charging she had been "brainwashed" by the FCC staff and threatened with perjury if she didn't stick to the "manufactured" story, Mrs. Natvig recanted her previous statements identifying Mr. Lamb with communism and plans for world revolution, including seizure of communication facilities in the U.S. [B*YT, Nov. 1, Oct. 18, 11, 1954].

She alleged that Mr. Powell, during conferences to prepare her "script" in the Lamb case, said to her: "'All right, kid, let's murder the bum.'"

Mrs. Natvig charged Mr. Powell told her Mr. Lamb was "a greater menace to the United States than Alger Hiss" and cited the strategic occupation of the U.S. by "manufacturing" the witness.

The WICU renewal hearing, which resumed Wednesday before Examiner Herbert Sharfman, also saw another Broadcast Bureau witness, Clark Wideman of Columbus, Ohio, admit under further cross examination that it was "possible" his memory could be in error about a 1934 meeting at Marion, Ohio, in which he said Mr. Lamb suggested formation of youth groups for which leadership or other aid might be obtained from the Communist Party [B*YT, Sept. 27, 1954]. He agreed the statements instead could have been made by a local publisher whose ambition was known to have been to acquire Communist Party members.

Concerning his experience with Mr. Powell and the other FCC lawyers, Mr. Wideman said, "They did not make suggestions to me to change my testimony."

Powell Suffers Attack

Mr. Powell, who resigned last month as chief of the FCC Broadcast Bureau's Renewal and Transfer Division to join the legal staff of NARTB, suffered a heart attack a fortnight ago and is confined to his home. He had been principal FCC counsel in the WICU case.

On Wednesday, after Mrs. Natvig made her charge of coercion, the integrity and public service record of Mr. Powell was defended by the new leading FCC counsel in the case, Joseph M. Kittner, assistant chief of the Broadcast Bureau. Mr. Kittner asserted that if Mrs. Natvig had testified falsely she did so "on her own volition" and accused Russell M. Brown, counsel for Mr. Lamb, of "making a play for the press."

"She is obviously and falsely maligning the reputation of a very decent, honorable government official [Powell]," Mr. Kittner said.

"We don't need this eulogy. It isn't even dead yet," Mr. Brown retorted. The Lamb attorney repeatedly pointed out he was not vouching for the "credibility" of the witness, noting that Mrs. Natvig was the FCC's witness and not Mr. Lamb's.

During cross examination of Mrs. Natvig last fall, Mr. Brown described her as a "pathological liar" and "lunatic." During that earlier examination, which Mr. Brown admitted last week had been "brutal," Mrs. Natvig twice threatened to "kill" Mr. Brown if he contacted her children and at one point she grabbed a water pitcher and attempted to strike him.

Basic issues in the WICU renewal hearing include whether or not Mr. Lamb lied when he told the Commission he never had communist associations. The formal hearing began last September [B*YT, Sept. 20, 1954, et seq.] and some 20 FCC witnesses were heard, four of whom now are appearing for further cross examination, including Mrs. Natvig and Mr. Wideman. Also scheduled to appear for further cross examination are William Garfield Cummings and Lowell Watson.

The proceeding has yet to hear Mr. Lamb's defense witnesses as well as his evidence purporting to show that Commission employees caused at least one tripe to be offered to secure false testimony against him.

Mr. Lamb vigorously denied the Commission charges, contending political motives are behind FCC's action. Last summer, when Republican Comr. John C. Doerfer appeared before the Senate Interstate & Foreign Commerce Committee for confirmation of his reappointment to the Commission, Mr. Lamb testified before the committee that Comr. Doerfer was responsible. The allegation was denied by the Commissioner and he was confirmed by the committee [B*YT, June 28, 1954].

Mr. Lamb, who at the time of the 1934 Marion, Ohio, meeting recalled by Mr. Wideman was running for Republican Senator, more recently was considered for the post of treasurer of the Democratic National Committee.

Mr. Lamb is protesting damage suits in Nashville against former Congressman Pat Sut- ton (D-Tenn.) and certain local stations on the ground the Congressman falsely branded him a communist during a political talkathon early last summer. Mr. Lamb has warned he will sue anyone who falsely accuses him.

Besides WICU, Mr. Lamb is chief owner of WIKK Erie and the Erie Dispatch, WTOD Toledo, Ohio, and WHOO Orlando, Fla. A lawyer, he has other wide business and industrial interests, the combined value of which is estimated to total $30 million. He considered his business ventures have been put in jeopardy by the FCC hearing.

When Mrs. Natvig resumed the stand last week, Mr. Brown asked her if it is true—contrary to her earlier testimony—that (1) she never was a member of the Communist Party; (2) she never attended a party convention in Columbus, Ohio, in 1936; (3) she never saw Mr. Lamb there in possession of a map depicting the communist plan for world revolution; (4) she never was introduced to Mr. Lamb by a person who said Mr. Lamb was doing good work for the Communist Party, and (5) she never had any information that Mr. Lamb was connected with or in sympathy with the Communist Party.

"That is right," Mrs. Natvig admitted following each statement by Mr. Brown.

"Asked if those admissions were not "exactly opposite" to her previous testimony, Mrs. Natvig offered a simple "Yes."

"Did you willfully testify falsely under oath?" Mr. Brown asked.

"No sir," she replied, "I was coerced."

Asked by whom, Mrs. Natvig claimed it was Mr. Powell and related that several times during her earlier appearance she wanted to change her testimony, but Mr. Powell—and on one occasion Mr. Kittner—said she would be prosecuted for perjury if she did.

Mrs. Natvig said she told Mr. Powell she wanted to talk to J. Howard McGrath, ex-U. S. Attorney General and also counsel for Mr. Lamb, but was informed it was "against the law."

The witness said that on Jan. 12 while driving to Tallahassee and reflecting on her earlier testimony from transcripts newly received, she suddenly felt as though she were "awakening from a nightmare" and thought "I must be crazy, that's not true. It was not me who was speaking."

A Call From Florida

She said she stopped at Hollywood, Fla., and telephoned Mr. McGrath and then went to see him at his home in Palm Beach. She related she voluntarily visited Mr. McGrath a week later when Mr. Brown also was present and told them she wished to retract her testimony. Mrs. Natvig felt she had done Mr. Lamb a "grave wrong."

Under questioning by Mr. Kittner, Mrs. Natvig reconstructed events leading up to her appearance in the case. She said early on the morning of Sept. 15, 1954, she found at her door in Miami Beach a newspaper clipping of a column by Drew Pearson on the Lamb hearing, with an anonymous note attached for her to call the FBI. He wanted a similar note, she said she finally called the FBI at Miami and related she only casually had known Mr. Lamb as a Toledo attorney some 18 years previous. She said she told the FBI that "under no circumstances" would she testify. However, Mrs. Natvig said, after repeated calls by FCC investigator Robert Leahy, on Sept. 17 she consented to go to Washington and talk with the Commission staff.

Mr. Kittner related that she met Mr. Powell, Mr. Leahy and Thomas B. Fitzpatrick on Sept. 19 at FCC offices in Washington. Most of the several hours she was there, she recalled, she talked alone with Mr. Powell who described the WICU renewal hearing as the most important case the Broadcast Bureau ever handled.

Mrs. Natvig said she told FCC she had only
HOUSTON first saw her on these billboards:
...and after the tease, on these:

She came to life in a grand debut November 20, assisted by James Melton, Marguerite Piazza, the Houston Symphony Orchestra—and an all-star variety show that included Senor Wences, Kyle McDonald, and Raye & Naldi.

Then Houston wore buttons and redeemed 13¢ pieces and saw what we meant on the boards:

Her CHANNEL 13 was The Chronicle Station, and Texas' greatest newspaper gave her a boost with a special section and color pages and editorial help: the works. Contests galore: Why 13's my lucky number... and so on... with big prizes... ending with an all-out Name-The-Cat contest to which more than 9,000 different names were submitted.

The people named her Kitirik.

SHE'S A CAT THAT BEARS WATCHING
—and they do it every day.
A 45 KW Klystron-equipped transmitter and a contoured 24.2 gain helical antenna gives this Wilkes-Barre, Pennsylvania station the maximum power allowed by the FCC. WILK-TV is the first to operate such a combination to attain a full megawatt and provide more integrated signal strength than any other UHF station. G.E. salutes its foresight and pioneering spirit in taking this momentous step to high power.

Thomas P. Shelburne, WILK-TV Treasurer and Managing Director, decided that a 45 KW transmitter and 24.2 gain antenna, rather than a 23 KW transmitter and 50 gain antenna, was best suited for the terrain in the Wilkes-Barre area. Why not take a tip from WILK-TV and get into the million-watt class with the equipment combination that's best for you?
transmitter in the world...

WATTS ERP

NOW YOU CAN GET THE POWER EDGE ON YOUR COMPETITION
G.E. OFFERS 2 WAYS TO REACH A MILLION WATTS IN UHF

1. 45 KW transmitter with a 25-gain helical antenna. Check the calculated coverage curve below for the field intensity pattern you get with this combination.

2. 23 KW transmitter with a 50-gain antenna. Compare the coverage curve for this equipment combination, with the needs of your terrain.

**GET THESE ADVANTAGES WITH EITHER POWER PACKAGE**

1. Demonstrated dependability. Components of the G-E 12 KW transmitter, proved in use in 38 operating stations, have been incorporated in both the 23 and 45 amplifiers.

2. Adaptable to existing space—cubicles may be arranged in practically any manner.

3. Can be installed in existing UHF stations without loss of air time.

4. Personnel safety provided by door-operated high-voltage interlocks and grounding switches.

5. Automatic protection against loss of air time—overload protection—high-speed AC and DC relays shut down transmitter in event of power surges. Two-shot plate recloser puts transmitter back on air when overload has cleared.

6. Capable of transmitting NTSC color.

7. Known tube costs. Klystrons are leased by G.E. to the user at a standard rate that decreases with number of hours used. No capital investment for Klystrons.

8. Simple antenna design. Maximum reliability—the G-E UHF helical antenna needs only one feed point per bay. Standard antenna can be contoured or directionalized to meet your specific requirements.

Progress Is Our Most Important Product

GENERAL ELECTRIC
Matusow's Visit

MEMORANDUM concerning a visit in April 1954 by Henry Marshall Matusow to the law office of McGrath & Brown, counsel for Edward Lamb in the WICU-TV case, was given to the press Thursday by Russell M. Brown.

The memo, originally given J. Howard McGrath, said Mr. Matusow "brought with him voluminous files, containing records which he said had been accumulated during his work (investigator for Ohio Commission on Un-American Activities) in Ohio. Some of these documents appear to be compilations of people suspected of communist activities or affiliation or sympathy. Edward Lamb's name was nowhere listed. . . ."

"In response to a direct inquiry as to whether Matusow ever heard any personal detail any association, membership or affiliation by Mr. Lamb, Matusow said, "No, I never did, because such a person doesn't exist."

"He showed us an outline in very rough form for a book he was writing called 'Blacklisting (or Blackmailing) Was My Business.' He said he needed $1,500 to complete this book and asked us to lend him that amount. I explained that this was not financially possible, whereupon he asked if he could have $200 to complete arrangements for an apartment in New York City. He explained further that we were not in a position to make such a loan. . . ."

"I strongly recommend no further contact attempt be made with this man. . . . He considers himself a great intellectual. . . . is perfectly willing to work both sides of any street provided only that it has financial reward for him."

"Mr. Matusow currently is in the news for his recantation of testimony before Congressional investigating committees and in federal courts regarding alleged communist activities.

A "hazy" recollection of Mr. Lamb at some meeting in 1936 or 1937 at a farm-labor meeting in Chicago and at formation of the National Lawyers Guild later in Washington. She said she told the Commission she knew only a few people at the Columbus meetings, "some of whom purported to be communists," but she was there to give a report as secretary of a Cleveland farm-labor club.

"The witness said she told FCC she would not testify and returned to Miami the same day. Mrs. Natvig recalled she was asked to return to Washington the next weekend for more talks, which she did, only to be served with a subpoena by Mr. Kittner."

"In August 1953, asked if she had been entrapment, Mrs. Natvig remembered the FCC attorney, pointing out the subpoena was dated the day before when the phone call was made to invite her for further "talks" and noting she was sent only one way ticket to Washington."

"Mrs. Natvig recalled for Mr. Kittner that she finally agreed to testify only after it was pointed out the subpoena might still be served in Miami and you and Mr. Powell said your positions are in jeopardy if the Lamb case wasn't prosecuted.

"Asked by Mr. Kittner how Mr. Powell indicated her to testify she had been a communist, Mrs. Natvig said this occurred about a week before she took the stand, "when we were writing the script of my testimony." She said Mr. Powell claimed to have data from the Cleveland police identifying her as a communist.

In early October a day or two before taking the stand a FCC attorney called appearing before a grand jury in Washington and said she "probably" testified the same as before the Commission but didn't remember specifically.

"Relating instances last fall when she wanted to change her testimony, Mrs. Natvig said she told Mr. Powell in the corridor during a recess in her cross examination by Mr. Brown that she was "scared" and felt she had been "brainwashed." She said Mr. Powell and Fitzpatrick "took me upstairs and said, 'We'll call Joe Kittner.'" Mr. Kittner, she said, told her she would be prosecuted for perjury if she changed her story.

"Here Mr. Kittner asked Mrs. Natvig if it wasn't true she had been told repeatedly her only obligation was to tell the truth and to complete the cross examination.

"By the time I got on the stand I couldn't tell fact from fiction," she answered.

"Didn't the attorneys for the Broadcast Bureau tell you to tell the truth?" "They told me what the truth was and then told me to tell it," she explained.

"Mr. Powell "set dates" and gave her names of hotels and details of meetings. "I was reciting a prepared speech. . . . I was scared to death. I thought I was getting immunity. . . ."

"At another time last week Mrs. Natvig told Mr. Kittner that in her effort to evade testifying in the case she "went to somebody in Washington" to try to get out of her subpoena and even lied to Mr. Powell that a "threat" had been made on her life.

"Mrs. Natvig said she was not necessarily upset by Mr. Brown's sharp cross examination because he "early saw I knew nothing about communism." She recalled, though, she was "furious at the attorneys for the Broadcast Bureau for putting me on the stand when I was not contributing anything to the case."

On Thursday, Mr. Wideman recalled, Mr. Leahy first told him FCC was interested in determining whether Mr. Lamb "was or was not a security risk." The witness said the FCC investigator pointed out "there was a possibility of using radio equipment to aid the enemy in case of war," and then say Mr. Matusow considered Mr. Lamb "dangerous" to the country.

"Mr. Wideman related that in 1948 as a reporter for the Columbus Citizen he made a study of Mr. Lamb's background and found no red ties. He told this to FCC, he said.

Recalling the 1934 meeting in Marion, Ohio, at the home of a local editor, Mr. Wideman said Mr. Lamb was asked if he was a "card-carrying communist" and replied, "Do communists carry cards?" Mr. Wideman said he then asked Mr. Lamb if he was a member of the Communist Party and Mr. Lamb replied "very definitely that he was not."

"Only 10 or 12 people were at the meeting, Mr. Wideman said, and Mr. Lamb discussed his book, "Planned Economy in Soviet Russia."

"Asked by Mr. Brown if someone else other than Mr. Lamb could have suggested formation of youth study groups which might receive leadership or other aid from the Communist Party, Mr. Wideman admitted, "It's possible my recollection was wrong."

Concerning FCC's question-answer outline for his testimony, Mr. Wideman was asked by Mr. Brown what the Commission staff said when errors were pointed out. Mr. Wideman said that when he pointed out mistakes, the FCC representatives said, "Let's get it right."

EXAMINING the script for "Flash of Darkness," film of a theoretical H-bomb attack on America's major cities which will be shown Feb. 14 on NBC-TV's "9 p.m. EST, are (l to r) Val Peterson, Federal Civil Defense Administrator; James Moser, creator of the Medic series, and Dr. Stafford Warren, head of the UCLA medical school and an authority on nuclear radiation. FCC officials gave technical assistance to writers and producers of the program. Medic is produced under the technical supervision of the Los Angeles County Medical Assn.

Civil Defense Chief Urges Widespread Use of Radio

GREATER USE of radio, especially amateur radio, in civil defense was urged last week by Federal Civil Defense Administrator Val Peterson. Mr. Peterson spoke at the presentation ceremony of the 1954 Edison Radio Amateur Award sponsored by General Electric, held at the Mayflower Hotel, Washington, last Thursday.

He said that FCC is pressing to have additional radio frequencies assigned for national-to-regional and regional-to-state civil defense communications use. The telephone, Mr. Peterson said, has the "disadvantage of being vulnerable to attack." Pre-attack evacuation, he continued, demands point-to-point communications in a constantly changing situation which may be handled by radio.

Mr. Peterson congratulated American radio amateurs for their preparedness and assistance in civil defense and said that more than $3.6 million in federal and state funds was available for amateur radio equipment for civil defense in 1954.

Winner of the 1954 Edison Radio Amateur Award was Benjamin S. Hamilton of La Mesa, Calif., who last year devoted 20 hours a week providing San Diego County with what was described as an outstanding civil defense radio system.

Butler on Campaigning

DEMOCRATIC National Chairman Paul M. Butler has said he believes there should be a "realistic" boost in the $3 million ceiling on political campaign spending. He said the boost should take into account the higher cost of running a campaign, including radio and television time.
IN ONE WEEK ... 22.2 RATING!
2/3 SOLD OUT!

“FUN HOUSE” the hottest television show in Philadelphia!

“FUN HOUSE” is giving laughs to the WHOLE FAMILY every WEEKDAY at 6:00—6:30 p.m. over WPTZ.
A 22.2 ARB rating after just one week on the air!
A viewer-per-set average of 2.9!

“Fun House” reaches a total of more than a million and a quarter people every day at a cost-per-thousand of only 21¢!

“FUN HOUSE” appeals to the ENTIRE FAMILY. It has the ideal audience composition of 45% adults (22% men, 23% women) and 55% children.
Little wonder that in just one week “FUN HOUSE” is 2/3 sold out!

“Fun House” combines three of the most audience-attracting elements in television today. “The Little Rascals,” formerly “Our Gang,” appealing to the whole family, with a phenomenal rating history... and the best first-run cartoons in television, with a proven record of building big all-family audiences.

To pull these powerful audience-winning elements together, “FUN HOUSE” features Pete Boyle, a veteran of five years of successful Philadelphia TV entertaining and product selling. Commercials are integrated into show for top effectiveness.

“FUN HOUSE” is beamed to 6¾ million people over a wider area with a clearer, stronger picture than any other television station in Pennsylvania. Best of all, there are still a few availabilities. Get in touch now with Alexander W. Dannenbaum, Jr., WPTZ Sales Manager, LOcust 4-5500, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WPTZ CHANNEL 3
First in Television in Philadelphia

WESTINGHOUSE BROADCASTING COMPANY, INC.
WPTZ•KYW, Philadelphia; WBZ•WBZA•WBZ-TV, Boston; KDKA•KDKA-TV, Pittsburgh; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco
KPIX represented by THE KATZ AGENCY, INC.
All other WBC Stations represented by FREE & PETERS, INC.
CBS PROMISES MAJOR FIGHT AGAINST SENATE GROUP'S PLOTKIN MEMORANDUM

CBS affiliates meeting advocates aggressive battle to counteract plan outlined in report submitted to Senate committee. ABC and NBC are not publicly contemplating any action on the matter.

A PROMISE that a grim, fighting campaign will be waged in forthcoming months by broadcasters against the PLOTKIN Memorandum, in the halls of Congress and in government offices as well as in the forum of public opinion, was made in New York last week by a formidable group of CBS-TV affiliates.

The broadcast representatives of 27 CBS-TV affiliates in 22 states, met at New York's Wal- dorf-Astoria Wednesday with nearly two dozen top officials of both CBS Inc. and CBS-TV, in an extraordinary, "emergency" session to plan strategy in the face of a proposal in the Senate to drastically restrict network activities [BT, Feb. 7].

After the meeting, which was conducted be- hind closed doors, a statement was released by Dr. Stanton, which said: "The statements of the PLOTKIN Memorandum: "The proposals of Mr. PLOTKIN, if adopted, would jeopardize television's most popular live entertainment and public service programs as they are presented today, and seriously interfere with future program planning."

"Every television set owner should be most concerned with the possible consequences of these proposals," it said.

The statement concluded with this carefully worded sentence: "The stations plan to inform the public of this threat to their television enjoyment and to discuss the matter with the appropriate government officials."

Report Interpreted

According to reports, CBS President Frank Stanton, CBS Vice President Richard S. Salant and CBS-TV President J. V. Van Volkenburg jointly outlined the ramifications of the PLOTKIN report and explained to what extent they would seek network operations.

In the discussion period that followed, var- ious plans were considered for revealing this threat to the public.

At the request of affiliates, a closed circuit to the entire sales force was arranged Wednesday afternoon at 5:45 p.m., during which Dr. Stan- ton reviewed the events surrounding the earlier session and expounded his views on the PLOTKIN Memorandum. Mr. Van Volkenburg introduced the CBS Inc. president. Clyde Rembert, presi- dent of the KRLD Inc., Dallas, and a member of the CBS Affiliates Advisory Board, who initially had suggested the closed circuit, wound up the session with an accounting of the reaction of the affiliates in attendance and pledged support in promoting the PLOTKIN proposals.

From all indications, stations represented at the meeting were cordial and enthusiastic in battling the PLOTKIN Memorandum out in the open as well as in congressional and govern- mental quarters. But the methods for imple- menting this decision proved to be difficult.

Thus, what specific outlets—whether radio and tv will be used in this campaign, or per- haps other media—had not been definitely de- cided upon.

Meanwhile, there were no indications that other networks were following the CBS-TV pattern of holding affiliate pow-wows. ABC-TV was studiously digesting the contents of the PLOTKIN Memorandum. NBC-TV spokesmen had passed on the sweeping document prepared by Harry M. PLOTKIN, Demo- cratic counsel to the Senate Interstate & For- eign Commerce Committee until Jan. 1.

An NBC spokesman said that the committee members in New York Tuesday and Wednesday of this week to prepare plans for a full affiliate committee meeting in the spring. However, as of last week, the PLOTKIN Memorandum re- portedly faced delay.

Lending weight to the seriousness in which CBS holds the "strategy" meeting with its affilia- tives, was a report that Dr. Stanton had given "orders" to his executives attending the conference to maintain the utmost secrecy on de- liberations, particularly in view of the fact that it was an affiliate meeting.

Both uhf and vhf stations were represented at the meeting. They were described as comprising a "cross-section of the largest, medium and smaller television cities in the United States."

The affiliates, in referring to the PLOTKIN Memorandum, described it as proposing "sweep- ing changes in network operations, both radio and television, and the relationships of affili- ated stations with their networks."

CBS has been described as opposed to such a delay far to publicly denounce the report prepared by the Senate committee's special counsel. Dr. Stan- ton has labeled it as "mislabeled, impractical and unwise."

Station people and network officials attend- ing the conference followed:


JONES BROADSIDE DUE THIS THRUSDAY

Republican counselor to the Senate Commerce Committee will release his report on net- works, uhf-vhf just two weeks after PLOTKIN Memorandum.

REVERBERATIONS from the PLOTKIN bomb- shell on networks and uhf- vhf still were echoing on Capitol Hill last week as the broadcasting industry braced itself for the second broadside—the Jones report—due to be released this Thursday.

Reaction from the sweeping suggestions made by the Senate Commerce Committee's recent Democratic counsel, Harry M. PLOTKIN, took at least three directions last week. As broadcasters awaited a report by Robert F. Jones, until lately Republican counsel for the committee's probe of networks and uhf-vhf troubles:

• The committee's investigating staff began planning for a meeting with television set manu- facturers in a move to help the cause of uhf television by trying to persuade the set-makers to agree on building only all-channel sets.

• Committee Chairman Warren G. Magnu- son (D-Wash.) sent out a letter to all tv net- works asking for comments on the Jones pro- posals. Although three networks have issued no statements, there was no doubt about where the fourth—CBS—stood on the question: A group of station people, holding an emergency meeting with network officials, promised to fight Mr. PLOTKIN's suggestions...
from all 4 networks

I LOVE LUCY
DECEMBER BRIDE
FORD THEATRE
MEET MILLIE
U. S. STEEL HOUR
ELGIN HOUR
SEE IT NOW
I MARRIED JOAN
GODFREY & FRIENDS
RED SKELETON
THE MILLIONAIRE
I'VE GOT A SECRET
MILTON BERLE
RAY MILLAND
CLIMAX
GROUCHO MARX
BISHOP SHEEN
PLAYHOUSE OF STARS
PERSON TO PERSON
BOB CUMMINGS
JACKIE GLEASON
DOLLAR A SECOND
HIT PARADE
SO THIS IS HOLLYWOOD
JACK BENNY
TOAST OF THE TOWN
STAGE SEVEN
LORETTA YOUNG
HAPPY FELTON

STRIKE IT RICH
VALIANT LADY
LOVE OF LIFE
SEARCH FOR TOMORROW
PORTIA FACES LIFE
ROAD OF LIFE
WELCOME TRAVELERS
THE BIG PAYOFF
BOB CROSBY SHOW
A BRIGHTER DAY
THE SECRET STORM
ON YOUR ACCOUNT
DOUGLAS EDWARDS
BURNS & ALLEN
SHOWER OF STARS
LIFE OF RILEY
BREAK THE BANK
THE LINEUP
YOU ARE THERE
MR. PEEPERS
TWO FOR THE MONEY
PROFESSIONAL FATHER
PEOPLE ARE FUNNY
IT'S A GREAT LIFE
PRIVATE SECRETARY
G. E. THEATRE
FATHER KNOWS BEST
TOPPER

beamed to the huge
ARK-LA-TEX AREA

OKLAHOMA -- ARKANSAS
MEMPHIS -- 295 MILES

TEXARKANA

DALLAS -- 182 MILES
SHREVEPORT

TEXAS -- LOUISIANA

--a Billion Dollar Market--

103,760 TV HOMES (TELEVISION MAGAZINE) January, 1955

KCMC-TV
TEXARKANA, TEXAS -- ARKANSAS

100,000 WATTS ON CHANNEL 6
the only maximum power station between Memphis and Dallas
affiliated with CBS--interconnected
ABC--interconnected
DuMont

Represented by VENARD, RINTOUL & McCONNELL, Inc.
Walter M. Windsor, General Manager

February 14, 1955 • Page 69
a special counsel to succeed Mr. Plotkin, whose official duties in the investigation ended Jan. 31. Since such a counsel necessarily must have some time to wind up his present connections and acquaint himself with the investigation, the hearings, "as a practical matter," may be held a month after the Jones report is released, a spokesman for Sen. Magnuson said.

