Just about everybody in the business knows that WITH has the biggest listening audience in Baltimore City and Baltimore County. They know, too, that WITH provides the lowest cost-per-thousand listeners of any station in town.

But there's a lot of talk about the quality of this audience. The A. C. Nielsen Company has recently made a survey which shows the composition of the listening audience for WITH and one other Baltimore station. The other station is a powerful network outlet.

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- Anti-Trust Action Could Affect Stations  
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- Nearly $941 Millions Grossed by RCA  
  Page 91

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**Prestige?**

58% of W-I-T-H's audience have incomes of $5,000 or more!

![Graph showing audience composition by income groups](image)

**W-I-T-H's audience by income groups**
- 9% under $3,000
- 33% $3,000 to $5,000
- 58% over $5,000

**Audience of Network Station A by income groups**
- 15% under $3,000
- 37% $3,000 to $5,000
- 48% over $5,000

The upper group—families with incomes of $5,000 a year or more—make up 58% of the total WITH audience. Only 48% of the network's audience is in this group. In the middle group—incomes from 3 to 5 thousand dollars a year—WITH has 33%, the network 37%.

In the lower group—under $3,000 a year—WITH has 9%, the network 15%.

So don't worry about "prestige" when you're buying radio time in Baltimore. WITH gives you all the "prestige" you need. Ask your Forjoe man!
THE PROCTER & GAMBLE CO.

Traditionally in the Public Confidence...

Consumer confidence in Ivory Soap is wide-range... from Mothers who choose Ivory for baby skin care to that of Doctors who recommend Ivory more than any other soap. Confidence of advertisers in the Havens & Martin, Inc., Stations, is equally wide range... from drug products to gasolines... from soups to automobiles. Big and small, advertisers use WMBG-AM, WCOD-FM and WTVR-TV, because Havens & Martin experience and program pioneering have earned a loyal and responsive audience in one of the South's richest areas. Join with confidence the growing list of advertisers using the First Stations of Virginia—Richmond's only complete broadcasting institution.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.
Being FIRST is a habit

KSTP-TV is the Northwest's first television station, first with maximum power, first with color TV and first in audience.

In average weekday program ratings*, KSTP-TV leads all Minneapolis-St. Paul TV stations from 7:00 AM to 10:15 PM week-in, week-out.

KSTP-TV gives you greater coverage of the nation's 7th largest retail trading area than any other station . . . a market which commands FOUR BILLION DOLLARS in spendable income.

KSTP-TV has earned a listener loyalty through superior entertainment, top talent, service and showmanship that means sales for you. That's why it is first in ratings. That's why it's your best buy.

*Combination Telepulse, ARB, weekly average, November, 1954.
Coconut cream or chewy center . . the marks atop quality chocolates can tell you at a glance how each differs from the others. Not so easy is discerning the vital differences that make quality television stations outstanding, each in its own character of community service.

Recognizing these differences (and interpreting their merits to national advertisers) is the major part of quality representation. It demands a caliber of skill individually shaped to each station's needs — and the kind of full-time, exclusive attention to television that attracts quality TV stations such as those listed here.

It's a distinguished group, each one different except in their common appreciation of what quality representation means. If you share their standards, you may want to know more about ours.

Harrington, Righter and Parsons, Inc.

the only representative devoted only to television

- WAAM - Baltimore
- WBEN-TV - Buffalo
- WFMY-TV - Greensboro
- WTPA - Harrisburg
- WDAF-TV - Kansas City
- WHAS-TV - Louisville
- WTMJ-TV - Milwaukee
- WMTW - Mt. Washington
- WSYR-TV - Syracuse
R. J. Reynolds, Gen. Foods Buy Under Extended Market Plan

R. J. REYNOLDS Tobacco Co. (for Winston and Camel cigarettes) and General Foods Corp. (formerly Maxwell House coffee) have signed under CBS-TV’s Extended Market Plan, which extends network program coverage to all market stations, Terrence McGuirk, CBS-TV’s EMP sales manager, announced Thursday.

The addition of these two advertisers boosts the total of national sponsors to 28 which currently have signed for all or part of EMP, he said.

On behalf of Winston cigarettes, R. J. Reynolds has ordered 15 small-market stations (full EMP) added to its weekly “I’ve Got a Secret” lineup, Dec. 31, 1954, and the same addition for its alternate-week sponsorship of Topper for Camels (Fri., 8:30-9 p.m. EST), effective March 4. William Esty Co. is agency for both.

General Foods also placed its weekly December Bride (Mon., 9:30-10 p.m. EST) on the full EMP. Agency is Benton & Bowles.

Philip Morris Delivers 6.7 Billion Ad Messages

AN ESTIMATED 6,730,800,000 advertising messages were delivered to the public in 1954 for Philip Morris and Parliament cigarettes, according to the annual report for that year released last week by Philip Morris & Co. The firm is co-sponsor of I Love Lucy and Public Defender, and weekly on CBS-TV, My Little Margie, weekly on CBS Radio and Tennessee Ernie Show, three nights a week on CBS Radio.

Consolidated net sales of $217,008,564 and net income after taxes of $9,098,982 for nine months ending Dec. 31, 1954, also were mentioned in the annual report. For the nine-month period, the earnings were equivalent to $2.85 per common share on 2,887,233 shares outstanding. 

Twelve-month figures for 1954 showed net sales were $282,774,523 and earnings per common share on 2,887,233 shares outstanding were $3.52. This compares with net sales of $254,902,434 and $3.30 per share earnings for the 12-month period ending March 31, 1954.

Negro Radio-Tv Boycott Hopes to Impress Industry

TWO-HOUR BOYCOTT of all radio and television programs by Negroes and other non-whites in the New York area was scheduled for last Saturday as a means of dramatizing a campaign for more broadcasting jobs for non-whites. Leaders of various Negro organizations had appealed throughout the week for support of the boycott, covering the 8:30-10:30 p.m. period, to impress stations, networks, advertising agencies and the public generally for “full integration” of Negro and other non-white performers, technicians and employees in the broadcasting field.

The scheduled boycott followed a report made by the labor and industry committee of the New York organization of the National Assn. for the Advancement of Colored People on Feb. 19 which stressed that although network and advertising agency representatives had expressed sympathy, there was “no improvement” in Negro employment. ABC, the American Assn. of Advertising Agencies and N.A.A.C.P. were given small committee and pledged cooperation [B&T, Feb. 21].

Odel Clark, committee chairman, told B&T: the boycott technique probably would be extended through NAACP to other cities as part of an effort to improve job opportunities for non-whites throughout the U.S. He said Negroes were “almost totally excluded from employment in the radio-tv industry,” adding the broadcasting industry was not being “singly out” but that the action was part of a pattern for improvement in vital areas. He said radio and tv—particularly tv—are media affecting the public “so intimately” that improvement would be “a real contribution to democratic living” and help pave the way for advancement in other fields.

Nielsen Station Index Begins Operations With 95 Contracts

SIGNING of a total of 95 contracts for the new Nielsen Station Index was announced last week by Arthur Nielsen, president of A. C. Nielsen Co., simultaneous with the publication of the first radio and television local area reports of NSI in the Philadelphia and Los Angeles markets.

Mr. Nielsen said that of the 95 contracts, 45 are radio and tv station subscriptions; 48, agencies and advertisers; two, networks. The Los Angeles are the first in a proposed series of reports that will cover other areas in the future (San Francisco and Boston in March; Seattle and Chicago in April; Detroit, Cleveland and New York in May, and Pittsburgh and St. Louis in June).

Boycot Cigars Buys I. Lewis

BAYUK CIGARS Inc. last week became the largest manufacturer of cigars in the U.S., in terms of units, through acquisition of the I. Lewis Cigar Mfg. Co., Newark, N. J.

“Bayuk will now have leading brands in every price category from 5 to 35 cents,” Harry P. Wurman, president, pointed out.

Both Bayuk Cigars and Lewis Cigars are radio and tv advertisers. D’Arcy Adv., New York, is the agency for Bayuk. Lewis Cigars has been serviced by Milton Lewis Inc., Newark.

SPOT NEW BUSINESS

Procter & Gamble, Cincinnati, for newest toothpaste, Crest, will conduct spot tv test in three eastern markets starting early spring. Agency: Benton & Bowles, N. Y.

Ludwig Bauman-Spears (household furnishings chain), N. Y., purchases 52-week saturation campaign on personality program of WRCA New York, starting March 7. Agency: Getchal Co., N. Y.

NETWORK NEW BUSINESS

Anheuser-Busch Inc. (Budweiser beer), St. Louis, to sponsor Demon Runyon Theatre on CBS-TV (Sat., 10:30-11 p.m. EST) effective April 16. Agency: D’Arcy Adv., N. Y.

Kent Cigarettes Div., P. Lorillard & Co., N. Y., to sponsor new live half-hour drama, Adventure Theatre, debuting on CBS-TV April 3. Talent Assoc., N. Y., is producer of program. Agency for Kent: Young & Rubicam, N. Y.

A&A PEOPLE

James F. Cody, v-p, president, Burton Browne Adv., Chicago, promoted to executive vice president.

Phillip C. Kenney, media coordinator, Kenyon & Eckhardt, N. Y., appointed associate media director.

Sam Morgan, formerly product advertising manager, Swift & Co., Chicago, to Clinton E. Frank Inc., Chicago, as account executive; Dean Lierle Jr., copy staff, Earle Ludgin & Co., Chicago, to copy staff; Robert Forbes, formerly A&A continues on page 54

ADVERTISERS & AGENCIES
GOVERNOR CALLS PARLEY ON AD FRAUDS IN N. Y.

Conference set for March 15 in Albany to probe alleged fraudulent advertising on radio and television. New Jersey plans to coordinate its plans with New York.

ABOUT 130 persons, representing a cross-section of interested groups, are expected at the New York governor's chamber on March 15 at Albany to discuss the problems of alleged "fraudulent" advertising on the airwaves (At Deadline, Feb. 21).

Gov. Averell Harriman called for the fact-finding conference a fortnight ago to meet growing demands by various consumer and governmental figures, including New York State Attorney General Jacob K. Javits, for action against "bait and switch" and other questionable advertising practices on radio and television.

"Bait and switch" refers to the product advertising which lures the company's personal representative to deal and then attempts to sell the customer a "better" (and higher-priced) article.

A bill already has been introduced in the state legislature which would give Mr. Javits the injunction and subpoena powers he has asked for to combat what he has labeled "mis-representation" by radio and television "pitchmen.

The proposed legislation would amend New York's General Business Law, Article 22 (A).

N. Y. Broadcasters Invited

Dr. Persia Campbell, who will preside over the conference as the first program in her new cabinet post as Consumer Counselor to Gov. Harriman, told B.T. last week that some broadcasters already had been invited to take part in the conference. She said they were selected as representatives of various radio or tv groups. They include: Michael R. Hanna, WHCU AM-FM-TV Ithaca, N. Y., who is slated to appear on a "panel"; C. Robert Thompson, WBEN-AM-FM-TV Buffalo, E. R. Vaduboncourt, WSYR-AM-FM-TV Syracuse, and Gordon Gruber, WJIC-TV New York City.

The conference also will be attended by law enforcement officers and representatives of the home appliance industry, Better Business Bureau and consumers' groups. Speakers are expected to include Gov. Harriman, Mr. Javits, and Hugh Jackson, president, New York Better Business Bureau.

In addition to "bait" advertising, the conference will be concerned with ad "frauds" in the fields of home freezer food plans and radio and television repair services.

The New York State study developed as interest by states in similar anti-pitchmen action spread across the country. Only last week New Jersey joined in the crackdown, disclosing it would coordinate its campaign with New York's effort. Two state legislators in New Jersey said they planned to ask Gov. Robert B. Meyner of New Jersey to send representatives of the state's executive branch to the Albany conference.

Meanwhile, the Liberal Party in New York urged a congressional investigation of what it called "abuses of radio and television which mislead consumers."

In its 1955 "national legislative program" circulated to New York members of Congress in Washington, the political party asserted that "specious and false advertising take a large toll from consumers, particularly in the sale of proprietary drugs. Television has brought the old-time medicine show into the living rooms of the nation, with the prestige of being associated on the air waves with thoroughly legitimate business. The more subtle propaganda of the trusted industries serve to mislead consumers into an acceptance of practices which are against their best interests."

The Liberal Party also recommended greater authority of the federal government to protect consumer interests.

In Brooklyn, a grand jury has been investigating "bait-and-switch" advertising on New York City area radio-television stations (B.T., Jan. 31).

27-Year-Old Music Show Dropped by Standard Oil

DESPITE commendation from the San Francisco AFL Labor Council and protests from many "good music" lovers in the Bay Area, Standard Oil of California remained firm in its decision to kill its 27-year-old Standard Hour on the NBC western network. (See award story, page 97.)

Officials of the company said, "We've been dailed off the general public's radio—television's just too strong, it's taken the audience.

The Standard Hour, a live classical music broadcast featuring the San Francisco Symphony Orchestra and other Pacific Coast musical groups, heard over 22 NBC stations, received less than 40 letters of protest when it went off the air for the summer last year.

New Marlboro Spot Planned

PHILIP MORRIS & Co. today (Monday) begins national distribution of its new long-size Marlboro filter cigarette, which features an exclusive filter tip and new packaging—a box which serves as a cigarette case.

The firm, through Leo Burnett Co., Chicago, will use a spot television campaign which will break about March 14 to coincide with distribution. The cigarette is expected to go into about 100 markets. In addition, the firm will use spots on its two network shows, Public Defender and I Love Lucy, for further television coverage.

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February 28, 1955 • Page 31
DISNEY'S NEWEST TEMPTS FOUR SPONSORS

ABC-TV's daily series scheduled for next fall is reported to have whetted interest of General Mills, Campbell Soup and Bristol-Myers. Borden also may join list.

AT LEAST three sponsors were reported late last week to be set for participation in ABC-TV's forthcoming new Mickey Mouse Club, hour-long children's strip to be launched next Oct. 3 in the 5-6 p.m. Monday-Friday period (CLOSED Oct. 30).

The three were understood to be General Mills, Campbell Soup Co. and Bristol-Myers Co. (Ipana toothpaste). Additionally it was reported that Borden Co. (ice cream) had taken a conditional option on a participating sponsorship, the "condition" relating to a possible conflict between the Borden ice cream products and certain west coast ice cream interests said to be held by Walt Disney, producer of the series.

Without mention of sponsorship, plans for launching the Mickey Mouse Club series were announced last Wednesday by Robert E. Kintner, ABC president, and Roy O. Disney, president of Walt Disney Productions.

The five-day weekly series (Mon.-Fri.) was signed under an exclusive agreement and will be on the network 5-6 p.m. in all time zones. According to the announcement, the daytime juvenile program is a separate venture from Disneyland, the current weekly family tv series produced by Mr. Disney which will continue Wednesdays, 7:30-8:30 p.m. EST on ABC-TV.

Production of the program is underway in Hollywood. The Mickey Mouse Club, according to ABC-TV, "is planned as an all-out effort to achieve a top quality tv show for children combining entertainment with information. Toward this end it will be produced with the help of leading scientists, educators, naturalists and similar authorities throughout the world." ABC-TV said Mr. Disney intends "to scour the globe for suitable material to make up the daily programs."

The format, as is Disneyland, will be variety, incorporating, ABC-TV said, "fashions and elements that has ever held a youngster entranced, from the land of make believe, to the lands beyond the seas, from clowns, animals and music to animated cartoon subjects." The emphasis for older children will be on youth in an adult world.

Mr. Kintner said ABC-TV expects the program to provide "unusual wholesome entertainment for millions of children, and be a sales, audience and critical success" along the experience of Disneyland. Mr. Disney commented, "We feel a child's world is a happy world, free from bothers. We would like to make that happy world a happier one still, and this we will attempt to do with Mickey Mouse Club, on the ABC-TV network."

**No Zone = Delay**

COSTLY delay in mail service, brought about by omission of postal zone numbers in business correspondence, is being pointed out to stations, advertisers, agencies and allied fields by James H. S. Ellis, president of Kudner Agency. Mr. Ellis, who also serves on the advisory board for the Post Office Dept. (Dr. Mike, Feb. 21), suggests that zone numbers be supplied in submitting listings for industry directories, in printing letterheads and billheads and on any other occasion when the company's address is listed.

Amoco Buys Redskins On 65-Station Network

FOOTBALL games of the professional Washington Redskins will be carried next autumn on an 18-state network of 50-odd radio stations and 15 or more tv stations, keyed from WTOP-AM-TV Washington, according to George M. Glazier, advertising director of the American Oil Co. (Amoco gas and oil). Here-tofore the Redskins games have been originated by WMAL-AM-TV Washington.

American Oil has sponsored the games for 12 years, "the longest continuous single-spon-

**CLOSED Oct. 30**
RULING ON MULTIPLE OWNERSHIP LIMITS

This is mandatory language. The Supreme Court said in Astor v. Federal Communications Commission, 326 U. S. 377, 378 (1945):...

...§ 309(a) not only gives the Commission authority to grant licenses without a hearing, but also gives applicants a right to a hearing before their applications are denied.

...Again, at page 333, the Court said:

...Congress has granted applicants a right to a hearing on their applications for station licenses. Whether that is wise policy or whether the procedure adopted by the Commission in this case is preferable is not for us to decide.

Moreover, the denial of a hearing granted by statute is a denial of due process of law. L. B. Wilson, Inc. v. Federal Communications Commission, 346 U. S. 347 (1954).

This does not mean, however, that any person who applies for any frequency at any location is entitled to a hearing before his application may be denied, for there are situations in which the Commission may reject an application without a hearing. For example, if an applicant admits he is an alien, his application will be denied without a hearing because he is disqualified by statute. If he denies he is an alien but is found to be such after a hearing conducted on that issue, his application will be dismissed without further hearing.

If an application seeks a license for an unlawful or purpose, it will be rejected without a hearing. Federal Communications Commission v. American Broadcasting Co., 347 U. S. 284 (1954).

Moreover, if an applicant applies for a certain frequency at a certain location, and the Commission finds that frequency has not been assigned, his application will be dismissed without a hearing as not conforming to the Commission's master plan—arrived at through one master hearing—for the allocation of television frequencies, under which at least one television channel has been assigned to each of over one thousand cities and towns throughout the country. The actual assignment of channels to operators is by application, but all applications for licenses not conforming to the overall plan are automatically dismissed. This plan was upheld by us in Peoples Broadcasting Co. v. United States, 91 U. S. App. D. C. 78, 209 F. (2d) 286 (1953), and in Logansport Broadcasting Corp. v. United States, 93 U. S. App. D. C. 342, 210 F. (2d) 23 (1944).

In the latter case we said, at page 345: "The fair interpretation of Sections 307 and 307(b), when read together, is that the Commission may allocate channels among communities either by passing upon specific applications or by way of rule making. Situations are not infrequent in which an administrative agency can properly proceed either through rule making or adjudication: in such a case, the choice is one that lies primarily in the character of the administrative agency." Securities and Exchange Commission v. Chenery Corporation, 1947, 332 U. S. 194, 203, 67 S. Ct. 1575, 1580, 1760, 91 L. Ed. 1955. After its experience in distributing fm radio frequencies pursuant to an allocation plan and distributing am frequencies in response to specific applications, the Commission has decided that by means of an allocation plan a more equitable distribution of television channels can be effected. We do not think this was an abuse of discretion.

In the light of such exceptions to the apparently unqualified generality of § 309(b), the statutory provision means that any citizen who seeks a license for the unlawful use of an available frequency has the undoubted right to a hearing before his application may be rejected.1

The rule in question here is not a mere announcement that the Commission has adopted the policy of considering, in every case in which the owner of five television stations competitive with an additional license, whether the grant thereof would result in such concentration of control as to be adverse to the public interest. The rule goes further and says the Commission will "in any event" deny an additional license unless there is a clear and present danger to the public interest, and will deny a hearing to the owner of five television stations upon his application for an additional station. Thus the Commission freezes into a binding rule a limitation upon its consideration of the public interest in a respect in which the facts and circumstances may differ widely from case to case. It has decided in denying an additional license to a person that can never be an instance in which public interest, convenience and necessity will be served by granting an additional license to one who is already licensed for five television stations. The power so to decide has not been committed to the Commission.2

It is conceivable that in some circumstances, common ownership of five television stations, though permitted by the challenged rule, might be undue concentration of control. In other circumstances, common ownership of a greater number might be compatible with the public interest. But whether or not this can be determined in an ad hoc basis, after consideration of all factors relevant in the determination of whether the grant of a license would be within the comprehensive concept which the Act calls 'the public interest, convenience, or necessity.' Cf. Scripps-Howard Radio, Inc. v. Federal Communications Commission, 131 F. (2d) 89.


2 Cf. the Stimson opinion, cited in footnote 4, in which Judge Gougher said, at page 170: "If in this case the Commission had not been compelled to appear, as counsel for applicant insist, that the Commission's investigation was solely for the purpose of the administration and control of a single license or policy, as the result of which newspaper owners may be placed in a proscribed class and thus made ineligible to apply for or receive broadcast licenses, we should be obliged to declare that such an investigation would be wholly outside any of the powers with which Congress has clothed the Commission. For we have previously held that the Act which either prevents or prejudices the right of a newspaper to control or operate a radio broadcast station either directly or indirectly. National Broadcasting Co. v. Federal Communications Commission, 30 F. (2d) 290, 98 F. (2d) 237. Further consideration confirms that view."
text of the court's

WALBURG K. MILLER, Circuit Judge: Storer Broadcasting Company filed with the Federal Communications Commission August 31, 1953, an application for a new television station in Miami, Florida. Storer was then already licensed to own and operate five standard broadcast and five frequency modulation broadcast stations, located in Atlanta, Detroit, Miami, Toledo, and Wheeling; and three television stations, located in St. Louis, Miami, and Wheeling. The wholly-owned subsidiaries were then licensed to own and operate standard broadcast and television stations in Birmingham and San Antonio.

In a proceeding initiated some years before by issuance of a notice of proposed rule making, in which Storer participated, the Commission ordered, by a ruling of November 25, 1953, promulgating amended “multiple ownership” rules, which are now §§ 3.35, 3.240 and 3.636 of its Rules and Regulations. On the same day the Commission dismissed Storer's application for a television station in Miami, without a hearing and without consideration of the merits, on the ground that the applicant would be in violation of the spirit and purpose of the multiple ownership rules.

Storer petitioned for review, asking that we set the unlawful and without force or effect the Commission's rule making order of November 25, 1953, together with the amended multiple ownership rules promulgated thereby, insofar as and to the extent that the order and rules:

(a) Deny the right to a full and fair hearing to determine whether ownership, operation or control of more than seven (7) standard radio, seven (7) fm radio, and five (5) television broadcast stations, upon application therefor, will serve the public interest, convenience or necessity.

(b) Provide that ownership of one (1) per cent or more of the voting stock of a corporation shall be considered as ownership, operation or control of such station in determining the existence of a concentration of control contrary to the public interest, convenience or necessity.

The multiple ownership rules are challenged here only insofar as they impose an absolute limitation upon the number of standard, fm and television broadcast stations which may be owned, operated or controlled by a single individual or corporation. The three rules under attack are similar in character except for the differing maximum numbers of stations which are permitted—seven in standard, seven in fm, and five in television. We quote as typical the television broadcast rule 3.636:

“Section 3.636 Multiple Ownership—

(a) No license for a television broadcast station shall be granted to any party (including all parties under common control) if

(1) he is such party directly or indirectly owns, operates, or controls another television broadcast station which serves substantially the same area; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other television broadcast station if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with the public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the number of such stations, the size and extent, and the location and nature of areas served, the number of people served, and the extent of other competitive service to the areas in question. The court, in any event, may consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors, or in the name of, or for the benefit of, or be stockholders, officers, or directors of, more than five television broadcast stations.”

(After citing FCC cases).

Among the many qualified persons who have argued that the court's ruling would make it difficult for the Commission to justify denial of an uncontrolled application for additional stations by multiple owners.

The FCC, in its argument before the court, that the multiple ownership rules carried out the Communications Act provisions favoring competition and the general policy of encouraging as many qualified persons as possible to seek broadcast licenses.

The court made it clear, however, that there were some aspects in which the FCC had a perfect right to refuse an application. These were (1) where the applicant is an alien, (2) where an application is filed for a channel not allocated to the community involved, and (3) where an application is filed for an unlawful use.
MULTIPLE OWNERSHIP LIMIT BOO TED OUT BY U.S. COURT

FCC cannot set an arbitrary limit on number of stations one entity can own. Action came on Storer's appeal, means Commission cannot refuse applications without hearing. Possibilities: FCC appeal to Supreme Court—Congressional legislation to set a limit.

This decision makes the public interest the paramount consideration for the granting of television licenses and no arbitrary rule can be set up which precludes an individual or a corporation from a hearing in which he would have the opportunity to prove that he will render a public service. This is as it should be.

Other tv networks refused to comment. For many years, the FCC had no limitation on the number of broadcast stations which could be held by a single owner. However, for a long time, the Commission's unofficial policy was to limit the number of am stations to seven. In the post-war period, when the Commission issued its fm and tv rules, it specified that the maximum number which might be owned by one person was six for fm and five for tv. In late 1953, the Commission revised its am and fm multiple ownership rule to set the maximums at seven each. In the fall of 1954, it specified tv ownership at five vhf and two uhf stations. A corollary of the court's ruling last week was the elimination of the FCC's interpretation that even 1% stockholdings in a radio or tv station constituted ownership in the sense of the multiple ownership regulation.

It was this specification which forced CBS over recent months to divest itself of its 45% interest in WTOP-AM-FM-TV Washington, 47% interest in WCCO-AM-TV Minneapolis-St. Paul and 45% interest in KQV Pittsburgh. CBS wholly owns tv stations in New York, Chicago, Los Angeles and Milwaukee, has bought WSTV-TV Steubenville, Ohio (still pending FCC approval) and is an applicant for St. Louis ch. 11.

This same ownership provision jeopardized Westinghouse Broadcasting Co.'s radio-tv holdings. WBC pointed out that three of the 20 directors of Westinghouse Electric Co., parent of WBC, owned minor stockholdings in other radio-tv properties. These were resolved except for Dillion Anderson, who owns 2.8% of KTRK-TV Houston. Westinghouse now owns six am and four tv stations and is an applicant for Portland, Ore., ch. 8.

Storer is now the only broadcaster who owns the maximum number of radio and tv stations until now permitted. It owns:


The court's decision was written by Circuit Judge Wilbur K. Miller. Circuit Judges E. Barrett Prettyman and David L. Bazelon concurred. Judge Miller, in discussing the limitation rule, said it "freezes into a binding rule a limitation upon its [the FCC's] consideration of the public interest in a respect in which the
sum total!

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

add up-

PRODUCTIVITY
in thousands of industrial plants

PEOPLE
whose skills earn them bigger incomes

PAYROLLS
measured in millions and millions yearly

PROFITS
which mean greater and faster growth

PROSPERITY
with no limitation anywhere in sight

and you get

GIGANTIC BUYING POWER
in the Industrial Heart of America!

then add up-

PROGRAMMING
that's tailored to local tastes

POWER
for wider and clearer coverage

POPULARITY
that has no equal in the whole area

PROMOTION
planned to benefit every advertiser

PERSUASIVENESS
that gets results day after day after day

and you get

GIGANTIC SELLING POWER
in the Industrial Heart of America!

PUT THEM TOGETHER—WORKING FOR YOU
with this perfect radio-TV combination...

WSAZ-TV

CHANNEL 3  BASIC NBC NETWORK
100,000 WATTS ERP
HUNTINGTON-CHARLESTON, W. VA.

WSAZ ABC
930 KC
HUNTINGTON, W. VA.

WGKV NBC
1490 KC
CHARLESTON, W. VA.

The KATZ Agency

REPRESENTED NATIONALLY BY

Page 26 • February 28, 1955
Why is NBC the best-stocked showcase for products in all television?

Because of the excitement of pioneer programming, the vitality and the exuberance of the 90-minute Color Spectaculars... because of the advertising flexibility of NBC's great participation shows, TODAY, HOME and TONIGHT... because of the total effect of NBC leadership.

More advertisers keep coming to NBC because they find that the products they display there move faster off retail shelves.

And what pays off for other smart advertisers will pay off for you.
When you take inventory for the entire year of 1954, here's what you get:

<table>
<thead>
<tr>
<th>Category</th>
<th>NBC</th>
<th>2nd Network</th>
<th>NBC Advantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total advertisers</td>
<td>187</td>
<td>121</td>
<td>54.5%</td>
</tr>
<tr>
<td>Advertisers exclusive to the network</td>
<td>114</td>
<td>51</td>
<td>123.5%</td>
</tr>
<tr>
<td>Advertisers in network TV for the first time</td>
<td>54</td>
<td>20</td>
<td>170.0%</td>
</tr>
<tr>
<td>Advertisers with budgets of $100,000 or less in all media</td>
<td>25</td>
<td>9</td>
<td>177.8%</td>
</tr>
</tbody>
</table>

Source: P.I.B. and Media Records
Extra Program Versatility
from NEW RCA TS-11A Switcher

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

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

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.
Finally Talked Herself Out

A certain talkative young lady almost spent a night locked in “Doc” White’s drugstore.

She entered Doc’s store at 11 P.M., going directly to the pay phone. At eleven-thirty Doc went home—not having seen a customer for a half hour. Around midnight he got a call from the store . . . she had finally run out of conversation (and money) and found the front door locked tight.

Doc vowed he’d leave that gabby kid there to teach her a lesson. But Mrs. W. spoke up: “Now you go and turn her loose. It’s hard to cut a good conversation short—something only a woman understands!”

From where I sit, however, plenty of men are as hard to pry away from a telephone as any female. Some people are just naturally long-winded, while others are the strong, silent type—just as some of us like coffee and others prefer a refreshing glass of beer. The important thing is to be considerate . . . before friends start giving us the “busy signal.”

Copyright, 1955, United States Brewers Foundation

From where I sit
by Joe Marsh

MARY KAY CAIN

on all accounts

AFTER spending approximately one year on each of several jobs, Mary Kay Cain found her niche in 1944 when she joined McCann-Erickson Inc., Los Angeles, as media director. A former teacher—she taught third grade at Page Military Academy following her graduation from USC—she entered the Los Angeles advertising agency field in 1940.

From Bratscher-Davis (now Bratscher, Wheeler & Staff), where she did practically anything from running the switchboard to taking dictation, Miss Cain went to Dan B. Miner Co. as assistant in the media department and secretary to Mr. Miner. Her next move was to the newly-opened office of BBDO. There, at the end of her customary year, she resigned as assistant timebuyer.

With McCann-Erickson she currently is involved in coming up with a new tv program for Bell Brand Foods (potato chips, peanut butter), which has used this medium for five years and is expecting Mary Kay to continue to top previous program ratings.

The Los Angeles office’s largest user of local radio, she reveals, is Southern California & Southern Counties Gas Companies, which since October 1940 has had Evening Concert on KFAC-AM-FM, two hours, six days a week. That client also sponsors the weekly, half-hour Man Behind the Badge on KTTV (TV).

Lemon Products Advisory Board provided Miss Cain with what she considers one of her best “fun” assignments. Last summer’s tv campaign was devoted to 1/9 of the 90-minute NBC-TV Saturday Night Revue. For radio, though, she bought spots in five cities based on temperature. She picked one radio station in each market (two in New York) and told them to use up to 15 spots per day, six days weekly, between the hours of 10 a.m. and 8 p.m., provided the temperature was over 75 degrees in Boston and over 80 degrees in Chicago, New York, Philadelphia and St. Louis. Each station then went ahead on its own schedule, reporting to her weekly as to time and number of announcements.

Miss Cain, who was born Aug. 4 . . . in Evansville, Ind., also handles Broadway Department Stores, which uses radio from time to time, and Purex Corp. (Liquid Bleach), a new account, which has used radio in the past. Both she and her husband, tax accountant Marlow Stewart, have been active for the past four years as licensed ham radio operators. They build their own equipment and have even gone so far as to put filters on their neighbors’ tv sets to prevent interference. The Stewart household also includes two puppies and a parakeet.
GIVING YOUR CLIENT... 4 MILLION PEOPLE
1 1/4 MILLION FAMILIES
SPENDING 3 1/2 BILLION DOLLARS
Annually in Retail Sales*

Any way you look at it the Sunflower Network represents a terrific buy for your client in this area.

It also represents a savings in time and money, with ONE BUY and ONE BILLING.

You make One Buy with One Billing!

*Although Sunflower Stations cover Kansas City, Missouri; Kansas City, Kansas; Oklahoma City and Tulsa, Oklahoma, the figures shown above do not include population, families, or retail sales from these four cities, in order to insure a completely fair presentation.

Represented by THE JOHN E. PEARSON COMPANY

The SUNFLOWER NETWORK

KANS WREN KSAL KVGB KOAM KGGF
5000 NBC 5000 ABC 5000 MBS 5000 NBC 10,000 NBC 10,000 ABC
1480 1250 1150 1590 860 690
INDIANA . . . the fastest growing state in the union . . .
is DEBT FREE . . . has LEAST
unemployment . . . ranks 13th
in population . . . is 12th in
industry, etc., etc., etc.

and . . .

WSJV-TV
With More Than
250,000 WATTS
Gives you POWERFUL
Coverage of
SOUTH BEND-ELKART
And the rich St. Joseph Valley
Indiana's Greatest
RETAIL MARKET*

With MORE than a
BILLION DOLLARS in
annual Retail Sales.

$1,194,000,000

FOR MORE FACTS ON
WSJV-TV
AND THIS EXCLUSIVE UHF
MARKET WITH MORE THAN
208,000 UHF-TV FAMILIES.

ask your
H-R TELEVISION MAN
WSJV-TV
ELKHART, INDIANA
John F. Dille, Jr., President
John J. Keenan, Commercial Manager

*See Sales Management Survey of Buying Power

IF THERE'S one thing Russell B. Young insists on, it's getting straight to the point. Whether it's a Sheaffer pen point or commercial or a trip from Chicago to Sheaffer's plant in Fort Madison, Iowa, he wants to get there quickly.

"You have to come to the commercial sooner or later, so come to it as soon as possible," he contends. "The ideal selling message is a combination of the right commercial, the right program and the right product."

At Russel M. Seeds Co., Chicago, where Mr. Young functions as vice president in charge of radio and television, this combination seems to have been achieved in connection with the advertising of Sheaffer pens on television, notably the CBS-TV Jackie Gleason Show. Much of the credit lies with Mr. Young, who firmly believes in finding the sales message in the product without devising any elaborate gimmicks not essential to the sales story.

He wields his production hand over other accounts, including Admiral Corp., Brown & Williamson Tobacco Corp. and Pinox cough syrup.

Russell Young almost didn't enter the advertising field. He wanted to be a commercial artist and even attended Chicago's Art Institute for a year-and-a-half. Concerned over the days of the stock market crash and depression, he sought more solid pursuits. Even then, he recalls, photography was cutting in more and more on advertising art, and so he looked for a more tangible occupation.

Mr. Young is a native of Chicago (born June 20, 1910) but traveled extensively in his youth with his father, an architect. Russ Young was graduated from Senn High School in 1929.

His first job came with Hearst International Magazine Corp. where he trained subscription crews to patrol Illinois, Wisconsin and Indiana. The experience proved rewarding, educational and remunerative during the depression years.

His first brush with broadcast media took place in 1934 when he joined WAAF Chicago as an announcer. After a few months he moved over to WGN in a similar capacity and later, between 1935 and 1940, took on directing and producing chores. This was the heyday of the "soap opera" and Chicago was the center. He also announced such programs as Raymond's Darling and Sentimental Selma. After leaving WGN he freelanced from 1941 to 1944, directing We Are Four. He also directed and produced Bachelor's Children, Bruch's Swing Show and Captain Midnight.

In 1943, as nearly as he can recall, Russell Young joined the old Blackett-Sample-Hummert agency, sprouting ground for many a notable executive. When Hill Blackett opened his own agency the following year, he persuaded Mr. Young to join it as radio director. The association lasted three years.

He moved to Russel M. Seeds Co. as a studio director and production man under John B. (Jack) Simpson, director at the agency. He was promoted to Mr. Simpson's position a few years back when the latter left to become associated with Foote, Cone & Belding.

Also at this time Mr. Young directed the Adventurers Club on CBS Radio and other productions out of Chicago.

He has worked closely with the Sheaffer people, a long-standing Seeds account, ever since he took over his present duties, traveling to Fort Madison and the West Coast periodically. He also works on the Admiral account, which recently bought alternate-week sponsorship of ABC-TV's Who Said That? with John Daly. Admiral will co-sponsor the panel show with Sheaffer Fineline Div. shortly. The Seeds agency handles Admiral products—radio, television, appliances—which are advertised on all its programs save Bishop Fulton Sheen's Life Is Worth Living series, which is handled by Erwin, Wasey & Co. The Seeds agency maintains two teams on the Sheaffer account—the Fineline and Primary Line divisions.