Sen. Bricker, as ranking minority member of the committee can and presumably will ask for a preliminary report within 30 days on Mr. Jones' suggestions. The FCC and the Justice Dept. have been asked to make initial reports within 30 days on Mr. Plotkin's proposals, with interval reports every 60 days and a final report in six months.

Langer Introduces Bill To Halt Liquor Advertising

THE SENATE equivalent of the 83d Congress' controversial Bryson Bill prohibiting liquor advertising—introduced during the 83d by Sen. William Langer (R-N. Dak.)—has been introduced again by the North Dakotan in the 84th.

The bill (S 923) prohibits advertising of all alcoholic beverages on radio and tv stations and in most other media, including newspapers and periodicals in interstate commerce.

The Langer proposal of the 83d Congress was the subject of hearings by the Senate Commerce Committee [B&T, June 28, 1954], but was never reported out of the committee.

The Bryson Bill received more extensive hearings by the House Commerce Committee and similarly was not reported, although the House group requested and received a report from the industry on the extent of beer and wine advertising on radio and tv [B&T, Jan. 3].

Although the Langer Bill does not specifically name television broadcasting, that medium is included in the bill's scope since its use of the word "radio" employs the same definition as that in the Communications Act, i.e., includes television.

Report on Ty, Delinquency Expected From Senate Group

THE Senate Juvenile Delinquency Subcommittee has not closed the book on television programming, it was indicated last week. The group is scheduled to release a special report on tv programming as a possible factor in juvenile delinquency.

The subcommittee expects to probe the motion picture field, including the producers and distributors of movies and films made for or released to television. The unit is expected to request about $175,000 for the coming year.

James H. Bobo, assistant counsel, has been made chief counsel succeeding Herbert Beaser, who resigned last week, Sen. Estes Kefauver (D-Tenn.), new chairman of the subcommittee, has announced.

Mr. Beaser and Richard Clendenen, the unit's executive director, resigned after subcommittee disapproval of a series of articles on juvenile delinquency, authored by the two staff members, in the Saturday Evening Post.

The subcommittee during the 83d Congress conducted an investigation of tv programs as a possible factor in juvenile delinquency, culminating in a two-day hearing last fall at which industry spokesmen testified [B&T, Oct. 25, 1954].

Commerce Committee To Hear McConnaughy

PUBLIC HEARING on the nomination of FCC Chairman George C. McConnaughy for regular membership on the Commission has been set for Feb. 23 in Washington by the Senate Commerce Committee. Mr. McConnaughy has served since Oct. 4 under temporary appointment by the President.

The hearing will start at 10 a.m. in the committee's meeting room in the Capitol. The McConnaughy nomination—for the vacancy created by the resignation of Comr. George E. Sterling—is for the expiring term of seven years from July 1, 1950.

It was the second time the FCC chairman had been nominated for the post by the President. Nomination of Mr. McConnaughy was sent to the Senate during its special session last fall and was reported out by the Commerce Committee over Democratic protests, but was blocked on the Senate floor by Sen. Bricker (D-Ohio) and the Senate Democrats [B&T, Nov. 15, 1954].

Mr. McConnaughy's predecessor in the nomination was championed by Sen. John W. Bricker (R-Ohio), fellow Ohioan and "life-long" friend, was questioned closely by Democrats at the hearing by the committee late November while Sen. Bricker was chairmanship in that group.

Sen. Warren G. Magnuson (D-Wash.), new committee chairman, has said the FCC chairman is in for more questioning by Democrats at the upcoming hearing [B&T, Feb. 7]. At the November hearing Sens. A. H. Bricker (D-Ohio), John O. Pastore (D-R.I.) and former Sen. Ed C. Johnson (D-Colo.) asked Mr. McConnaughy his views on uhf-vhf deinter-mixture and whether he was connected with an alleged GOP patronage group said to be clearing applicants for civil service and other government jobs.

New Gambling Bill Offered

A SECOND anti-gambling bill has been introduced in the Senate by Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee.

Sen. Magnuson's bill (S 950) is identical with one introduced earlier by Sen. Price Daniel (D-La.), also a member of the committee [B&T, Jan. 31]. Sen. Magnuson said his proposal is aimed specifically at "one aspect of the bookmaking racket—the wire service."

Kilgore Becomes Chairman Of Anti-Monopoly Group

CHAIRMAN Harley M. Kilgore (D-W. Va.) of the Senate Judiciary Committee last week assumed chairmanship of the group's Anti-Monopoly Subcommittee. He had been expected to take over the subcommittee for some time [CLOSED CIRCUIT, Jan. 24].

Other members of the anti-monopoly unit are Sens. Estes Kefauver (D-Tenn.), Thomas C. Hennings (D-Mo.), Joseph C. O'Mahoney (D-Wyo.), William Langer (R-N.D.), Everett M. Dirksen (R-Ill.) and Alexander Wiley (R-Wis.).

Sen. Kilgore has proposed an investigation by the anti-monopoly group of "monopolistic practices" in the communications field.

The Judiciary Committee's Juvenile Delinquency Subcommittee, formerly a four-man unit with two Republicans and two Democrats, was increased to a five-member, Democrat-controlled group with Sen. Kefauver as chair-

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**Broadcasting • Telecasting**
Military to Have 10 Tvs
In Operation by Next Year

THE DEFENSE Dept. estimates it will have 10 low-power television stations in operation at military bases here and overseas by this time next year.

A tv station will be in operation by March 1 at Keflavik Airport, Iceland, and another in Greenland as soon as it is "daylight" there, according to the Defense Dept.'s Office of Armed Forces Information & Education. Negotiations are being carried on with French authorities for a station at Sidi Slimane, French Morocco. Other stations are planned in Pacific areas.

Stations already on the air are at Lajes Field in the Azores (Oct. 17, 1954); Wheelus Field, Tripolitania, Libya (Dec. 15, 1954), and at Limestone (now Loring) Air Force Base, Me. (Dec. 24, 1953). None of the stations cost more than $55,000.

The stations are furnished kinescoped and filmed programs by the networks with the consent of sponsors and agencies. These are augmented with "industrial," Armed Forces information and other films furnished by the motion picture and tv film industries. The kinescopes are run with commercials intact. Local commanders also exploit each station's limited "live" capabilities.

The Defense Dept. during a typical week (Dec. 10) shipped 41 CBS shows, 29 NBC, 3 DuMont, 11 ABC and 5 Guild Films shows. They are circulated to all stations.

About five towns, none of more than 4,500 population, are in the Limestone, Me., area, with the nearest commercial station 150 miles away at Bangor, from which reception is limited, the Defense Dept. said. Some civilians in the area nearby the Limestone base "can and probably do receive tv signals from the base transmitter," the Defense Dept. said.

Baseball Suit Formally Ends

CHICAGO Federal District Court last Tuesday formally dismissed the $12 million suit brought by defunct Liberty Broadcasting System against 13 major league baseball clubs. Decision by Judge Julius J. Hoffman was in line with his recommendation for a settlement of the three-year-old suit announced last month [B*T, Jan. 17]. Terms provide that Liberty trustees will receive $200,000, with each side paying its own court costs. LBS filed the action Feb. 21, 1952, charging the teams with violation of the Sherman and Clayton anti-trust acts. Settlement was urged in view of baseball's removal in 1951 of its restrictive baseball rule (1 d) covering major league broadcasts into minor league areas.

KATV

Channel 7

STUDIOS IN PINE BLUFF & LITTLE ROCK

JOHN FUGATE, MANAGER

620 BEECH STREET

LITTLE ROCK, ARKANSAS

KATV

"This merchandising is the MOST!"

"Man, this is a real cool promotion! When KATV does something...it's big!"

"Son, it's bigger than big! KATV is really on the ball when it comes to merchandising an advertiser's product...dealer aids, display materials, reminders, letters, etc. ...they flood 'em!"

"KATV merchandising programs are handled by real promotion people...no part-time squares...hep merchandisers only."

"Man, you're in...when you advertise with KATV.
You get the most, because KATV's got the most."

For the most in Arkansas see:

BRUCE B. COMPTON
National Sales Manager

For the most in Arkansas see:

avery-knode, inc.
National Reps

Broadcasting • Telecasting

February 14, 1955 • Page 71
CH. 54 WTVI (TV) SEEKS CH. 36, ONCE KSTM-TV'S
Belleville station would take over lower uhf facilities of St.
Louis outlet, save $50,000 yearly in operating expenses.
WTVI (TV) Belleville, Ill. (St. Louis area), last week asked the FCC for permission to change frequencies and vacate its current facilities once KSTM-TV St. Louis when it surrendered its license last year in order to partic-
ipate in the St. Louis ch. 11 hearing.
At the same time, it informed the Commission that if the channel switch is approved, WTVI will take over all of the now-defunct KSTM-TV facilities. The request was made in an application for a construction permit to revive and operate the facilities of KSTM-TV.
If granted, WTVI said, it would begin operating within one week from approval. It said it would double its present power to 500 kw on ch. 36 and change its call letters to KTVI. The proposal for ch. 36 would be
surrendered, WTVI said.
WTVI, affiliated with ABC, CBS and Du-
Mont, said the move to the lower uhf channel would permit it to better serve the St. Louis area and save it approximately $50,000 a year in operating expenses. WTVI now serves 300,000 families in the St. Louis area, the application said. With higher power and lower frequency, the remaining unutilized 320,000 families could receive the ch. 36 signal much more easily — with inside antennas. Uhf tuners are better and simpler for ch. 36 than for ch. 54, WTVI said. The $50,000 savings would be accomplished by consolidating its two sales and business offices (it maintains sales offices in St. Louis as well as Belleville). Telephone charges alone would be reduced by $500 a month by this move, WTVI said.

WTVI Advantages Outlined
The use of KSTM-TV facilities would permit WTVI to centrally cover the St. Louis area. WTVI said. It also pointed out that Belleville would still receive a Grade A signal.
Arrangements contemplate a 15-year lease with option to buy the KSTM-TV facilities, it said. It also would cost about $700 a month, plus taxes and insurance. GE, which equipped both stations, has agreed to take back the WTVI transmitter, the station said. The note on the KSTM-TV properties — tower and antenna, transmitter building and studio build-
ing — is held by the Bank of St. Louis.
Balance sheet for Dec. 31, 1954, showed that WTVI had total assets of $661,701, with $73,712 as current assets. Its current liabilities topped $149,936, long term obligations $810,709, deficit $521,944. WTVI lost $163,000 in 1954, the application reported.
St. Louis is also served by the St. Louis Post-Dispatch, the Kansas City Star, the St. Louis American, and the Des Moines Register.

Gran Seeks to Block Action On WTVW (TV) Safe to Hearst
REQUEST for an injunction forbidding the FCC from taking any action on the $2 million purchase of ch. 12 WTVW (TV) Milwaukee by Hearst Corp. was asked last week by the U. S. Court of Appeals in Washington by Gran Enter-
prises Co.
Gran Enterprises' application for Milwau-
kee's ch. 12 was returned by the FCC two weeks ago on the ground that it violated an FCC rule prohibiting the same interests from having more than one application involving the same frequency.
In its appeal to the appellate court, filed the same day, Gran Enterprises claimed that its application could not be returned without a hearing.
It asked that the court request the FCC to hold a hearing to determine if the application is ineligible for filing.
Argument on the request for a stay was tentatively scheduled for Feb. 17. The FCC informed the court that it did not plan to take any action on the Hearst application before Feb. 21.
Gran Enterprises is owned by L. F. Gran and family. Mr. Gran is 38.5% stockholder and, until Jan. 26, was chairman of WTVW.
WTVW was sold to Millicent T., which operates WISN Milwaukee, for $900,000 plus assumption of up to $1.1 million in obligations. Application for FCC approval was filed late last month (B&T, Jan. 24). Grant of ch. 12 in Milwaukee was made after merger agree-
ments were reached with three competing applicants.

AFL Protest Voted
THE AFL Executive Council voted at Miami Beach Thursday to protest to FCC and Congress against newspapers being licensed to operate radio and tv stations in the same area. The executive group voted to join a protest petition made by the Dade County (Fla.) Central Labor
Union (AFL) against the bid of Biscayne Tv Corp. for ch. 7 there, already favored in an examiner's initial decision (B&T, Jan. 24). Biscayne represents merger of the Cox and Knight newspaper and radio interests there with Niles Trammell, ex-
NBC president, as president and part owner of the applicant firm.

TV Grants to Sunbury, New Bern and Lewiston
THREE new tv stations at New Bern, N. C., Sunbury, Pa., and Lewiston, Idaho, were granted
the FCC last week.
• At New Bern, new tv station on ch. 13 was granted to Nathan Frank, president and
99.1% stockholder of WHNC-AM-FM Henderson, N. C. Grant is subject to the condition
that construction start within 180 days of final decision by the FCC on petition of WTOV-TV
Norfolk, Va., for reconsideration of its petition to assign ch. 13 to Princess Anne, Va. The
Commission had denied the WTOV-TV petition last month (B&T, Jan. 31).
• In the event the WTOV-TV petition is grant-
ed, the grant of the ch. 13 facility to Nathan
Frank is subject to termination without hearing by the Commission, or subject to modification
without hearing of the channel assignment in the event a different channel is substituted for
ch. 13 at New Bern.
Application for the sale of WTOV-TV to
The Rice Inc. for total consideration of $95,500 was filed a fortnight ago (B&T, Feb. 7).
• At Sunbury, new tv station on ch. 38 was granted to WKOK-AM-FM there. Grant is subject to conditions that construction start and
an application to modify the antenna of
WKOK-FM is granted.
Principals in WKOK include President Les
Haddon (37.5%) and Treasurer Baste A.
Brown Jr. (4.3%). Both are officers and stock-
holders of the Sunbury Daily Item.
• At Lewiston, new tv station on ch. 3 was grant-
ed to Lewiston Co. Lewiston TV is a subsidiary of Cascade Broadcasting Co., owner of
KIMA-AM-AM Yakima, KEPK-TV Pasco, 40% owner of KWIE Kennewick, and applicant for
satellite station on ch. 8 at Walla Walla, all Washington.

UHF WKNA-TV Suspends; KTKE (TV) Returns Permit
UHF ch. 49 WKNA-TV Charleston, W. Va., advised the FCC that it would suspend telecast-
ings of the broadcast day last Saturday.
This raises the total of post-thaw tv stations to go off-the-air, but still retain their permits, to 34 uhf and 7 vhf.
In addition, 127 post-thaw tv stations have returned their permits of these 127 uhf and 25 vhf.

Owner Joe L. Smith Jr. said that he is forced to suspend because of uhf competition, inability to use uhf in mountainous terrain and poor sensitivity of uhf receivers. Mr. Smith also noted there can be little argument but that television as it is now is basically television pro-
duced by two, or at the outside, three com-
panies. These companies, naturally, are the television networks, and the uhf stations are the "small boy with a toy gun". Without network programs, tv stations as they are known today, would stave.
Mr. Smith said he wishes to re-evaluate the situation and hopes to resume telecasting.
Mr. Smith also noted that he was initially interested in the proposed fee-tv service.
Meanwhile, ch. 28 KTKE (TV) Los Angeles, the second U. S. educational tv and the first Los Angeles area uhf station, returned its permit to the FCC for cancel-

KTKE is the first noncommercial educational tv station to return its authorization to the Com-
mission. This reduces the total number of exist-

ing noncommercial educational tv stations to 17.

KTKE began operation in August of 1953, but was forced to suspend Sept. 15, 1954, for lack of funds (B&T, Sept. 6).

Page 72 • February 14, 1955
A farmer near Scotch Grove, Iowa, wanted to sell his 500 English Yorkshires—fine meat-type hogs but not so well known as Poland Chinas or Durocs, which are like Fords and Chevrys only better eating.

He called on WMT Radio.

We suggested two 30-second spots, not exactly a saturation campaign but enough, we figured, to bring home some of the bacon.

Four hundred buyers from all over the state turned up and grabbed off the entire offering. When the oinks cleared away we held a critique to isolate the element that gave the spots their whoosh. One of the more sentimental staffers recalled mentioning that an English Yorkshire makes a wonderful mother.

That must have been the motivating factor, everyone agreed.

But the theory fell apart when a Research Analyst (watch out for those guys) pointed out that Mother's Day is in May and this happened in September.
Seven Station Transfers Approved by FCC Last Week

TRANSFERS of KXEL Waterloo, Iowa, WJIL Niagara Falls, N. Y., and KTRN Wichita Falls, Tex., were among seven receiving FCC approval last week.

Joe DuMond and associates sold 75% interest in KXEL for a gross figure of $312,000 to WOPA Inc., owner of WOPA Oak Park, Ill., and WOPT (TV) Chicago.

Purchase was of 85,000 shares of stock for $187,000, plus $125,000 for the rights to the name "Josh Higgins." Mr. DuMond's "nom de radio," and a 10-year consultant's retainer for Mr. DuMond.

WJIL Niagara Falls was sold by John J. Laux for $85,000. Purchaser is the Niagara Frontier Broadcasting Corp., composed of James T. Sandonato (74.8%) and Thomas W. Talbot (25%), general manager of WJIL.

KTRN Wichita Falls, was sold by the Texoma Broadcasting Co. for $80,000 to Texoma Broadcasting Co. of Wichita Falls, composed of A. Boyd Kelley (94.5%), 45% owner of KPLT Paris, Tex., and Robert A. Harmon (5%), chief engineer at KTRN.

Other transfers which received FCC approval were:

- WBEU Beaufort, S. C.—Sale of 45% interest by John M. Trask to Harold E. Trask and associates for $17,100.
- KDNS El Dorado, Ark.—Sale of 1/3 interest by Paul E. Norton for $5,000 to remaining stockholders James A. West Sr. and James A. West Jr.
- KHJZ Jr. Junta, Colo.—Acquisition of negative control by A. B. Cribb Jr. and Myron H. Morrison through purchase of 1/3 interest from estate of T. D. Geshen for $8,000.
- KBBS Hot Springs, Ark.—Transfer of negative control at G. L. Bayfese and associates to WAIK, Y. Cleveland and J. Eric Taylor through stock transaction involving merger with KRCO there.

Medina Frowns on Radio-Tv 'Emotion' in Court Coverage

WRITTEN description of what takes place in a courtroom is all right, but tv, radio, tape recordings or film coverage conveys the "emotion" of a trial and should be forbidden, Federal District Judge Harold R. Medina, famous as the presiding judge in the 1949 trial of the 11 top U. S. Communists, said last week in an interview in Richmond, Va.

Defending the American Bar Assn.'s Canon §35, which forbids picture taking, tape recording or microphones as offending "the dignity of the court"—Judge Medina advocated continued exclusion of radio, tv and cameras from courtrooms.

Present methods of trial reporting, by newspapers, radio and tv, is all right, Judge Medina said, and inform the public of what happens in their courts.

But, he said, it is a different matter when a trial's "emotional part—the tone of a witness' voice, the various hesitations he makes when he is giving testimony . . . his facial expressions" are shown on tv and in pictures.

The witness comes to expect "theatrical" proceedings, the New York jury declared, and begins to anticipate them in his testimony. That affects what he says, Judge Medina said.

He added that it did not make any difference that radio, tv and motion picture equipment can be operated without distracting the decorum of a courtroom. "The effect is the same," he said, "because a witness' voice comes out the next day on the radio and his picture in the paper."

FRIEDA B. HENNOCK, FCC commissioner, chats with KMBC-TV Kansas City executives during her visit to the station a fortnight ago when she appeared as special guest of Bea Johnson, KMBC-TV director of women's activities, on The Happy Home show. 1 to r: John T. Schilling, vice president-general manager of KMBC-TV; Miss Hennock, and Donald D. Davis, vice president and chairman of the program board of the KMBC Broadcasting Co. She also spoke to a tv workshop of the U. of Kansas City and the Junior League [B&T, Feb. 7].

FTC Holds First Hearing Into Insurance Ads Case

THE FEDERAL Trade Commission last week held its first hearing to test the merits of its case against 23 accident and health insurance companies it has charged with "false and misleading" advertising in various media including radio and television.

The government opened hearings in Chicago before Examiner Loren Laughlin. The sessions were described as part of "an examination of the whole insurance industry" on the basis of findings the past few months.

FTC made its initial presentation against Bankers Life & Casualty Co., a heavy tv-advertiser and station owner. Three days of hearings (Feb. 8-10) were consumed with the introduction into the record of exhibits, including radio and other advertising copy and company policies. As of late Thursday, it seemed the government would need at least another week to present policyholders and other witnesses.

Bankers Life & Casualty was cited for five alleged violations in connection with its White Cross Plan. The Commission brought its original charges against Bankers Life & Casualty and 16 other firms last fall [B&T, Oct. 25, 1954, et seq.]. Similar charges later were brought against six more health and accident insurance firms [B&T, Jan. 10]. Several firms have denied the charges and a majority has requested dismissal of the proceedings on grounds the FTC has no jurisdiction over their activities since they are state-licensed.

Bankers Life & Casualty currently sponsors Paul Harvey on ABC Radio each Sunday, Gabriel Heater on MBS alternate Tuesdays, and maintains a limited tv spot campaign.

Bankers Life & Casualty reportedly allocated about $75,000 to radio and $10,000 to television last year, but more recent allocations were not ascertainable. It was understood, however, that the sum for radio is higher than earlier estimates. The company also owns KGA Spokane and KCSI-AM-TV Pueblo, Colo.

Protest Procedure Change Requested

SEN. STROM THURMOND (D.-S.C.) last week asked the Senate Commerce Committee to amend the FCC's protest procedure (Sec. 309 [c]) to enable television service to be brought to areas where tv now is being held up as a result of protests.

Sen. Thurmond cited ch. 7 WSPA-TV Spartanburg's delay in going on the air because of litigation resulting from economic injury protests by WAIM-TV Anderson and WGVL (TV) Greenville, both uhf outlets.

11 FCC Decisions

The South Carolina Democrat, a member of the committee, said the FCC has "rendered 11 decisions in its effort to establish a television service in Spartanburg." The case now is pending in the U. S. Circuit Court of Appeals of D. C. Sen Thurmond said WAIM-TV and WGVL, "already enjoying a franchise from the government to bring television service to their respective communities," have "delayed Spartanburg from having its own tv service for over a year."

In his letter, dated last Monday, Sen. Thurmond said he was unable to find any discussion in the Plotkin Memorandum of the FCC's recommendations in its current Annual Report to amend protest procedure to "retain the intended advantages of the protest procedure, but . . . reduce the anticipated ease with which the 309 (c) amendment is being used to delay the introduction of a new service to a community."

WSPA-TV has never gone on the air. It received a construction permit in 1953 and in early 1954 was authorized by FCC to locate its transmitter on Paris Mt. 534 miles from Greenville on an interim basis. The two uhf stations protested and received a stay of the WSPA-TV CP. WSPA-TV later asked and received a CP for a permanent transmitter on Paris Mt. The two uhf stations protested and received second court stay pending a court decision, following argument of the case for a merit a fortnight ago.

United Insurance Plea Fails, Must Stand California Trial

THE SUPREME COURT last week refused to interfere with the California Insurance Commission's action charging the United Insurance Co. of Chicago with misleading advertising. A Supreme Court review was denied United in its efforts to halt the California proceeding.

The firm is one of 17 health and accident insurance firms against which the Federal Trade Commission brought charges of false and misleading advertising last October [B&T, Oct. 25, 1954]. United Insurance a fortnight ago asked the FTC to dismiss the charges for lack of jurisdiction and claiming it is adequately regulated by the state where it is licensed. (Also see story this page.)

Chicago Fm Grant Issued

FCC last week granted a new class B fm station in Chicago to Northern Illinois Broadcasting Co. Grant is for ch. 246 (97.1 mc), with an effective radiated power of 11 kw and antenna height of 185 ft. above average terrain.
YOU MIGHT SKATE 100 YARDS IN 11.4 SECONDS*—
BUT . . . YOU NEED WKZO RADIO TO SET RECORDS IN WESTERN MICHIGAN!

You just can’t cover Western Michigan without WKZO. Pulse figures, left, prove that WKZO gets the lion’s share of the audience, 18 hours per day! In the afternoon, for example, WKZO delivers 321.4% more listeners than Station B, for only 35.3% more money.

Pulse isn’t the only yardstick. Nielsen, too, credits WKZO—with 177.7% more average daily daytime families than Station B!