Mr. Young's theory about video commercials, particularly with respect to certain demonstrable products, seems to be borne out in the number of awards and citations conferred upon the Seeds agency for its handling of Sheaffer pen messages.

He is not a joiner and makes no speeches, partly because he travels considerably. He describes himself as a "workman" in an agency which lays claim to being a tightly-knit team operation under President Freeman Keyes. Mr. Young's hobbies are photography, golf and home movies. He is not married.
TV Hooperatings (evenings Sunday through Saturday 6:30 to 10:30 P.M.), show KPRC-TV share of television audience three times greater than Station B, and twice as large as Stations B, C and D combined.
**HOOPER - PULSE - ARB agree...**

**KPRC-TV Leads Houston by LANDSLIDE**

49 out of 50 top Houston shows* are on KPRC-TV

| KPRC-TV | George Gobel | 61 | KPRC-TV | Buick-Berle Show | 42 |
| KPRC-TV | Waterfront | 57 | KPRC-TV | Truth or Consequences | 42 |
| KPRC-TV | My Little Margie | 52 | KPRC-TV | Circle Theatre | 41 |
| KPRC-TV | This Is Your Life | 52 | KPRC-TV | I Married Joan | 41 |
| KPRC-TV | Your Hit Parade | 52 | KPRC-TV | Tarzan of the Jungle | 41 |
| KPRC-TV | You Bet Your Life | 51 | KPRC-TV | Donald O'Connor | 40 |
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| KPRC-TV | Roy Rogers | 46 | KPRC-TV | Ellery Queen | 38 |
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| KPRC-TV | Ford Theatre | 44 | KPRC-TV | It's a Great Life | 35 |
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| KPRC-TV | What's My Line? | 26 | KPRC-TV | News Caravan (Monday) | 27 |

*Hooper January 1955

(Pulse — 39 out of 40; ARB — 38 out of 40)
Standing in a great big money orchard with a rake can be a waste of time

Smart people shake the trees. Smarter ones shake the ripest trees. The smartest of all hire a good man to shake the trees for them—then they just rake in the bills and cart them home in baskets.

We're tree-shakers, working some of the ripest trees in the orchard—some of America's top retail sales areas.

Step out of the orchard for a second and do a little checking. You'll find that WJR's primary coverage area alone includes 16,000,000 people—10 per cent of U.S. buying power.

You'll discover that a lot of the smartest advertisers around use WJR to shake the trees. They're the people who, wherever they advertise, move goods fast by using spot radio on key stations—like WJR: people like the Ontario Department of Travel and Publicity, which found that WJR out-pulled 11 other Great Lakes area stations combined.

Like most good things, we cost more. We produce more, too. Our advertisers testify to that.

Let's face it—if you're selling something, you've got a right to rake under our trees. If you really want to shake them, have your Henry I. Christal representative get WJR to do it for you.

The Great Voice of the Great Lakes

WJR Detroit
50,000 Watts CBS Radio Network

WJR's primary coverage area: 16,000,000 customers
Parity Prices For Television

EDITOR:

Some of our uhf brethren have problems, as Mr. Plotkin's memo and B&T have pointed out. (Some uhfers, too.)

When our cousins in agriculture found themselves in the same spot, their keen political insight led them straight to the answer and we telecasters are very fortunate to have their example before us.

All we need is parity prices for television! It's really quite simple. Each year the government figures out the average profit per watt earned by the pre-freeze stations; that's parity. All post-freeze stations are entitled to 90% of parity. If they don't sell enough advertising to produce that much profit, then the government buys tv advertising to make up the difference.

Uncle Sam can use these ads to broadcast to farmers about not planting so much this year. This should cut down on the agricultural subsidy; you can see how tv parity would surely save more than it costs.

Or, if it doesn't, the government can plow under every third transmitter.

Murray Carpenter
President
WTWO (TV) Bangor, Me.

(Editor's Note: The views of correspondents whose letters are printed on this page do not necessarily reflect those of B&T.)

Miami Conversion

EDITOR:

Enclosed is a copy of the new American Research Bureau television saturation report for Dade, Broward and Palm Beach counties. I'm sure you will find this of interest. . .

The uhf figures are considerably in variance with those figures quoted by Storer [WGBS-TV, ch. 23] in B&T [Closed Circuit, Feb. 14]. Storer estimates that 65% of the sets in greater Miami have been converted . . . the survey shows that only 42% of tv homes are equipped for uhf and that only 34% of all homes are equipped for uhf . . .

Lee Ruwitch
Exec. V. P. & Gen. Mgr.
WTLY (TV) Miami, Fla.

Fisher's Position

EDITOR:

Your story on Al Capp's resignation . . . from Massachusetts Bay Telecasters Inc. [B&T, Feb. 21] may have given readers a false impression regarding my position in the matter.

I have absolutely no financial interest, or personal participation, in the contest currently being waged before the FCC. Neither am I, in any way, Mr. Capp's "business competitor in the cartoon field," as suggested by your article. . .

Han Fisher
New York

Good Stations Deserve Good Copy

EDITOR:

Many agencies, before buying spots or time, tear the stations apart searching for the most power, best coverage, ratings, programs and adjacencies, merchandising, lowest rates, etc. Then, after the contract is placed, the poorest caliber copy is furnished the station.

Too many agencies figure they have made a wonderful buy for the account, but they often neglect one of the most important things: GOOD COPY. . . They will sign a long contract, send the station some "stuff" to get started with and from there on out make the station beg to get current copy. The result is that the station uses the same old copy over and over; it becomes outdated, loses any punch it might have had and often becomes so monotonous it bores even the listener away from the product rather than to it. . .

The end result of the value of any radio station to any account is the message delivered to the listener. If the copy falls in its message, then coverage, power and everything else is meaningless and the budget has been wasted.

William J. Wagner
President
Alaska Radio-Tv Sales Inc.
Seattle, Wash.

Coast Guard Thanks

EDITOR:

I would like to express through your magazine the appreciation and thanks of the U. S. Coast Guard to each and every one of the 1,500 radio stations that broadcast the Coast Guard program Eyes Wright this past fall and winter.

The cooperation shown by the hundreds of program managers who responded to our questionnaire in connection with this program has been magnificent. Not only do I feel we have made some fine friends among the radio people but the responses have been most helpful in evaluating the direction of future efforts in the line of public service program development.

Oliver A. Peterson
Captain, USCG
Chief, Public Information Div.
Coast Guard Headquarters
Wash., D. C.

Watch B&T

EDITOR:

. . . Doing without B&T each week would be like trying to get along without a watch. It's marked and routed to account execs all over the place.

Here's to a brighter am-tv future, because we have B&T to help us fight our battles.

Thomas J. MacWilliams
Tv Director
Smith, Taylor & Jenkins Inc.
Pittsburgh, Pa.

British Commercial Tv

EDITOR:

May we have permission to reprint the article, "Britain's Experiment with Commercial Tv," which appeared in your issue of Jan. 24? We believe this would be of interest to our readers, who are engineers and management executives both here and abroad.

Dorothy J. Stefany, Gen. Mgr.
Electronics Digest
Hollywood, Calif.

(Editor's Note: Permission granted.)

Acceptance 'Down Under'

EDITOR:

Was pleased as punch to receive a letter from Amalgamated Wireless Ltd. of Australia requesting a copy of the recently-published WXYZ-TV brochure, which resulted from a paragraph in the Jan. 3 issue of B&T. Further proof of the acceptance of your fine book—even "down under."

Robert Baldrica, Director
Advertising & Sales Promotion
WXYZ-AM-TV Detroit

Broadcasting • Telecasting
"Solid as a Storer Station" is
a compliment applied only to a station whose
solid foundation in the community it serves is
exceeded only by solid selling on the air.
For a sales campaign that is successful, satisfactory
and solid — sell on a Storer Station.
Offering the biggest daytime coverage in Texas

KENS
First or in a photo finish in all rated time segments
(Pulse of San Antonio, November, 1954)

KENS
has the top-rated local personalities who are San Antonio's big audience-getters too!

Express-News Station
KENS
680 CBS
SAN ANTONIO, TEXAS

Ask FREE & PETERS, Inc. for details
UNCLE JOHNNY COONS

THE Uncle Johnny Coons Show, which premiered in a number of CBS TV markets Friday, May 19, might have been accurately billed as "Sminlin' Johnny Coons' Gang, featuring Mickey McGuire."

At first glance, the viewer was tempted to believe he was watching an old Our Gang comedy, with the late Sminlin' Ed McConnell delivering the commentary. It turned out to be, however, old Mickey McGuire himself on a wild animal hunt; Mr. Coons thoughtfully dressed for his own safari and with kind words for Pepsodent toothpaste, Good Luck margarine and Lifebuoy soap.

Just in case the kiddies didn't quite know what a safari was, Mr. Coons was quick to explain, "Well, I'm s-fari away from home," then thought better of it and added weakly: "Not good, huh?", a question he might well have asked about the entire program.

Old Uncle Johnny had some gimmicks—a trap for banana-hungry monkeys and another for bears, neither of which worked, though Mr. Coons did. The best part, from at least one nostalgic corner, was the Mickey McGuire film with Hambone, Stinky Davis and other old-timers. This was presented in two parts, separated by a Good Luck marginal commercial and some more Coons sideline involving a non-speaking waiter (George) who got caught in the bear trap, and a live bear who attacked Mr. Coons. Mr. Coons was more effective in his commentary on McGuire's tribulations.

It developed, too, that the natives used Good Luck as bait, according to Mr. Coons, or was it Lifebuoy? In any event, the clincher came when Uncle Johnny offered his youthful viewers a set of 10 aluminum trading cards showing jets, rockets and other planes. All they had to do was tear off the flaps from one of the advertised products.

Production costs: Approximately $7,500

Sponsored by Lever Bros. Co. (Pepsodent, Good Luck, Lifebuoy), on CBS-TV, Sat., 1:30-2 p.m. EST.


RED BUTTONS

HISTORIANS who study the course of television's eighth commercial year may well call 1954-1955 the season video comedians turned from show business to domesticity. There's Danny Thomas, who may be considered one of the pioneers in this development. There's Jackie Gleason. And now there's Red Buttons.

All three of the above-mentioned are comics of the stage-screen-night club milieu (as the press releases say). But, lo and behold, now on the TV screen they are all wrapped up in the silken folds of Hymen.

Take Red Buttons, for example. For the last several years, "towable," a night club barker, Red has clowned, sweated, knocked himself out in various attempts to win the hearts of the unceasing millions of TV viewers. His success has been tenuous at best. He has, by his own admission, run through 87 writers. This winter he has latched on to Bill Davenport (Ozzie & Harriet) and Johnny Green (Blondie, Danny Thomas, Dear Phoebe). Latched is the right word, too, for according to NBC, Buttons has signed them for life—the life of his tv commitments, that is.

These writers have come up with a new Red Buttons—yes, you've guessed it . . . a married Red Buttons who plays himself (a tv comedian) married to lovely Phyllis Kirk. There's also a network vice president, played by Paul Lynde, and a tv director, played by Joe Silver.

Buttons remains the same frenetic button— the bantam in impossible situations. The skit we saw—and it can be called nothing more than a skit, albeit 30 minutes long—concerned the mistaken belief that Buttons and his pal, the director, had struck it rich in uranium stock. One of the funniest scenes was Buttons' arrival at the network veep's office, clad in cloak, muffer, opera hat and walking stick— the sign of his new found status as a millionaire. A different plot was added to the rude awakening and the frantic attempts to regain the good graces of the network vice president.

Paul Lynde was great as the network vice president. Here was a pikew network v.p.— who 52d-floored the employees and the talent, and, when alone, flew paper airplanes out the window. Here was a mobile face—which glovered like a tycoon and grinned with the demonaic glee of a psychotic. The man is delightful.

Miss Kirk was . . . ah . . . decorative. Mr. Silver was . . . ah . . . adequate.

It was a fluffy, from-the-half-hour's entertainment and probably a contented 30 minutes for them that like that sort of thing. For us, we'd like to see a little more originality in these situations . . . let's see, a Red Buttons plot in the suburbs, newly-married, a struggling young pharmacist . . . lawn mowing, bingo games, volunteer fire department . . . you take it. Frewingham, I've got a story conference with Walter Hampden about a new situation comedy . . . a guy with a terribly long nose married to a gal named Roxane . . . 17th Century Paris . . . sort of a three-Musketiers type but . . .

Production costs: Approximately $40,000.

Sponsored by Pontiac Div., General Motors Corp., through MacMenus, John & Adams. Broadcast on NBC-TV, Fri., 8:30-9:30 p.m. EST (3 out of 4 weeks).

Producer-director: Joe Oshins; musical director: Elliott Lawrence; writers: Johnny Green, Bill Davenport.

Cast: Red Buttons, Phyllis Kirk, Paul Lynde, Joe Silver. 

* * *

BOOKS


HERE under one cover are 32 talks given last August at tv program clinics held in New York, Chicago and Los Angeles. For those who did attend the clinics, the volume is sure to recall the best of the ideas which then were expressed orally.

A good sample of broadcasters names are found among the speakers, including Clair R. McCollough, Charles Vanda, Lawrence H. Rogers II, Hamilton Shea, George R. Torge, Kenyon Brown, Norman Gittleson, Norman Knight, Milton Timme, Earl E. Lee, Frank Mueller, Sherman K. Headley, G. Pearson Ward, John T. Murphy, Ken Kennedy, Joe Drilling, Harold P. See, Jean Paul King, George Whitney, Len Higgins. In addition, there are about a dozen talks interviewed by tv program people and a representative number of network officials, whose talks are recorded.

Various aspects of tv programming are covered, including low-cost production; local news, sports and special events; public service tv; low-cost music and specialty programming; film buying; small market tv operation; color tv; tv promotion; originality or inventive twists in tv programming; educational programming, and numerous other topics.
WXEL is now
Basic CBS Television
in Cleveland (starting March 2)

Maximum power—316,000 watts ERP — with greater Grade-A coverage than any other Cleveland station.

a Storer Station—which means the finest in programming and service.

It's a triple combination you can't beat for selling results in the 4 billion dollar Greater Cleveland market!

now Basic CBS Television Network

WXEL Channel 8
Cleveland

Represented nationally by the Katz Agency
OWNERSHIP LIMIT IS OFF
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Satellite Station Plan Receives Further Support

LOW-POWER tv proposal of FCC received further support in comments filed Friday by Crosley Broadcasting Corp.; ch. 2 KREM-TV Spokane, Wash.; ch. 5 KFXI-TV Grand Junction, Colo.; ch. 34 WILK-TV Wilkes-Barre, Pa.; WAWX-TV Vernon, Fla., and Montana U. Proposal would allow minimum 100 w from any antenna height in cities under 50,000 pop., and would allow satellites. Deadline for comments has been extended to April 1 (story page 7).

Crosley feels satellite bids should be considered on case-by-case and area-by-area basis. KREM-TV does not oppose, provided additional tv rule waivers are not allowed, especially multiple ownership or duopoly bans. KFXI-TV wants population requirement lowered to 25,000. Megawatt WILK-TV does not oppose, but fears possible abuses as major market stations expand to secondary areas through low power outlets. Montana U. believes low power outlets will enable educational tv at one-half present cost.

KOB Loses Third Appeal From New Mexico School Tax APPEAL may be taken by KOB-AM-TV Albuquerque from New Mexico Supreme Court ruling that radio stations must pay state school taxes on intrastate business. This is third such ruling in half-dozen years. Station is fighting payment of school taxes on advertising revenue. It has been paying taxes under protest. On three occasions it has won case in local court, losing Bureau of Revenue appeals.

KOB has continued part of its business cannot be declared intrastate when stations are regulated by government as interstate business, with federal law forbidding state from placing burden on interstate commerce. New Mexico Broadcasters Assn. and NARTB expected to consider participation in appeal proceedings.

WNDU-TV to Open July 15

WNDU-TV South Bend, Ind., granted to U. of Notre Dame, has set July 15 as target date for start of operation. Bernard Barth, vice president and general manager of Michiana Corp., reported Friday. Ground-breaking ceremonies for studio and office facilities took place on university campus earlier last week. Station is NBC affiliate and will operate on uhf ch. 46 with 12.5 kw transmitter and 538-ft. tower. WNDU-TV will be represented nationally by Meeker Tv Inc., according to Mr. Barth. William (Tom) Hamilton, former CBS sales executive, is sales manager and George Smith chief engineer. Cost of station placed at $750,000.

New Jersey Daytimer Sought

BID for 1 kw day on 540 kc at Ridgewood, N. J., filed with FCC Friday by S. Richard Stern and Jimmy Stern, New York public relations consultants, with request application be consolidated in April 28 bearing on 560 kc bids of Great South Bay Bstg. Co., operator WBRS (FM) Bay Shore, N. Y., and George V. Spohrer, Syosset, N. Y.

SALUTE BY HOPE

SALUTE to radio industry will be given by Bob Hope and guest star David Niven on Bob Hope Radio Show March 3 on NBC Radio. Plan also will give their version of "Magic Wires" show from infancy to present time, with satires of commercials, disc m.c.'s, daytime serials and mystery shows.

Senate Group to Consider Station Ownership Ruling

SENATE Commerce Committee will take up U. S. Circuit Court of Appeals ruling eliminating numerical limitation on station ownership by single person (see early story page 27), Committee Chairman Warren G. Magnuson (D-Wash.) said Friday. He said decision "poses a grave question for the adequacy of the Communications Act to prevent monopoly." FCC Comr. Frieda B. Hennock said she favored appeal of decision to Supreme Court. She said ruling encourages monopoly, and that repealed section did not go far enough. She favors limiting single ownership to three tvs.

Curtis Drops New Tv Weekly

SUSPENSION of Tv Program Week, program listings and tv articles publication for consumers, announced by Curtis Circulation Co., subsidiary of Curtis Pub. Co. Announcement said two-month-old periodical would be discontinued, as of latest issue last week, "until further notice," and attributed move to "unexpected complications" with respect to production costs.

Clear Channel Rule Hit

PROTEST by Clear Channel Broadcasting Service against FCC's ruling to allow secondary stations in U. S. territories to use clear channels full-time was turned down by Commission in memorandum issued Friday. FCC concluded secondary use of U. S. clear in territories, under certain conditions, would not prejudice talks with Mexico in April nor ultimate finding in daytime skyscraper case. FCC noted its new policy allows U. S. citizens in territories to have same rights to clear as already enjoyed by foreign countries located closer to continental U. S.

Fresno Station Asks Shift

JOHN POOLE's ch. 53 KBID-TV Fresno, Calif., petitioned FCC Friday for switch to ch. 18 with educational reservation attached. Requested latter being changed to ch. 53. Alternative proposal: swap operation for ch. 30 at Madera, Calif., move KBID-TV to ch. 30.

UPCOMING

March 4-6: Hi-Fi Fair, Hotel Harrington, Washington.
For other Upcomings see page 116.
as Beloved... as the Easter Bunny

He's Milky, Twin Pines Farm Dairy's Magic Clown! And Detroit boys and girls say his name with the same excitement as "Easter Bunny" or "Santa Claus." Milky has delighted youngsters for two hours every Saturday afternoon for more than 4 years on WJBK-TV, with Pulse and ARB ratings (January, 1955) of over 21.0.

AND THE RESULTS HAVE BEEN SALES MAGIC, TOO! WE AT WJBK-TV ARE MIGHTY PROUD OF THE BIG PART WE'VE PLAYED IN TWIN PINES' TREMENDOUS INCREASE IN SALES DURING THIS PERIOD . . . AN INCREASE OF OVER 200%.

Success stories like this prove the potency of WJBK-TV's Channel 2, with top CBS and local programming, 1,057-foot tower and far-reaching 100,000 watt maximum power. We'd like the opportunity to perform the same job for your product, too.

WJBK-TV
DETROIT

Represented Nationally by THE KATZ AGENCY
National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690
Ted Cott, Operating V.P. Of NBC Radio, Resigns Post

TED COTT, operating vice president of NBC Radio network and key figure in exploitation, promotion and merchandising of NBC properties and activities, has resigned, effective March 1, NBC announced last Friday.

His resignation completes departure of two top operating heads of NBC Radio network for past year-and-half, William H. Fineshriber Jr., having resigned 10 days ago, also effective tomorrow, as vice president in charge of radio network [B&T, Feb. 21].

Mr. Cott has been with NBC since April 1950, when he resigned as vice president in charge of programing for WNEW New York to become general manager of NBC-owned WNBN-AM-FM and WNBT (TV) New York (now WRCA-AM-FM-TV). He was elected vice president in March 1952. With separation of some of radio and tv functions of NBC networks in July 1953 he was named operating vice president of radio network, under Mr. Fineshriber. Additional duties in exploiting talent and program subsidiary rights were given him in March 1954.

Senate Juvenile Group Plans Tv Impact Hearings

SENATE Juvenile Delinquency Subcommittee has placed at top of its list investigation of impact on children of television horror and violence shows and movies, Sen. Estes Kefauver (D-Tenn.), chairman, said Friday.

Subcommittee is slated to release special report on tv programming, but is withholding report until additional hearings are held, Sen. Kefauver has said. Senate group probably will not hold hearings until April, James H. Bobo, chief counsel, indicated Friday. Subcommittee has asked Senate for $154,000 for its investigations for period ending Jan. 31, 1956 (see story, page 30).

Mr. Bobo said juvenile delinquency group expects to retain "someone familiar with motion picture and television broadcasting industries" on consultant basis to help conduct probe.

Kefauver statement was made at organizational meeting of National Conference on Juvenile Delinquency.

Media Work Decentralized By Biow-Beirn-Toigo Agency

BIOW-BEIRN-TOIGO Inc. has decentralized agency's media work and placed it in closer liaison with creative groups responsible for various accounts, F. Kenneth Beirn, president, announced Friday.

He also announced appointment of Louis Berger as vice president and director of marketing and John Kucera as vice president in charge of all advertising activities. Mr. Berger will coordinate agency-wide problems of media and research groups and Mr. Kucera will work with all media groups and all account groups on timebuying. Function of overall director of media will be abolished.

Walter Smith, vice president and director of media, has resigned to become vice president and account supervisor at William Esty Co., New York.

BISHOP'S ROSE

HAZEL BISHOP will celebrate its fifth birthday with all-out campaign, spending over $1 million promoting its new lipstick shade, "Red Rose." The promotion will be exploited on all Bishop's television programs. Merchandising and promotional tie-ins have been worked out whereby Rosies Inc., National Rose Trade Assn., is scheduled to name red rose official national flower; Cohama Fabrics is using number of "Red Rose" fabrics; Everlast Fabrics has prepared new rose designs; huge rose festival on trade and consumer level is in works, and leading designers are ready with new rose red fashions.

Doeskin Says Housewives 'Are Returning to Radio'

DOESKIN PRODUCTS Inc. (paper specialties) believes housewives are returning to the radio for information and entertainment, according to Emanuel Katz, Doeskin president.

Firm is switching advertising emphasis from tv to radio and newspapers, beginning April 4. He said change reflects company's belief that housewives are "sticking to their household chores" and that "more or less passing up extensive morning movie shows."

Firm will sponsor Dr. Norman Vincent Peale on 199 NBC Radio stations (Mon.-Fri., 10:05-10:15 a.m.). It will drop once-a-week participation on CBS-TV Robert Q. Lewis Show in 60 markets. Agency is Grey Adv., New York.

Doeskin said radio series gives it over three times number of market areas that can be reached via tv.

Sen. Butler Offers Bill For Radio-Tv Libel Relief

RADIO and tv stations would be exempted from libel action for statements made by political candidates under provisions of bill (S 1208) introduced Friday by Sen. John M. Butler (R-Md.), member of Senate Commerce Committee. Bill would amend Communications Act.

"Legislation of this type has long been needed," Sen. Butler said in statement, adding, "present law places the radio and television industry at a distinct disadvantage. In effect, it..."

MAGNUSON'S 25TH

SEN. WARREN G. MAGNUSON (D-Wash.), chairman of Senate Commerce Committee, last Friday night was honored on occasion of his 25th year in public service at testimonial dinner given by Democratic members of Washington State Legislature at Olympia. Sen. Magnuson began in 1931 as assistant prosecuting attorney of King County (Seattle), served term in legislature, term as King prosecuting attorney, went to Congress in 1936, served four terms and went to Senate in 1944.

• BUSINESS BRIEFLY

FORD SPOT DRIVE • Ford Dealers, through J. Walter Thompson Co., N. Y., placing radio-tv spot announcement campaign for two weeks beginning in March, with different starting dates in each district. Areas to be covered will be based on Ford district plan, probably about 20 or 25 markets.

GLAMORENE SPOTS • Glamorene Inc. (rug cleaner), through Hicks & Greist, N. Y., placing radio spot announcement campaign in number of markets, effective April 11 for eight weeks.

CHRYSLER TO DECIDE • Chrysler executives this week muling future of Chrysler sponsorship of CBS-TV's hour-long Shower of Stars color extravaganzas, with final decisions expected in near future.

DELANEY SPOTS • Delaney Frozen Foods planning to start radio spot announcement campaign in half-dozen markets early in March. Erwin, Wasey & Co., N. Y., is agency.

also places the broadcasters in the unpleasant and un-American role of censor. They are not qualified to censor political broadcasts.

Under Butler bill station would be free of liability for statements by "legally qualified candidate for public office" unless station participates "wilfully, knowingly and with intent to defame."

Sen. Butler said candidates should be willing to assume responsibility, and added that in past, "when broadcasters in attempting to carry out the provisions of law have interfered with what a candidate wanted to say they have frequently caused ill-feeling and been unfairly accused of political favoritism."

Even though broadcasters have been in complete disagreement with what candidates had to say, "they have been hailed into court as co-defendants," Sen. Butler said, adding, "My measure seeks to correct these injustices."

New AT&T Tv Links Cut Remote Area Costs

OFF-AIR interconnection service for tv stations in remote areas—at charges possibly half that of direct common carrier interconnection—are ready to be offered, AT&T informed FCC Friday.

Company would install relay facilities between nearest interconnected network station and customer station, with charges to be determined on individual basis, AT&T said, and with customer making arrangements with station and network whose signals are picked up. Service would be lower grade than that provided by direct interconnection, Bell company pointed out, through elimination of direct control of signal, of monitoring and of supervision, and reduction of some equipment features. Channels, for both video and audio and monochrome and color, will be furnished fulltime, with initial minimum contract three years, AT&T said.

AT&T Long Lines Dept. estimated charges involving distances of about 100-125 miles between two stations will average about half those for direct interconnection, but warned that differences will vary "substantially," with greatest savings for longer hauls.

February 28, 1955 • Page 7
These five important metropolitan areas plus countless industrially rich cities and towns make this vast WGAL-TV market area a multi-billionaire prospect for your advertising dollar. Use WGAL-TV to reach three and a quarter million people with an effective buying income of $5 billion. Share in the almost $3 billion they spend for retail goods annually.
TAKE IT OR LEAVE IT • One inside report on why San Francisco was selected by GOP for 1956 convention goes this way: Ike, at appropriate time, will announce he won't run again, to retire to his new Gettysburg farm. He will anoint Chief Justice Warren as his choice (Warren began his career in San Francisco Bay area). Nixon, for geographical reasons, obviously would be dropped for No. 2 spot, with likelihood that Sen. Dirksen (R-Ill.), representing rightwing Republicans, would get vice presidential nod.

FRIEDA'S NEW PROJECT • Lady Comr. Frieda B. Hennock was hard at work last week on chapter and verse blasts against "Plotkin Memorandum" and "Jones Progress Report" in response to request of Chairman Magnuson (D-Wash.) for comments from FCC. Her voluminous document takes issue with both reports and, according to responsible source, "tells networks where to get off." FCC meets this week to draft response to Magnuson request for comments.

McCONNAGUEY OUTLOOK • Despite rough examination by Senate Commerce Committee last Wednesday, odds are heavily in favor of confirmation of George C. McConnaghey as FCC chairman. Committee is expected to act sometime this week, although hearing record was kept open.

SELECTIVE DE-INTERMIXTURE • Active consideration will be given by FCC to "selective de-intermixture" on case-by-case basis, as proposed in "Plotkin Memorandum" and endorsed by FCC Chairman George C. McConnaghey in his confirmation testimony before Senate Interstate Commerce Committee last week. It may work either way—dropping out of uhf assignments to make market exclusively uhf, or eliminating unused or uncommitted uhf assignments to make market all uhf. FCC's moving cautiously in authorizing additional uhf stations feeling it's compelled to do so because of network disposition to switch to v's from u's whenever available.

LOU POLLER, who acquired facilities of WOKY-TV Milwaukee (ch. 25) in parcel whereby CBS purchased ch. 19 facility (now WXIX-TV) for $35,000, is asking FCC for permission to suspend WOKY-TV for six months. This, he is advising FCC, will give him chance to "appraise market and business conditions." Meanwhile, Poller, who also sold WCN-AM for $250,000 [B&T, Jan. 31] is moving from Milwaukee to Washington, D. C. He owes 51% interest in WARL Arlington, Va. (Washington suburb), but presumably will dispose of that also to his brother-in-law and partner owner, Cy Blumenthal.

OFF FOR MONTH'S TOUR OF CARIBBEAN WITH HIS WIFE, Mr. Finshirber is pondering at least two offers. He's expected to make his decision sometime in April.

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GEARED TO THE BIG RURAL MARKET

BIG "D" JAMBOREEE
A. B. Jolley - Stamps Quartet

From early Monday until 12:00 midnight Saturday, and Sunday, too, the GREAT FARM MARKET of North Texas and Southern Oklahoma is tuned to KRLD.

"THE BIG D JAMBOREE," each Saturday night from 8:30 P.M. to 12:00 midnight, starring 60 of the nation's finest hillbilly and western talent with famous guest stars each week. Emceed by popular Johnny Hicks and John Harper. 3500 to 5000 live, paid audience from hundreds of miles jam-pack the big Sportatorium. Extraordinary merchandising privileges available to advertisers.

A. B. JOLLEY: KRLD Farm Director, Farm Editor of the Dallas Times Herald, and former Dallas County Agent, widely recognized authority on farm, livestock and poultry problems, broadcasts accurate, dependable information and expert help each Monday through Friday 6:45-7:00 a.m.; 12:00-12:15 Noon and every Saturday 6:30-7:00 a.m.

STAMPS QUARTET: The Southwest's best known and most listened-to Religious Singing Group fills the airwaves: 8:15-8:40 and 10:30-11:00 p.m. each Sunday; 6:00-6:15 a.m. and 12:30-12:45 Noon each Monday through Friday on KRLD.

TELL AND SELL the Southwest's Largest Rural Market with "Radio-Active" KRLD...Sponsorship information furnished immediately upon request.

KRLD 50,000 Watts
EXCLUSIVE OUTLET FOR CBS NETWORK SHOWS IN DALLAS AND FT. WORTH

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER
THE DALLAS TIMES HERALD STATIONS
Exclusive Representative: THE BRANHAM COMPANY

John W. Runyon, Chairman of the Board
Clyde W. Rembert, President
WEAVER SCANS THE WAY AHEAD

ANOTHER B*T "first" was chalked up this month when NBC President Sylvestor L. (Pat) Weaver sat down with B*T editors at our Washington headquarters and answered their questions regarding current trends in broadcasting. A spool of magnetic wire recorded it verbatim, not missing a single question or answer, cough, laugh or awkward pause. Transcribed with a minimum of editing, that record is published here as the first B*T roundtable interview.

Q: Everybody's asking what color is going to cost. Have you established a rate card for color as against black-and-white?
A: Our production rate card is for both color and black-and-white, and there is no differential between the black-and-white and color. There's an interconnection fee and that's all.

Q: Will that be a set rate?
A: I hope so. That'll be in the future. I've always thought that color rates would be like the black-and-white; there's no difference in charges for an advertiser between the home with a small screen and the big screen. You know, it's all part of the technical development of a medium—television. Color will have a lot more impact than black-and-white, it's true, but so will a man with a 27-inch screen, perhaps, get a lot more impact than a man with a 10-inch screen. But we count them both as the same people. So, as the medium itself can afford to take general increases, I think we will cover the additional cost that way, rather than ever getting to a two-circulation figure.

Q: Under that system, why should an advertiser use black-and-white? Won't he always take color if the price is the same?
A: Exactly, except his production charges will be higher, and there's the interconnection fee. I don't know that he'll have the option of going to black-and-white in the long run. I think this will certainly be a color service. I don't think there will be any black-and-white.

Q: Do production costs run any higher?
A: Yes. They run higher. I'd say 25% higher.

Q: That's show for show—it costs you 25% more?
A: Something like that.

Q: Color in newspapers carries a minimum increase of 25% and magazine color usually runs about 50% more than black-and-white?
A: Of course, you're delivering color to all of the people. With our case, if we get into a double circulation count, we'll have a color circulation and a black-and-white circulation. You see? Then the advertisers would much prefer to pay us a bonus on color circulation, to buy sets as they come out. This would be a very complicated and possibly erroneous way to operate the transition to the color system.

Q: If there is only one charge and the advertiser wants black-and-white, won't he demand a discount?
A: Well, he won't get it. He can demand whatever he wants. What are the real costs? All those costs are going to be paid or they aren't going to be in color. The distribution of programs over telephone lines will be paid for extra. What is the cost at the local level? I don't know what it is going to be. If you go to two rates, a color rate and black-and-white rate for time, then the color rate will be bound to the number of color sets. So you'll go through a period of time with rates changing all over the place and . . .

Q: Isn't that the operating procedure in the advertising field?
A: With a difference, though. When you have a color ad in a magazine everybody who isn't color blind sees it. When you have a color program on television nobody sees it in color except the people with color sets. Do you think the advertisers are going to pay for the color sets compared to the black-and-white sets? Do you think that? We'll build a business on a basic rate. We'll get color circulation. With that additional impact our rates can go up.

Q: Have you talked to your contemporaries in the network field as to what they propose to do ratewise?
A: No.

Q: Well, now, maybe the problem here is a question of terms. What you're saying is that rates will not go up?
A: I'm not saying they would not go up. They're not going to go up for color.

Q: As more and more color sets are out they become more valuable? In other words, you picture a transition until all your programs will be in color?
A: Yes, that's a long time of course. But what I'm saying is this: I think where you are looking at a rate card—like Norby, the fellows at Kodak are saying, our rate is a million sets, so we pay the color bonus for a million sets. Then we go to our affiliate in, say, Ashitubala and he counts how many color sets he has and he has his gimmick in there; and everyone is running around checking and the whole thing is a mess.

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Q: As more and more color sets are out they become more valuable? In other words, you picture a transition until all your programs will be in color?
To assure a successful operation, a surgeon first checks the inside facts with a fluoroscope or x-ray. And what x-ray does for the doctor, the 600,000 IBM cards compiling the J. A. Ward survey can do for an advertiser. With them he can, for the first time, assure a more successful business operation.

Here, for example, is an x-ray analysis of one of radio's most influential daytime radio shows—Queen for a Day; heard five days a week on Mutual coast-to-coast (11:30-12:00 noon):

First—a big audience—2,487,000 daily listeners on the average. And remember, these are people listening, not just sets tuned in.

Second—more than 75% of all shopping is done after Queen is heard. Queen's listeners make most of their purchases while the commercials are fresh in their minds. And more than a third of them hear it regularly in the kitchen. You can help make up their minds while they're making up shopping lists.

Third—nearly 70% of Queen for a Day's audience can not be reached by any television show no matter how popular, because 1,721,000 of them simply do not have TV sets.

This x-ray shows what P. Lorillard gets for its Old Gold on Queen for a Day in its fourth year of sponsorship. There's still room for a companion advertiser five mornings a week.

Let Mutual's Mister Plus develop the picture further for you.
of impact, has served very well and is a much more sensible way to go ahead. I’m not saying that this is agreed to by everybody; we haven’t gotten into it. We’re working now. It is the way I think we can make the transition with the least amount of wasted effort. And get our proper value for what we’re selling—on an equitable basis.

Q: Don’t you depart from your magazine concept?
A: No, you don’t. Because you’re still saying that the advertising people will not see through what you’re saying, which is: you can pay extra for color when you don’t deliver color. Because that is not going to happen. You aren’t going to get 25% extra for color when nobody can see it. Are you?

Q: The advertiser has the option of buying it. This is the rate. He knows what he is getting.
A: When he buys color in the magazine he gets color in the home, except for people who are color blind. When he buys color on TV he gets black-and-white in the homes, except where they have color sets. He knows that. There’s no use for us to set up some forward plan on the basis that the advertising people are not going to be “hep.” They’re going to see right through that. That’s a lovely thought, but it just wouldn’t last five minutes in the agency business. We’re dealing with the top marketing people in the world, the advertising agencies.