### Pulse Report—100% Yardstick
Kalamazoo Trading Area—February, 1953
Monday—Friday

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<thead>
<tr>
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<th>6 A.M. to 12 Noon</th>
<th>12 Noon to 6 P.M.</th>
<th>6 P.M. to Midnight</th>
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<tbody>
<tr>
<td>WKZO</td>
<td>59% (a)</td>
<td>59%</td>
<td>48%</td>
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<td>21</td>
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<tr>
<td>Misc.</td>
<td>9</td>
<td>14</td>
<td>12</td>
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</tbody>
</table>

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

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* Loretta Neitzel set this world’s record for women at Detroit in January, 1929.

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The Fetzer Stations
WKZO—Kalamazoo
WKZO-TV—Grand Rapids-Kalamazoo
WJEF—Grand Rapids
WJEF-FM—Grand Rapids-Kalamazoo
KOLN—Lincoln, Nebraska
KOLN-TV—Lincoln, Nebraska
Associated with
WMBD—Pekin, Illinois

WKZO
CBS Radio for Kalamazoo and Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives
Rayburn Tv Ban Supported By Congressman-Broadcaster

A DEMOCRATIC congressman who also is a broadcaster has backed up House Speaker Sam Rayburn's ban against televised House committee meetings in the saying the time is "not yet" for cameras to cover congressional proceedings.

He was promptly challenged by a Republican colleague who saw it the other way.

Rep. Leo W. O'Brien (D-N.Y.), a radio-tv commentator, president and a director of WROG-AM-TV Troy, N. Y., was making a talk on the floor against televised hearings.

About the time the New York congressman was concluding his remarks Rep. Clare E. Hoffman (R-Mich.) walked into the chamber. He promptly took issue with Rep. O'Brien.

Rep. O'Brien said television would turn committee hearings "into a show" and that congressional hearings would have to compete with "Dragnet" because tv "is still primarily an entertainment medium." Of his own experience as a radio-tv commentator, Rep. O'Brien said: "While I do not claim to be a great network personality, I have received a number of awards."

Rep. Hoffman said that even if some congressmen were "seeking the limelight," he was sure that congressional sessions would never compare with wrestling matches shown on television.

A telephone call to Rep. O'Brien's office caught the congressman not immediately available for comment. "He's busy reading his radio commentator broadcast over another phone," an assistant said.

Oregon Legislature Accords Coverage Rights to Radio-Tv

RADIO-TV newsmen covering the Oregon Legislature now enjoy full equality with newspapermen, following adoption of new rules petitioned for by the Oregon State Broadcasters Association, asking that broadcasters have access to the floor and committee rooms of both Oregon houses.

Under the new rules, both live and tape broadcasts of committee hearings will be permitted, with the chairman's approval.

Addition of a special radio-tele room has been estabishing in the Senate Gallery for exclusive use of accredited radio-ill reporters at OSBA request.

During the current session, a Senate bill was introduced requiring that all state administrative agencies open their meetings to the public, and that radio and tv stations and the press be notified at least five days prior to scheduled hearings.

Edict Upheld Making KPOA Liable for Hawaii Tax

THE Supreme Court has refused to review a San Francisco Circuit Court ruling that KPOA Honolulu was subject to a gross income tax imposed by Hawaii on all businesses [BT, Dec. 6, 1954]. This makes the 5 kw, MBS-affiliated station (900 kc) liable for $13,000 in back taxes. The station, owned by J. Elroy McCaw and John D. Keating at the time of the tax suit, contended it was exempt from the tax because it was engaged in interstate commerce. Both the Hawaiian courts and the San Francisco federal court refused to accept this stand. It was held that KPOA could segregate its internal and interstate income so that the Hawaiian tax could be properly applied.

In 1956, the Supreme Court exempted KOMO Seattle, Wash., from payment of a state tax because it was a clear channel station serving eleven western and northwestern states, plus Alaska and Hawaii. Thus, KOMO could not segregate its income for the purpose of paying the state tax in circuit court held. KPOA is now owned by Radio Hawaii Inc., a subsidiary of Tele-Trip Policy Co., aviation insurance firm, which also owns WTAC Flint, Mich.

Limit on Antenna Height Draws NARTB Opposition

LEGISLATION (H J Res 138-139) proposing to limit heights of certain radio and tv towers is unnecessary, Ralph W. Hardy, NARTB vice president for government relations, said last night in a letter to Rep. J. Percy Priest (D-Tenn.), chairman, House Interstate & Foreign Commerce Committee. The first measure was introduced by Rep. Carl Hinshaw (R-Calif.); the second by Rep. Oren Harris (D-Ark.).

Expressing NARTB's "conviction that any such legislation is unnecessary," Mr. Hardy said in part: "We believe it unnecessary because presently established regulatory procedures are adequate to cope with any problem that may exist in this area. Also, I am sure you are familiar with the fact that there is in the process of being established a joint Aviation and Broadcasting Industry and Government Committee to study this matter and to report within a 60-to-90-day period."

FTC Gives Frigid Treatment To Ads From Freezer Firms

AFTER the Federal Trade Commission gave the cold shoulder to their advertising, two firms have agreed to stop representing that the purchase of a food freezer will result in unreasonable savings in food costs.

The advertising of the Deepfreeze Appliance Div., Motor Products Corp., Detroit, formerly made such statements as "The Deepfreeze home freezer pays for itself in a surprise fully short time" and "You will cut your food bills 10 to 25%.

Rich Plan Corp., Dallas, Tex., under the terms of the agreement with the FTC, will not advertise "unprecedented" or "unbelievable" savings in food costs. The company supervises arrangements by local food freezer dealers with frozen food outlets to supply food to purchasers of the plan. Rich Plan prepares the advertising. One of the ads objected to was that the food prices under the plan are consistently well below retail prices for the same or like items.

La Rosa Ads Cited by FTC

A COMPLAINT charging V. La Rosa & Sons (macaroni and spaghetti), New York, with false and misleading advertising was issued by the Federal Trade Commission last fortnight. The questioned advertising appeared on radio, in newspapers and other media.

The complaint cited advertising that claimed a four-ounce serving of La Rosa spaghetti or macaroni contains only 103 calories. The FTC said that "in truth" such a portion prepared in a palatable manner provides considerably more than 103 calories. The complaint also said that the advertisement is an attempt to sell when it says its spaghetti is low in calories at the same time a fattening sauce is recommended for it.

Indianapolis Ch. 13 Record Is Restored

RULING in the Indianapolis ch. 13 tv contest to physically remove from the record certain evidence tested by FCC Examiner Basil P. Cooper and the record was restored [BT, Jan. 31]. The examiner, however, indicated that the evidence would be stricken in the sense he would not consider it in his ultimate determination.

The record restored included testimony by George Sadlier, president and 34.55% owner of Mid-West T. V. Corp., that he did not file instant reply to the original decision. Other testimony was struck by the examiner during the hearing on the ground he ruled in error when he required the witnesses, under protest, to divulge the information. Other contestants in the ch. 13 hearing are WIRE and WIBC, both Indianapolis, and Crosley Broadcasting Corp.

WNYC Protests FCC Denial Of 5 Kw Transmitter Use

THE FCC has shown "no necessity, no reason and no justification" for its action in forbidding New York City-owned WNYC from using a 5 kw transmitter, to be used at capacity for Conelrad operations and at 1 kw for regular operations. This is the contention of the municipal station in its brief filed with the U. S. Court of Appeals last night.

WNYC, operating on 830 kc, last year, appealed an FCC decision refusing to allow it to use a 5 kw transmitter. The Commission said that the necessity for a waiver of the rule which prohibits a 1 kw station from using a transmitter with a higher-rated power than that had not been shown. It also dismissed WNYC's application. The New York station appealed this decision last year [BT, Nov., 8, 1954]. It claimed that the Commission denied its application and refused its request for a waiver without a hearing. The station claimed that the Commission action penalized New York City taxpayers by forcing the purchase of two transmitters instead of one.

Subversive's Air Rights Hit

A BILL introduced in the House last week would withdraw from individuals convicted of subversive activities and members of certain subversive organizations the right of equal opportunity for the use of broadcasting facilities in political campaigns. The bill (HR 3789) was introduced by Rep. Edward T. Miller (R-Md.) and would amend Sec. 315 (a) of the Communications Act. A similar measure was handed to the Senate last month by Sen. John M. Butler (R-Md.) [BT, Jan. 31].

GOVERNMENT PEOPLE

Raymond Assenzer Sr., 64, retired Navy commander and one of the 200 FCC and its predecessor Federal Radio Commission, died Feb. 4 in St. Thomas, Virgin Islands. He was a pioneer in the mathematics of the radio-television engineering fields and joined FRC in 1930. Before he had been Cb York New York. He retired as FCC engineer in 1948, Commission records show.

William G. Dauch, film, radio and tv writer, to Radio Free Europe, Munich, Germany, as deputy program manager for Hungarian section.

"After 9,493 hours' service in the aural section of our 12½-KW UHF, this air-cooled RCA-6181 power tetrode is still delivering peak performance! In fact, the performance of this tube compares very favorably with routine proof-of-performance measurements taken on a brand new tube!" So states B. T. Wilkins, Chief Engineer at UHF station WKBN-TV, CBS affiliate in Youngstown, Ohio.

Performance records such as this are no accident! RCA power tubes are engineered for top performance. They're conservatively rated and have great reserve of filament emission. RCA power tubes enjoy the reputation of paying off in lower capital investment per hour of tube performance—lower operating cost—minimum down time.

Ask your local RCA Tube Distributor about the complete line of RCA power tubes he carries for Radio and TV broadcast operations.
A Pretty "Snappy" Menu

Cuff Taylor had a near riot in his hen yard last week. Seems the hens were scratching around the cold ground when they found a piece of rubber band frozen in the ice.

"One hen pecked at it," says Cuff, "and it snapped right back. She backed off clucking while another hen tried it, and another. And the 'worm' kept right on snapping back. They all got their feathers ruffled. You never heard such a ruckus!"

"I finally had to break up the ice with an ax before those hens would get back to business and start laying eggs for me again."

From where I sit, some people raise a pretty big fuss over nothing, too. Take the fellow who would deny me a temperate glass of beer with my game of checkers. Maybe he'd rather have coffee! Well, that's all right. He has a right to his own preference. But so do I. And there's no point in his "snapping" at me just because his choice isn't the same as mine.

Joe Marsh

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**PERSONNEL RELATIONS**

**AFL-CIO Merger Has No Radio-Tv Effect**

LABOR relationships between radio-tv interests and unions are expected to receive little impact from the merger agreement adopted last week at Miami by AFL and CIO. The agreement is subject to final approval by top-level units of the unions.

The combined unions will have a membership of around 15 million, or a fourth of all labor. Union officials indicated recruiting drives will be started when the merger details have been completed, with emphasis on white-collar workers.

In the technical field, National Assn. of Broadcast Employees & Technicians (CIO) and International Brotherhood of Electrical Workers (AFL) have competed actively for station and network units. The new merger pact contains machinery to prevent raiding by the separate unions. International Alliance of Theatrical Stage Employees & Moving Picture Operators and IBEW, both AFL, have had jurisdictional problems in tv studio operations but AFL procedure provides for such situations. LATSE and NABET have bid actively for representation in many studio functions.

American Federation of Television & Radio Artists (AFL) has had practically no CIO competition in the talent field, though NABET has broadened its scope beyond technical employees in some areas.

**NABET Members to Decide On NBC, ABC Contracts**

BALLOTS to determine rejection or approval of the proposed NBC and ABC three-year contracts by the National Assn. of Broadcast Employees & Technicians membership must be returned by Feb. 23. Release of film jurisdiction rights by the NABET national negotiating committee is understood to be the major bone of contention among the membership [IBT, Feb. 7]. Should a two-thirds majority of the approximate 1,900 membership reject the contract offer, a strike may result.

**Second Draft of SAG Contract Underway**

PROPOSED new two-year contract is being drafted to supplant the first one submitted by Screen Actors Guild in negotiations now underway in Hollywood with advertising agencies and producers of filmed tv commercials.

The first set of proposals, which included a basic rate increase of 15%, adjustments in certain rates for group singers and a new category for commercials used on strip programs, was presented Feb. 1 and met with counter-proposals from producers and agency executives who described the original demands as leading to the use of more animated commercials.

**Five Chicago Independents Reach Accord With AFTRA**

FIVE independent Chicago stations have reached agreements with the Chicago local of American Federation of Television & Radio Artists on terms for a new contract, it was announced last Monday.

The agreement, signed by WIND, WJJD, WAIT, WAAF and WGES, calls for a 10% increase for staff announcers, with half of that sum to be added to the base pay and the other half to go into AFTRA's Pension Welfare Fund. Present contracts expire Feb. 28. The new pacts will be signed shortly.

WHFC and WSBC there also are expected to complete new agreements.
POLITICAL TIME EARN$ CHI. STATIONS $100,000

Tough mayoralty campaign brings heavy concentration of pre-primary business.

WITH Chicago's political primary little more than a fortnight away, the city's four mayoralty candidates are buying about $100,000 worth of radio-tv time in an attempt to turn the tide of Chicago's most controversial election in years.

Present Mayor Martin H. Kennelly, running for re-election against the regular Democratic Party organization, is concentrating heavily on television with "very, very little radio save on foreign language stations," it was reported. Mayor Kennelly's advisors are said to be guided by the concept that radio is effective only in certain radio-only areas on the basis of a survey by A. C. Nielsen during the 1952 presidential election year, it was explained.

Mr. Kennelly has purchased a series of 15 programs, plus spots, on WGN-TV, and is seeking time on WBKB (TV). His time purchases on WGN-TV are said to run over $20,000 in programs and spots.

Richard Daley, the regular Democratic candidate, was pegged at about $20,000 for tv and not over $5,000 in radio. His advisors have bought a radio spot saturation campaign on WMAQ and most independent stations, running $3,000 on WMAQ alone, and including newscasts and other shows on WCFL. The Daley forces sponsor These Are the Issues on WBKB Sundays, and spots on WBKB (50-60), WNBQ (TV) (20-25) and WGN-TV (30).

Robert Merriam, Republican mayoralty candidate, who used a public service tv series last year to gain public prominence in the tradition of the late Fiorello LaGuardia, is turning to tv again. Like Mr. Kennelly, he has a series current on WGN-TV (Time for Merriam) and is buying spots on WBKB.

Benjamin Adamowski, another Democratic candidate, has ordered about 10 program segments from WGN-TV, spending less than half of the amount tabbed by either Messrs. Kennelly or Merriam on their station. About $600 has been spent for WMAQ and $6,000 for 40 spots per week on WGN.

The stations reported varying breakdowns, with more timebuys still to come. WBKB said the tv take will exceed the reported $10,000, reaching probably $30,000 by election time. WGN placed the figure at $6,000 (mostly all Adamowski) and WGN-TV at $48,000. WMAQ has about $3,600 committed and WNBQ roughly $20,000.

**Bitner Interests Announce '54 Profit at $1 1/4 Million**

NET PROFIT after taxes of more than $1 1/4 million for the fiscal year ending Nov. 30, 1954, was announced last week by Harry M. Bitner Jr., president of Consolidated Television & Radio Broadcasters Inc. This amounts to $2.02 per share, after $25,300 preferred stock payments, Mr. Bitner said.

The Bitner-controlled corporation owns WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WFDF Flint and WEOA Evansville. The family company was changed into a publicly-owned corporation late last year with the issuance of 160,000 shares of common stock [$B*F, Nov. 29, 1954].

The Consolidated annual report indicated that 500 new stockholders joined the owners of the company.

The report refers to the $3.35 million pur-
chase of Minneapolis-St. Paul sharetime ch. 11 stations WTCN-TV and WMIN-TV and WTCN [B+T, Jan. 31].

Balance sheet for fiscal year ending Nov. 30, 1954, showed total assets of $6,869,505, of which $2,122,852 was current assets. It showed current liabilities as $2,019,570, long term debt of $637,500 and retained earnings as $4,137,728. Net profit after taxes was set at $1,253,661.

S. C. Judge Permits WBTV (TV) Ty Film in Superior Court

TELEVISION coverage of a session of Superior Court was permitted last Monday in Mecklenburg County Court House, Charlotte, N. C. Judge George B. Patton, judge of Mecklenburg and Guilford counties, approved for the filming of the court proceedings of his courtroom by two correspondents of the Charlotte Observer. The two correspondents would have been permitted to shoot footage silently and without bright lights during a case involving racial segregation on a public golf course.

WBZ-TV Fetes Cameramen

In 'Dateline Video' Event

ADAPTABILITY of the independent tv cameramen of WBZ-TV Boston was demonstrated last week when 32 members of the 35-man crew filmed a 30-minute documentary of the station's operations in 2½ minutes.

The occasion for this fast film-work was "Dateline Video," during which W. C. Swartley, station manager, and his staff paid tribute to the men who provide the Westinghouse station with filmed news coverage of five New England states.

The purpose was twofold, according to Mr. Swartley: "To produce an educational film which we will show on the air and make available to schools and civic groups, and to dramatize the size and flexibility of our news operation.

Each cameraman was provided with 90 ft. of film, allowed 15 minutes to study a part of the station and 2½ minutes to photograph it. For the final scene, all the correspondents centered their cameras on Sue Bennett, former network singing star and now hostess of the WBZ-TV Wednesday night Sue Bennett Show (see photo below).

The station activities were followed by a dinner at Boston's Hotel 1200 Beacon where William Rivers of the Eastman Kodak Co. discussed Kodak's new Tri-X film, with which the WBZ-TV documentary was shot, and William Thorson of Anasco discussed the use of color in making motion pictures.

WBBM Sales Staff Undergoes Changes

APPOINTMENTS involving naming of James P. Hensley as sales manager of WBBM Chicago and others to the staff of CBS Radio Spot Sales in New York were announced Wednesday by H. Leslie Atlass, WBBM general manager and vice president of CBS Central Div.

Mr. Hensley succeeds William F. Miller, who has moved to the New York office as an account executive.

Appointed special sales representatives in New York for WBBM and KMOX St. Louis, Mr. Atlass announced, were George Drase, WBBM account executive; Buck Hurst, former national representative of KMOX, and Jack Boswell, now WBBM eastern sales representative. They will represent the two CBS odo outlets at CBS Radio Spot Sales New York headquarters.

Mr. Hensley, who has been an account executive with the organization in Chicago, joined KNX Los Angeles in 1950 as a sales representative, becoming an account executive with KNX-Columbia Pacific Radio Network Sales Dept. two years later. He joined the San Francisco office of CBS Radio Spot Sales in August 1953 and was transferred to Chicago last May.

Logs Still at Issue In Spartanburg, S. C.

SPARTANBURG, S. C., radio stations and the two local newspapers, Herald and Journal, have made counter offers to end an impasse over non-publication of daily logs, but the offers have been received with skepticism by both sides.

Last Dec. 31 the newspapers stopped running radio station logs under time-exchange arrangements. This occurred after publication of an article in the Oct. 18, 1954, B&T showing how the leading department store in the area, The Aug. W. Smith Co., had enjoyed improved sales after dropping much of its newspaper ad budget in favor of radio time. However, the newspapers carry logs of four tv stations whose signals enter the area.

The newspaper, over a page editorial signed by publisher Philip Buchheit, offered Feb. 1 to run the radio logs "free of charge" if each of the three stations (WSPA, WORD, WIAN) would broadcast "each hour a rundown of the programs coming up on each of the other two stations.

In turn, the three stations offered to pay for publication of their schedules in the two newspapers.

TWO NEW Red Cross recordings, promoting the annual drive for members and funds, starting March 1, are presented to John Cohan (r), president of KBWJ-AM-TV Salinas, Calif., by Stanley Allyn (l), National Red Cross Fund Campaign chairman, and E. Roland Harriman, chairman of the Red Cross. Mr. Cohan is fund vice chairman for California and Nevada and heads the annual campaign in that area.

papers "but not until the Spartanburg Herald and Journal justify to us their rates with circulation." This offer was signed by W. Ennis Bray, WIAN; Paul von Hagel, WORD, and Roger Shaffer, WSPA.

C. A joint statement the stations listed comparable rates of other newspapers in the South Carolina area. This statement said the Herald and Journal had $6,717 circulation in a county with 150,349 population, charging $2.10 per inch. The Greenville News and Piedmont, with a rate of $2.75 per inch, deliver 88,188 newspapers in a county with 168,152, it was stated. The Spartanburg newspapers carry out-of-town tv station logs "as a public service" and this same public service is denied local radio schedules, according to the joint statement.

A Spartanburg weekly, Shoppers Guide & Textile Tribune, is carrying the local radio schedules free of charge.

KBTI (TV) Denver Sold To Mullins, Leu for $1 Million

SALE of ABC-affiliated, ch. 9 KBTI (TV) Denver by W. D. Pyle and associates to tv Denver Inc., principally owned by John C. Mullins, formerly the principal owner of KPHO-AM-TV Phoenix, and Nashville insurance broker Frank Leu for $900,000 plus the assumption of more than $100,000 in obligations was announced last week. The sale is subject to the usual FCC approval.

Mr. Mullins said in announcing the purchase that he was negotiating for a second tv station and that he planned to acquire five. KPHO stations were sold to Meredith Pub. Co. for $1.5 million in 1952. At one time Mr. Mullins had an option to acquire 51% of KONA (TV) Honolulu. He has been active in the amusement park and real estate development business in Tulsa.

KBTI began operating Oct. 12, 1952—the second post-freeze tv station on the air. KPEL-TV Denver, on ch. 2, began in July of that year. KBTI is owned by a group of Colorado businessmen and is represented by Free & Peters Inc.

Present personnel of KBTI will be retained, Mr. Mullins said. Joseph Herold is manager. This is the second tv transfer in Denver. Last year Time Inc. bought CBS-affiliated KLZ-AM-FM-TV Denver for $3.5 million. The other Denver tv stations are KOA-TV, affiliated with NBC, and KPEL-TV, with DuMon.
WSYR-TV is Central New York's only maximum-power television station. WSYR Radio is the area's only low-frequency station operating day and night with five kilowatts of power.

Such clear superiority of facilities takes on important significance when you consider that the programming services of the WSYR Stations are produced by management personnel who have spent an average of 14½ years in the broadcasting business right here in Central New York.

It's that combination of topnotch facilities, plus topnotch local programming, plus the full NBC television and radio network services, that gives the WSYR Stations distinct leadership in one of the nation's important markets.
in the land where radio reigns

It won't be easy, even for Big Aggie Landowners (our alter ego) to count all the money in Big Aggie Land. For this vast and prosperous land is inhabited by more than 2½ million people with effective buying income of better than $2.8 billion annually.

MONEY, MONEY, MONEY, all over the place

The citizens of Big Aggie Land come by their money through agriculture and the great industries that derive from it. And WNAX-570, the Big Aggie Station, strikes the length and breadth of Big Aggie Land telling them how to spend it. They listen too, as our fabulous mail count proves year after year."

So just remember this — 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.

*Ask your Katz man for data on that fabulous mail count.

WRCA-TV's New Sales Plan Allows Discounts on Breaks

DETAILS of a new WRCA-TV sales plan were announced last week by Jay Heitlin, sales manager, calling for an advertiser who purchases fourteen 10- or 20-second station break announcements during a Sunday through Saturday week to receive a 50% discount on those breaks in "d" or "c" time. The plan became effective yesterday (Sunday).

Called "The 14-50 Plan," it applies essentially to station breaks prior to 5:59 p.m. daily and after 11:15 p.m. daily and one-minute participations in designated programs between 9 a.m. and 5:30 p.m. daily. All station breaks in all time classes may contribute to the total of 14, but the 50% discount will apply only to those in "d" or "c" time. Those in "a" or "b" time will receive only those discounts earned according to the current rate card (No. 14).

The plan also provides that if the advertiser employs at least one 10- or 20-second announcement on a seven-day basis in "d" and/or "c" time, he earns an additional 10% discount on 10- or 20-second announcements he may be running in "a" or "b" time. His total discount may never exceed 50%.

New Corporation Takes Over Operation of KOMO-TV

NEWLY-FORMED corporation, Fisher's Television Co., Feb. 1 took over operation of KOMO-TV Seattle, according to W. W. Warren, executive vice president and general manager of the new company.

Mr. Warren said that the new corporation was formed to include Theodore R. Gamble and C. Howard Lane as owners of one-third of the stock in Fisher's Television Co. Fisher's Blend Station Inc., owner-operator of KOMO, hold two-thirds interest. Mr. Warren continues as vice president-general manager of Fisher's Blend Station Inc.

KOMO-TV is a NBC-TV affiliate. No changes in policy or operating personnel are involved in either operation, it was stated.

WJR Sets Nighttime Rates Nearer to Network Charge

AN ADJUSTMENT in nighttime rates has been announced by WJR Detroit, effective Feb. 14, closing the gap between the rates charged for its facilities by CBS and those charged by the station on a local and national spot basis. The announcement coincides with WJR's renewal of its agreement with CBS.

The new structure establishes a single rate of $550 for all time periods with the exception of the 6 to 8 p.m. period Monday through Saturday, which has a premium time base rate of $750. Other adjustments made are: Monday through Friday, 8 to 11 p.m., $550; Sunday, 12 noon to 11 p.m., $550. Daytime rates remain unchanged: 7 a.m. to 6 p.m., Monday through Saturday, $550.

Freede-Miller Buys WBOY

WBOY Tarpon Springs, Fla., 5 kw daytimer on 1470 kc, has been sold to Freede-Miller Broadcasting Co., for $76,000 subject to FCC approval. Principals in the purchasing firm are Hal Freede, network and Boston audio consultant, and J. McCarthy Miller, commercial manager of WSPB Sarasota, Fla. Paul H. Chapman, Atlanta broker, handled the sale.
To a new TV station that's caught in the middle

If the need for both good shows and low costs has got you coming and going, Studio Telescriptions are your answer to economical, top quality programming.