Q: Then, their costs in color are just the extra production costs?
A: And interconnection. And, as the medium has more power to deliver, when you buy it, you have to pay for it.

Q: Two years hence, ten years hence, do you feel that the trend in network programming will be toward the big show occasionally, more of the “spectacular” type presentation, and less of the regularly scheduled once-a-week, half-hour, same-time, same-station program?
A: Even with the “spectacular,” you have the same-time program, same-station, three weeks out of four. I think that we would hope that the different kinds of entertainment that we would offer would continue to extend themselves. But that does not mean that you’d ever be less than three out of four except in special circumstances, like the Sunday plan we announced, where you have two Wide Wide World, one NBC Opera and one Maurice Evans drama, all 90 minutes in color, where you’d have something quite different each week.

We think television is going to have the forms where advertisers can find ways responsive to their needs to spend their money and where we can do the programming that will attract light viewers as well as heavy viewers, mainly bringing in people who will not work in television every week and also more creative groups doing more shows through our facilities.

Q: Hence achieving a greater variety of presentation?
A: Right. The “spectacular” is really a 90-minute form through which we can do anything in the world with any producer in the world, any cost in the world, whatever... will get an audience.

SPECTACULAR: “A 90-minute form through which we can do anything in the world with any producer in the world, any cost in the world, whatever... will get an audience.”

Q: This gets right back to your “magazine” concept. doesn’t it?
A: Absolutely. It’s really a concept that all money to be spent in promotion will be increased as part of our incentive economy as it develops. More people are reached by broadcasting than the printed media and they are really reached in more different ways, now that you have pictures and now that you are getting color. The only thing is—the radio formula was a very restricted national advertising formula. In a large part, purposely restricted by those of us who were in it because it was very effective for a top group of advertisers. There wasn’t any particular pressure to cut everybody else in on the melon.

Q: Is there a reason why you are thinking along these terms? Do you need money?
A: We need more money, certainly. There are two reasons. One is that you do want the money because you can then have a better service and a more vital medium. The other one is a question of equity.

Television is so much more important than radio was that, while it really didn’t matter if the big advertisers took over radio, they did have a way of selling their goods effectively. That’s not true in
television. If television were limited, for instance in the soap field, only to the big three, the other companies would go out of business, literally go out of business. They could not compete without television, in terms of selling. This is something the other media may not believe, but I'm sure it's true and I am sure that most agency people would agree to it, too.

Q: It was also true in radio, wasn't it?
A: It's true that the other brands, the smaller companies, did use radio in one way or another, but it wasn't vital.

Q: The Alka-Seltzer Co. started from scratch and practically consumed the entire headache market, didn't it?
A: Yes, I see what you mean. In certain lines that moved into radio, they did absolutely take the entire market with broadcast advertising. I thought you meant that radio insured the position of the top people. I think that is true, but television is just so much more powerful. I don't think your Manhattan and Los Angeles Soap companies, White King and of course, Fels Naptha, if barred from television, would be able to compete successfully in the future years.

Q: Is there also an element of enlightened self-interest? You wouldn't want television to be considered a monopoly or permitted to be a monopoly of the larger advertisers?
A: Yes. Regardless of the government's position, it seems to us it would be wrong to set up a form that automatically strikes out most of the advertisers. Isn't it much better for the advertisers and, therefore, for the big companies, too, because it will reduce their costs and they'll reach more people, to set up a strongly supported system, which we've got?

NEW, HARD, COMMISSIONABLE DOLLARS

Q: In your Detroit speech you suggested what might be an interesting concept—getting advertising support from the heavy goods industry. Do you mean institutional advertising?
A: Yes, except that the curse is the word "institutional"—which comes historically from the fact that there are a lot of businesses that fundamentally think of the manufacturers they supply as their customers. They have no real relationship with the consuming public, and that's the way it's been all through history. But I think something new is coming that is going to change all that. I've talked to enough of them to know that this is something we can sell and it will be a great thing. I might say, for the trade—certainly, for all advertising people and information people, whatever line they are in.

It comes about for this reason: If you're in a consumer goods era where the promotion pressure is hard and high on the consumers, those who do the best will get the biggest share of the market. Therefore, manufacturers who are not doing a good job in selling their lines will collectively ruin a given category of business.

For instance, if the rug manufacturers don't do a good promotion job so that instead of buying rugs people buy color television sets, new cars, appliances for the kitchen—pretty soon the people who are interested in the rug category, not just the consumer, the last unit, but the other people, will move in to promote the use of rugs in American homes, or homes will be rugless. It will just be that simple.

You can go on to Bethlehem Steel and to the locomotive people as railroad travel falls apart. When travel itself builds up you'll see some product categories losing money because people say, "Let's not buy that; let's go to Mexico." Now to combat that, the people who are selling a product are going to increase promotion, and the people supplying the people who sell the product are going to start promoting, and they're the blue chip capital goods companies with these tremendous dollar volumes and virtually no sales cost. That money, supporting the major categories, will in itself mean a tremendous increase in dollars, hard dollars, new commissionable dollars for the agencies and new support for the media.

Q: You would think of this as sort of an extension of the type of thing U. S. Steel is doing with its dramatic show?
A: That's right. U. S. Steel in a way is supporting the categories with which it does business. It is more than institutional. The old idea of institutional in the sense of—in appreciation of our profit position we bring you tonight a concert—it really not what we are talking about. We are talking about the heavy goods people looking at the end result of how their business is going to be, depending on consumer demand, and saying, "We are not going to leave it to our product advertisers; we ourselves are going to actively promote the area or category in which we are interested."

Q: Take the American Assn. of Railroads . . .
A: A great deal of the money will be spent through associations. I think they will have a big jump.

Q: Can you visualize this new class of advertisers you've been talking about—the heavy industry or the supplier of raw materials or semi-finished fabricated products to consumer goods producers—as being primarily users of programs or participations in programs?
A: That would depend, I think, on whom they were trying to reach and what they were trying to say. It would not be institutional, again, in just the sense that they are spending their money for nothing, for just some vague feeling of thanks. It would not be that. This still would be a marketing job.

They are protecting their business by seeing to it that the public spends money in the category in which they're interested. How they best do that will depend on their business, who they want to reach, and whether it needs to be frequently or whether it could be on an occasional basis. There'll be a spread.

For instance, it's quite possible that in the course of bringing such business in, where the messages particularly at the beginning won't be articulated, it will be new. Opinion influencing groups could be reached better through, let's say, the operas or the Wide Wide World or the new Maurice Evans Show than through participations in an entertainment program, straight entertainment. I think that would be likely as a matter of fact.

It would be somewhat out of character to go out of Martha Raye and into a pitch by the Baldwin Locomotive company. I don't see quite how we'd handle that. On the other hand, a participation would be desirable in a series of Sunday afternoon shows aimed at the big audiences, but with quality entertainment, and thinking particularly of the opinion-influencing group in America—the people that you reach with your Harper's and Atlantic and your news magazines and so forth, but vastly extended—including all the preachers, the teachers, the lawyers and the professional people.

Q: Are you getting away from brand names entirely in this?
A: In this category they might mention brand names. If you were the company that made the manufacturing machinery for the rug people, you might mention the carpet companies that you serve. But it will be like Reynolds Metals mentioning the products they package for. You see, they're doing it, really. In addition to selling Reynolds Wrap, their own basic consumer product, they are using it to try to push forward their business of packaging with aluminum.

Q: I assume this has progressed beyond the thinking stage. Have you any particular prospects in that category of advertisers?
A: We have talked to a few. I don't know that we have any that we would want to have listed because it might stop the sale. It might be premature.

Q: You mentioned the need for more money to do the optimum
HEAVY GOODS INDUSTRY: From it can come “a tremendous increase in dollars, hard dollars, new commissionable dollars for the agencies and new support for the media.”

some other kind of programming, which is the reason for so many of the things that we’ve tried to do at NBC.

Essentially, from the beginning, at NBC we have appealed to the stations not to cut back on us too soon, to let us have the resources to keep on doing the good things because our margin of profit has always been so low and still is. If, through whatever force, we have to change the method of our operation and our present amount of resources is cut back in any way, it can only mean a degraded service.

Q: The matter of option time is one of the points made in the Plotkin Memorandum [B&T, Feb. 7]. Do you think you can revise the present option arrangements and still do business?

A: I am not going to address myself to the points of the Plotkin Memorandum. Those are points that will be covered presumably in a thorough inquiry into the facts. Until that is made I think it is premature for us to become alarmed by any points that are raised and we’re not going to make any statement.

Q: Do you think the Plotkin Memorandum is one man’s opinion?

A: I think that would be a comment on the Plotkin Memorandum if I answered that. We are on record as to what we think a great network service should be. We know that today we are greatly handicapped by not having the resources to do the job. We know that if we do not do it, and I include Columbia, the American public will suffer from a degraded service and from the reduction of the instrument to the toy in the living room—which will happen if the pressures of the immediate needs of advertisers become the primary need. This is nothing against the advertisers. If I were back as one I would do exactly the same thing. It’s not up to them to run the information schedule and service of this country. It’s up to the people who run the information business.

Q: In the evolution of network radio, the agencies arrogated more and more of the production function. Are you trying to avoid that in television?

A: Yes. I think you have to look at what historically did happen. As the networks developed, back 20-odd years ago, they did not have the resources and the personnel to be able to spend enough money and time, for instance, to concentrate on a program for General Foods in one half-hour. If you went to NBC or CBS in those days you just couldn’t get enough time on your problem.

Now as for General Foods or Young & Rubicam—and I’m speaking now of one I was in on—it was worth immense amounts of money for just that one half-hour. What happened is that the agencies took all the good men away from the networks. They concentrated personnel and effort on a single show where the network had 18 hours a day, seven days a week, to worry about.

The result was a gradual transition in the business in which the agencies exploded the business upward much faster than it would have been built if the networks had run it according to their own capacity to do so on a profitable basis. The networks profited as a result of that. The men who did that are all fellows you know. I’m one of them. We did that because it was good then.

But when television started, it was easy to see that that would not work again, because it’s a different thing. Television as a communications instrument should not be planned as an advertiser-controlled medium. At least, a lot of us think it should not. This has nothing to do with the advertiser particularly. It has to do with what you can do with television. But to do what you can do you have to develop a broad pattern of services and different network policies than we had in radio.

THE MAGAZINE CONCEPT

Q: In other words the “magazine” concept?

A: The “magazine” concept is implicit in order to serve all segments, not just heavy viewers; in order to serve all advertisers, not just blue-chippers. Get a balanced schedule and keep the thing going up, but keep putting money in that you are not required to spend in order to improve the service—something you can never do if you’re a stockowner-held company. You just can’t spend money like that unless you are making money.

Q: Your nighttime schedules are pretty much sold out now, are they not?

A: Yes.

Q: The more desirable time periods are not sales problems, particularly, at this stage, even at current television prices, isn’t that so?

A: Yes, that’s true.

Q: In terms of direct revenue, are the “spectaculars” paying off?

A: No. They were not put in to pay off in terms of direct revenue. They are certainly paying off as far as the television industry is concerned, as far as the trade press, as far as the selling of television sets—black-and-white sets.

Q: Are the color shows paying off?

A: The “spectaculars” are color shows. But what has happened, and I don’t think it’s particularly remarkable, is that the manufacturers have not come through with color sets available at the dealers.
Mac McGuire has been Philadelphia's top-rated disc jockey for ten years. Tremendous listener-loyalty over the years has made him No. 1 on three different Philadelphia stations. And KYW is strongest of all! Latest Neilson shows KYW has the largest share of audience in Philadelphia—daytime and evening—6 AM to midnight!

But having the most listeners is only part of Mac McGuire's success story. He's a super salesman who stays close to the folks he's trying to please. McGuire spends more time answering mail, makes more public appearances (with his own band), makes more client calls, than any other radio personality we know of.

And no matter what spot you get, Mac still produces more sales for clients than any of his competitors. McGuire's Musical Clock (6:30 to 9:30 AM Monday through Saturday) is an easy-going, all-request show... sprinkled with time checks, weather and news reports. His winning personality shines brightest with his occasional bits of "poetic injustice" that delight his listeners.

He'll sell more of your product, too. Try him and see. Call Bob Teter, KYW Sales Manager, at LOCust 4-3700, or Eldon Campbell, WBC Sales Manager, at PLaza 1-2700, New York.

KYW
Philadelphia

WESTINGHOUSE BROADCASTING COMPANY, INC.
KYW + WPTZ, 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.
—well-promoted and for sale at any price. RCA is just about the only one, and one manufacturer can't do it all by himself.

Q: Has there been any slowdown in color set production or delivery? What has happened?

A: People have announced that they were going into color set production, but the sets have never showed up. From my side, as a broadcaster, we expected a certain flow of sets and we haven't got it. We still have the RCA flow of sets and we have one great advantage we didn't expect so soon: the sets that are out today are good forever. They're great, 21-inch, wonderful sets. But still you don't have Motorola and Columbia and the rest of them making sets in volume. There are people who say, "I am going to see The Women tomorrow night on color" and "I saw a color show, dear. Go down and buy me one of those sets at the dealer's." There isn't a follow through, without which you'll never get the thing really going. This is in degree. Of course there are some in some places.

Q: What happened to your idea of putting Tonight on in color so that all the bars would have color sets?

A: For one thing, the bars have no color sets to buy in any volume. There are only the RCA sets and that's all. The real reason is that it turned out to be too complicated and would tie up the Colonial Theatre. We didn't do Tonight in color for practical reasons.

**A 'WHAMMO' ONCE A MONTH**

Q: What have the "spectaculars" done for black-and-white sets?

A: What happened was that television had had a series of seasons that were like radio, where occasionally new shows would come up that were hits or new people would appear. But we went into a pretty solid new season trying to set up this concept where you would have larger units of time than 15, 30 or 60 minutes and in a new kind of use for advertisers.

In other words, the "whammo" once a month, basically. This is something that's good in advertising. Therefore it's good in television. This was the thinking behind the "spectaculars." When they hit, they got so much promotion and publicity, even though some of them got bad reviews, that the general approach of the people, who were perhaps going to wait for color or just not buy television and buy something else, turned. More television sets were sold than ever before in any given year.

And this was the year that the manufacturers all expected to go on their ear, you know. They expected a real bad year. I would guess that they are thinking again exactly the way they thought before. In other words, they are saying, "This is great. Now the thing to do is to hope that color doesn't get going and that we keep on having these great black-and-white years because when color does get going we're going to be forced to have an awkward period where everybody suddenly wants to wait for color." Undoubtedly that awkward period is going to come. That's not our business. Our business is to build a great broadcasting service.

Q: There are no sets. What's it going to take to get these sets rolling would you say?

A: I think RCA will force it this year. I don't think there is any question about it.

Q: That means exploitation, doesn't it?

A: I don't think it has to be exploited very much. I think actually that the 21-inch sets seen by the people, with the shows we now have, will create the chain reaction that will force color throughout the industry.

Q: Even with continuing prices?

A: Yes, I think so. This is, of course, a matter which I don't happen to know intimately, but I just can't believe that the luxury travel, the wealthy, the carriage trade, could conceivably decide to spend for something besides the RCA 21-inch set with our "spectaculars" and some of the other color programming right now, if they could see, if they had any real exposure to it. But so far, it's all talk to them. They've never seen it. We say more than four million people have seen color. That's true, but they've seen it under very difficult circumstances. It's not available. It isn't being sold. You can't walk in and buy a set if you want one.

Q: Aside from the spectaculars, what is NBC offering in color?

A: Norby is in color. Home and Today have color inserts. Of course, this again is a matter of theory. From the beginning, in setting up the color plan for the introductory year at RCA and from then on, I have never believed, personally, that an extended schedule in color is the thing that will sell color. What will sell color and get the money out of it is when people see these events and realize what a tremendous difference it is between what they have been used to.

It's not just seeing a conventional show that they like in color that's good but, when they see the Naughty Mariettas in color and when they see The Women in color, they realize that this is a whole different story. This is big time and that isn't. Then they're going to buy.

Q: The next really major special event which television will be covering will be the political conventions of next year, won't it?

A: We think "Peter Pan" [to be colorcast on NBC-TV March 7, 8:9:30 p.m. EST] will be the next major event.

Q: I mean the next public event. By convention time would you feel that there might be a substantially larger number of color sets out?

A: Oh, yes.

Q: Would that just push it over the cliff?

A: The thing would go like a house-a-fire. The only question is when.

Q: How about radio? Where are we and where are we going?

A: Well, we have a number of new things in radio, one of them that we've had a lot of trouble in trying to work out, which I think will be announceable in '55, perhaps even by fall. This will, I personally feel, give us basically a five- or ten-year view of radio as a business that was going up—restoring its place as a service in the American home so that it is no longer an afterthought or something that we get around to. [EDITOR'S NOTE: Perhaps even sooner than fall. NBC Executive Vice President Robert W. Sarnoff told NBC radio affiliates 10 days ago that some specific proposals for "strengthening our network radio service" can be expected in the near future.]

This is a solution of its present problems on what might be called a problem-solving-basis, seeing then if we can put the thing together and sell it to the affiliates. We're right in the middle of it and I can't really define it without tipping our mitt, which we don't want to do. But it is something that will be coming along.

Q: Would you say it would be a departure from the conventional concept?

A: We call it a revolutionary concept, but it would not be too difficult to live with. It is one of those things that you really have to say "there it is," in order to properly evaluate it. It's one that I was hoping you wouldn't bring up.

Q: Is it the press association concept—getting paid for every service you render?

A: No, no.

Q: Have you asked any of the affiliates to get into the discussion?

A: No. The kind of people I've talked to.... If I told you who they were you'd know what the idea was. So we'll have to stall you on that.
NOW A buy that makes sense!

One Order delivers

the Negro population of

the South’s 3 largest Markets!

...cuts cost, too!

Negro Radio South brings you:
- A COMBINED NEGRO POPULATION OF 1,200,620
- A COMBINED TOTAL POPULATION OF 5,469,194
- A COMBINED BUYING POWER OF $8,417,698,000

Negro Radio-South covers these markets:
- Fort Worth-Dallas through KNOK (formerly KWBC) 1000 Watts Days, 970 KC
- New Orleans, La. through WMRY, 500 Watts Days, 600 KC
- Houston through KCOH, 1000 Watts Days, 1430 KC

The listeners delivered by Negro Radio South add up to the most powerful Negro radio buy available in the South today! 1,200,620 is the population figure as taken from the 1950 Census. Actual populations in these three markets have since increased 25 to 75 per cent! AND, Negro Radio South’s "Combination Rates" cut cost-per-listener substantially — make NRS an even better buy!

Represented Nationally by:
Gill-Perma, Inc.
Lee F. O'Connell for West Coast

Represented Regionally by:
James Ayres, Glenn Bldg., Atlanta, Ga.

(Source: U.S. Department of Commerce 1950 Census and 1954 Survey of Buying Power.)
Q: Are the affiliates going to get more money, or less, out of it?
A: We figure that the affiliate who is associated with a prosperous national network will certainly get a great deal more out of it. We have to face continually losing, retreating action—which is still going on, as you know. No matter what we may like to think, the fact remains that the old conventional sponsors are still the ones who are supporting Columbia and NBC and ABC, and most of the business that we all have is the business that we had five years ago, minus the ones who've left us. It's not new business. That means that it is unhealthy for both of us. We have gotten new business, more I think than anybody else. We have recovered our position at NBC at night so that we're ahead of Columbia.

But, that still is no future. You don't look at a company that has that kind of a record and say, "well, gee, we're great," until there is more business coming in, that at least equals the business you've held from the old days.

Network radio could stop. I certainly think it would be the tragedy of broadcasting to have the great national service stop, mainly because of its nature of being a corollary to television in terms of an electronic service for all the homes all the time. I think we certainly can afford to, and can, use radio as a great service, practically a 24-hour service, actually. But, again, you are not going to be able to support something the country needs and should have unless it is prosperous.

**SPOT IS ONLY MOMENTUM BUSINESS**

Q: When you say network service are you talking in terms of four networks—all radio networks?
A: I have been concentrating on NBC. I don't know about that. I think that people are living in a fool's paradise who take a look at last year's results and try to draw any conclusions without putting them in context. First, the fellows who see local business filling network reduction of time sold, because the local business could never get premium time on network franchise stations. After dying for it for 25 years, finally, they get it. And national spot too, with the changes in the rates, etc.

There are a lot of ways as the network structure diminishes that, naturally, local and national spot business will fill that gap. But that's only a momentum business. It has no real strength of its own, none. Therefore, the local station business will also go to pot if national networks don't support the service. There is not room for 1,400 disc jockey stations in this country.

Q: Spot volume in 1954 was down from '53, too.
A: And it will keep going down if the networks don't resolve the basic problem, which is vitality of the service for the public. Basically, what makes radio a worthwhile leisure time activity? It is not going to be the atomized structure of local stations and regional networks and Quality Groups and that sort of thing. It just won't work.

Q: Do you think there is going to be another round of rate cuts?
A: I think it's quite possible.

Q: What happens if your affiliates don't buy this new idea of yours? Have you other positions to retreat to?
A: It isn't going to be that complicated, I think. I think this—that the boys in the radio business are beginning to understand now the realities of the business and what has happened to it. Therefore, I think that they would be extremely interested in any intelligent solution that they could have confidence in and look forward to. There have been a number of them, as you know, who have said very vociferously that there is nothing wrong. You know, that type of approach that the movies took. Instead of solving their problems, they pretended they didn't have any and that they'll all be away. This is over, and I think most of the recalcitrants are coming along and we will soon be able to build a service to make sense. On the other hand, there is not much inducement, except idealism, for the networks to keep on losing the money and fighting the battle with all the other problems.

Q: Was this new concept worked out in conjunction with the Swezey committee appointed some time ago to make an economic study? [EDITOR'S NOTE: Robert D. Swezey, chairman, NBC Radio Affiliates Executive Committee, also heads the five-man subcommittee set up to study the network's economic future (B&T, Nov. 29, 1954.)]
A: No. We've been following conventional and unconventional thinking about different things. This particular solution would not, however, have been touched on by us with them. It's not in that stage.

We're talking about two different things here. One is a plan and the other one is a general attitude of the affiliates toward radio. I would think that as time goes on they would become more and more anxious to have the radio network find a solution, instead of always taking the attitude that the network is trying to get something from them, which I'm sure is their traditional attitude. As far as the solution we have figured out for am, it is not one that would involve too much station trouble.

Q: Have you decided where you're going to apply for your second uhf station? There has been some talk about a little trading between Westinghouse and NBC—both in Philadelphia and Cleveland, and possibly Washington.
A: I've seen that in your magazine. No comment.

Q: What about television talent and production costs? I heard a figure mentioned the other day on long-term talent commitments by the major networks—in excess of $90-100 million in the case of NBC.
A: Well, you know you can do anything with figures that you want. You sign up a contract with a 13-week payroll, or for $2,000 a week for a star, and his manager will announce the entire seven years with full program costs, including the summer show bought through them as the deal. Now you take the figure, it's either $26,000 on one side, or its $7,350,000 on the other side. It's adding the $7 million up that you get 90. You could do that in a hurry.

Q: They're long-term commitments.
A: Commitments for talent usually are modest in terms of dollars. Even Jackie Gleason with the $11½ million. That's the biggest deal they've ever made over there and it would take an awful lot of them to get to $90 million.

**MARKET RESPONDS TO MARKET**

Q: There has been talk that when prices go up talent might even be priced out of the reach of television stations or networks.
A: The market responds to the market. It is an advertiser who is now offering the biggest amounts of money—not NBC or CBS—in the talent market. Actually, most of the formulas that we have—because they are stressing the creative writer-producer end and developing roles which can be played by several people—have in the long run within themselves the ability to get a better price. Because, if you don't need Star A, and the attraction is a good one, you'll eventually get to where Star A pursues you. This would be a happy solution. Then Star A will not ask for the moon. We are getting somewhere—not too far. The run-away stars will always get the run-away prices. It isn't us that's bidding them. In this particular case, I don't think we've got enough money.

I think this is important from NBC's point of view. Let's look at the results of the "spectacular" up-to-date. Fact is we've just tabulated the Nielsen averages on the specs and as of the last show, they passed the 40 mark. They're building steadily. We're having a steady curve upward. It's a little bit over twice the rating of the average nighttime show.

We're going to have a story on a new advertising use of the "spectacular" in the next week or so. How do you make television serve any group of advertisers? This is to serve those fellows with seasonal demands and not very much money who would buy double-trucks in *Life* or *Reader's Digest.* We have a plan for the Sunday
YOU pitch THE WHOLE
30-COUNTY MARKET

with KOIN-TV

Oregon's only
maximum power station...

When you buy a market, you're entitled to the complete market—not just a couple of counties. That's why more major advertisers choose KOIN-TV... Portland, Oregon's only maximum power station.

Only KOIN-TV gives you the full 35,000 square mile heart of the Pacific Northwest... 30 prosperous counties of Oregon and Southern Washington. KOIN-TV has the highest tower—1,530 feet above average terrain—backed by maximum power of 100,000 watts on Channel 6.

No other television station or combination of stations—in fact no other advertising buy in the area can duplicate this complete sales coverage. Write or phone for complete availabilities. Or contact your nearest CBS Television Spot Sales office.

KOIN-TV

PORTLAND, OREGON CHANNEL 6

Represented Nationally by CBS Television Spot Sales
"spectacular" that may enable them to do just that. Central, double-truck or center-spread. The thing is Whitman chocolates can come in and for, say $70,000, by or before Mother's Day and before Valentine's Day, and Royal typewriter before graduation and before back-to-school. Now we have to get enough extra money per insertion, because this is a magazine concept show and if it's not sold out, you know, it adds to the problems of the network.

Q: This is a one-time rate thing?
A: Yes, one-time rate.

Q: 52 times.
A: No, there'd only be 13.

Q: A special rate?
A: We do the Sunday ones, but think, if you were an advertiser, a small advertiser, and suddenly you could buy nighttime network power when you wanted it, in color to the American market. Just once, like you buy a double-truck in Reader's Digest. You know, its so little, $70,000. That's what we're going to charge, too, for one ad.

Q: Isn't that approach the department store method of doing business, for Easter, Christmas sales?
A: No. This approach is in the plans for a big agency in which I have served twice. The guys come in with anything from $200,000 up to millions, but the way the media men think is that most of the companies that can afford it should have their own programs. Let's take Whitman's chocolates or Royal typewriter, Simmons bed, or whoever it is. They haven't got broadcasting. They can afford their own programs. They start with their color magazine campaign, usually where they want the double-truck power for the seasonal peaks as the campaign kick-offs. That type of thing. That's where they really load the money in. Nothing they can load in has the power of television. We're going to make it possible for them to load in with us.

Q: Do you have to keep that time free?
A: Yes, you do. You've got to gamble that you will sell it out in advance. The way I've planned it is that we'll announce it and for 45 days you can buy it. If we haven't sold at least half of it at the end of 45 days, we aren't going to do it. You just can't gamble. It's all right to gamble on Today where the time units are $700 each, but this is a $350,000 show—one time. This is extensive gambling; but we won't have to gamble. We'll get the money. This is the greatest thing for the guys in the advertising business that ever happened.

Q: You have no concern about the ability of advertisers to support television?
A: Oh, no. It's the most ridiculous thing I've ever heard of—all that talk about pricing yourself out of the market. The fellows that should worry are the ones not in our business.

FOR PRETTY'S SAKE

COMMERCIAL STYLIST: NEW TV SPECIALTY

HAVE you ever felt the overpowering need to dip spaghetti in Tintex, or to submerge a perfectly choice bunch of spinach in a vat of Clorox?

If you have, you're either mad or a "commercial stylist".

Mrs. Verne Tranum, who has succumbed to both of these culinary urges, has credentials to prove her sanity. Indeed, she is one of the most sound practitioners of this new exotic field of television endeavor.

What is a "commercial stylist"?

In Mrs. Tranum's words, "It's a new breed of tv specialists who helps translate a television commercial storyboard into a reality for film or electronic camera." In the case of the jaundiced spaghetti, for example, Mrs. Tranum was simply making certain that the product overcame its shy tendency to photograph pale as a night-burglar's complexion. The Chloroxed spinach was her device for lightening an item that persisted in showing up on film resembling a full growth of beard.

In her field, Mrs. Tranum is known as an "all-around" expert, in contrast to the many specialists of her kind who have subsidiary specialties of their own. Some work exclusively with food, others with fashions, and some with people. Mrs. Tranum works with them all.

Less bizarre than her role as Max Factor to foodstuffs that need to look beautiful for television are her more common functions in commercial styling. She is the one who arranges those table settings on tv so different in their loveliness from the kind Mother used to botch. She selects the fashions for the lady announcers who thrill us with their commentary on fashions. She is the girl who dresses those sets that make rooms seem naked.

Mrs. Tranum comes on a set prepared for all emergencies in a job notably short on predictability. She generally arrives with a portable sewing machine, electric iron, food coloring and a dozen other more esoteric devices to help her "ad lib" the solution to the last minute exigencies of her trade. Once she was called in on a commercial which Caravel Films was making for U. S. Savings Bonds. The firm wanted her to dress a squirrel. More specifically, they wanted her to dress a squirrel in a Sherlock Holmes outfit. She tried the regular rental houses, but found them to be in alarmingly short supply of detective suits for rodents. Unvanquished, she did what the creed of her craft demanded. She pinned up the creature and styled out a custom-made job complete with a deer stalker hat that any squirrel worth his acorns would be delighted to sell bonds in.

Before she went to work dressing animals, vegetables and people for a living, Mrs. Tranum was co-producer with her husband, Chuck Tranum, of over 400 telecasts of Manhattan Spotlight on DuMont. Among the more recent accounts she has styled are Chrysler, Gillette, La Rosa, Sunshine Biscuits, Snow Crop, Woodbury and United Savings Bonds. She is currently doing special assignments for the following production firms: Screen Gems, Caravel, Gray-O'Reilly, Vernon Lewis, Shamus Culhane and Transfilm.

VERNE TRANUM and Elmo Anderson, Moxon Inc. art manager, discuss a Snow Crop commercial storyboard at Transfilm's New York studios.
WVJS
OWENSBORO, KY.
JOINS
ABC
THE AMERICAN BROADCASTING CO.
MARCH FIRST

V. J. STEELE, President
M. A. RHODES, Sec.-Treas.

MALCOLM GREEP, V. Pres. & Gen’l. Mgr.

REPRESENTED NATIONALLY BY

Wm. G. RAMBEAU CO. INC.
APPLICANT FOR VHF CHANNEL -9
WOOD-AM-TV'S NEW HOME: A $600,000 BEAUTY

IT'S COMPLETE DOWN TO A ROOM THEY'RE NOT EVEN USING

EFFICIENCY and warmth are blended in Woodland, spacious new office-studio plant of WOOD-AM-TV Grand Rapids, recently opened. The 30,000-sq. ft. structure is completely functional, from entrance to a luxurious clients' room that looks down on the two large main studios and includes a rear-screen projector plus color and black-and-white tv sets.

The $600,000 plant carries out concepts of Harry M. Bitner, board chairman, and Harry M. Bitner Jr., president-director of the Bitner operations. Willard Schroeder is vice president-general manager and Arthur M. Swift is sales director.

The aluminum building sits on the Bissell homestead site, a two-acre lot one mile from downtown. It has expansion space in the old Bissell Manse, now housing five apartments, and the coach house, used for storage. There's an unheard of tv miracle—an 800-sq. ft. unused room in the new building. The big control room looks into huge studios on opposite sides of the building, with complete back-to-back controls and remotely controlled audio, slide and film projector gear.

Walls are concrete block with many movable partitions. "Q" flooring is honeycombed with utility ducts. Telephones are brand new anywhere-in-room type, with tiny built-in pickups and loudspeakers that eliminate inter-coms. The separate transmitter building, nine miles out on a high point, feeds a 316 kw signal from a Stainless tower just under 1,000-ft. high.

The transmitter plant involves a $700,000 investment.

Movable partitions were installed in the office-studio to permit conversion should further expansion be required.

AT TOP: The aluminum exterior of the WOOD-AM-TV building is anodized, weather-proof and ornamental.

AT RIGHT: Spacious reception room has an accordion wall, providing a conference room for civic groups. That's the original painting of "Willy Wood," station trade character.
KEYSTONE SIGNS 800TH AFFILIATE—

With the signing of WDUZ, Green Bay, Wisconsin, the Voice of Hometown and Rural America becomes a mighty chorus, mellow and persuasive... the mightiest sales tool ever forged to reach the 50 million folks in rural America.

The Keystone Broadcasting System, established just fifteen years ago, has grown and grown and will continue to grow because of the very important services it has rendered to the stations which make it up, to the listening audience it serves and the advertiser whose goods it sells in great and ever greater quantities.

If you'd like to have a sample network built for your special selling problem, we'd be glad to submit details and costs— which are so modest you'll be surprised.

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

TAKE YOUR CHOICE
A handful of stations or the network... a minute or a full hour... it's up to you, your needs.

MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.
### Monday's Program

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>The American Forum</td>
<td>Net in Service</td>
<td>Net in Service</td>
<td>Net in Service</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
</tr>
<tr>
<td>8:00 PM</td>
<td>American Forum</td>
<td>Net in Service</td>
<td>Net in Service</td>
<td>Net in Service</td>
</tr>
<tr>
<td>9:00 PM</td>
<td>Time in Service</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
</tr>
<tr>
<td>10:00 PM</td>
<td>Time in Service</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
</tr>
<tr>
<td>11:00 PM</td>
<td>Time in Service</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
</tr>
</tbody>
</table>

### Tuesday's Program

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
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<tr>
<td>7:00 PM</td>
<td>Time in Service</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
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<tr>
<td>8:00 PM</td>
<td>Time in Service</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
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<tr>
<td>9:00 PM</td>
<td>Time in Service</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
</tr>
<tr>
<td>10:00 PM</td>
<td>Time in Service</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
</tr>
<tr>
<td>11:00 PM</td>
<td>Time in Service</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
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### Wednesday's Program

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Time in Service</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
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<tr>
<td>8:00 PM</td>
<td>Time in Service</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
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<tr>
<td>9:00 PM</td>
<td>Time in Service</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
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<tr>
<td>10:00 PM</td>
<td>Time in Service</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
</tr>
<tr>
<td>11:00 PM</td>
<td>Time in Service</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
<td>Net of Red Skies</td>
</tr>
<tr>
<td>DAY</td>
<td>MBS</td>
<td>NBC</td>
<td>ABC</td>
<td>CBS</td>
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<td>-----</td>
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<tr>
<td><strong>THURSDAY</strong></td>
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<td></td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Each Night Service</td>
<td>7:00 PM</td>
<td>Each Night Service</td>
<td>7:30 PM</td>
</tr>
<tr>
<td>6:15 PM</td>
<td></td>
<td>Each Night Service</td>
<td></td>
<td>Each Night Service</td>
</tr>
<tr>
<td>6:45 PM</td>
<td>Each Night Service</td>
<td>7:15 PM</td>
<td>Each Night Service</td>
<td>7:45 PM</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Each Night Service</td>
<td>7:15 PM</td>
<td>Each Night Service</td>
<td>8:00 PM</td>
</tr>
<tr>
<td>7:45 PM</td>
<td>Each Night Service</td>
<td>7:45 PM</td>
<td>Each Night Service</td>
<td>8:00 PM</td>
</tr>
<tr>
<td><strong>SATURDAY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Each Night Service</td>
<td>6:15 PM</td>
<td>Each Night Service</td>
<td>6:45 PM</td>
</tr>
<tr>
<td>6:45 PM</td>
<td>Each Night Service</td>
<td>7:15 PM</td>
<td>Each Night Service</td>
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<tr>
<td>7:00 PM</td>
<td>Each Night Service</td>
<td>7:15 PM</td>
<td>Each Night Service</td>
<td>8:00 PM</td>
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<tr>
<td>7:45 PM</td>
<td>Each Night Service</td>
<td>8:00 PM</td>
<td>Each Night Service</td>
<td>8:30 PM</td>
</tr>
</tbody>
</table>

**Explanation:** Listings in order: Network, name of program, number of stations it receives; B = broadcasting, time to be announced. Time EST.
Your campaign in Milwaukee

Yesterday WXIX, Channel 19, became the Milwaukee station for the CBS Television Network and enabled Milwaukee viewers for the first time to see the network’s complete line-up of the most popular stars and shows in television on WXIX.

Last week WXIX initiated one of the biggest advertising campaigns ever launched behind a new station: a major newspaper campaign for seven consecutive days which is continuing over the next three weeks, together with an imposing outdoor campaign covering 64 billboards throughout the entire Milwaukee area.