With the new combined* Studio Telecription Library, you have the country's leading musical artists featured in hundreds of short, gala production films. This unique library includes a complete programming service—scripts, program ideas, and background material—so that in just minutes you can build a variety of fine shows that will win audiences and sponsors for your station.

Studio Telescriptions are basic to profitable TV operation, yet their cost is only a small monthly fee. Find out today what they can do for you.

*Consisting of Studio Musi-Films and Snader Telescriptions

Put scores of top name artists on your regular staff

TERESA BREWER LES BROWN TONI ARDEN BURL IVES PEGGY LEE

STUDIO FILMS, INC.
380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

February 14, 1955 • Page 83
KRCG (TV) Begins Operations, WFLA-TV, WLEX-TV Ready

KRCG (TV) Jefferson City, Mo., was scheduled to begin commercial programming yesterday (Sunday) as a primary, interconnected CBS affiliate. The ch. 13 station will be represented by Hoag-Blair Co. KRCG is located in the state capital, the first TV there, and is owned by Jefferson Television Co. Mrs. Frank G. Handy is president and general manager.

Reports from upcoming stations:

WFLA-TV Tampa, Fla., on test patterns for more than a week, has reported it will televise its first test program today (Monday). Start of commercial programming on a regular basis is expected before March 1. The ch. 8 station will be affiliated with NBC and represented by Blair TV Inc.

WLEX-TV Lexington, Ky., has announced it will commence commercial programming on or about March 1, depending on completion of the microwave relay from Louisville. WLEX-TV, on ch. 18, will be a basic NBC affiliate and also will affiliate with ABC and DuMont. The antenna is 1,773 feet above sea level which WLEX-TV claims is the highest in the state.

E. L. Boyles is vice president and general manager.

WFIL-AM-TV Names Koehler To New Station Manager Post

GEORGE A. KOEHLER has been named to the newly-created post of station manager for WFIL-AM-TV Philadelphia, Roger W. Clipp, general manager of the station has announced.

Mr. Koehler has been with WFIL since 1945. He has served in the news and special events department, as publicity director, director of advertising and promotion, radio sales manager, and for the past two years has been Mr. Clipp's executive assistant.

CBS-TV Spot Promotes Foley To Sales Promotion Director

JOHN DONALD FOLEY, director of CBS-owned television stations promotion service, has been appointed to a newly-created post, director of sales promotion for CBS Television Spot Sales.

Mr. Foley has been with CBS-TV promotion for the past year after having been promotion manager of WNBC New York from 1951 to 1953. Previously, he was associated with NBC Radio.

Mohler Named to CBS-TV Post

APPOINTMENT of Jack L. Mohler as director of sales development for CBS Television Spot Sales was announced last week by Clark George, general sales manager. Mr. Mohler moves to his new assignment from WOR New York where he was a sales executive.

Except for service with the U. S. Army, Mr. Mohler has been with WOR since 1943, first in promotion and research and later in sales.
Some people are born leaders

...like WCAU, Philadelphia

In 1954, more advertisers spent more money on WCAU-Radio than at any other time in the station's 32-year history.

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales
CBS TV Spot Names Two

APPOINTMENT of Lamont L. Thompson and Ted O’Connell as account executives of CBS Television Spot Sales, New York, was announced last week by Edward A. Larkin, eastern sales manager. Mr. Thompson moves to New York from the organization’s Chicago office where he has been an account executive for 18 months. Mr. O’Connell was formerly an account executive at WBBM-TV Chicago.

Castelman to Free & Peters

GEORGE C. CASTELMAN, formerly manager of CBS Spot Sales sales development, has joined Free & Peters, as television account executive, according to Lloyd Griffin, vice president in charge of TV for the national representative firm.

STATION PEOPLE

Max G. Falkenstein, WREX Topeka, Kan., appointed general manager; Gerald K. Barker promoted to assistant manager; Robert L. Richmond named program director; Fred L. Conger, business manager, resigns.

Jack Grant, local sales manager, KROW San Francisco, appointed general manager, KVSM San Mateo, Calif.

Oscar Huff Jr., program director, WTAC Flint, Mich., appointed assistant manager, in charge of all sales and programs.

Arnold Fort, formerly with WTTG (TV) Washington, to WKDA Nashville, as program director and assistant to vice president and general manager; Robert T. Anderson, manager of supervision and operations, WISE-TV Asheville, N. C., and Boyce Hawkins to WKDA as account executives; Jack Hatcher, formerly with WABB Mobile, Ala., and Bill Morgan, country columnist, Downbeat magazine, to announcing staff.

William S. Ewing, sales manager, WAMS Wilming- 
ton, Del., to WTUX there as vice president and sales manager.

Stan Simpson, former manager, KVVG (TV) Tulare, Calif.; Dick Scudder, formerly program manager, KCOOK Tulare, to KONG in same capacity; Fred Allen Jr., former KCOK account executive, to KONG as sales director; Bob Lee, former KVVG news and sports director, to KONG in same capacity; Dale Weldon, former KCOK account executive, to station in same capacity.

Thomas E. Howard, engineering director, Jeff- 

J. Daniel O’Connell appointed promotion director, WPTR Albany, N. Y.

Frank Annand, announcing staff, WCHS Charleston, W. Va., appointed WCHS-TV production manager; Carl Osborne, WADC Akron, Ohio, and Bill Richards, program director, WGKV Charleston, to WCHS-TV announcing staff; Nilo Olin, photography director, WKNA-TV Charleston, to WCHS-TV as chief photographer.

Vin Gruber, WTTM Trenton, N. J., appointed director of public service; Howard J. Tedder appointed director of publicity and promotion.

Jack DeMello, KROW San Francisco, appointed local sales manager, succeeding Jack Grant, resigned; Charles W. Johnson, sales manager, promoted to assistant national sales manager.

William McCormick, regional sales manager, WOR-AM-TV New York, promoted to WOR assistant sales manager; Robert J. Kolb, WOR account executive, promoted to WOR-AM-TV regional sales manager.

Merle Fordland, former radio sales manager, WPBC Minneapolis, named general manager of WPBC Stamps, merchandising subsidiary, and to WPBC advertising executive board; Jack I. Moore appointed WPBC sales promotion manager and to advertising executive board; D. Mylo Beam, WPBC sales and advertising manager, named to advertising executive board.

Ernest Leise appointed acting supervisor of news, WPTZ (TV) Philadelphia, succeeding Dick McCutchen, news director, resigned.

Raymond J. Shea, formerly tv technician, 135th Video Production Squadron, U. S. Air Force,
IT TAKES TIME
TO SHIFT THE SANDS
IN AN HOURGLASS...

...and it takes time to make a good recording disc

Not the speed-up...but the slow-down...is the tempo of production in PRESTO’s Recording Disc Division. PRESTO’s engineers insist on time-consuming operations for the best reason in the world...it’s the only way to make the best recording discs in the world!

Surprisingly, PRESTO superior quality discs are competitively priced... offer far more value for the money. See for yourself!

PRESTO Green • Orange • Brown and White label discs are used throughout the world wherever fine recording is done.
to engineering staff, WICS (TV) Springfield, Ill.

Ken A. Weaver, former salesman, WCPO Cincinnati, to WCKY there as account executive.

Martin Pollins, account executive, World Broadcasting System, N. Y., to WOR-TV there in same capacity.

Tom Hawley, account executive, CBS Radio, to WATV (TV) Newark in same capacity.

Richard L. Beesemeyer, account executive, KHJ-TV Hollywood, to KNXT (TV) there in same capacity.

Bob Whitley, promotion director, KPOJ Portland Ore., to national advertising dept., KOIN there.

Bernard Covit to sales staff, WATV (TV) Newark, N. J.

Wayne L. King, formerly with WMIN Minneapolis-St. Paul, to radio sales staff, KSTP there; Byron Anderson, KSTP radio sales staff, transfers to KSTP-TV as account executive.

Royal E. Penny, formerly with WPTF Raleigh, N. C., to sales dept., KGMB Honolulu; Kay Yee, traffic dept., and Lorraine Miller, copy dept., resign.

Murray Karmiller, on-the-air promotion writer, WCBS New York, transfers to WCBS-TV in same capacity.

Harin Morsch, society reporter, DeKalb (Ill.) Chronicle, to WLKB there as home economist.

John Lanzeri to art staff, WJAR-TV Providence.

Jack Rowzie, disc m.c., WWDC Washington, recipient of $500, Mercury Records contract to record "Why Do I Love You" poem to "Melody of Love" music and gold record plaque as winner of nationwide radio personality contest; Russ Norman, KING Seattle, and Robin Seymore, WMKH Dearborn, Mich., recipients of $200 each in tie for second; Arty Kay, WLKV Lexington, Ky., recipient of $100 for third place.

Del Donahoo, special events reporter, WHO-AM-TV Des Moines, currently on 38-day tour of Egypt, Holy Land, Italy, France and other countries, covering trip for stations.

W. O. Pape, owner, WALA-AM-TV Mobile, Ala., named director, newly-formed Citizens Bank, same city.

Jimmy Kilgo, personality, WIST Charlotte, N. C., featured in March issue, TV-Radio Mirror.

Cal Jones, executive producer, WPTZ (TV) Philadelphia, elected vice president, Penn-Ryn, Pa., PTA.

Alan Freed, Jack Lacy and Brad Phillips, disc m.c.'s, WINS New York, among top five in New York metropolitan area teenage survey poll.

Hank Weaver, newscaster, KABC-TV Los Angeles, named first president, newly-formed "Boxing For Youth" charity designed to combat juvenile delinquency.

Marcellus M. Murdock, publisher, Wichita Eagle (KFH-AM-FM), scored highest mark ever recorded in radio navigation section of Civil Aeronautics Administration on instrument rating examination.

Barney Keep, disc m.c., KEX Portland, Ore., enceeed annual "Banquet of Champions" of Oregon Sportscasters & Sportswriters Feb. 10 in Portland.

The Midwesterners, square-dance group, WLW-TV Cincinnati, to Hollywood March 1-6 to appear in Universal-International movie tentatively titled "Second Greatest Sex".

Reginald P. Merrilow, director of operations, WGAR Cleveland, elected to board of trustees, Cuyahoga County Library; Charles R. Day, news director, elected to program committee, Cleveland Y.M.C.A.


James F. Murray, manager, KQV Pittsburgh, elected to board of directors, Golden Triangle Assn., businessman group to promote shopping in downtown Pittsburgh.

Carl Giade, account executive, WTVN Columbus, Ohio, appointed chairman, National Adv. Week committee, Adv. Club of Columbus.

Jim Farr, announcer and account executive, KSTV Stephenville, Tex., elected president for 1955, Stephenville Kiwanis Club.

Gordon Davis, program manager, KYW Philadelphia, named to head radio-tv committee in Phila. Junior Chamber of Commerce drive against sales of "horror" comic books.

Joseph Gillespie, station relations director, WSIV (TV) Elkhart, Ind., appointed special
"I've heard it said that in this country everybody has a chance to become President.

"Me, I don't think I'll make it. I retired last December after 36 years on the job. Started with Union Oil as a roustabout back in 1918. Had no real training, mind you. Just a feeling for machinery I'd picked up on my Dad's ranch. So I shoveled—9 hours a day, 6 days a week. Made $24.

"I ended up a Senior Mechanic in charge of Union Oil's Rosecrans Plant—working 8 hours a day, 5 days a week, and getting lots more done. Making over 5 times more, too.

"Put my two boys through college. Got my house all paid for and a tidy sum set aside. And Union Oil's giving me 70% pay long as I live.

"President? Nope, not Ford Pyle. But that's not important. The big thing is I'm plenty happy just the way things happened. After all, where else but in this country could I get so much back just for doing the job well?"

Ford Pyle's hard work is the first reason for his success, obviously. But better tools did help.

And in the 36 years since Ford joined Union Oil, our investment in tools has increased from $17,000 to $77,000 per worker. That's why he was able to produce more in less time and make more money.

Because America's free competitive economy forces better tools and new techniques every year, people like Ford Pyle—people like you—enjoy a constantly improving standard of living.

YOUR COMMENTS ARE INVITED. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California
Jerry Marshall, disc m.c., WNEW New York, named most popular disc m.c. in poll of Teenage Survey Service, N. Y.

Henry W. Dornseif, controller, Midwest Radio-Television Inc. (WCCO-AM-TV Minneapolis-St. Paul) was elected to Controllers Institute of America.

Rex Preis, commercial manager, WOAI San Antonio, named chairman, 1955 Boy Scout circuses in San Antonio March 18-19; Lou Ritkin, WOAI account executive, elected president, Lighthouse for the Blind welfare organization, and appointed campaign consultant, Bexar County March of Dimes drive.

Jim Whitaker, sales representative, WWVA Wheeling, W. Va., winner of sales contest conducted in all Storer Broadcasting radio stations.


George Heinemann, program manager, WMAQ-WNBQ (TV) Chicago, elected vice president, Chicago Council, Navy League of U. S.

Steve Wayne, host, KTLA (TV) Hollywood, "Tee Vee Auctions," assigned role in untitled feature film by Tung Hwa Motion Picture Industries Ltd.

Jack Morris, news director, KTVX (TV) Muskogee, Okla., inaugurated as president, Tulsa Press Club.

Ed Kuzma, program director, WBAX Wilkes-Barre, Pa., father of boy, Ned, Feb. 7.

Lawrence H. Rogers, vice president and general manager, WSAZ-TV Huntington, W. Va., father of girl, Natalie Titus, Feb. 1.

Bob Baker, promotion and program director, KORK Las Vegas, Nev., father of boy, David Allen, Jan. 25.

Carl Graham, transmitter engineer, WSYR Syracuse, N. Y., father of boy, David, Jan. 20; Bill Ruff, announcer, WSYR-TV, father of girl, Andrea.


Jerome Greenberg, account executive, WAAT Newark, father of boy, Richard Lawrence, Jan. 14.

Alfred P. Danibel, 65, formerly with KPRC Houston, died Jan. 31.

NBC PROMOTES McAVITY, FOUR OTHERS

McAvity elected vice president in charge of the NBC Television Network. Pinkham replaces him as vice president of tv network programs. Rettig elected vice president of tv network services. Others promoted: Werner and Sargent.

ELECTION of Thomas A. McAvity as vice president in charge of the NBC Television Network was announced last week by Sylvester L. Weaver Jr., NBC president. He was promoted from vice president of television network programs and in his new assignment will report to Robert W. Sarnoff, executive vice president of NBC.

Four other promotions were also announced by Mr. Weaver. Richard A. R. Pinkham replaces Mr. McAvity as vice president of TV network programs; Earl Rettig has been named vice president in charge of tv network services, and Mort Werner and William V. Sargent are now directed of participating programs and director of television network business affairs, respectively.

Mr. McAvity first joined the network in 1929 as a producer. He left in 1932 and for several years supervised production of radio programs as head of the radio department for Lord & Thomas, later going into freelance production and packaging. In 1951 he returned to NBC as director of talent and program procurement for TV and was appointed national program director in 1952. In 1954 he was elected a vice president.

Mr. Pinkham, who succeeds Mr. McAvity, joined NBC in 1951 as manager of planning. He was later named executive producer of "Today" and last fall was promoted to vice president of participating programs.

Mr. Rettig, now vice president in charge of TV network services, was promoted from his assignment as vice president in charge of production and business affairs. He has held the latter position since February 1954. Mr. Rettig came to the network in 1950 after more than 20 years in the broadcasting and motion picture industries.

In 1951, Mr. Werner came to NBC as an executive producer on "Today." At the time of his promotion, he was executive producer on "Today," "Home" and "Tonight." Mr. Sargent has been with the network since 1949. In 1953 he was appointed manager of business affairs for the television network, the position he held until now.

Intermountain Network Adds Seven Radio Outlets

ADDITION of seven new Colorado and Wyoming radio stations to the Intermountain Network has been announced by Jack Paige, Intermountain executive vice president, from the network's home office at Salt Lake City.

KOWB Laramie, Wyo., became the 45th affiliate of the Intermountain Network Jan. 1, Mr. Paige announced, and six Colorado stations have been incorporated as part of Intermountain as the Colorado State Network. The Colorado stations: KLMR Laram; KIUP Durango; KVRH Salida; KGIV Alamosa; KLVC Leadville; and KEXO Grand Junction.

Mr. Paige also said that newly-authorized KOLR Sterling, Colo., will be added to the Colorado group when it is in operation.

NBC's Denning to Talent Post

APPOINTMENT of James E. Denning, senior attorney in NBC's legal department, as manager of talent and program contract operations was announced last week by Gustav B. Margraf, NBC vice president for talent. Mr. Denning joined NBC in 1951 after serving as director of industrial relations with RCA Communications Inc. He was with the law firm of Townley, Updike & Carter, New York, from 1939-44, and was secretary and general counsel for Press Wireless Inc. and affiliated companies from 1944-47.

SELLING... The Nation's 37th Market in Retail Sales

WONE

RONALD B. WOODARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

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"THE CITY BEAUTIFUL"
ANDREW...
your complete source for broadcast antenna equipment

The oldest in the field—still a pioneer—designing, engineering and producing a complete broadcast antenna equipment line for the ever advancing needs of the industry. Aided by the industry’s finest research, Andrew’s vast experience in solving transmission problems has produced the most advanced and complete line available today.

For complete electrical and mechanical specifications on rigid, semi-flexible and flexible transmission lines, tuning, phasing and tower lighting equipment, write us today.

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CORPORATION
363 East 75th Street • Chicago 19
Spectacular-Type Programs Are Successful, Weaver Says

IRREGULARLY scheduled programs, such as the color spectacular, which differ from the established weekly program pattern have proved commercially successful and attractive to audiences, Sylvester L. Weaver Jr., president of NBC, declared last fortnight in a speech before the Detroit Economics Club.

The network president urged the automotive industry to lead the way in color tv, which he described as a force which will play a key role in enriching the nation's economic and social life. He emphasized that heavy goods firms must advertise to promote sales of products to protect their own growth potential.

Mr. Weaver pointed out that through flexibility in sales and programming patterns NBC is building its network so that all types and sizes of advertisers can buy what suits their needs best. The added impact of color will "create trade enthusiasm and dealer excitement and protect their values in the public's eye," he said.

In reference to the future of color tv, Mr. Weaver predicted it would "quadruple the impact of the incentive system on society itself."

Thompson to NBC

BILL THOMPSON, MBS account executive, has been appointed to NBC's Central Division as a radio network account executive [B+T, Feb. 7], Fred Horton, NBC Radio director of sales, announced last week. Mr. Thompson will report to George Diefenderfer, Central Division radio network sales manager. Mr. Thompson was with Mutual for four years after having served as manager of B+T's Chicago office.

WELCOME is extended to Edwin R. Borroff (r) on the occasion of his new association with NBC Central Div. radio network sales as an account executive [B+T, Feb. 7] by George Diefenderfer, manager of the department. Mr. Borroff was associated with NBC back in 1929.

Five ABC-TV Outlets Increase to 316 Kw

WBKB (TV) Chicago, along with four other ABC-TV outlets, last week started operation with full 316 kw power. The WBKB power boost involved purchase and installation cost of about $250,000.

WBKB increased its signal from 200 kw to 316 along with WABC-TV New York, WXYZ-TV Detroit, KABC-TV Los Angeles and KGO-TV San Francisco. ABC-TV, which claimed to be the first network in the country to provide "super power" for its owned stations, reported an investment of about $2 million on a program designed to provide better and wider tv service to its national audience.

WBKB claimed an enlarged fringe area (Class C) extending 80 miles, new Grade A to a radius of 9 miles and Grade B with an outer edge of 56 miles. The station completed installation of a new 50 kw transmitter a fortnight ago.

Vallee Replaces Bergen

NEW CBS Radio series, starring Rudy Vallee as host and moderator, will start Feb. 27, with Mr. Vallee replacing Edgar Bergen, who leaves the series to concentrate on his tv plans for the fall when he expects to introduce new comedy characters.

As host-moderator on the series, Mr. Vallee will interview celebrities from the entertainment world with particular emphasis on music. Sponsor of the 9-10 p.m. program will be Kraft Food Co., which currently presents Edgar Bergen Show with Charlie McCarthy.

Pinch-Hitting Executive

LESTER GOTTLEIB will produce this Wednesday's Arthur Godfrey and His Friends on CBS-TV while Mr. Godfrey is on a week's vacation. Network spokesmen made plain, however, that this in no way affects Mr. Gottlieb's status as vice president in charge of network programs for CBS Radio. The morning show, Arthur Godfrey Time, will be taken over during Mr. Godfrey's absence by Peter Lind Hayes.

Dry Buys Network Time To Urge Liquor Ad Ban

ONCE again, one of the U. S.' most vocal prohibitionists—Dr. Samuel Morris, lecturer, radio speaker, Baptist minister and president of an insurance firm which writes auto insurance for non-drinkers only—was to have spoken on a nationwide hookup on the evils of drink. Dr. Morris was to have made his appearance on ABC Radio yesterday (Sunday, 5-5:25 p.m. EST).

He made his network debut last fall on some 70 NBC radio stations [B+T, Oct. 18, 1954].

Dr. Morris' advertisements and the temperance advocate would speak on "Five Reasons Why Liquor Advertising Should Be Outlawed," ABC Radio, which had referred to Dr. Morris' program as being in the controversial classification in orders to stations, reported only that the speaker would discuss "Prohibition."

As of late last week, it was expected that as many as 200 radio stations would accept the broadcast by Dr. Morris which was on a live-only basis (as opposed to delayed broadcast). Originally, Dr. Morris had ordered 350 stations to carry his broadcast. As of last Tuesday, station clearances totaled 161, but the total was expected to go much higher. There were no indications that any stations had refused outright to carry the program.

A memorandum circulated by the Preferred Risk Mutual Insurance Co., Des Moines, which Dr. Morris operates, claimed that the speaker was "personally purchasing" the time on any and all stations carrying the broadcast in 36 states. The insurance firm, itself, was buying the time in 12 states in which it operates through local agents. The letter invited contributions for the time purchase from listeners. The time was placed through McDonald Advertising, Des Moines.

Joan Davis, Bob Hope Plan..Tv Layoffs, Cite Fatigue

TWO NBC-TV stars have announced their television retirements because they are "tired." Joan Davis, desirous of a rest, by "mutual agreement" will make no more I Married Joan films for General Electric after having completed 98 half-hour episodes in three years.

Bob Hope has announced plans to retire from tv for a one-year period, according to his agent, James Saphier. The comedian, whose contract with General Foods is on a year to year basis, cited fatigue, declared he is in "great health," but desires to make occasional tv guest appearances and independent motion pictures for his own company. His retirement reportedly will not curtail his radio activity.

Final film of the I Married Joan series will be telecast April 6. GE plans for filling that 8-8:30 p.m. EST, Wednesday time slot are yet to be announced.

WORZ Signs With Mutual

AFFILIATION contract with MBS has been signed by WORZ Orlando, Fla., Naomi T. Murrell, president of Central Florida Broadcasting Co., announced last week. The station has been carrying NBC programs. The addition of MBS is part of a program extension plan to bring listeners a varied service. WORZ presently is celebrating its eighth anniversary.
COPPER CAKES HAVE PUT ON WEIGHT

at the Raritan Copper Works of International Smelting and Refining Company, a subsidiary of Anaconda. Heretofore, the maximum weight was 840 pounds. But now, with the recent completion of a new casting plant, parallel-sided copper cakes ranging in weight from 1,800 to 3,000 pounds are regularly produced on the casting wheel illustrated above.

This means that The American Brass Company, an Anaconda fabricating subsidiary, is able to supply its customers with larger and heavier copper plates; also with longer unjointed coils of strip copper in very thin gauges. These longer coils, in demand by industry, enable users to operate their machines more economically — with fewer interruptions.

This new casting plant, the largest of its kind, is another example of Anaconda's continuing program to meet industry's evermore exacting requirements for copper and copper alloy products.
ABC'S WBKB (TV), NBC SHOWS IN LEGAL SNARL

Chicago man, described as Capone's paymaster, seeks to prevent station using his biography, while convicted murderer sues network for using a story about him.

RIGHT of privacy—a question which has been mostly academic in television law—was raised in two instances last week.

• Jack Guzik, more commonly known as Jake (Greasy Thumb) Guzik, who was described by the 1951 Kefauver Committee as paymaster of the old Capone gang, asked the FCC to forbid WBKB (TV) Chicago from telecasting a series of "biographies" of six Illinoisans compiled by the Chicago Crime Commission. Mr. Guzik said he was to be the subject of one of the programs and that it will be "directed solely to a false and malicious demonstration that said victims are 'gangsters' and criminals."

Mr. Guzik also asked the Chicago Federal District Court to issue an injunction against ABC to stop the proposed telecast. He claimed the program would subject him to defamation.

• Motion for summary judgment in a $500,000 suit against NBC was heard by U. S. District Judge Raymond B. Keech in Washington beginning Thursday. Suing is Charles Bernstein, pardoned Washington convict, convicted in the mid-30s of murder.

Mr. Guzik said the proposed WBKB "crime" programs—which he said were scheduled to begin Feb. 16—"will purport to delve into the intimate personal, family and business affairs of Mr. Guzik and [that] the format will embrace hearsay, rumor, gossip, falsehood and coarse and malicious distortions." Mr. Guzik said he is "not a criminal, not charged with a crime, not a figure in the world of entertainment or sport, not a candidate for public office and not a public figure." If the program is telecast, he said, he will be exposed to public abuse, hatred, contempt and ridicule and financial injury.

He asked the FCC to (1) inspect the material, (2) issue a cease and desist order enjoining the station and ABC-TV from carrying the programs and (3) issue a show cause order why WBKB's license should not be revoked.