The real backbone of this comprehensive campaign consists of a continuing barrage of both day and night on-the-air promotion announcements by the network’s stars.

The whole purpose of this effort, of course, is to build audiences for your campaign in the important Milwaukee market. To get the most out of this market and the most popular program schedule in all television, get in touch with CBS Owned WXIX or CBS Television Spot Sales.
KAUFMAN DECRIES FILM RATE-CUTTING

Guild Films chief tells National Tk Film Council that quality of filmed shows must be maintained and calls for a halt in 'price-cutting.'

A HALT to "price-cutting" and a call for "integrity" were issued in a talk Thursday by Reub Kaufman, president of Guild Films, at a National Television Film Council luncheon in New York.

Mr. Kaufman directed his remarks on price-cutting to advertising agencies, stations, film producers, and distributors. "Nothing that adds to a degree has contributed to the practice of beating down prices of film packages. These practices, he noted, have proved to be a burden in quality within the industry who would turn out a better or more developed product. Agencies, for example, Mr. Kaufman said, would demand quality in packaged films but turn around and seek a lower price for them on behalf of their clients. He asserted that agencies are quick to ask for a daring or different approach from the film maker, but they "are the very first not to recommend such films to clients." Many agencies, he declared, are reluctant to try something new—"You accept ratings but reject impact.

Similarly he spoke of stations whose "destiny lies in the direction of films" but who program them "at midnight and fringe time." If better time periods were selected in film programming, he said, stations will find they can serve the public better with a more flexible and profitable schedule. Stations "will not gain anything in trying to produce into bankruptcy," he warned.

Stations' Attitude Improves

Improvement in the stations' attitude, Mr. Kaufman said, can be seen in the type of agreement Vitapix now has with Guild Films. He said Vitapix now has 60 member stations and that an additional 24 stations have applied and are under consideration, for membership.

This arrangement, he said, has been healthful for both the film and the broadcast industries, combining the factors of less risk, more confidence in quality film, greater percentage of advertising dollars and a better type of sponsor.

Mr. Kaufman predicted that the trend will continue toward the elimination of the "weak sister" in the field. There will be more combinations of companies, Mr. Kaufman said, whose company recently acquired distribution functions of the feature film catalogue of Motion Pictures for Television Inc. He forecast an emergence of "stronger and more individual" companies.

In the future, he said, film will take a greater percentage of air time in both network and local hours. Today's dollar volume in the tv film industry, he asserted, will look puny in comparison to what's to come.

Still other problems beset the tv film industry which now needs stability and which has acquired prestige with agencies and Wall St., Mr. Kaufman said. These he listed as questions of producing films in color or black-and-white, of aiming for day or eight telecasting, of setting their length at 15 or 30 minutes, or whether companies should think in terms of "strips," of network or syndication, and whether companies should assume the role of producer or distributor, or perhaps both.

Mr. Kaufman admonished that already there is an overproduction in the tv film industry and noted a danger of "sameness or similarity." Mr. Kaufman's talk was made after installation of a new slate of NTPC officers for the year. Comedian Joey Adams served as toastmaster. John J. Schneider, Bein-Bein-Toigo, succeeded Melvin L. Gold, Mel Gold Productions, as president. Other officers: William Rednick, W. J. German Inc., executive vice president; Sydney Meyers, Unity Television Corp., executive secretary; Sam Spring, attorney, NTFC counsel, treasurer; Beulah Jarvis, ABC, general secretary, and as vice presidents and their designees: Arche Mayer, Unity, distribution; Bert Hecht, Bill Sturm Studios, production; Jim Ellis, Kudner Agency, agency; Adrien Rodner, ABC; station; Ken Cowan, B&H, membership, and Lou Feldman, DuArt Labs, laboratory.

CROSBY SHOWS NEW COLOR VIDEO TAPE

First demonstration of Bing Crosby Enterprises' color video tape recording system achieves 65%-75% color fidelity, according to one observer.

FIRST demonstration of Bing Crosby Enterprises' color video tape recording system was given to the trade press in Hollywood last week, with a four-minute segment of the Feb. 7 NBC-TV "The Women" telecast serving as a test strip.

The opinion of one agency executive, who saw both the original program at NBC-TV Hollywood and the BCE test, was that BCE color VTR had achieved "65% to 75%" color fidelity.

However, BCE spokesmen noted that a recording was made from Mr. Wilson signal, with the color signal already "degraded" by continental transmission. With direct line, shortly expected from CBS-TV, truer hue fidelity can be expected, they stated.

Moreover, the color system shown to the press last week has already been largely discarded, with experiments on a new system starting this week. The new system will be demonstrated within two months, Crosby executives promised.

John T. Mullen, BCE chief engineer, told viewers that mechanical difficulties of color VTR have largely been solved. Press viewers agreed that the degenerated picture offered constant picture and color quality.

Frank C. Healey, BCE executive director, told B&T that the foot-per-second use rate problem has also been large, and that with Crosby Enterprises shortly to introduce equipment to record 16 minutes of a program on a 13-inch reel.

Mr. Healey also indicated savings with color VTR. Raw color film stock suffices to produce one hour of programming presently costs approximately $4,000, while similar raw VTR stock will cost only from $300 to $400.

Further, Mr. Healey predicted that Bing Crosby Enterprises color VTR equipment will be sold at the commercial market in 1955.

AGENCY APPOINTMENTS

Cinco Products Inc. (cakes, bread mixes), L. A., appoints Hixon & Jorgenson Inc., same city, with Ross Sawyer as account executive. Concentrated radio-tv is planned.

A. Brioschi & Co., Fairlawn, N. J., names David J. Mahoney Inc., N. Y., to handle all anti-acid advertising in English and Italian languages effective March 1. Radio-tv will be used.

Roberts, Johnson & Rand, division of International Shoe Co., St. Louis, appoints Krupnick & Assoc., same city.

Animation Equipment Corp., New Rochelle, N. Y., appoints Friend, Krieger & Rader Inc., same city, for Oxberry cameras, optical printers and animation equipment.

BROADCASTING • TELECASTING
here's why you get **EXTRA LENGTH**

**plus**

**EXTRA STRENGTH**

with **LR audiotape** on **Mylar** polyester film

**NOW YOU** can get the *extra length* that many tape recording applications require, without any sacrifice in strength or durability. For the new Type LR Audiotape, made on 1-mil “Mylar,” actually has greater impact, tensile and tear strength than even the conventional plastic-base tape of 50% greater thickness.

And because “Mylar” withstands extreme temperatures and is virtually immune to humidity, LR Audiotape stands up longer under the most severe conditions of use and storage.

This Longer Recording Audiotape is now available in 900, 1800 and 3600-ft. reels. Audio also offers a complete standard line of Audiotape on “Mylar,” in 1, 1⅛ and 2-mil base thickness. Test it—compare it with any other tape on the market. In performance and durability, it speaks for itself!

**HOME RECORDISTS—CHURCH RECORDISTS:**

Enter Audio Devices' **BIG PRIZE CONTESTS** for the best articles on “How I Use My Tape Recorder.”

**WIN** a V-M “tape-o-matic” recorder, plus $100 cash, plus 20 7-inch reels of Audiotape. Ten other valuable awards, too!

Contest closes April 1, 1955. See your Audiotape dealer, or write to Audio Devices today for complete details. There’s nothing to buy!

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**Table I**

<table>
<thead>
<tr>
<th>Thickness</th>
<th>Yield Strength</th>
<th>Breaking Strength</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 mil Acetate</td>
<td>1.8 lb</td>
<td>2.2 lb</td>
</tr>
<tr>
<td>0.9 mil “Mylar”</td>
<td>2.4 lb</td>
<td>2.9 lb</td>
</tr>
<tr>
<td>1.45 mil Acetate</td>
<td>2.8 lb</td>
<td>3.4 lb</td>
</tr>
</tbody>
</table>

**Table II**

<table>
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<tr>
<th>Thickness</th>
<th>Yield Strength</th>
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</thead>
<tbody>
<tr>
<td>1 mil Acetate</td>
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</tr>
<tr>
<td>0.9 mil “Mylar”</td>
<td>3.0 lb</td>
<td>3.6 lb</td>
</tr>
<tr>
<td>1.45 mil Acetate</td>
<td>3.4 lb</td>
<td>4.1 lb</td>
</tr>
</tbody>
</table>

The above test data, taken under conditions of both winter and summer humidity, show the marked superiority of 1-mil “Mylar,” not only over the thin cellulose acetate base, but over the standard 1.45-mil acetate as well.

*Dupont Trade Mark

**AUDIO DEVICES, Inc.**

444 Madison Avenue, New York 22, N.Y.

Offices in Hollywood * Chicago

Export Dept., 13 E. 40th St., N.Y. 16, N.Y. Cables “ARLAB”
MPTV SUIT TO TEST TV BLOCK BOOKING

QUESTION of block booking, in regards to the distribution of tv and feature films to tv, has been raised by attorney Adele I. Springer in her 300-page brief filed Feb. 18 in Los Angeles Superior Court on behalf of the six independent motion picture companies who charged distribution firms with premature release of their feature films to tv [BET, Dec. 6, 1954]. In terming Motion Pictures for Television's practice of block booking illegal, Miss Springer is believed to have raised a point hitherto not covered in previous tv distribution litigation. In support of this stand, the brief cites the U. S. Supreme Court decision in the case of the government vs. Paramount Pictures handed down in May 1948, which declared illegal block booking in the distribution of motion picture films for exhibition in theatres. This ruling with regard to theatrical block booking should be made equally applicable to tv block booking, the brief asserts.

"A number of tv contracts made by MPTV with tv stations required the purchase and sale of the entire library of MPTV's and that it became the policy to sell the entire library and that some of the contracts made it a condition that all of MPTV's future acquisitions of additional films be included during the term of the license. . . . We look to the holding in the Paramount case that block booking was properly enjoined as an improper enlargement of monopoly of copyright . . . thus, the plaintiffs' pictures herein, each stands not on its own footing, but in whole or in part on the appeal which another film may have," the brief continued.

'Particularly Grievous'

"Particularly grievous is this, in the case at bar, since the pictures herein were comparatively new for tv purposes and are better quality and newer vintage than most of the other pictures in the MPTV library of more than 600 or 700 pictures. In addition, there is the danger to be overlooked the observation that block-booked packages are sold at 'wholesale prices' and not for 'retail prices' with lesser revenues to the individual picture, wholly apart from the improper allocations made," the brief said.

An additional charge of outright fraud was added to the causes of action against the five distribution firms. The brief also requested $50,000 per picture for damages, up to the present time, on the basis of the defendants' failure to refute the testimony and evidence presented to the court by called-in experts. The $2.5 million suit, involving 11 feature films, was originally filed Nov. 17, 1952, against MPTV, United Artists, Chesapeake Industries (then Pathe Industries), Eagle Lion Films and Eagle Lion Classics by Equity Films, Equity Pictures, Orlyn Productions, Orbit Pictures, Jack Schwarz Productions, Frost Films, Russ Vincent and Dave Kessel.

CBS Newsfilm Production

Post Taken by Robert Hess

ROBERT HESS, White House cameraman for CBS Newsfilm, has been named to the new post of manager of motion picture photography for the Newsfilm production dept. of the CBS news and public affairs div., Sig Mickelson, vice president in charge of CBS news and public affairs, announced last Thursday.

Describing the appointment, which was ef-

RCA TO EXPAND TV FILM BRANCH

Paul White has been retained in an advisory capacity to handle distribution arrangements with film producers and aid syndicated color programming efforts. Expansion program to take five years.

A FIVE-YEAR expansion program for RCA Recorded Program Services tv film syndication branch got off the ground officially last week.

Paul White, with more than 20 years in radio, tv and film, has been retained in an advisory capacity by the Custom Record Dept. of the RCA Victor Record Div. His responsibility will be the development of the five-year plan.

Announcements of Mr. White's appointment and expansion of the RCA branch, concerned with sales and distribution of films for tv, were made Wednesday by James P. Davis, department manager of RCA Victor Custom Record Dept.

Mr. Davis outlined Mr. White's activities as centering on distribution arrangements with tv film producers and aiding in efforts to make syndicated color programming available to stations and sponsors "at reasonable prices." In distribution arrangements with tv film producers, Mr. White explained, priority will be given to properties "which will inject fresh ideas into the tv programming picture." Emphasis, he said, will be on daytime categories of musical shows, audience participation programs, short subjects, "offbeat" human interest shows, teen-age programs, educational family entertainment and film library shows.

Mr. White is a former president of International Trans-Video, is chairman of the board of Viextex Inc. and has served as president of Procket Syndications. He is a charter member and former director of the National Television Film Council and before his entrance with Paramount Pictures and European general manager for David O. Selznick. He has produced more than 100 tv films in Hollywood, New York, Mexico and Europe.

ZIV TELEVISION MOVES TO NEW L. A. STUDIOS

ZIV TELEVISION Programs Inc. will move to new headquarters in Los Angeles in the newly purchased Ziv Television Studios (formerly American National Studios) on April 1. It was announced last week by Frederic W. Ziv, chairman of the board.

The new Ziv property, which was purchased last year for an estimated $7 million, consists of seven completely-equipped sound stages on six acres of land. The entire Ziv operation on the West Coast, according to Mr. Ziv, will be located in the new studios. The Ziv radio operation and the World Broadcasting System will occupy production and office space in the studios.

Mr. Ziv said that some of the company's new tv film productions, including the Science Fiction Theatre, are now in production at the new studios.

Maurice E. Unger, vice president in charge of production, reported that the first four programs of Science Fiction Theatre have been completed. He added that the series will be equipped with a dubbed-in Spanish sound track and will be sold in Latin America later this year.

ANNOUNCEMENT of plans to expand RCA Recorded Program Services' tv film syndication branch and the appointment of Paul White (c) to an advisory capacity were made by James P. Davis (I), manager of RCA Victor Custom Record Dept., and A. B. Sambrook, in charge of RCA Recorded Program Services.

Page 56 • February 28, 1955
KEYD-TV is “keyd” to low cost selling of this rich metropolitan and rural market—a 62 county area of over 480,000 TV families, including large cities and suburbs, prosperous towns, and most of Minnesota’s richest farming area. Ask your H-R Representative about KEYD-TV’s “incentive” rates.
Mail from more than 400 Places in S. C., N. C., Ga., and Tenn.!

Mail over a period of 20 weeks from just two WFBC-TV programs (SAGEDUSTERS and LONESOME LUKE) brought letters or post cards from 73 counties in South Carolina, North Carolina, Georgia and Tennessee. More than 400 large and small communities were represented in this mail count. Figures on the map above indicate the number of letters received per 1000 television homes from each county.

This is additional evidence of WFBC-TV’s dominance within its 4-state, 60-county market area—an area with 2,924,625 people. Incomes in this area are $3,274,536,000, and Retail Sales are $2,112,629,000 (Sales Management). In the same area are more than 315,717 Television Homes.

Ask us or our representatives for complete information on the WFBC-TV market, one of the greatest in the South-east.

NBC NETWORK
Represented Nationally by WEED TELEVISION CORP.

WFBC-RADIO (NBC Affiliate) is Represented Nationally by AVERY-KNODEL

--

Guild Films to Distribute ‘Looney Tunes’ as Library

GUILD FILMS Co. announced last week that it will distribute its recently acquired Looney Tunes package of 191 cartoons as a library, and that it already has completed sales to WIBK-TV Detroit, WGR-TV Buffalo and WRGB-TV Rock Island, Ill.

Reub Kaufman, Guild Films president, said the library plan will enable stations to utilize the cartoons as they see fit for the duration of the rental period. A suggested plan for use of the library has been formulated by Larry Menkin, Guild program director, which contracting stations may utilize in devising formats, he said.

TPA Uses Sales Film To Syndicate ‘Gallant’

IN A MOVE said to be precedent-setting in tv films, Television Programs of America, New York, last week outlined plans for utilizing a 20-minute sales film to syndicate its new tv film series Captain Gallant of the Foreign Legion.

The sales film, according to Michael Sillerman, executive vice president of TPA, will be shown to television station managers in markets not covered by the H. J. Heinz Co. sponsorship of the series over NBC-TV. The film, which was unveiled at a news conference in New York, will be used as a sales vehicle by TPA’s 50 account executives within the next few weeks.

Mr. Sillerman, as narrator of the film, offers an appraisal of the factors advertisers seek in selecting a tv film program and thereupon lists the elements in Captain Gallant designed for high sales-appeal.

FILM SALES


Carter Products Inc. (toiletries, pills), N. Y., has renewed sponsorship of Mr. District Attorney, a television series, on 40 stations. Firm has purchased full sponsorship but is looking for another sponsor to enter co-sponsorship agreement on alternate-week basis. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Reid H. Ray Film Industries Inc., St. Paul, Minn., has sold Wall’s Workshop for showing on WBBM-TV Saginaw, Mich., WDAY-TV Fargo, N. D., and KELO-TV Sioux Falls, S. D.

Television Programs of America, N. Y., announces sale of Ramar of the Jungle to WPIX (TV) New York for two more years for telescast six times weekly.


FILM PEOPLE

H. Jeff Forbes, managing director and executive producer, tv and motion picture div., Cabell Fane Inc., Richmond, Va., elected vice president and board member of parent organization.

Len Ringquist, time salesman, Television-Radio Broadcasting Inc., Boston, appointed sales representative, NBC Film Div., headquartering in N. Y.
From 5:00 to 5:30 weekday afternoons, "Elmer the Elephant" (with his trainer John Conrad) commands the loyal attention of Chicagoland moppets with his program of old-time movies and fun. But popularity is only part of the story.

At WNBQ no one forgets for a moment that

THE PAY-OFF IS AT THE POINT-OF-SALE

The result is high sponsor-satisfaction and unsolicited posies like this recent one from Mr. Mark Schreiber, President of Mark Schreiber Advertising of Denver, in behalf of Glitter Art coloring sets:

"... the results we have achieved this year using 'Elmer the Elephant' have been most gratifying. Our large outlets are F.W. Woolworth stores and Walgreen, and we have had excellent sales results with the product in your area, using your station exclusively. It speaks well for the kind of job WNBQ can do..."

Elmer modestly points out that he's ready to do the same job for you. So are other home-grown, top-rated programs in WNBQ's famous "Chicago School" tradition—backed by the most active promotion and merchandising service in town.