In Chicago, Sterling C. Quinlan, ABC vice president in charge of WBKB, said his station and the network "are not going to alter any programming plans on behalf of Guzik. We stand firm on our commitment with the Chicago Crime Commission."

No firm date has been set for the proposed series of telecasts which would deal with six Illinois citizens on the basis of data compiled by the Crime Commission. Virgil Peterson, managing director of the Crime Commission, noted that no program format has been worked out. He added:

"Unless Mr. Guzik is assuming that he would be a natural subject for treatment in a series about Chicago gangsters, how can we know in advance that his record will come up?" Mr. Peterson added that while the series has been discussed with ABC-TV for some time, there is no material for the FCC to examine.

The Crime Commission series originally was slated to debut Feb. 16 but the time was purchased for a Junior Achievement tv series.

The suit against NBC began with a showing of the 1952 kinescope of one of the Big Story programs. This, Mr. Bernstein alleged, was his story, although the names used were fictitious. The story was sold by Martha Strayer, then of the Washington Daily News, who covered the conviction and subsequent pardon. Mr. Bernstein charged that this was an invasion of his privacy—he claimed that since 1940 his past has been unknown to his neighbors, friends and working fellows—and that he has suffered mental and other harm.

Suit for damages has been filed in 30 states—every state in which the telecast was shown. It is understood to be the first clear-cut privacy suit involving television. Also significant, it is said, is whether the use of fictitious names absolves the producers of liability for defamation. Mr. Bernstein is represented by Harry Warner, Washington radio attorney.

ABC-TV Promotes Knox

APPOINTMENT of James H. Knox as manager of ABC-TV sales service dept. at the network's Chicago office was announced Wednesday by Gerald Vernon, director of the ABC Television network Central Div. Mr. Knox will retain his present duties as division tv program and production coordinator. He joined ABC last fall after Marine Corps service and previously was a radio producer.

ABC to Drop Tv Portion Of Don McNeill Program

ABC last week officially notified Don McNeill Enterprises and the network's Central Div. it will drop the televised version of Breakfast Club on some 64 stations effective Feb. 25. The show will continue on the radio network.

The program, which debuted as a simulcast a year ago after a score of years as a successful radio series, has admittedly encountered difficulty in obtaining sponsors for the tv portion. Quaker Oats was the last sponsor to drop out. Total cost of a quarter-hour segment across the board on tv was pegged at about $10,300 for 13 weeks.

In commenting on the ABC announcement, Mr. McNeill, m.c. of the early morning show, claimed that studio audiences, fan mail and
Special TV Tower designed by BLAW-KNOX houses automatic elevator

When WWJ-TV, Detroit, wanted an automatic elevator in their new tower, Blaw-Knox went to work on the design of the tower . . . in close cooperation with the manufacturers of both the elevator and the control system.

The result is this tremendous triangular tower . . . 14 feet on each side, 1063 feet high and weighing 265 tons . . . with special structural features to rigidly support both the 102 foot antenna and the automatic elevator.

Ready accessibility to any part of the tower up to the 980 foot level is provided by special design, completely enclosed automatic elevator. It can be stopped by the operator at any level by means of low frequency inductive carrier control. In addition an auxiliary pushbutton station, located at the lower landing, permits manual control at that point. The two controls are interlocked so that only one can be operated at a time. A telephone provides ground-to-car communication.

The advanced design and fabrication of this tower for WWJ-TV typifies the kind of service which Blaw-Knox offers you . . . to meet your specific requirements.

For more complete information on all types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA
sales impact have increased "since we've been on television."

He noted that "many of our stations come on the air just to carry the show and then sign off until noon," with no other network programming to support it. Mr. McNell contended this "isolation factor" made it difficult for the program to "get the share of audience that advertisers and their agencies insist on" and that "the network's inability to carry stations in some major markets has also affected our television ratings."

Mr. McNell, who holds a 20-year pact with ABC for his services, said he expects to remain in daytime tv, but cannot announce his future plans yet.

NETWORK PEOPLE

Wes Cameron, research editor, Ralph Edwards Productions, Hollywood, to NBC-TV there as unit manager.

William Hohmann, staff assistant to network advertising and promotion manager, NBC Chicago, appointed to tv sales staff; Robert H. Elrod, formerly national sales manager, WSBT-AM-TV South Bend, Ind., succeeds Mr. Hohmann.

Albert L. Warner to ABC Radio to conduct Albert L. Warner and the News.

Sid Caesar, NBC-TV personality, forms Fio Music Inc., 6 W. 57th St., N. Y., for release of own music and others' compositions; Nick Campbell appointed Fio Music general manager.

Gordon A. Hellmann, director of sales presentations, CBS-TV, elected president, Johns Hopkins Club of N. Y.

Paul Harvey, news commentator, ABC Chicago, named Honorary Gypsy Marshal by South Dakota Northern State Teachers College, sponsors of Gypsy Day, Oct. 8.

Murray Heliwell, manager, merchandising dept., NBC, will speak Thursday at meeting, American Marketing Assn., N. Y. chapter, on "The Electronic Revolution in Merchandising."


Rosemary Clooney, CBS Radio Rosemary Clooney Sings, mother of boy, Miguel Jose, Feb. 7.


1954 TV SET SALES
TOP SEVEN MILLION

RETMA reports that nearly a million more sets were sold in 1954 than in 1953 thus setting a new all-time record in this department.

SALES of tv sets at retail level totaled 7,317,034 last year, setting a new record and far surpassing the 6,370,571 sets sold in 1953, according to Radio-Electronics-Tv Mfrs. Assn.

Retail radio sales, not including auto sets, totaled 6,430,743 sets compared to 7,031,293 in 1953. These included home, clock and portable models. Another 4.1 million auto sets were manufactured during the year but RETMA has no retail data since most of the production moves direct to auto factories.

RETMA found 1,093,704 tv sets were sold at retail in December compared to 779,105 in November and 774,836 the year before. Retail radio sales in December totaled 1,158,588 sets compared to 669,166 in November and 1,456,008 in December 1953.

Cathode ray tube manufacturers sold 9,913,- 504 picture tubes last year compared to 9,839,- 138 in 1953. December sales totaled 1,009,398 tubes compared to 1,157,866 in November and 644,287 in December 1953.

Receiving tube sales totaled 385,089,458 units in 1954 compared to 437,091,555 in 1953.

Toney Predicts 1.5 Million Portable Radio Sales '55

PREDICTION that the sale of portable radios would reach 1.5 million this year was made last week by James M. Toney, general manager, RCA Victor Radio and "Victrola" Div. Mr. Toney said: "We have designed the 1954 RCA Victor portables to provide our distributors and dealers with what we firmly expect to be the industry's hottest-selling merchandise."

Highlighting the new RCA line are seven all-portable radios packaged in non-breakable cases. The cases are insured against breakage for five years. Suggested list prices for the new portables range from $24.95 to $49.95, Mr. Toney said.

Curtiss-Wright Announces New Industrial Tv System

A SIMPLE, compact, high-fidelity industrial tv system, employing a picture tube which its sponsors say can be produced at about 15% of the cost of those now used in studio tv equipment, was shown last fortnight by Curtiss-Wright Corp., Woodbridge, N. J., in New York's Hotel Biltmore.

C-W reported that the resistron tube not only is relatively insensitive to high temperatures but also has great clarity of detail and is small enough that standard lenses for 35mm cameras can be used. It also has longer service life, spokesmen claimed.

RCA Announces Kinescope

PRODUCTION of a new RCA five-inch projection kinescope which produces black-and-white tv pictures up to 8x6 ft. when used with a suitable reflective optical system was announced last week by RCA's Tube Division. The kinescope, designated RCA-5AZP4, is intended mainly for closed-circuit types of large-screen tv projectors employed in demonstrations, training and educational applications.

An aluminumized white fluorescent screen with color stability under varying conditions of screen current and a maximum operating ultraviolet voltage of 40,000 volts contribute to the brightness of the projected pictures.

Elgin Buys Microphone Co.

PURCHASE of American Microphone Co. (microphones, other communications products), Pasadena, for an undisclosed sum was announced last Monday by the Elgin National Watch Co., Elgin, Ill. The newly-acquired company will operate as a division of Elgin-Necromatic Inc. The purchase was part of Elgin's product diversification program launched in 1953. Elgin manufactures Elgin and Wadsworth watches, Hadley watch bands and precision instruments.

GPL Plans IRE Exhibits

FEATURES of the General Precision Labs exhibit at the 1955 Institute of Radio Engineers show March 21-24 will be a projection television system for groups of as many as 300 persons in addition to a new type of industrial tv camera chain. The showing will be held at the Kingsbridge Armory, New York City.

The new GPL system known as Model PB-611 projects a picture up to 9 x 12 feet. First models were used for closed circuit showings by General Motors in marking the production of its 50 millionth automobile. The new tv camera chain consists of a 5-pound camera and a 26-pound case containing power supply and controls. The monitor can be any standard tv receiver.
Radio's Charles Pannill Dies, Was First Licensed Operator

CHARLES JACKSON PANNILL, 75, former president of Radiomarine Corp. of America and of RCA Institutes Inc., died last Monday in New York.

Mr. Pannill held the first Certificate of Skill in Radio Communications and the first radio operator's license ever issued by the U.S. government. He was awarded his license in 1912. In association with Professor Reginald A. Fessenden, Mr. Pannill conducted the first demonstration of long-range radiotelephony from Brant Rock, Mass., in 1906, proving that wireless could carry the spoken word.

Mr. Pannill gained much of his communications experience in the U.S. Navy during the Spanish-American War and World War I. He joined Marconi Wireless Telegraph Co. of America in 1912, serving until 1914 when he rejoined the U.S. Navy. He later became assistant to the director of Naval Communications.

In 1919, Mr. Pannill returned to commercial radio. He became affiliated with Radiomarine Corp. in 1928 as vice president and general manager. He was president of the company from 1931 until his retirement in 1947. He also served as president of RCA Institutes from 1932 to 1947.

He is survived by his wife, the former Ethel McMaster Worrell.

Studio TV Products Corp. Uses New Selling Technique

NEW TECHNIQUE in the merchandising of heavy TV equipment, underway since last August, was announced a fortnight ago by John Newton, eastern representative of Studio Television Products Sales Corp., New York.

The firm currently is making visits to stations throughout the East to provide "in studio" demonstrations of its equipment, in what the firm believes to be the first time that "heavy" accessories, e.g., camera dollies and mike booms, have been merchandised in this manner.

Studio TV Products carries by station wagon four varieties of camera pedestals, a mike hanger and tripod, swivel viewfinder hood, cam balance pan head, "oversize" kine recorder magazine, a three-speed turntable and Studio Zoom lens for actual use and evaluation by station engineers.

The success of the campaign has been indicated in a doubling of sales volume in the fourth quarter of 1954, according to Mr. Newton.

RCA LP Record Sales Up

WHEN THE PRICE came down, sales went up on classical LP records of the RCA Victor Record Division. Emanuel Sacks, vice president and general manager of the division, has announced that since the price reduction of the company's records went into effect early in 1955, sales have increased 100%.

Mr. Sacks said that the firm anticipates even greater sales increases "as a result of our recently-launched national advertising campaign which is built around the theme that Victor now is offering the world's greatest music at the lowest prices in history."

MANUFACTURING PEOPLE


Richard P. Matthews, formerly with RCA Victor, Camden, N. J., appointed director of sales and engineering, Andrew Antenna Corp. Ltd., Whitby, Ont.

Leonard J. Corti appointed manager of contract administration, government and industrial operations, CBS-Columbia, Long Island City, N. Y.

Joseph Rice and William Lipson appointed assistant chief engineer and coordinating engineer, respectively, Mark Simpson Mfg. Co., Long Island City, N. Y.

John Lafferty appointed Midwest district sales representative, Zenith Radio Corp., Chicago.


William D. Fenton, formerly financial and general news reporter, New York Times, and Donald G. Robertson, former educational program lecturing supervisor, Atomic Energy Commission, Washington, to information dept., RCA, N. Y.

Gilbert Hoffman, comptroller, N. Y. factory distributing branch, CBS-Columbia, Long Island City, N. Y., appointed comptroller, branch distributing operations.

Watkin Davis, formerly with Scranton Radio & TV Supply Co., Scranton, Pa., to distributor sales div., W. Bert Knight Co. (radio-tv electronics distributors), L. A. 

ANOTHER CITY

HEARD FROM...

="RACKET SQUAD"

IS #1 AGAIN!

Yes, in city after city, Telepulse rates "Racket Squad" as the #1 film show.

Look:

ATLANTA #1, with 29.6
CHICAGO #1 after 3 weeks
DETROIT #1, with 23.5
WASHINGTON #1 after one month

No wonder this record-busting show boasts 90% renewals after only 9 months in syndication! First run still available in many top markets. Come on in fast, the selling's fine!

RACKET SQUAD

Produced by Hal Roach, Jr.

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

February 14, 1955 • Page 97
Manufacturing Shorts

Ampex Corp., Redwood City, Calif., announces completion of successful six weeks’ field test of automatic programming at KEEN San Jose, Calif. Under automation process, Ampex reports, over 10 hours can be broadcast without human assistance, utilizing two electronically alternated tape playback units. On one, capable of taking eight hours’ material, programs can be placed from station library, network or commercial transcription service, and on second, capable of four hours, spots, local programs and breaks. At program’s conclusion sub-audible tone is registered on electronic “brain” which starts announcement machine, with same process employed for switching back to original unit.

Amplifier Corp. of America, N. Y., has developed “secret” tape recorder housed in brief-case and able to pick up whisper at 12 feet and ordinary speech at 100 feet. Unit, operating with dry-cell batteries, weighs 11% lbs., measures 16” x 12½” x 4½” and plays one and one-half hours continuously at 1½ ips. tape speed using long-play ¼-in. magnetic tape on 5-in. reel holding three hours of dual track recorded material, according to company.

RCA engineering products div., Camden, N. J., has released broadcast equipment manual containing 680 pages with accommodations for addition of three more sections in future mailings. Information is divided into individual catalogs covering specific classes of equipment, each class identified by different color. RCA also released broadcast equipment price list.

publish actual distribution of monies collected in Canada and that income tax be deducted on all payments sent outside Canada; that fees be set for a basic two-year period, and that the board be required to give reasons for its orders in varying the fees from time to time.

One of the major points made by the Musical Protective Society of Canada was that neither of the music copyright societies had furthered greatly the development of Canadian music, and that most of the money collected for fees went out of the country. The society also pointed out that at no hearings before the Canadian Copyright Appeal Board had copyright owners of music appeared in person, nor had the copyright societies been required to show why their fees should be upped.

In an appendix to the brief the society showed the increase in record sales over the years from 1938 to 1953, from one million to over ten million had been paid to authors and composers being paid more than $1,000,000.

...commercial areas may "pressure" ADVENT of France to be in the operation began in Paris, MONTANA WIh 60,000 WATTS TEL MONTANA VISION. Radio-Tv Luxemburg, France to perform actual distribution of monies collected in that time on the basis of 24 royalty per playing surface. Copyright users had in addition last year paid about $1,000,000 in performing rights fees.

**COMMERCIAL TV FORESEEN FOR FRANCE: BLONDEAU**

Partner in French radio-tv program production firm thinks commercial outlets around France beaming their shows into the country will force France to change its policy.

**ADVENT** of commercial television in the nearby Saar, Luxembourg and Monte Carlo areas may "pressure" France into adopting commercial television within the next five years.

This opinion was voiced by Jean Paul Blondeau, partner in the radio and tv production firm of Jean Paul Blondeau-Jean Jacques Vital, Paris, in an interview with BROADCASTING in New York. Mr. Blondeau said his estimate of the commercial tv timetable was "conservative," pointing out that the three tv operations outside of France will blanket most of the country with commercial television within the next six to eight months.

Mr. Blondeau reported that the Telesaar operation began on Feb. 1 and is expected to penetrate central and northeastern France for an area up to 150 miles including Paris and Lyons. Radio-Tv Luxembourg, he said, is scheduled to go on the air in March and will saturate the northern part of the country with commercial tv. The Monte Carlo operation, which will cover the southern part of France, is reported to be in the development stages but probably will be launched before the end of the year.

"It does not sound reasonable to me," Mr. Blondeau said, "that France can resist commercial television once the entire country is covered by commercial tv from the outside."

Mr. Blondeau's company is among the largest radio and tv program producers in France, and is said to be the only firm that has sold a foreign property to a U. S. sponsor ($10 a Second to Mogen David Wine, ABC-TV). The company supplies more than 40 programs to Radio Luxembourg, Radio Monte Carlo and Radio Andorre, which are carried commercially in France, as well as tv programs to the government-owned operation in France.

Though France itself, since 1945, has not had commercial radio, the nation is covered by the outside radio interests. Among the U. S. sponsors of commercial radio are Coca-Cola, Esso, Palmolive, Colgate, Schenley, Ford and Studebaker.

Mr. Blondeau estimated there are about a half-million tv sets in France today and said that the number of receivers, within the next 12 months, will "increase considerably" because of the availability of commercial programming from outside tv interests. It was because of these circumstances, Mr. Blondeau said, that he was on an extended visit in New York, conferring with network and agency officials on the possibility of procuring rights to American tv shows. Mr. Blondeau said he already has rights to such programs as What's My Line? and Beat the Clock and he was negotiating for Today, Home and Tonight, among others.

**COMMONS HEARS NABET STRIKE PLAN**

Revenue minister, responsible for the CBC in Parliament, assures that every effort will be made to keep some national service should threatened Feb. 16 strike take place.

DECISIVE strike vote on Feb. 3 by 770 technical employees of the Canadian Broadcasting Corp. in 20 centers across Canada had its echoes in the Canadian House of Commons at Ottawa, Revenue Minister I. I. McCann, responsible for the CBC in the Canadian parliament, stated that all would be done to keep some national service in operation in case the threatened strike took place on February 16 by the employee members of the National Assn. of Broadcast Employees & Technicians.

New meetings between NABET and CBC executives were called for early last week to try and settle the wage negotiations. NABET has been demanding pay commensurate with network employees on U. S. networks. Wages under present NABET contract with CBC start at $44.25 a week to $96.40 a week for top technicians. NABET asked increases from a starting wage of $53.77 to a maximum of $161.54.

In recommendations for higher wage rates, made to Canadian Labor Minister M. Gregg, NABET representatives pointed out that CBC claimed it paid wages commensurate with those paid on privately-owned radio stations. These were termed "pitiful" by NABET representatives, which said Ontario independent privately-owned stations last year paid transmitter operators an average $109 a month, studio operators $129.28, announcers $137.36, announcer-operators $181.80 and chief announcers $250.48 a month.

NABET recommended to the labor minister...
A TEN-MINUTE newscast, seven days a week, is bought by Shelly Brothers, owners of O. K. Economy Stores, Saskatchewan, Canada, on CFQC-TV Saskatoon, Sask. Present are (1 to r): Herb Stewart, tv consultant, St. Petersburg, Fla.; Blair Nelson, CFQC-TV manager; Jim Ronzell, Shelly Bros. advertising manager, and Jake Shelly, who signs the contract.

A 6% pay increase for CBC NABET employees retroactive to August 1, 1954, and a further 6% increase from April 1, 1955, to March 31, 1956.

Meanwhile, at a CIO Ontario Federation of Labor convention at Hamilton, Ontario, the CBC was accused of pursuing a strike-breaking policy, and a resolution was passed unanimously charging the CBC with "following an anti-labor policy" in its relations with its radio-television technicians.

CBC officials have announced that plans are underway to keep a service in operation should a strike be called, on both radio and tv stations. Members of the Assn. of Canadian Television & Radio Artists would not commit themselves if they would cross picket lines in case of a strike being called by NABET.

Officials of the Canadian Assn. of Radio & Television Broadcasters, representing the independent stations, stated the threatened strike would not affect member stations, except in connection with network programs which might not be broadcast.

Mexican Agencies Group Names Board of Directors

ASOCIACION MEXICANA de Agencias de Publicidad (Mexican Assn. of Publicity Agen-
cies) has announced its board of directors for 1955.

Named were: President James B. Stanton, Young & Rubicam, Mexico, S. A.; Vice Presi-
dent Salvador Uloa, Surma Publicistas, S. A.; Secretary Everardo Camacho, Promociones Ca-
UCH; Treasurer William B. Miller, J. Walter Thompson de Mexico; First Substitute Alvaro Galvez y Fuentes, Galves, S. A.; Second Sub-
stitute Abraham Garavito, Publicistas de Mexico, and Third Substitute Eduardo T. God-
dard, Publicidad General.

Sweden Plans TV Construction

SWEDEN's plan to construct 50 tv trans-
mitters for the introduction of television to the country on a large scale has been published. Plan provides for construction of the 50 tv transmitters within the next 10 years. Necessary relay links between the transmitters will extend over 3,000 miles.

Minnesota Completes Radio-Tv News Course

U. OF MINNESOTA School of Journalism has completed its Ninth Annual Radio-Tv News Short Course which included talks by dis-
tinguished newsmen and educators and was at

ted by over 100 people, the school has re-
port.

Eric Sevareid, CBS commentator, discussed presidential news conferences and warned that care must be taken in judging film released for tv use because it is liable to White House censorship. Mr. Sevareid, an alumnus of Min-
nesota U., was presented with his alma mater's Achievement Award by the president of the university.

Jim Bormann, WCCO Minneapolis news director, called the group's attention to the hardening opinion by judges and lawyers that "curbs be put on radio and tv. He noted, however, that newsmen are becoming more aware that concerted action is needed to make success-
ful the fight for free access to informa-
tion.

Mayo Simon, producer of the Soap Box series, educational KETC (TV) St. Louis, and Martin Quigley, former acting manager of the station, related their experiences with educa-
tional programming and suggested greater use of panel shows as a means toward its im-
provement.

Expressing their various views of the news industry to the group were:

John Scott, assistant to the publisher of Time; Mitchell V. Charnley, Minnesota U. professor of journalism; George Brooks, news director, KSU Fairmont, Minn.; Harry Reasoner, KEYD-TV Minneapolis, and Tres Goetting, Campbell-Mithun Adv. agency, Minneapolis.
Long Island U. Scholarship

A FULL-TUITION scholarship, the George Polk Journalism scholarship, will be offered this year by Long Island U.'s Dept. of Journalism to a young man or woman currently employed on a radio or television station or newspaper. The scholarship will be granted to a person who has had not more than one year of college, and will be made on the basis of the applicant's high school or college academic record, recommendation of his present employer and personal interview by a faculty committee. Further details may be obtained from Professor Theodore E. Kruhlak, Dept. of Journalism, Long Island U., 385 Flatbush Ave. Extension, Brooklyn 1, N. Y. March 15 is deadline. The scholarship is in commemoration of George Polk, CBS newsman who lost his life in pursuit of a story in 1948.

Rutgers U. WATV (TV) Series

EXPERIMENT in education by tv has started under sponsorship of Rutgers U., New Brunswick, N. J. The experiment is being telecast over WATV (TV) Newark. Each viewer in the television class pays a $1 fee, registers, follows a course outline, takes an final examination and receives a certificate of completion.

The course being offered, "Understanding Labor-Management Relations," is the latest segment of Tv Reports From Rutgers, Mondays on WATV. In the 13-week series, Dr. Monroe Berkowitz, assistant professor of economics at Rutgers' College of Arts and Sciences, will conduct the class. He also will have a studio class of nine men and women who are scheduled to participate in each program.

Oppenheimer Interview for TV

A SPECIAL filmed version of Edward R. Murrow's interview with Dr. J. Robert Oppenheimer on Mr. Murrow's See It Now program (CBS-TV) will be distributed to all educational tv stations by the Educational Television & Radio Center, Ann Arbor, Mich., according to Dr. H. K. Newburn, center president. The hour-long film will contain most of the material used in the Jan. 4 telecast plus some supplementary information from the two-and-a-half hours originally filmed by Mr. Murrow. The program will be made available to all 11 operating educational tv stations through the cooperation of the Fund for the Republic and CBS, the announcement said.

14 RADIO-TV SHOWS GET NCCJ AWARDS

National Conference of Christians and Jews cites media for promoting good will and better understanding.

FOURTEEN radio and television programs were cited last week by the National Conference of Christians and Jews for "outstanding contributions promoting the cause of good will and understanding among the peoples of our nation" during 1954. Formal presentation of the awards, along with 21 others to be made in other divisions of media communications, will be made in special ceremonies during Brotherhood Week, Feb. 20-27.

Two tv shows and one radio program were designated for three of the 10 National Brotherhood Awards. The tv programs cited were CBS-TV's Studio One for its production "Thunder on Sycamore Street," for showing "how prejudice and bigotry grow from the seeds of fear and misunderstanding" and CBS-TV's The American Week, described as "a most significant example of on-the-spot reporting of an incident of intergroup tension." WHAS Louisville's Moral Side of the News radio show also was chosen for a top award because of its "inspirational value" in showing that "clergymen of three different faiths can get together in a non-sectarian setting and be united in their mutual concern.

Three radio programs chosen to receive certificates of recognition are:

Church World News, a radio transcription series produced by the United Lutheran Church in America for "providing impartially the significant and interesting news of all faiths around the world." WHCA New York's Faith Horizons for stressing "racial prejudice and discrimination and religious bigotry are essential factors in the deterioration of any area into a slum," and KCBS San Francisco's Deadline Freedom for its programs on "problems and progress in the field of intergroup relations as they occur in the San Francisco Bay area, the nation, and abroad."

The eight tv citations are for:

Bureu Circle on WNJC-TV New Haven for "highlighting a single contributing factor to intergroup tension, rumor." NBC-TV's Background series for the episode titled "Kenya: Land of Hope and Terror" for "some remarkable contributions to the understanding of events and trends in Europe, Asia, Africa and our own country." NBC-TV's Frontiers of Faith for "accomplishing an excellent project in understanding among the faiths in America." CBS-TV's Adventure series for its episode on "The Way of the Navajo" for "a sensitive and sincere treatment of a minority group." WABD (TV) New York's New York Times Youth Forum for being keyed to "an inter-racial atmosphere, where children of all races, creeds and national origins meet on equal terms with friendliness and intelligence." WABD (TV) New York's Magic College for stating "an oft-repeated theme that an individual should be accepted for himself as an individual." WTBS (TV) Cleveland for "its overall policy and programs in public service," and Rev. H. T. Williams, "chaplain" of the Oklahoma Television Corp., operators of KWTY (TV) Oklahoma City, for "a considerable contribution to better understanding among all races and creeds in Oklahoma."

ABC-TV, CBS Radio Programs Win Top NABFRAT Awards

ABC-TV's Disneyland and CBS Radio's Man's Right to Know won "program of the year" honors for tv and radio in the third annual national awards of the National Assn. for Better Radio & Television. Other award winners, selected by NABFRAT membership vote, were:

Television—ABC-TV's United States Steel Hour and Eight Hours (drama); CBS-TV's Father Knows Best (family situation); CBS-TV's Home and Then (education and information); CBS-TV's Hall of Ivy (comedy); CBS-TV's See It Now (news, interpretation); CBS-TV's Person to Person (interviews); NBC-TV's Your Hit
RAB Cites Chicago Group For Effective Radio Use

THE STATE STREET Council of Chicago was honored by the Radio Adverting Bureau Tuesday for its "consistent and effective use of radio in the interests of State Street business."

The presentation was made by Gale Blocki, RAB midwestern sales director, at the council's annual meeting in the Conrad Hilton Hotel and accepted by Morton Mcelfat of Sears, Roebuck & Co., council chairman. The organization has used radio announcements extensively on local stations the past two and a half years to promote downtown Chicago as a shopping area (B&T, Jan. 13).

Fairfax M. Cone, president of Foute, Cone & Belding, was principal speaker at the luncheon meeting.

Southern California Assn. Wins Community Chest Award

COOPERATION of CBS, NBC and ABC Hollywood radio operations won for the Southern California Broadcasters Assn. a plaque from the Los Angeles Community Chest Assn., honoring SCBA and its public service committee for "generous year-around efforts in our behalf."

The plaque was presented to David Showalter, public affairs director, Columbia Pacific Radio Network and SCBA public service chairman, at the broadcasters' January meeting. It especially noted the industry cooperation in the production of Atias Bill Cassidy, a program transcribed for the 1954 chest fund drive. The program was produced by Mr. Showalter, written and directed by Dwight Hauser, ABC, and recorded in studios provided by NBC.

Also cooperating in the project were the Hollywood locals of the American Federation of TV & Radio Artists and the American Federation of Musicians.

Chicago Stations Honored

CHICAGO stations will be honored this week by the Church Federation of Greater Chicago for their coverage of the Second Assembly of the World Council of Churches held in Evanston, Ill., last August.

The stations will receive awards during the fourth annual Protestant Churchmen's Dinner at the Conrad Hilton Hotel Tuesday. The event will launch the 1955 United Protestant Appeal. Newspapers and magazines also will be honored.

Certificates for presentations are WMAQ and WNBAQ (TV), WBBM-AM-TY, WGN-AM-TV, WLS and WAIT, WNMP, WEAW and WSEL (FM).

ANOTHER AWARD prose...
INTERNATIONAL response was received by WWL New Orleans in its ‘Toys for Tots’ campaign for the children at the local Charity Hospital. Richard Jones (r), vice president and general manager of the Jackson Brewing Co., which sponsors WWL’s World of Sports, presents to Bill Brengel, host of the program, a Canadian dollar bill received from a listener in Quebec. The plea for donations was made at the end of the sports show.

ST. CYR PROMOTES WBZ-WBZA
LIFE-SIZED CALENDAR of scantily-clad Lili St. Cyr has been distributed by WBZ-WBZA Boston-Springfield, Mass., as a follow-up to its successful promotion of a similar calendar of Marilyn Monroe last year. Miss St. Cyr’s picture is five feet tall with the actual calendar about three inches high. With a combination power of 51 kw, the stations believe they are the best buy in New England’s six state area. New advertisers buying WBZ-WBZA last year numbered 177, of which 85 could trace daily cash register results from their advertising, the Westinghouse stations report.

RADIO ON TV
TELEVIEWERS are being taken behind the scenes of radio in a new program launched by WKZO-TV Kalamazoo, Mich. Titled Inside WKZO Radio, the alternate-week, quarter-hour program takes viewers into the radio control room, studios, news and record rooms and the offices of executives. The tour is conducted by Tony Gaston, WKZO administrative assistant, and the station claims the program commands a greater share of the Western Michigan audience than its nearest competitor on the basis of a survey. Mr. Gaston reports he has had hundreds of requests for further information on WKZO operations.

GOLD-COVERED CHOCOLATES
A MONEY BAG filled with gold-covered chocolates was sent to newsmen to dramatize the new filmed dramatic program, The Millionaire, sponsored by Colgate-Palmolive Co. on CBS-TV, Wed., 9:9:30 p.m. The series started Jan.19. Agency is Ted Bates & Co., New York.

PUPPETS FOR TV STATIONS
ASSOCIATED ARTISTS PRODUCTIONS, New York, has announced the original puppets on which the Johnny Jupiter tv film series was based are being made available on loan to TV stations for exploitation purposes. The puppets are the actual three-foot-high models used in the filming of the program and represent both Johnny Jupiter and Reject the Robot.

'THE GOVERNOR’S REPORT'
KLZ-AM-TV Denver has launched The Governor’s Report, a weekly series featuring Gov. Edwin C. Johnson as he explains to the people of Colorado the problems of state government and steps taken to remedy them. The program is in the nature of an interview, with Sheldon Peterson, news director, posing questions. Occasionally Gov. Johnson will ask members of his official family to sit in on the discussions and explain the activities of their various departments. Gov. Johnson was formerly a Democratic U.S. senator and was a member of the Interstate & Foreign Commerce Committee, its chairman under the Democratic regime. The quarter-hour program is on KLZ-TV 9:15-9:30 p.m. (MST) Wednesdays and is heard an hour later on radio.

FOOD NEWS WORKSHOP
PENNSYLVANIA’s Third Food News Workshop was staged Feb. 9 in the auditorium of WPTZ (TV) Philadelphia under the co-sponsorship of the Pennsylvania Assn. of Broadcasters and the Pennsylvania Newspaper Publishers Assn. Farmers of the state told their story to Pennsylvania’s consumers at the event. A luncheon at $3.45 per plate and featuring Dr. William L. Henning, Pennsylvania’s newly-appointed secretary of agriculture, as speaker was held at the Warwick Hotel commencing at 12 noon. The workshop sessions included: a group of leading women in radio-tv, among others, who questioned a panel of experts on what consumers want to know; a showing of WPTZ’s “Miracle of the Delaware” film (BTW. Dec. 13, 1954), describing the greater Philadelphia market; a special Television Kitchen tv show demonstrating usages of Pennsylvania foods.

RABBI ON KTTV (TV)
KTTV (TV) Hollywood has started a weekly half-hour Sunday afternoon series, Rabbi Magnin—The Richer and Fuller Life, featuring Rabbi Edgar F. Magnin, of Los Angeles’ Wilshire Blvd. Temple, discussing topics of interest to the general public and designed to appeal to people of all faiths.

WLIB NEGRO MUSIC FESTIVAL
SECOND annual Festival of Negro Music and Drama on WLIB New York was conducted from Jan. 30 to Feb. 12. The festival presented 122 special programs devoted to Negro music, literature, theatre, art and related subjects.

Look, Ma, No Audio!
PICTURES were worth a good many words to Paul Williams, newscaster for WWJ-TV Detroit, when technical difficulty silenced that station’s audio. Mr. Williams took a piece of chalk and wrote news headlines and sports results on a studio board, supplementing his presentation with film and occasional sign language, in what he describes as “the fastest 15 minutes of my career.” For the commercial, Mr. Williams held up a card which read: “Norge speaks for itself.” The station reports many favorable comments from viewers.
DAYTON LIKES STEVE ALLEN

WHEN Steve Allen of NBC-TV Tonight announced during his Jan. 21 program that he would be visiting Dayton, Ohio, Feb. 11 to originate his program, WLWD (TV) Dayton, NBC-TV outlet, was deluged with phone calls and before the program was completed, all 2,400 seats available for the Feb. 11 show were taken. The program was only the second origination of Tonight outside of New York.

'HI-FI CONCERT'

WSOC-FM Charlotte, N. C., currently is carrying Hi-Fi Concert Fridays, 8:30-10 p.m., airing the best in long-playing and high-fidelity recordings of the classics, light operas and musical comedy. The program is sponsored by Brodt Music Inc. and is used to promote the sale of hi-fi equipment and recordings. Action has been favorable and enthusiastic, WSOC-FM reports, with response coming from as far away as 175 miles.

CAROLINAS WELL COVERED

WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C., Jefferson Standard Broadcasting Co. stations, are distributing a brochure titled "Dominance Doubled in the Carolinas." The 12-page booklet carries market information and describes the growth of the stations' area, which combined is comparable to the nation's eighth largest market, according to the brochure. A section on industry is included, as well as a map showing the combined coverage area of WBTV-WBTW. The booklet also includes photos of the staffs of the stations.

WIKY-AM-FM PROMOTES HI-FI

MAJOR CAMPAIGN has been launched by WIKY-AM-FM Evansville, Ind., to promote the stations' newly-installed high fidelity equipment. More than $1,000 in portable radios, anti-fun radios, clock radios and hi-fi phonographs will be given away in a special "Hi-Fi WIKY" contest which was scheduled to close last fortnight. Prizes will be awarded to entries who have best completed in 30 words or less why "I Like WIKY Music Best." In addition to conducting a spot announcement and newspaper campaign, WIKY-AM-FM have received the support of the Evansville Chamber of Commerce. The stations report, "The installation of high fidelity equipment is proving to be one of WIKY's best expenditures."

WRC-TV FIGHTS RIVER SEWAGE

COMMENDATION to WRC-TV Washington is expressed in an article in the February issue of Nature Magazine titled "Tv and Potomac Pollution" in which is described the station's efforts to clean up the river through its Our Beautiful Potomac series. The magazine explains the details of the sewage problem in the Potomac and how WRC-TV took up the cause and created a great deal of public response through its programs. Nature quotes Bernie Harrison of the Washington Daily News as terming WRC-TV's campaign as "the best public service series ever done locally."

WCKY COVERS CRASH

WHEN an airliner and a DC-3 collided in air over an isolated section of northern Kentucky a few miles south of Cincinnati, WCKY there dispatched a crew of five to the scene to cover the accident. After tape recording accounts from eye witnesses on the farm where the crash occurred were secured, and telephones were found unavailable, Paul Miller, WCKY special events director, hitched a ride to the nearest town with some of the completed tapes. Mr. Miller, using a telephone, fed the tapes to the WCKY switchboard, connected to the master control, and then on to the air. The report was aired at 11:25 a.m., slightly over two hours after the crash had occurred, and was the first full report broadcast in the city, according to the station. WCKY fed the news to International News Service, other cities and radio stations in nearby towns. WCKY also obtained a verified list of persons killed in the crash, which it aired, and it continued to air hourly reports throughout the day.

LOTS OF LIFE IN RADIO

KSUM Fairmont, Minn., has distributed to advertisers and agencies a brochure giving results of a recent advertising campaign of a local merchant. On the front of the promotion is drawn a hairy individual representing radio in bed undergoing a doctor's checkup. The inside reveals the complete details of the client's promotion which produced, for $67 worth of radio advertising, $1,030 in revenue in four hours. "Yes! There's lots of life in the old boy yet!" concludes the brochure as it shows "radio" out of bed in hot pursuit of a nurse.

MEMPHIS MAYOR Frank Toby turns disc m.c. for WMPS there to inaugurate a new weekly salute to the service hospitals in the area. Aubrey Guy takes time out from his Guytime program so the mayor can do his half-hour stint. Song requests and dedications are furnished through public relations offices of the hospitals.
WFAA's Story

ESSENTIAL MARKET statistics of the Dallas area are detailed in a double brochure which has been published by WFAA there. The presentation includes, among other things, the principal cities served by WFAA and a breakdown of population, number of families, number of employed, consumer spendable income, retail trade, retail sales and agricultural data. It was prepared by the WFAA research staff. WFAA is a full-time station, but divides its time between 820 kc clear channel and 570 kc regional channel. NBC rides 820 and ABC 570. Audience coverage statistics are provided by Nielsen Coverage Service and Standard Audience Measurement Service.

KHQ PROMOTES AD AGENCIES

SPECIAL CAMPAIGN, "The Advertising Agency—A Professional Service," is being conducted by KHQ-AM-TV Spokane, Wash., to acquaint businessmen with the special services of advertising agencies and firmly cement relations between the various media and agencies. The campaign, scheduled to run indefinitely, consists of a series of radio-tv spots, a mailing list of Spokane's advertising agencies, plus an American Asso. of Adv. Agencies booklet, "How Advertising Agencies Serve Small Businesses," given to each person responding to the announcements. The stations report excellent reaction from both businessmen and agencies.

'BAPTIST HOUR' AVAILABLE

DURING National Brotherhood Week, Feb. 20-27, Baptist Hour will be offered to all am stations in the country through the regional offices of the National Conference of Christians & Jews, sponsors of Brotherhood Week. The program, regularly carried on 375 stations weekly, is produced by the Radio & Television Commission of the Southern Baptist Convention, Atlanta, Ga. The program during that week will feature Dr. Roy O. McClain, pastor of the First Baptist Church of Atlanta, delivering a special message, "One Nation Under God."

PARENT EDUCATION WORKSHOP

KDAL-TV Duluth, Minn., is conducting a weekly 15-minute parent education series in which a panel of four parents, which changes each week, and a permanent moderator discusses child development. Parent groups are organized in homes and they carry on the discussion of the subjects at each program's conclusion. At the end of the home discussions, the participants send in postcards with comments and suggestions. The first program elicited cards from approximately 1,000 viewers.

GUARANTEED AUDIENCE

MOTHERS of Portland Oregonian delivery boys provide an almost guaranteed home audience during KOIN-TV Portland's weekly half-hour Showtime for Mom, produced by the newspaper. The youngsters appear on the variety show and their mothers participate via telephone. After their respective offspring un-

MILLIONTH barrel of Jax beer is the reason for this celebration of WDSU New Orleans and Jackson Brewing Co. executives at a brewing company buffet. L to r: Edgar B. Stern Jr., president of WDSU; Richard G. Jones, Jackson Brewing Co. vice president-general manager, holding silver cigar box which was a gift from the station; Robert Swezey, WDSU vice president-general manager, and A. Louis Read, station vice president and commercial manager.

RIN TIN TIN CONTEST

IN CONJUNCTION with its sponsorship of Adventures of Rin Tin Tin over ABC-TV and MBS, National Biscuit Co. will launch a contest Feb. 18 to name Rin Tin Tin's puppy. First prize is a ten-day vacation for the winning child, two friends and his parents.
### Television Station Grants and Applications Since April 14, 1952:

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<th>Frequency</th>
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<td>TV</td>
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<td>100 kW</td>
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### Applications Dismissed

- Whitefish Bay, Wis.
- The Heart Corp. FCC

### Actions by FCC

- WTVY (TV) Dothan, Ala.
- KNTV (TV) New York
- KTVU (TV) San Francisco
- WFTS (TV) West Palm Beach
- WSBN-TV (TV) Toledo
- KTVI (TV) Fort Worth
- KIKI (TV) San Francisco
- KDOC (TV) Huntington Beach
- KAIL (TV) Portland
- WWYI (TV) Jackson, Miss.
- KEOC (TV) Elizabeth City
- KSDV (TV) Cleveland
- WXXI (TV) Buffalo
- WOAI (TV) San Antonio
- WRBZ-TV (TV) Richmond
- WKRC-TV (TV) Cincinnati
- KOMU (TV) Columbia
- WACO-TV (TV) Waco
- KDFW (TV) Dallas
- KVI (TV) Seattle
- KTVK (TV) Dallas
- WTVL (TV) Dallas
- WCMY (TV) Miami
- WTVK (TV) Knoxville
- WTVH (TV) Huntington
- WTVN (TV) New York
- KTVV (TV) Oklahoma City
- WTVK (TV) Youngstown
- WTVX (TV) Dallas
- WTVI (TV) Iowa City
- WTVN (TV) St. Louis
- WTVU (TV) Nashville
- WTVN (TV) Des Moines
- WTVN (TV) Jacksonville
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- WTVN (TV) Fort Worth
- WTVN (TV) St. Louis
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- WTVN (TV) Des Moines
- WTVN (TV) Jacksonvill
New Am Stations . . . APPLICATIONS

Selma, Ala.—Roland Jordan Jr. to central Alabama Bost. Co. seeks CP on ch. 3 to change ERP to 100 kW visual, 150 kW audible; antenna height above average terrain 1,972 ft. Filed Feb. 4.

Oak Harbor, Ohio—News On The Air Inc., 1250 kc, 500 w daytime, direct federal, 30 kw night time; antenna height above average terrain 743 ft. Filed Feb. 3.

KVOO (TV) Springfield, Mo.—Springfield TV Inc. seeks CP on ch. 4 to change ERP to 375 kw visual, 1,250 kW audible; antenna height above average terrain 686 ft. Filed Feb. 1.

KTVY (TV) Springfield, Mo.—Springfield TV Inc. seeks CP on ch. 4 to change ERP to 375 kw visual, 1,250 kW audible; antenna height above average terrain 686 ft. Filed Feb. 1.

 existence Application

WKLY, Fort Wayne, Ind.—Radio Ft. Wayne Inc. seeks CP on ch. 36 to change ERP to 100 kw visual, 65 kw audible; antenna height above average terrain 1,972 ft. Filed Feb. 4.

KOBW, Kansas City, Mo.—Kansas City Bcstg. Co. seeks CP on ch. 3 to change ERP to 100 kw visual, 50 kw audible; antenna height above average terrain 1,972 ft. Filed Feb. 1.

OOKE, Oklahoma City, Okla.—Central Plains Enter- prises Inc. seeks CP on ch. 4 to change antenna height above average terrain to 1,237.5 ft. Filed Feb. 1.

WLOM, Ilion, N. Y.—Shenandoah Life Sta- tions Inc. seeks nod. of CP for ch. 10 to change ERP to 350 kw visual, 1,250 kW audible; antenna height above average terrain 1,972 ft. Filed Feb. 4.

New Am Stations . . . APPLICATIONS

WKJTV (TV) Springfield, Mo.—Springfield TV Inc. seeks CP on ch. 4 to change ERP to 375 kw visual, 1,250 kW audible; antenna height above average terrain 686 ft. Filed Feb. 1.

Barry E. Apperson Jr., 1560 kc, 1 kw daytime. Post office address Ararat, Va. 23103. Estimated construction cost $2,250, first year operating cost $2,250, revenue $2,250, expenses $2,250, net revenue $0.

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KENN Kennedy, Tex.—Charles F. Martin, Stanley F. Nelson & Charles W. Hathorne 4/b as Kennedy Hathorne, Co. seeks assignment of license to Charles W. Hathorne for $25,000 plus all expenses for getting station on air. Mr. Hathorne is pres. & owner of Radio-Television Co., of Stamford, Conn., and 4% owner KXDB-AM-TV Lubbock, all stations purchased from Bernard & Co.

WTOV-TV Norfolk, Va.—Commonwealth Bcstg. Corp. seeks assignment of WTVO-TV to Tim Clark for $17,500 plus assumption of notes due RCA for $65,000 which Clark purchased real estate purchased from WAVY-Portsmouth, Va. Tim Bril Inc., Hyattsville, Md., acting agency, is represented by Temmy R. Bright (92.3%) and his wife Anna C. Bright (4.7%). Filed Feb. 4.

Hearing Cases...

SAVANNAH, Ga.—New tv, ch. 3. The Commission announced its decision granting the application of WSAV Inc. for new tv station on ch. 3 in Savannah, Ga., subject to the condition that it does not utilize its presently proposed tower base, consisting of three steel sleeves installed on the penthouse-roof of the Liberty National Bank Bldg. in Savannah; and denying the competing application of WTVY-TV Inc. on the grounds that it was denied by WSAV Inc., to strike exceptions and brief of WTVY-TV Chairman McCombey and Commissioner Doerrer not voting. Action Feb. 3.

Other Actions

CBS—By Memorandum Opinion and Order, the Commission denied petition of the Blue Grass Broadcasting Co. for a new cause proceeding against the Columbia Bcstg. System Inc., in connection with a new station that was scheduled to be accommodated in the Commission's rules, since CBS now has interest in only six am stations (KCBS San Francisco; WCBS New York; WEEI Boston; WBBM Chicago; KMOX St. Louis, and KXNO Los Angeles). Action Feb. 3.

Boston, Mass.—Ch. 5 proceeding. By separate orders, the Commission (1) granted motion by the Chief Area Chief Bureau to delete in the Boston ch. 5 proceeding the issue with respect to whether station could be licensed to Blinn A. DuMont Labs, Inc. and Post Pub. Co.; would constitute a new proceeding of a technical nature; and (2) denied motion by Post to include a similar issue with respect to the station proposed by Matheson Radio Co. The three proposed antennas have air wave characteristics which would prevent interference. Laurel, Md.—By Order, the Commission denied petition by Southland Bcstg. Co. and New Laurel Broadcasting Co. for a 2-week extension of time in hearing re renewal of license of American Southern Bcstg., Inc. (WPMR-AM & WPMR-FM) to (1430 kc) in Laurel, Md. Action Feb. 4.


LaTrice, La.—By Order the Commission denied a petition by Red River Bcstg. Co. for a 90-day extension of hearing due to large number of issues in proceeding on application of WWL-TV to be licensed to WNOO-Am in LaTrice, La. Action Feb. 2.

Wilderness Park, Wash.—By Order the Commission (1) denied motion by Dispatch Inc. to strike certain material in notice of hearing re renewal of license of tv station WICU Bridgeport, Conn.; and (2) Granted motion by Prometheus Broadcast of station WJAT-BB to motion to enlarge and modify hearing issues. Action Feb. 2.

Roundup... Route 3 February 3 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee on Jan. 28 Granted petition by Tim Clark for an extension of time to and including Feb. 9, within which to file exceptions to initial decision in re application of Sangamon Valley Tv Corp., and WSAV-TV Inc. for ch. 2 in Springfield, Ill. (Dockets 10701, 03).

By Hearing Examiner William G. Huttis on Feb. 2 Granted petition by Tim Clark for an extension of time to and including Feb. 9, within which to file exceptions to initial decision in re application of Sangamon Valley Tv Corp., and WSAV-TV Inc. for ch. 2 in Springfield, Ill. (Dockets 10701, 03).

By Hearing Examiner Hugh H. Hutchison on Feb. 1 Granted petition for leave to amend its am application (Docket 1146; RP-255), and application as amended was retained on hearing docket.

By Hearing Examiner Basil P. Cooper on Feb. 1 Granted petition for continuance of hearing re renewal of license of WJAL-TV Inc., to Feb. 2 (Docket 1143).

By Hearing Examiner Panama N, Litrin on Feb. 1 Granted petition for continuance of hearing re renewal of license of WJtextContent for Feb. 15 (Docket 1143).

February 3 Applications

ACCEPTED FOR FILING

License for CP

WPRP Ponce, P.R. Voice of Puerto Rico Inc.—License to cover CP (BR-20-51) which authorized change from employing directional antenna (DA-8) to non-directional antenna for night time (DA-8) (Main transmitter) (BL-5684).

Renewal of License

WCON Cornelia, Ga., Habersham Bcstg. Co.—Resubmitted (BR-381).

WDMG Douglas, Ga., WDMG Inc.—Accepted (BR-1709).

WJZV-TV North Beach, Fla., Jacksonville Beach Bcstg. Co.—Re-called (BR-1978).

February 4 Applications

ACCEPTED FOR FILING

License for CP

WJZV-TV North Beach, Fla., Jacksonville Beach Bcstg. Co.—Accepted (BR-1978).

Renewal of License

JWLB Halseyville, Ala., Halseyville Bcstg. Co.—(Section II dated after Section I.)

WPAX Chicago, Ill., WPMX Inc.—(Section II dated after Section I.)

February 7 Applications

ACCEPTED FOR FILING

Renewal of License


February 8 Applications

ACCEPTED FOR FILING

Renewal of License


WPAX Chicago, Ill., WPMX Inc.—(Section II dated after Section I.)

February 9 Applications

ACCEPTED FOR FILING

Renewal of License

WJZV-TV North Beach, Fla., Jacksonville Beach Bcstg. Co.—Accepted (BR-1978).

February 10 Applications

ACCEPTED FOR FILING

Renewal of License

WJZV-TV North Beach, Fla., Jacksonville Beach Bcstg. Co.—Accepted (BR-1978).

February 11 Applications

ACCEPTED FOR FILING

Renewal of License

WJZV-TV North Beach, Fla., Jacksonville Beach Bcstg. Co.—Accepted (BR-1978).

February 12 Applications

ACCEPTED FOR FILING

Renewal of License

WJZV-TV North Beach, Fla., Jacksonville Beach Bcstg. Co.—Accepted (BR-1978).

February 13 Applications

ACCEPTED FOR FILING

Renewal of License

WJZV-TV North Beach, Fla., Jacksonville Beach Bcstg. Co.—Accepted (BR-1978).

February 14 Applications

ACCEPTED FOR FILING

Renewal of License

WJZV-TV North Beach, Fla., Jacksonville Beach Bcstg. Co.—Accepted (BR-1978).
Classified Advertisements

Payable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted: Box 204 per word—$2.00 minimum. Help Wanted: 25¢ per word—$2.00 minimum. 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 or Telecasting, 1735 DeSales St. N. W., Washington 6, D. C.

Broadcasting or Telecasting will transmit requests or small ads published, $1.00 charge for mailing. (Forward requests separately, please). All transcriptions, photos, etc., sent to box numbers are sent at sender’s risk. Broadcasting or Telecasting expressly repudiates any liability or responsibility for their custody or return.

Radio

Help Wanted

Managerial


Station manager, single station county seat market. Profitable connection for capable salesman-manager familiar all phases. Engineering experience not necessary. Box 291G, B-T.

Florida—experienced man, draw against 15% Box 662P, B-T.

Wanted: Salesman or woman. Big pay. Large percentage. Write Box 847F, B-T.

WANTED: Experienced salesman. Radio and tv for Florida. Active list of accounts. Draw against commission. Send past employment record, photograph and references. Box 166C, B-T.

Salesman—unusual opportunity for live wire men to sell radio and television advertising. Must be above average in ability, have car and be willing to travel. If you are satisfied earning less than $12,000 a year do not apply. Box 256G, B-T.

We are looking for salesmen or sales manager for five medium size NBC Radio and TV stations. Three years experience. Send full resume, photograph and references. Box 316G, B-T.

New England full-time network station wants experienced salesman. Salary commisson and mileage allowance. Write Box 318G, B-T.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 847, B-T.

Florida—pop DJ personality. Send tape and resume. Box 662P, B-T.

Bright hard hitting morning man for well established morning show on upper midwest Network affiliate. Right man will have everything for this rich farm land area. Box 256G, B-T.

Are you a good morning man for our radio operation in southeast? Send photo, air check, references. Tapes will be returned. Box 315G, B-T.

Announcer with first phone ticket for Ohio daytime in single station market. $75 week start—more on proven ability. Box 256G, B-T.

Top Negro DJ for rhythm and blues or spiritual shows. Real opportunity with new station in terrific market. Send audition tape, photo, salary requirements to Bill Garrett, ½ KATZ, Room 273, Arcade Building, St. Louis, Missouri.

Wanted—Morning announcer, combination sports—staff announcer, combination sports—announcer, salesmen. Combination staff announcer—news report write EJ Daniels, KSDB-KKBN Rapid City, South Dakota.

Vacation relief man...must have first phone ticket. Good voice, sober and reliable. Contact Frank Kilpatrick, KKKK, San Jose, California.

Excellent opportunity for program conscious announcer with solid selling background. Progressive midwest indie. Complete details including salary desirable in first letter. WHBF, Benton Harbor, Michigan.

Morning man for progressive midwest indie. We want a personality who can demonstrate his ability to build his own successful program. Complete station cooperation and excellent opportunity for the right man. Complete details first letter. WHBF, Benton Harbor, Michigan.

Experienced announcer needed for independent fifteen watt daytime station. Write to Station Manager, WIAM Williamston, N. C.

Radio

Help Wanted—(Cont’d)

Florida...Want qualified salesman-announcer. Want’s make money. $10,000 guarantee week. Right man, three openings, two pop and one hillbilly field. Must be tops. Good past record. Full information first letter. Box 192G, B-T.

Wanted: Experienced salesman. Radio and TV for Florida. Active list of accounts. Draw against commission. Send past employment record, photograph and references. Box 166C, B-T.

Salesman—unusual opportunity for live wire men to sell radio and television advertising. Must be above average in ability, have car and be willing to travel. If you are satisfied earning less than $12,000 a year do not apply. Box 256G, B-T.

We are looking for salesmen or sales manager for five medium size NBC Radio and TV stations. Three years experience. Send full resume, photograph and references. Box 316G, B-T.

New England full-time network station wants experienced salesman. Salary commisson and mileage allowance. Write Box 318G, B-T.
RADIO

Situations Wanted—(Cont’d)

Announcers

Experienced announcer with present, presently employed, wishes to relocate in the north—preferably near New York City. Singer, instrumentalist, publicist, writer, staff man. Dependable family man. Some TV experience. Tape or personal interview on request. Box 286B, B-T.

Sportscaster—7 years am radio experience. Seeks year-round or semi-deal, sm-vm combo or radio with t.v. C.P. Incl. A or AA. Consider only medium to large market, salary plus tons are acceptable. Send resume and references; purchase interest if desired. All-check tape, references. Box 112B, B-T.

Announcer—deejay, employed, seeking job with future. Previously married, veteran, will travel. Tape, resume, desired. Box 113B, B-T.


Versatile announcer, some dj experience, newscasting, writing commercials, available immediately. Box 229G, B-T.

Successful major market "morning man" wants change in large market. Has quadrupled ratings and tripled billings, but no future. Fifteen years experience at three stations. If you have locality, wants and will pay percentage write Box 295B, B-T.

Say there Mister broadcaster! Hundreds of thousands of GIs were informed and entertained while they were "doing their job" in Korea. Perhaps you were one of those who listened and took up the job "on our own". We specialize in rapid fire sportscasting and authoritative news-casts. Our story. We are known throughout the land. That town didn't send its favorite sons "over there"? 10 years experience. Have slightly frayed khakis, wonderful wife. Don't drive, ask us the job and are willing to travel. Box 295B, B-T.

Baseball announcer, 7 years experience, excellent voice, line of references. Box 266B, B-T.

Staff announcer, 2 years solid experience with small to medium sized market. Desires to relocate anywhere in New England. 25, vet. single. Box 266B, B-T.

Outstanding news and sports personally seeking job with opportunity. Crowley nature voice, 3 yrs. experience. By ample experience. College graduate presently employed. Tape and resume upon request. Box 271B, B-T.


Announcer—No tux, will travel. Energy unbounded. Strong commercials and news. Recent graduate. Tape, resume, photo on request. Box 283B, B-T.

Deejay—two years present location—ceased network show. Strong on play-by-play—special events—third ticket. Prefer eastern location. Box 284G, B-T.

Announcer, First class license. Good voice. Experienced. Box 290C, D-T.

Announcer—5 years experience, all phases except sports. Pay will be good. Any North Carolina area preferred. Box 299B, B-T.

Experienced, reliable, sober, draft exempt, married, car. Available after notice. Box 300B, B-T.

Experienced staff announcer, friendly deejay, singer, strong news, good commercials, single, vet., no tux. Will travel. Tape and resume available. Box 384G, B-T.

Station managers: I'm 33, single, light experience, have a fine DJ and news delivery. Just the man you've been looking for. Yours if you act fast. Tux. Will travel. Box 366G, B-T.

RADIO

Situations Wanted—(Cont’d)

Announcer, light experience, commercial voice, DJ, news, sports, board, tape. Box 305G, B-T.


Brighten up your weekends. Top-flight New York commercial announcer, news and local writer with several exclusive successfully tested network radio programs, wants Saturday and Sunday work out of town. Tapes and interview upon request. Box 315B, B-T.

Top-rated announcer in 5-station western market desires permanent position with program prestigious station. Now doing top music shows, formerly air news director. 7½ years experience, radio, tv. No gimmicks, just sound, polished technique. No quickie deals. Position must offer security, advancement. Write Box 315G, B-T.

Announcer: Desire network in eastern U.S. A. Young, 21 years experience, currently employed as staff and sports director. College grad. Box 325G, B-T.

W.B. awake announcer, strong on news, excellent pop DJ, can write commercial copy. Capable of handling "package" newscasts, installation & jingle work. Married, family, veteran, has records. Recheck tape on request. Act quickly on this one. Box 336G, B-T.


Announcer—emphasis news, music, commercials. Restricted permit. Graduate Midwest Broadcasting School. 27, married, will travel. Tape, photo, resume on request. Ray Foster, Box 106, Morris, Illinois. Phone 1211.


Staff—capable. Good voice, light experience. Wishes to settle. Tape tells tale. Robert Miller, 136 West 44th Street, New York, N. Y.


Staff announcer; Strong on commercials, DJ, news. Prefer Midwest. Will travel. Tape, resume. Write: John Schneider, 272 W. Polk, Chicago.

Announcer, staff, employed, veteran, married, will travel, tape—Mark Shor, 701 E. 178th Street, Brux 9, New York.


Technical

Broken down tv chief presently employed desires chief's job in radio again to regain sanity. Box 210G, B-T.

Technician 12 years experience am-tv desires permanent position with progressive station. Prefer transmitter but will work studio. Box 295G, B-T.

1st class engineer. Married, serious-minded, excellent references. South preferred. Box 295G, B-T.

Am engineer. Experienced all phases including directional. Box 297G, B-T.

Versatile—engineer, first. Will also write commercials and script. Some announcing, 25 years electronics. 2 years broadcasting. Box 320G, B-T.


Engineer—1st phone. One year experience in am and fm. Available immediately for am, fm or tv operation. Charles Curzon, 5029 N. Clark Street, Chicago, Illinois. Phone Ravenswood 6-8975.

Ten years, am one tv, first phone, car, 30, single. Will travel. $60 minimum. Available immediately. Engineer, 208 Furman Street, Syra- cue 3, N. Y. 75-8913.

Major Market UHF Station
Over 40 percent penetration
For Sale
For sale for less than liabilities
For details
Write or wire collect
Box 324 G, B-T
RADIO

Situations Wanted—Cont’d

Production-Programming, Others

Program director—Radio is not dead, it only sounds that way. Want new ideas and production to build sales and audience? Give me the job. Over eight years in radio, some tv experience. Proven record, well recommended. Desire to write and produce permanently. Excellent references, will supply further info and material. Will go anywhere. Box 215G, B-T.

Newseum. Ten years with 50,000 watt station, newspaper background. Some tv experience. Prefer Midwest or Southwest. Available now. Write only, no air work. Box 265G, B-T.


TELEVISION

Help Wanted

Salesmen

Florida vhf offering young salesman opportunity to learn television. Should have am experience. Preference given Florida salesman. Our staff advised this add. Box 266G, B-T.

Announcer

Announcer—wanted by pre-freeze vhf station in southeast. Prefer young or steady man who is capable of effective on-camera sell- ing. Write fully, explaining experience, ambi- tions, salary requirements. Our people know of this advertisement. Address Box 75G, B-T.

Announcer who can sell with conviction, for growing vhf station in southeast. Send photo, tape, background and references. Box 317G, B-T.

Technical

Transmitter engineer—New York State am and tv—vhf has opening. Box 131G, B-T.

Production-Programming, Others

Program producer to plan, supervise aggressive live shows, scheduled for growing Great Lakes area vhf. Box 286G, B-T.

Film director for growing vhf in southeast. Send references, photo, experience. Box 316G, B-T.

Combination tv-newman-announcer wanted by Great Lakes area vhf. Send complete details first letter. Box 231G, B-T.

Promotion manager. Are you the second man in the promotion-marketing department of a leading radio and tv station? Do you think you are smarter than the first man? Are you willing to give the nation’s advertisers a look at your new fresh promotion-marketing ideas? Friend, this is the job for you. Contact today, and we’ll make you the “First” man in our promo- tion department. We are a leading basic CBS-tv and radio affiliate in the southeastern U.S. We would be proud to hear from smart promotion gals too. Send us your presentation today. Box 256G, B-T.

Situations Wanted

Managerial

Program director, now production manager large midwest station, 4½ years by experience programming and production, college grad, family, enjoys life anywhere, will send details. Box 169G, B-T.

National sales or commercial manager—approximately 14 years radio-television sales experience, both local and network. Experience includes branch manager of representative and station’s national account. Persistent, determined. References from stations, agencies and represent- atives. Box 212G, B-T.

For Sale

Stations

Eastern exclusive tvw daytime—independent. $15,000 down. Box 255G, B-T.


TELEVISION

Situations Wanted—Cont’d

Announcers

Tv announcer: College degree. Six years televis- ion and radio experience, two state capitals. Sincerely ambitious. 36—married—vet. Radio considered. Write Box 266G, B-T.

Tv announcer, effective “on camera” selling, news-sports specialty, good production back- ground, young, superior education, top refer- ences. Box 305G, B-T.

I can help your tv station make money, because I have had effective experience in every phase of tv announcing. Wish to make change from present situation to personal reasons. Highest recommendations. Married, 38, 2 children. Will you write today? Box 261G, B-T.


Technical


Technician: Am, fm, tv experience. 18 months vhf-tv transmitter maintenance. Prefer east. Box 286G, B-T.

Am transmitter operator wants to advance to tv transmitter operator. Box 287G, B-T.

tv engineer. Experienced xmr-studio-micro- wave; no film; permanent only. Box 286G, B-T.

Production-Programming, Others

Program director or assistant manager. Seven years tv. Pennsylvania through Illinois preferred. Two weeks availability. Box 250G, B-T.


News director—tv-radio—unusual background, best references, experienced. All details on request. Box 274G, B-T.

Camera man—2 years experience. All studio op- erations. Seeking opportunity as director—cam- eraman. Box 276G, B-T.

Producer-director-announcer, more than five years experience in television, ten in radio, four in motion picture production. Currently with top rate metropolitan vhf. Supervisory experi- ence and ability. Qualified to sell services in a key position. Complete equipment for tv filming, resume, photograph and excellent references. Box 314G, B-T.


Study...my experience and background in tv. Directing, including sixty-minute award winning variety show; promotion and publicity; all phases film production from script to print. Complete details on any or all upon request. Excellent references including present employer! Box 332G, B-T.

For Sale

Equipment Etc.


Fm 10kw amplifier (less exp driver). Also power supply. Western Electric type 566B-2. New. Reason- able. Box 283G, B-T.


G.E. 250 wat mix. transmitter, frequency-modula- tion monitor 2 bay antenna, 165 ft. self-supported, insulated rhodium Blaw-Knox tower. First quality re- ceiver, offered accepted for all or part. IENCO, Las Vegas, Nevada.

Projector, RCA TP-10: Most of latest modifica- tions; sell or trade; Chief Engineer, KSD-TV, St. Louis, Missouri.

For sale: One Hewlett Packard model 233B fm monitor and one disassembled Gates 250 fm trans- mitter with exciter unit complete both for $350.00 F.O.B. St. Louis. Contact James F. Mitchell, KALW, St. Louis, Missouri.


Tape recorder, cub recorder in perfect condition, single track head. $150.00. Write T. Andrzej Jr., W.A.W., 1700 S. Fairway Terrace, Springfield, Missouri.

Wanted to Buy

Stations

Major interest or all of small to medium market am station in Texas, Oklahoma or Louisiana. Box 236G, B-T.

Experienced broadcasters want to buy am prop- erties in markets of 75,000 or more. All replies confidential. Box 275G, B-T.

Wanted to buy New York City radio station if acceptable terms and price. Notify Box 305G, B-T.

Equipment Etc.

Remote control for G.E. BT-1B and BF-2A. Also vhf audio link for full fidelity reproduction. Box 275G, B-T.

3 kilowatt fm transmitter, monitor, console and transmission line. Send all replies to Box 314G, B-T.

Wanted—Tv remote equipment, including camera, microphone, sync generators and switching gear. Especially need truck suitable for tv remotes. Write Box 265G, B-T.

Instruction


Miscellaneous

$10 each paid for old Thesaurus, Langworth, Associated, World, McGregor, Sesac and Cardinal transcription catalogs (112b or 114b binders) or artist card files issued 1930-1950. State approximate date catalog issued or date to which catalog is believed to be complete. Box 275G, B-T.
RADIO

Help Wanted

GENERAL MANAGER
AM-FM INDIE

If you are an experienced and proven radio station manager with a sales background, this may be the opportunity you have been hoping for.

We want a take-charge manager who will be paid a substantial salary, participate in the profits, and will have the opportunity to acquire an interest in the station.

This newspaper-owned station is in a prosperous, growing city of 40,000 with excellent market potential, and cultural back country, live retail outlets and above average buying power.

We prefer a family man capable of assuming an active place in the business, civic and social life of the community.

Give complete personal and business background, including references and photograph in first letter.

CHRONICLE PUBLISHING COMPANY
WMRI & WMRI-FM
Marion, Ind. Phone 4059

TELEVISION

Help Wanted

HOLLYWOOD, CALIFORNIA

Opening for TV Director of our Hollywood Studios. Duties include instruction in all phases of TV production. Prefer TV production person with well rounded secondary market experience. Send complete information including starting salary expected.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N. W. 21st Avenue
Portland 9, Oregon

RESEARCH and PRESENTATION WRITER

One of the top television stations in large Eastern market needs aggressive research and sales presentation writer. Must have wide knowledge of television research techniques and be able to turn out hard-hitting sales presentations. Would prefer someone now in the industry. Unusual opportunity for right person.

Box 333G, B.T.

Situations Wanted

ATTENTION NEW TV STATIONS

Experienced: 24 years total

3 Directors

3 Camera men

2 Announcers—Talent

All in 3 men. Expert ability

Can and have installed TV Stations

Production-wise

Box 280G, B.T.

TELEVISION

Situations Wanted

PROMOTION/PUBLICITY
DIRECTOR


Box 258G, B.T

Successful Station Sales Executive looking for new challenge. Eight years’ experience in TV and AM management and selling with top representative, network and station organizations. Outstanding background and record of successes. Will relocate. For complete resume, write:

Box 276G, B.T

FOR SALE

TELEVISION STATION

Fully equipped UHF TV station available at advantageous price. Equipment all in excellent condition and, except for two items, may be used on VHF channels. May be purchased as presently installed or shipped elsewhere.

Box 289G, B.T

FOR THE RECORD

(Continued from page 108)

WTVN-TV Peoria, Ill., Hilltop Best.--Mod. of CP (BPCT-1023) as mod. which authorized new tv station to extend completion date to 8-23-55 (BPCT-2823).

WICK (TV) Springfield, Ill., Plains Television Corp.--Mod. of CP (BPCT-1101) as mod. which authorized new TV station to extend completion date to 8-24-55 (BPCT-2836).

KSTV (TV) Sioux City, Iowa, WCOM Best.--Mod. of CP (BPCT-894) as mod. which authorized new TV station to extend completion date to 8-12-55 (BPCT-2828).

KWWM-TV Joplin, Mo., Air Time Inc.--Mod. of CP (BPCT-1263) as mod. which authorized new TV station to extend completion date to Sept. 15, 1955 (BPCT-2828).

WGLV (TV) Easton, Pa., WGLV Inc.--Mod. of CP (BPCT-2821) as mod. which authorized new TV station to extend completion date to 8-23-55 (BPCT-2823).

WCMR-TV Harrisburg, Pa., Rossmoyne Corp.--Mod. of CP (BPCT-386) as mod. which authorized new TV station to extend completion date to 8-20-55 (BPCT-2823).

WLIR-TV Lebanon, Pa., Lebanon Television Corp.--Mod. of CP (BPCT-1011) as mod. which authorized new TV station to extend completion date to 8-23-55 (BPCT-2823).

KELO-TV Sioux City, S. D., Midcontinent Best.--Mod. of CP (BPCT-2821) as mod. which authorized new TV station to extend completion date to 8-25-55 (BPCT-2823).

WEDU (TV) Munford, Ala., Alabama Education Commission.--Mod. of CP (BPCT-50) as mod. which authorized new educational TV station to extend completion date to 8-18-55 (BPCT-53).

Remote Control

WCTT Corbin, Ky., The Corbin Times-Tribune (RHC-348).

App. Returned


February 8 Decisions

ACtIONS ON MOTIONS

By Commissioner Rosel H. Hyde on Feb. 4

W.K. Minn., Minn., Minnesota Valley Best.--Granted petition for extension of time to and including Feb. 28 within which to file exceptions to initial decision re application (Dock- et 1099).

Actions of Feb. 3

Chief Broadcast Bureau--Granted petition for an extension of time to and including Feb. 21 within which exceptions may be filed to initial decision re application (Docket 10894, et al.).

Radio Roanoke Inc.--Granted petition of Radio Roanoke to dismiss its application for tv ch. 7 (Docket 10566, BPCT-4743); retained in hearing application of The Tribune Company for tv ch. 12 (Docket 12034, et al.).

Painesville, Ohio, Somerset Best.--Granted petition for an extension of time to and including Feb. 21 within which to file exceptions to initial decision re application (Dock- et 11022, et al.).

By Hearing Examiner Annie Neil Huntington on Feb. 4

In Painesville, Ohio, Somerset Best.--Granted petition for leave to amend its application for new tv station (Docket 11294) in order to submit certain revised data.

Emma, Mich., Jackson Best & TV Corp.--Granted petition for leave to amend its application.

Miscellaneous

Mid-Air maintenance antennas—coaxial cable—painting complete radio & TV tower service

A & R Engineering

507 Chalkstone Ave.

Providence, R. I.

Employment Services

February 14, 1955 • Page 113
February 8 Applications

ACCEPTED FOR FILING

WHIZ Zanesville, Ohio, Southeast Ohio Broadcasting Co. (BP-655) as mod., which authorized change transmitter and studio location and reapplication for extension of completion date (BMP-7669).

WJUW -TV Greenville, S.C., Vanderbilt Univ., as mod., which authorized change of transmitter and extension of completion date (BMP-7878).

WVTX -TV Florence, S.C., The Deseret Broadcasting Co., as mod. for new transmission tower and change in antenna system (B-L685).

WSTU -TV Columbus, Ga., WSTU -TV Inc., as mod. for new tower and change in antenna system (B-L687).

GRANTED

February 9 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Hugh B. Hutchinson on Feb. 4

KTRH Houston, Texas, KTRH Broadcasting Co. - Granted petition for leave to amend its am application to replace proposed antenna structure with a proposed tower, subject to further modification of such structure.

KTRH Chicago, Illinois, KTRH Broadcasting Co. - Granted petition to move 120' tower and further modify proposed tower structure.

KTRH Wichita Falls, Texas, Texoma Broadcasting Co. - Granted motion in re application for license to move estimated 100' tower and further modify proposed tower structure.

KTRH Cleveland, Ohio, KTRH Broadcasting Co. - Granted motion in re application for new tower for existing CP.

KTRH Scranton, Pennsylvania, KTRH Broadcasting Co. - Granted motion in re application to move tower and change in antenna system.

ACTIONS OF Feb. 1

Remote Control

WAPL Milwaukee, Wisconsin, Bartelli Bestras Inc. - Granted authority to operate transmitter by remote control.

Remote Control Transmitter

WAPL Appleton, Wisconsin, Bartelli Bestras Inc. - Granted authority to operate transmitter by remote control.

 Granted License

WEEM -TV Columbus, Ohio, Georgia Broadcasting System Inc. - Granted license for changes in antenna system.

WBNX Rochester, New York, Friendly City Bestras Inc. - Granted license for new broadcast station.

WJRG Waukegan, Illinois, WJRG Inc. - Granted license for new broadcast station.

KQCO Salt Lake City, Utah, Seagull Broadcast Co. - Granted for new broadcast station.

WABC New York, New York, American Broadcasting Co. - Granted license for new broadcast station.

WJPA San Antonio, Texas, WJPA Broadcasting Corp. - Granted license for new broadcast station.

KSPS Spokane, Washington, Hirsch Communications Engineering Corp. - Granted license for new broadcast station.

 MWFM Flint, Michigan, WFMH-AM-AM Dearborn, Michigan, Inc. - Granted license for new broadcast station.

Actions for Docket 11471, to make changes in program schedule and adhere to thereof (Action of Feb. 8).


February 14: Deadline, Entries for National Board of Fire Underwriters Gold Medal Award for public service work. Priority must be hearing safety, New York.

February 18: National Advertising Week.


February 21: Broadcast Bureau meeting, Broadcast Bureau, D. C.

February 22: Broadcast Bureau meeting, Broadcast Bureau, D. C.

February 23: Start of BMT Program clinics (see story in Program Services for list of cities and dates.)


February 23: Broadcast Bureau meeting, Broadcast Bureau, D. C.

February 23: Broadcast Bureau meeting, Broadcast Bureau, D. C.

March 7: RAB Clinic, New Orleans, La.

March 12: National TV Servicemen's Week.

March 13: RAB Clinic, Shreveport, La.

March 14: Deadline, Entries for Payne Communications Awards, U., of Illinois, Urbana, Ill.

March 15: RAB Clinic, San Antonio, Texas.

March 11: RAB Clinic, Corpus Christi, Tex.


March 13: Deadline, Entries for George Polk Journalism Awards. Long Island U., Brooklyn, N.Y.


March 18-19: Atlanta Advertising Institute, Emory University, Atlanta, Ga.

March 21: CARTB Annual Dinner, Chateau Frontenac, Quebec City, Canada.

March 21: RBSA awards are scheduled for N. M.

March 21-24: Institute of Radio Engineers Convention, Kingsbridge Armory, Bronx, N. Y.

March 22: RAB Clinic, Amarillo, Tex.

March 23: RAB Clinic, Oklahoma City.

March 24: RAB Clinic, Tulsa, Okla.

March 25: RAB Clinic, Ocean City, Md.
Eating and drinking places sales
Sales are high, and going higher, in local eating and drinking establishments. The cheery jingle of cash registers is constant proof that Phoenixians like to "eat out" — like to enjoy a friendly glass with congenial companions.

Is your product profiting by this appetizing market? Let KPHO and KPHO-TV take your sales story to the most potent pocketbooks in the Phoenix area! You'll get gratifying results for your advertising dollars.
FOR THE RECORD

THE SPOTLIGHT'S ON WEHT IN THE EVANSVILLE MARKET

FIRST—Anyway you figure it!

THE SPOTLIGHT'S ON WEHT IN THE EVANSVILLE MARKET

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FIRST—Anyway you figure it!

THE SPOTLIGHT'S ON WEHT IN THE EVANSVILLE MARKET

FIRST—Anyway you figure it!
For the Long Haul
or the Short Haul

Use WIBW-TV

No matter how you use television, WIBW-TV delivers your sales message to 135,364 TV homes in 44 counties in 3 states.

And what a market! (The construction of transportation equipment alone puts more than $36 million into the pockets of our viewers)... and that's only 2.7% of total income in WIBW-TV Land.

Put in your reservation for space on this non-stop express to big buying-power. Get aboard Topeka's only TV station—WIBW-TV.

CBS-ABC-Dumont
Interconnected

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

February 14, 1955 • Page 117
If Your Market is MINNEAPOLIS ST. PAUL
NOW IS THE TIME to see your
H-R television representative...

...about choice availabilities on KEYD-TV
...you can buy maximum power at minimum cost on the Upper Midwest's new Channel 9 station
...ask your H-R man about KEYD-TV's "incentive" rates

316,000 WATTS

KEYD TV

KEYD-TV Market Facts

| Population | over 2½ million | Buying income | nearly 3 billion | Retail sales | nearly 3 billion | Food sales | 6½ million | Drug sales | 77 million |

Hibbing—
KSTV (10) 1/13/54 Unknown
Minneapolis (St. Pet.)—
[Items listed with channel numbers and other details]

MISSOURI

Bloxli—
Radio Assoc. Inc. (12) Initial Decision 7/1/54
Columbia—
WCBS-TV (4) McGilvary; 7/28/54-Summer '55
Jackson—
WTVF (25) CBS, DuM: Katz; 66,404
WLBT (3) NBC, Hellingbery; 122,765
WSLI-TV (13) ABC, Weed; 110,000
Meridian—
WCOC-TV (30) See footnote (c)
WTOK-TV (11) ABC, CBS, DuM; Headley-Reed; 58,800
Tupelo—
WTWV (9) 12/8/54-Fall '55

MONTANA

Billings—
KQOB-TV (5) ABC, CBS, NBC, DuM; Headley-Reed; 20,000
Hollingbery—
KQOB-TV (5) See footnote (c)
XKLH-FM (8) ABC; No set count
Pablo—
KFBK-TV (5) CBS, ABC, DuM; Hoag-Blair; Blaine-Tv; 20,000
Missoula—
KQTO-TV (12) ABC, CBS, NBC, DuM; Gill-Pers; 17,950

NEBRASKA

Hastings—
The Seton Publishing Co. (8) Initial Decision 1/7/55
Keeney (Holdrege) —
KHOL-TV (13) ABC, CBS, NBC, DuM; Meecher; 47,536
Lincoln—
KOLN-TV (18) ABC, CBS, DuM; Avery-Kno; 111,000
KUKN-TV (12)
Omaha—
KMTV (3) ABC, CBS, DuM; Petry; 286,000
WOWT (10) ABC, CBS, DuM; Blair; 286,000
Scottsbluff—
KSIT (10) 8/18/54-Unknown

NEVADA

Henderson—
KLJV-TV (2) NBC; Pearson
Las Vegas—
KLAS-TV (8) CBS, DuM; Weed; 21,244
Reno—
KTVN (8) ABC, CBS, NBC, DuM; Pearson; 17,260

NEW HAMPSHIRE

Keene—
WKNH-TV (45) 4/22/53-Unknown
Manchester—
WMOU-TV (9) ABC, DuM; Weed; 381,338
WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park—
WOR (56) 6,000
Atlantic City—
WPPG-TV (56) See footnote (c)
WOCN (22) 7/8/53-Unknown
Camden—
WJDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
WATV (13) Petry; 4,000
New Brunswick—
WTLY (18) 12/7/54-Unknown

NEW MEXICO

Albuquerque—
KOAT-TV (7) ABC, DuM; Hollering; 50,000
KOBB-TV (4) NBC; Bramham; 53,408
KGSN-TV (13) CBS, DuM; Weed; 53,099
Roswell—
KSWX-TV (8) ABC, CBS, NBC, DuM; Meecher; 52,457

NEW YORK

Albany (Schenectady, Troy)—
WGBT (23) 4/6/51-Unknown
WBOW-TV (41) ABC, CBS, DuM; Bolling; 132,000
WTHR (35) See footnote (c)

Binghamton—
WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 136,000
WOR-T (46) 8/12/54-Unknown
WINR (46) 8/22/54-Unknown
Buffalo—
WKBW (1) ABC, CBS, DuM; Harrington, Righter & Parsons; 445,781. See footnote (c)
WCBS-TV (17) ABC, CBS, NBC, DuM; Headley-Reed; 170,000
WGR (29) ABC, DuM; Headley-Reed; 445,781. See footnote (c)
WTFF (73) 7/24/52-Unknown
Carriage (Wabash) —
WCNY (7) ABC, CBS, DuM; Weed; 58,590
Elmira—
WTVE (24) See footnote (c)

INDIANA

WBCU-TV (20) CBS, 1/8/53-Unknown
WITZ (14) 7/8/53-Unknown

Kingsport—
WJTN-TV (66) ABC, CBS, NBC, DuM; Meecher; 77,000
Lake Placid (Plattsburg) —
WIFI (5) Young New York

WABC-TV (7) ABC, DuM; Weeden; 2,000
WABC-TV (7) DuM; Avery-Kno; 2,000
WCBS-TV (3) CBS, CBS Spot Six; 4,200
WGY (55) See footnote (c)
WNYC-TV (31) 9/15/54-Unknown
WOR-TV (9) WOR; WOR-TV Six; 4,200
WITF (12) Petry & Frey; 4,400,000
WCWA-TV (4) NBC, NBC Spot Six; 4,200
WATV (13) See Newark, N.J.

Roanoke—
WBCT (15) 6/6/53-Unknown
WHAM-TV (5) ABC; Hollering; 300,000
WJLA (10) ABC, CBS, Everett-McKinney; 281,790
WNYW (15) Unknown

WOR-AM (25) 7/24/52-Unknown

WVET (10) ABC, CBS; Bolling; 281,790

WJIB (8) ABC, CBS, NBC, DuM; NBC Spot Six; 412,000

SYRACUSE

WENY (8) ABC, CBS, DuM; Katz; 358,300
WTVS (43) 9/8/52-Unknown

WNYF-TV (5) ABC, CBS, NBC, DuM; Headley-Reed & Parsons; 358,300

UTICA—
WCTC (13) ABC, CBS, NBC, DuM; Cooke; 155,000

NORTH CAROLINA

Asheville—
WISTV (46) CBS, NBC, DuM; Bolling; 33,000

WLOS-TV (13) ABC, DuM; Varner; 296,100

Chapel Hill—
WUNC-TV (44)

Charlotte—
WGQS (36) ABC, CBS; Bolling; 56,590

WTVD (1) CBS, ABC, NBC, DuM; CBS Spot Six; 445,884

Durham—
WTVJ (11) ABC, NBC; Headley-Reed; 165,600

FAYETTEVILLE

WEFL-AM (18) 4/13/54-Unknown

GASTONIA—
WTVM (48) 4/7/54-Unknown

GREENSBORO

WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 325,788

GREENVILLE—
WNCT (9) ABC, CBS, NBC, DuM; Pearson; 98,650

JACKSONVILLE—
WNFL-TV (28) ABC, CBS, DuM; Avery-Knode; 134,140

WASHINGTON—
WIZN (7) 10/27/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations, date of grant and commencement target date for grantees.

FOR THE RECORD

Page 118 • February 14, 1955

BROADCASTING • TELECASTING
TENNESSEE

Chattanooga—
- WDEF-TV (12) ABC, CBS, NBC, DuM; Brannham; 182,360
- Mountain City TV Inc. (3) Initial Decision 1/5/54
- Jackson—
- WDKX-TV (7) Burn-Smith; 12/2/53-3/1/55
- Johnson City—
- WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 122,360
- Knoxville—
- WATE (3) ABC, NBC; Avery-Knodel; 103,970
- WBBR-TV (10) Initial Decision 1/5/55
- WTSK-TV (39) ABC, CBS, DuM; Pearson; 60,550
- Memphis—
- WHBQ-TV (39) CBS; Blair; 330,647
- WMCT (3) ABC, NBC; DuM; Brannham; 330,647
- WREC Broadcasting Service (3) Initial Decision 8/7/54

Nashville—
- WSM-TV (8) ABC, DuM; Hobbiling; 230,130
- WSM-TV (4) ABC, NBC; Petrey; 208,855
- Old Hickory (Nashville)—
- WLAC-TV (3) CBS; Kats; 242,519

TEXAS

Abilene—
- KLBK-TV (9) ABC, NBC, DuM; Pearlman; 42,540
- Amarillo—
- KFDA-TV (10) ABC, CBS; H-B; 66,957
- KGNC-TV (4) ABC, DuM; Kats; 96,597
- Austin—
- KTXC-TV (7) ABC, CBS, NBC, DuM; Raymer; 102,661
- Beaumont—
- KBMI (31) ABC, NBC, DuM; Forjeo; 40,000
- KVIL (8) CBS; Free & Peters; 8/4-4/1/55

Big Spring—
- KBST-TV (4) CBS; Pearson; 1/30-7/55
- Corpus Christi—
- KYTV (49) ABC, CBS, NBC, DuM; Young; 37,360
- KTLG (43) 12/9/54-Unknown
- KTXH (4) ABC; Initial Decision 6/17/54
- K-SIX TV Inc. (10) Initial Decision 1/20/55

Dallas—
- KDTV (23) 1/15/53-Unknown
- KLTV (43) 3/15/54-Unknown
- KRLD-TV (4) CBS; Brannham; 448,000
- WAFI (8) ABC, NBC; DuM; 448,000
- KHOU—
- KWKH (13) Forjeo; 3/18/54-Unknown
- KTVH (9) ABC, DuM; Brannham; 14,433
- KTSM (9) NBC; Hobbiling; 68,423

Florida—
- WFBF—TV (5) ABC, NBC; Free & Peters; 44,000
- KEJZ-TV (11) H-R; 9/17/54-Spring '55
- KGB—TV (4) NBC
- KGSP-TV (11) CBS; NBC Spot Sls.; 378,000
- Harington! (Brownsville, McAllen, Weslaco)—
- KGBT-TV (4) ABC, CBS, DuM; H-R; 48,175
- Houston—
- KTVH (23) See footnote (e)
- KQIB-TV (3) ABC; NBC; Petrey; 387,000
- KTBC-TV (13) ABC, DuM; Blair; 387,000
- KTRV (23) 1/8-3/3-Unknown
- KHTV (58) 350,000
- KXYZ-TV (29) 8/18-53-Unknown

Louisiana
- KTRE (3) Venard; 11/17/54/9-1/55
- Midland—
- KMNL-TV (2) ABC, CBS, NBC, DuM; Venard; 26,230
- Odessa—
- Odessa Co. (7) Initial Decision 11/18/54

San Angelo—
- KFXV (8) CBS; Melville; 38,558
- San Antonio—
- KALA (35) 3/10-3/53-Unknown
- HCRW-TV (4) Consense; 5/12/54-April '55
- KENS-TV (3) ABC, CBS, NBC, DuM; Free & Peters;
- WAOX (4) ABC, NBC; Petrey; 350,912
- Sweetwater—
- KPAR-TV (12) CBS; Avery-Knodel; 8/26-53-Unknown
- Temple—
- KCEN-TV (5) NBC; Hobbiling; 103,144
- Texarkana—
- KCMC-TV (6) ABC, CBS, DuM; Venard; 103,700
- Tyler—
- KETX (19) See footnote (e)
- KLTV (7) ABC, CBS, NBC, DuM; Pearson; 236,934
- Waco—
- KANG-TV (34) CBS, ABC, DuM; Raymer; 48,075
- WTVX (10) 12/14-54-Unknown
- Westaco (Brownsville, Harington, McAllen)—
- KNGV-TV (5) NBC; Raymer; 47,873
- Wichita Falls—
- KKFJ (5) ABC, CBS, NBC, DuM; 56,243
- KFWF-TV (5) ABC, NBC; Raymer; 60,910
- KFWF-TV (5) CBS, DuM; Blair; 68,300

UTAH

Salt Lake City—
- KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,500
- KTVT (4) NBC
- KTVF (2) ABC, Hollbing; 181,500

VERMONT

Montpelier—
- WMVT (3) ABC, CBS, NBC; Weed; 113,000

VIRGINIA

Bristol—
- Appalachia Broadcasting Corp. (9) Initial Decision 11/54
- Danville—
- WVEC-TV (14) See footnote (c)
- Hampton (Norfolk)—
- WTVB-TV (15) NBC, DuM; Avery-Knodel; 131,500
- Harrisonburg—
- WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 180,027
- Lynchburg—
- WLYA-TV (13) ABC, CBS, DuM; Hollbing; 172,000
- Newport News —
- WVEC-TV, Walker
- Norfolk—
- WTVB-TV (3) ABC, CBS, DuM; Petrey; 364,007
- WTVQ-TV (27) See footnote (c)
- Roanoke (Blacksburg)—
- WBOV (8) 9/28/54-Unknown
- Richmond—
- WODT (25) 12/53-Unknown
- WITV (6) NBC; Blair; 418,193
- WLOS—
- WLOS-TV (10) ABC, NBC; Avery-Knodel; 311,091

WASHINGTON

Bellingham—
- KVOS-TV (12) CBS, DuM; Forjoe; 155,153
- KEPR-TV (19) 19,300
- Seattle (Tacoma)—
- KING-TV (5) ABC; Blair; 408,109
- KOMO (4) ABC, NBC; Hobbiling; 408,109
- KQTH (79)
- KCUL (47) 6/4/53-Unknown
- Spokane—
- KHQ-TV (9) NBC; Kats; 109,410
- KENV-TV (5) ABC; Petrey; 59,649
- KXXL-TV (4) CBS, DuM; Avery-Knodel; 98,053
- Tacoma (Seattle)—
- KTVW (13) Barry, N. Y.; Clark, Chicago; 408,109
- KNTV (11) CBS, DuM; Weed; 408,100
- Vancouver—
- KVAN-TV (21) Belling; 8/25-53/Unknown

Yuma—
- KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 39,500

WEST VIRGINIA

Bluefield—
- WHIS-TV (6) Kats; 10/25-54-Unknown
- Charleston—
- WCHS-TV (8) ABC, CBS, DuM; Brannham; 182,664
- WXNA-TV (49) ABC; Weed; 51,130
- Clarksburg—
- WBOY-TV (12) Brannham; 2/17/54-Spring '55
- Fairmont—
- WPKN-TV (25) ABC, NBC, DuM; Gill-Perna; 25,250
- Huntington—
- WSAZ-TV (13) ABC, NBC; Kats; 441,728
- WHTN-TV (13) 9/26/54-Spring '55
- Oak Hill (Beckley)—
- WCYC-TV (6) ABC; Weed
- Parkersburg—
- WATP (15) ABC, NBC, DuM; Forjoe; 35,002
- Wheeling—
- WTVQ (21) 2/11-53-Unknown
- WTRF-TV (9) ABC, NBC; Hollbing; 394,299
- WYTV (8) 12/16-53-Unknown
- Madison—
- WHA-TV (9)
- WKGW-TV (17) CBS; Headley-Reed; 108,000
- WMAT-TV (3) ABC; Headley-Reed; 3/10-54-
- WMBV-TV (11) See Marinerie
- La Crosse—
- KFPP (9) ABC, CBS, NBC, DuM; Raymer; 52,000
- WTLB (28) 12/16-Unknown
- Madison—
- WWA-TV (35) CBS, NBC; DuM; Hollbing; 175,000

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 grants.
HOLSUM BREAD Co. contracts with KXJX-TV Valley City, N.D., for full season showing of the Gene Autry Show. L to r: John Boler, president of the North Dakota Broadcasting Co., KXJX-TV licensee; Rex Holly, manager of Holsum's Fargo, N. D., branch; E. R. Booth, vice president-general manager, Holsum Bread Co., and Jack Riegel of Holsum New York office.

FINALIZING an agreement for 52-week sponsorship by Mrs. Wagner's Pies of the Cisco Kid on WIP Philadelphia are (l to r): Carle E. Rollins, account executive and secretary of the J. M. Mathes Adv. Agency; F. W. Birkenhauer, president of the Wagner Baking Co. of Newark, N. J., and Ralf Brent, vice president and director of sales of WIP.

WITNESSING Sam Alexander (l), Butter Krust Bakers, and Henry Bubb, president. Capital Federal Savings, review contracts for the co-sponsorship of all Kansas U. and Kansas State basketball games over WREN Topeka, Kan., are Gerald Barker (l), WREN sales manager, and Max Falkenstein, WREN sports director, who is in charge of producing the shows.

FREDERICK S. HOWINK (c), general manager of WMAL Washington, contracts with the Frederic W. Ziv Co. for that firm's Eddie Cantor Show, to be heard Monday through Friday beginning Feb. 14. With Mr. Houwink are Perry P. Walders (l), Ziv's district representative, and Robert Jonscher, station radio manager.

ON THE DOTTED LINE . . .

Regina, Sask. —
> CKXX-TV (2) CBC, CBS; All-Canada, Weed; 15,000
> RMCTV, Que. —
> CJHR-TV (3) CBC; Stovin, Young; 5,000
> St. John, N. B. —
> CHSJ-TV (4) CBC; All-Canada, Weed; 16,642
> Saskatoon, Sask. —
> CFCQ-TV (8) CBC; Radio Rep., Young; 8,900
> Sault Ste. Marie, Ont. —
> CJIC-TV (3) CBS; Weed; 5,000
> Sudbury, Ont. —
> CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 13,345
> Sydney, N. S. —
> CJCB-TV (4) Weed; 8,940
> Toronto, Ont. —
> CHLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 288,000
> Vancouver, B. C. —
> CCBT (3) CBC; CBC; 26,000
> Windsor, Ont. (Detroit, Mich.) —
> CKLW-TV (8) CBC; DuM; Young; 1,238,585
> Winnipeg, Man. —
> CBMT (4) CBC; 5,000
> MEXICO
> Juarez (E), Peso, Tex. —
> XEJ-TV (5) National Time Sales; 43,650
> Tijuana (Baja) —
> XETV (6) Weed; 246,250

Directory information is in following order: call letters, channel, network affiliation, national representation, market set count for operating stations; date of grant and commencement target date for frantzes.

BROADCASTING subscription order blank

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE. I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name 

title/position

company name

address

city state

February 14, 1955 • Page 121
The Outlook

NOW THAT the broadcasting fat is in the Congressional fire anyone identified with any aspect of the art and industry will be fair game for committees of Congress. The so-called "Plotkin Memorandum," to be augmented this week by the release of the "Jones Report," will be used as the sources of inquisitional supply, even though they merely constitute the opinions of the individual authors.

First at bat will be George C. McConnaughey, to be heard Feb. 23 by the Senate Interstate & Foreign Commerce Committee on his nomination by President Eisenhower as chairman of the FCC. Since last October he has been serving on an interim basis.

Ordinarily, Mr. McConnaughey (or any other new appointee) would be queried merely on his qualifications and on his overall views on regulation. Now that he has served for several months, it's a sure bet that some members of the Committee will expect him to know as much about allocations as the head of the Institute of Radio Engineers, along with an expert knowledge of the economics of television and a pat answer for the plight of the uhf stations in secondary markets.

We have no doubt that both the Plotkin and Jones reports will be used as source material for the McConnaughey hearing. Mr. McConnaughey can't conceivably know the answers after so short a tenure on the FCC. Since Chairman Warren G. Magnuson (D-Wash.) of the Committee has already requested the FCC to come forward with its views on the Plotkin comments "in thirty days," or sometime next month, it seems to us Mr. McConnaughey might be spared this line of questioning next week.

Sen. Magnuson also has asked the Dept. of Justice to report to the Committee "within 30 days" on the Plotkin Memorandum. To date, however, there has been no inkling as to when spokesmen for the networks and others affected might be heard by the Committee.

There should be no undue lapse between the testimony of the Government witnesses and those representing the business of broadcasting. There are at least two sides, and Congress and the public should be apprised of them at the same sitting. Otherwise, half-truths and innuendos may go unchallenged for too long, and become accepted as facts.

The Man Who Remembered

THE vital role played by radio and television in molding opinions and influencing the outcome of political contests across the nation was emphasized at a luncheon meeting a fortnight ago in New York where representatives of all metropolitan area stations were guests of New York Mayor Robert F. Wagner.

The event marked the first anniversary of Mayor Wagner's career as a broadcaster, appearing monthly before radio microphones and tv cameras in unrehearsed interview broadcasts which, he stated, put him in close touch with constituents, their civic problems and their opinions on how effectively his administration is coping with them.

The purpose of the luncheon meeting was to express gratitude to all New York radio and tv stations for making it possible for Mayor Wagner to reach the people through the broadcasting media, which proved their efficiency and power to him a little over a year ago.

For it was radio and television that literally won the election which made Mr. Wagner mayor of New York City in November 1953. At the outset of his campaign all seven New York newspapers opposed him, although midway through the contest two of them mellowed somewhat. To combat the damaging effects of a hostile press, radio-tv schedules were purchased in the metropolitan area.

The Wagner administration won in a walk. Of the 2,151,358 ballots cast for the three leading contestants, Mr. Wagner pulled 1,022,622 votes, 361,071 more than the final count recorded for the second place candidate.

It would appear that the politicians' faith in the broadcasting media is on a constant upward swing as they continue to discover the political persuasiveness of the spoken word of radio and the personal touch of television.

"Cut it out! That's just a prop for our farm show!"

Kinsey Retort

EVEN for people with no more than a normal interest in it, sex can be distracting. Dr. Alfred Kinsey, we suppose, has a special excuse for losing touch with developments outside that beguiling field.

One development he still has a lot to learn about is electronic journalism.

Ten days ago Dr. Kinsey spoke at a luncheon meeting in Evansville, Ind. Although he permitted pen-and-pencil reporters to cover the speech and a news conference afterward, he refused to let radiomen make a tape recording of either event.

Later an AP reporter quoted him as saying that radio and television newsmen were "too lazy" to take notes like a newspaper reporter and further that "they haven't learned to write."

"Any time they want to pay for a special interview, I'll be willing to appear for them," he added, indicating that he may have a scientific detachment toward the American bedroom but not toward the American buck.

Now, of course, Dr. Kinsey is a private citizen (though not averse to putting private thoughts—his own and others—on public view), and hence no journalistic media have absolute rights of access to him.

He would have a better chance of keeping his reputation as a scholar, however, if he applied better logic to his judgment of today's journalism. He can hardly pretend to be a great thinker if he persists in talking to newspaper readers for nothing while demanding pay to talk to the audiences of radio and tv.

Ethridge—Man of the Year

ALL THOSE who remember the practically dismembered National Assn. of Broadcasters in 1938 and the job that was done by Mark Ethridge in bringing together the dissident forces will applaud the selection of the Louisville publisher-broadcaster as the recipient of the NARTB's third annual keynote award. Mr. Ethridge, as the representative of WHAS, was drafted for the interim presidency in that strife-torn year. He proved a practical, logical, clear-thinking, courageous leader.

The first two NARTB keynote awards were to Brig. Gen. David Sarnoff, RCA-NBC board chairman, in 1953, and to William S. Paley, CBS board chairman, in 1954. Mr. Ethridge, while principally a newspaperman, was drawn into the broadcasting realm because he recognized the necessity of defending radio's free estate as on equal footing with the press freedom. The NARTB boards are to be commended for their selection of this dedicated and inspired leader as this year's man of the year.

Page 122 • February 14, 1955
The **BIG** News in Detroit...

complete coverage on every newscast -

on **WWJ**... of course!

There's depth in WWJ's day-long schedule of 15-minute newscasts; depth of coverage, of facilities, of personnel. This combination makes WWJ the Number One news buy in Detroit, the market whose total retail sales per family are 25% above the national average.

**Shown here** is one platoon of the team—the men behind the mike who give listeners more news per broadcast, more facts per news story. Each is a full-time specialist in his field. Each is rich in radio reporting experience. All are established favorites you can count on for listener loyalty.

**Put WWJ**'s unsurpassed news depth to work for you—under complete sponsorship or participation. Phone, wire, or write your nearest Hollingbery office for further information.

**WWJ** AM 950 FM 97.1

Associate Television Station WWJ-TV
Basic NBC Affiliate

World's First Radio Station • Owned and Operated by The Detroit News • National Representatives: The George P. Hollingbery Co.
Just how much advertising ground is covered by Kansas City's most powerful television signal? Here's a sample:

Two weeks after going full power with its "tall tower," KMBC-TV began a promotion to distribute 5,000 free copies of "Wee Wisdom," a character-building magazine for children. The giveaway was presented "live" on three local shows—Betty Johnson's "Happy Home," "Comiclub" and "Commander 9."

The predicted KMBC-TV 0.1 millivolt coverage map (as plotted by the engineers) had a radius of 75 to 85 miles in all directions from Kansas City—to include 24 counties in Missouri and 19 counties in Kansas. There are 466,136 TV sets in this area. Actual coverage was proved to be 53 counties in Missouri and 40 counties in Kansas, double the expected number—from which came 10,459 requests for "Wee Wisdom"—twice the expected response! Consistent returns came from 25 miles beyond the 0.1 millivolt contour, and, in some cases, as far as 75 miles. Scattered returns were from 100 to 500 miles—one was from 700 miles away!

Your Free & Peters Colonel has a copy of this proof-of-mail-pull map. It's worth studying.

**KMBC-TV**

Kansas City's Most Powerful TV Station