To make sure Television pays off for you in Chicago, call your NBC Spot Sales representative, or

WNBQ

TELEVISION IN CHICAGO

a service of NBC

REPRESENTED BY NBC SPOT SALES
FOUR CLINICS OPEN BMI SERIES

NEARLY 100 persons attended the opening 1955 series of BMI Program Clinics at Seattle last Wednesday and somewhat less that number the one at Little Rock the same day. Friday clinics were scheduled for Portland, Ore., and Jackson, Miss.

In Seattle, at the Benjamin Franklin, the clinic featured a talk by Russell Sanjek, BMI, on "Radio—With a Capital R," followed by other speeches by John Carlson, KLOG Kelso; Margaret L. Hood, CKY Winnipeg, and Jack Knell, WBT Charlotte, N. C., on the respective subjects of community, women's and local news programming.

Edwin H. James, BPT's managing editor, was guest luncheon speaker. He was followed by James W. Nolan Jr., KIMA Yakima, on specialized radio programming, and Franklin Sisson, WOOD Grand Rapids, on program and station promotion. An open forum wound up the meeting which was presided over by Justin Bradshaw, BMI.

ASCAP, Industry Relations 'Cordial,' Adams Tells Meet

RELATIONSHIP between the American Society of Composers, Authors & Publishers and the radio-tv industry was termed "amicable" and "cordial" by President Stanley Adams in a Beverly Hills, Calif., talk last Thursday.

Presiding over the semi-annual West Coast ASCAP meeting, Mr. Adams reported that no question now exists in the broadcasting industry as to the right of ASCAP to impose licensing fees. Questions have been raised, however, as to proper rates.

George A. Hoffman, ASCAP comptroller, said the society recently has made two distributions of $3.9 million each, to members.

KAFFEE-Klotch in Seattle prior to opening of the BMI clinic series last week includes (l to r) Russell Sanjek, BMI; F. Turner Cooke, BMI field representative, and J. Elroy McCaw, KELA Centralia and president of Washington State Assn. of Broadcasters.

MCDONALD ENVISIONS QUICK START TO PAY-TV

Zenith president doesn't see why fee-tv should drive out free-tv. Meanwhile, educational group evinces interest in pay-tv possibilities.

ZENITH President E. F. McDonald Jr., thinks subscription tv can get started in two big markets within a year after the FCC gives pay-tv the green light. He indicated that it was Zenith's plan to lease decoders to viewers, rather than sell them. His remarks were contained in a short interview published in the Feb. 28 issue of Newsweek magazine.

Among other things, Comdr. McDonald said he knows of only one film producer who is not interested in subscription tv. He also said a number of "far-sighted" theatre people have already contacted Zenith about local franchises.

To the charge that fee-tv might entirely drive out free-tv, Comdr. McDonald said that people will still want news, panel shows, half-hour comedy and mystery programs and variety shows.

Meanwhile, a cautiously-worded statement on subscription tv has been issued by the Joint Committee on Educational tv. At the same time, the National Community Television Assn. has decided to withhold taking a position on the subject pending further study.

JCET said that should subscription tv be authorized, it will be "deeply interested in exploring [its] educational possibilities." Referring to backers' statements that pay-tv would provide a more flexible and varied medium of communication, increasing viewers' choices, JCET said: "These features are in harmony with educational methods and objectives, and accordingly the JCET will urge that the FCC take them into account in its consideration of subscription television."

NCTA caution stems from the undetermined methods of payment for subscription tv. Questions raised involved whether community tv subscribers would have to pay twice for a scrambled program—one to the antenna company for service and again to unscramble the picture—or just once by having the community tv system unscramble the picture at its receiving point. NCTA was approached by representatives of the anti-pay-tv Joint Committee on Toll tv for support in opposition to subscription tv, it was reported, but decided to take no stand until it has studied the subject more thoroughly.
WKRC-TV
316,000 watts
on Channel 12

CINCINNATI, OHIO

MAXIMUM POWER
Soon
MAXIMUM POWER

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

Don Chapin
Mgr. New York Office,
550 Fifth Avenue

Ken Church
National Sales Manager

REPRESENTED BY THE KATZ AGENCY
McConnaughey Endures Fire Bath
By Senate Commerce Democrats

FCC Chairman’s confirmation may be settled this week. He informs Commerce Committee he favors selective vhf-uhf deintermixture, removal of legal bar ‘insulating’ Commissioners from FCC staff, and patience with educators. Mr. McConnaughey apparently would support FCC’s newspaper diversification policy in comparative cases, but his testimony conflicts. He declines comment on Lamb case.

SENATE Democratic sharpshooters last week put FCC Chairman George C. McConnaughey through a barrage of questions in efforts to find out present and future policies and philosophies in the communications field.

The Senate Interstate & Foreign Commerce Committee’s Wednesday hearing on Mr. McConnaughey’s nomination to the FCC was marked by sharp verbal clashes between Demo-

crats and Republicans as senators delved into the FCC chairman’s past business associations, his activities during the 4½ months he has served as appointive chairman of the Commis-

sion and what he intends to do about some of the most pressing problems of the broadcast-

ing and communications industry.

Of particular interest was the session of several hours by “leaving the book open a few days” for further comments and to “let the dust settle.” Thus, the committee may vote on reporting the nomi-

nation this week, perhaps as early as Wednes-

day.

Main issues in the McConnaughey hearing:
- Uhf-vhf troubles and the Plotkin and Jones reports. Chairman McConnaughey said he favored “selective deintermixture” (recommen-
ded in the Plotkin Memorandum, B’T, Feb. 7) and removal of tax on all-channel tv sets.
- FCC’s tv applications backlog. Mr. McConnaughey criticized Secs. 309 (c) and 409 which “insulate” commissioners from individual proceedings and FCC staff participants; said the backlog now is being reduced rapidly; said he will institute a “manual of procedure” to keep irrelevant material from slowing down grants and said he will ask changes in Secs. 309 (c) and 409.
- Newspaper ownership of radio-til stations. Mr. McConnaughey’s morning and afternoon testimony seemed to conflict on this issue. He told Sen. Price Daniel (D-Tex.) that all other things being equal, he (newspaper applicant) “ought to have a little bit in his favor because of experience and background.” Later, he told Sen. Estes Kefauver (D-Tenn.), who had re-
ferred to the morning testimony: “No, I would not favor the newspaper. If you got that im-
pression, it was wrong. I stated it wrong, we will say.”
- FCC license renewal procedures and the Ed Lamb case. The FCC chairman said he wasn’t on the FCC when the case began; that FCC rules forbid him to discuss the merits of the Ed Lamb case before it goes to FCC mem-
bers, but he would at that time make a study of the general principles involved and take “strong disciplinary action” if anything was “improper.” He said the FCC rules “protest” section should be revised to keep out “frivo-
lous” protests. He declared he did not believe former FCC attorney Walter R. Powell Jr. “coerced” any witnesses in the Lamb case.
- Military demands in the vhf band. Mr. McConnaughey said the military has a “sub-
stantial” vhf band, but the Office of Defense Mobilization has been “cooperative” with the FCC.
- Mr. McConnaughey’s past employment by subsidiory and affiliate companies of AT&T. He said he did Mr. Mc’s work as an attorney in getting rates raised for two Ohio telephone companies would affect his actions in similar decisions of an interstate nature by the FCC.
- The second set-to came when Sen. Andrew Schoeppel (R-Kan.) said he wanted the record to show that Mr. McConnaughey was “forth-
right” and did not prove to be an unwilling witness, and that testimony did not have to be “dragged out of him.”

Sen. Kefauver disagreed: “I had some trouble.” He added he understood the FCC chairman was not “immediately forthright” to questions from Sen. Monroney at the hearing last November. Sen. Monroney acknowledged at this point that he had been “frankly disap-
pointed” with Mr. McConnaughey’s responses.

This referred to Mr. McConnaughey’s state-
ment last November that he never had repre-
sented AT&T, although, under questioning, he said he had represented Ohio Bell Telephone Co., a subsidiary, and Cincinnati Suburban Telephone Co., about 30% owned by AT&T.

Mr. McConnaughey’s testimony on news-
paper ownership of stations began during the

HEARING scene shows (l to r) FCC Chairman
Sen. Everett Dirksen (R-Ill.) (an observer); Bart Schoeppel,
Commerce Committee; Sens. Andrew Schoeppel
Warren G. Magnuson (D-Wash.), committee chairman.

filling vacancies.

Verbal duels came during the afternoon session while Mr. McConnaughey was being questioned by Sen. Kefauver, who, although not a member of the committee, was permitted to question the FCC chairman by unanimous committee consent.

Sen. Kefauver first drew fire from Sen. John W. Bricker (R-Ohio), ranking Republican of the committee and its chairman during the 83d Congress. The Tennessean had questioned Mr. McConnaughey at length on the Lamb case; he said he had replied that he could not comment on the case until it was sent to the FCC membership.

Sen. Kefauver said the FCC at first had charged Mr. Lamb with membership in the Communist Party, but had later modified the charge to associating with communists. “What about charging anyone with being a commu-
nist and then dropping the charge without apology?” he asked.

Sen. Bricker broke in to say it was “unfair’’ for Sen. Kefauver to “come in here . . . and start asking this witness about cases that are now pending before the FCC in which he has said that he has no information and in which he is prohibited by the law from getting in-
formation. I think it is an unfair line of ques-
tioning.”

“I resent the statement of the senator that it is unfair,” Sen. Kefauver replied.

“Well, you can just go ahead and resent it. . . . It stands on the record and I will still say it,” retorted Sen. Bricker.

The morning session was opened by Sen. Andrew Schoeppel (R-Kan.) who said the FCC had a duty to press the states to do their part to control “frivolous” and “frivo-
lous” protests. He declared he did not believe former FCC attorney Walter R. Powell Jr. “coerced” any witnesses in the Lamb case.

“Certainly do not,” Mr. McConnaughey said.

“Do you believe a newspaper owner by virtue of his newspaper ownership is less qual-
ified than an applicant who does not have a newspaper, all other things being equal?” con-

continued Sen. Daniel.

“No; on the contrary, I think he ought to have a little bit in his favor because of experience and background,” Mr.
As always, the most recent Pulse shows WCBS Radio has a greater audience during the average quarter-hour than any other New York radio station... 50% larger than the next network station, 23% larger than the next local station. Now, Pulse has released a new report...

**A NEW MEASURE OF SUCCESS FOR WCBS RADIO!**

The first CPA (Cumulative Pulse Audience) report is in. For the first time, Pulse shows how many *different* families listen to each of metropolitan New York’s 4 network and 9 leading local radio stations.

**MORNING, AFTERNOON AND NIGHTTIME, TOTAL DAY AND TOTAL WEEK, WCBS RADIO LEADS IN EVERY SINGLE CATEGORY!** For example, on a total week basis, WCBS Radio reaches a whopping 80.9% of *all* radio families in the entire 12-county area measured in the survey... 11% more different families than the next network station and 32% more different families than the next local station.

In fact, WCBS is the only radio station (network or local) to reach *3 million different families* weekly in this 12-county area! (And WCBS reaches well beyond this area to an additional 17 counties.) We would be happy to go into the whole story with you. For all of the details, get in touch with CBS Radio Spot Sales or The Number One Station in The Number One Market... **WCBS RADIO**

McConnaughey answered. Later, answering a question from Sen. Magnuson, Mr. McConnaughey said it was a “different situation" where the sole newspaper in a market also has “the other methods of communications."

Under questioning by Sen Keafauer in the afternoon, however, the FCC chairman said he would not favor a newspaper applicant over a non-newspaper applicant. Pressed by Sen. Keafauer, he said owning a newspaper "could be a favorable factor with reference to their experience. To me, that is just common sense."

Sen. Keafauer asked: "That would be a favorable factor then. If there are two applicants, one a newspaper and the other just an individual, would you favor the newspaper?"

"No, not necessarily," replied Mr. McConnaughey.

Asked if he thought newspaper operation would be an "experience that would cause you to look with more satisfaction upon them than on the other individual," Mr. McConnaughey replied:

“It could be or could not be. It would depend entirely on each individual case, entirely on the circumstances surrounding each individual case.”

Asking by Sen. Daniel during the morning session if, in considering exceptions to an examiner's decision, he restricts considerations to whether the exceptions demonstrate "fatal error, or do you consider the case as one of the first impression?" Mr. McConnaughey replied that he would consider it "as of first impression."

In the afternoon Sen. Magnuson returned to questioning Mr. McConnaughey about the FCC's decision favoring KTBS Shreveport over KWKH (a newspaper applicant—Shreveport Times) there for grant of ch. 3, about which the committee chairman and Sen. Daniel had questioned Mr. McConnaughey during the morning session.

Reading from questions presumably given him by Sen. Allen Ellender (D-La.), who made a brief appearance at the hearing, Sen. Magnuson asked the FCC chairman if he was familiar with the decision. Mr. McConnaughey said he was. He said he also had read the examiner's initial decision before hearing oral argument.

"Did you know one of the parties was charged with testifying falsely before the examiner?" Sen. Magnuson asked. "I don't recall that," Mr. McConnaughey replied.

"Did you read the record for evidence on this charge?" Sen. Magnuson asked, interrupting himself to say, "— but you said you didn't recall." He then asked:

"Before voting did you read the examiner's decision in its entirety?"

"I did," Mr. McConnaughey replied.

"Did you check the record to verify all revisions of the examiner's initial decision contained in the FCC's final decision?" Sen. Magnuson continued.

"I did," said Mr. McConnaughey.

Sen. Pastore began the morning questioning by asking Mr. McConnaughey if he was "hopeful of some solution to this uhf and vhf or are we going to swing in the dock?"

Mr. McConnaughey said some forward steps had been taken in engineering and other matters and said he thought a partial answer was in removing the excise tax on all-channel sets. He said two high-power (million-watt) uhf stations already are in operation with praiseworthy success. He added he thought the FCC should consider rulemaking for “selective deintermixture,” suggested in the Plotkin Memorandum. The Jones report deprecated both the tax proposal and deintermixture.

Sen. Pastore said the situation gets worse every hour. ... I take it we're still talking in generalities about it, from what you said just now."

Mr. McConnaughey admitted this was true up to the present time, adding that originally FCC had expected that manufacturers would build all-channel sets when uhf was allocted. He said tv has been in operation only seven years and described the uhf losses for 1940 as some $45 million.

Sen. Pastore cautioned that manufacturers must agree voluntarily to make all-channel sets: "You've got to show them a profit."

To a question by Sen. Magnuson on military demands in the vhf band, the FCC chairman said the military had a "substantial" portion, but the FCC has worked closely with the administration (ODM).

"Does the military have too much of the band or is it a reasonable amount for the purpose?" asked Sen. Magnuson.

Mr. McConnaughey said he didn't know.

"Maybe this committee should find out," Sen. Magnuson said. He added the military share represented "quite a gap. I've seen some charts."

Mr. McConnaughey said Secs. 309 (c) and 409 segregate the commissions from FCC examiner. He said since he had named James D. Cunningham as chief examiner there have been 18 backlog cases disposed of, which he called an all-time record. He predicted that by July 1 the FCC will have handled more cases than "all last year," and that we're getting the show on the road."

"If nothing else, I think I do know something about administration," he said. He predicted the backlog will be eliminated in 12 months except for "hard core" cases, and criticized some of the latter as being too long (8-, 10-, 11-thousand pages).

There is evidence submitted that should never be there," he said. He was asked by Sen. Magnuson to say again and he did so. Asked if that was his opinion, he replied, "I know it."

Sen. Magnuson, agreeing cases were "cluttered," said: "You give them due process of law but a lot of unnecessary procedure."

Mr. McConnaughey said FCC rules have commissioners "so segregated that they are supposed to act like a court of appeals. "I never heard of anything so ridiculous in my life as Sec. 409," he added. "You can't talk to the chief counsel, the chief examiner or the chief accountant."

Questioned by Sen. Pastore, he said he would recommend changes in the rules.

Sen. Bricker said the committee had recommended changes "seven years ago and got bogged down."

Sen. Magnuson said he was asking the man who "wrote" the Communications Act (former Sen. Clarence Dill of Washington) to look over the law and recommend changes.

Answering questions from Sens. Pastore and Magnuson, Mr. McConnaughey said a hearing examiner staff of 24-25 persons has been on the some 200 tv cases and an unknown number of radio cases; that he had kept on temporary examining teams to work on the backlog.

At this point, Sen. George Bender (R-Ohio) made a statement praising Mr. McConnaughey during the morning session.

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WGAR Cleveland (CBS)  Peoples Broadcasting Corp.
WJR Detroit (CBS)  The Goodwill Station, Inc.
WTIC Hartford (NBC)  Travelers Broadcasting Service Corp.
WDAF Kansas City (NBC)  Kansas City Star

KFI Los Angeles (NBC)  Earle C. Anthony Inc.
WHAS Louisville (CBS)  Louisville Courier-Journal & Times
WTMJ Milwaukee (NBC)  Milwaukee Journal
WGY Schenectady (NBC)  General Electric Company
WSYR Syracuse (NBC)  Herald-Journal & Post-Standard
WTAG Worcester (CBS)  Worcester Telegram-Gazette
said that "George McConnaughey has never been for sale. He is intelligent, honest, and has the respect of the entire state."

Sen. Magnuson at this time said the Senate Legislative Counsel had advised him that in its opinion FCC officials could not be successfully prosecuted for furnishing the committee with the financial statistics on TV stations and networks, asked by Robert F. Jones, until Feb. 1 GOP counsel for the committee's current investigation. The FCC had written the committee that it did not feel free to furnish the information because it was given in confidence, citing Sec. 19.5 of Title XVIII, U. S. Code.

Mr. McConnaughey said he signed the FCC letter after unanimous agreement of the Commission. He suggested that FCC will get the Attorney General's opinion on the matter.

Sen. Magnuson said his committee will try to cooperate with the FCC "from the legislative end" in getting FCC's rules of procedure overhauled, so applicants all will know they are "being treated equally."

The Commerce Committee chairman criticized the practice of applicants who withdraw and ask the successful applicant to reimburse the withdrawer for its expenses. "It's nothing illegal, but it's a practice the FCC ought to step on," he declared.

Mr. McConnaughey said he was chairman of the Ohio Public Utilities Commission six years, but handled no telephone rate cases.

He later represented Ohio Bell and Cincinnati Suburban when the Ohio PUC granted them rate increases of 15%-16%, confirmed in both instances by the Ohio Supreme Court, he said.

Sen. Pastore asked how rates were based when the state companies perform interstate (as opposed to intrastate) services. Mr. McConnaughey replied that a joint committee appointed by the FCC and by a group representing the various state public utilities commissions agrees on rates for all interstate aspects of telephone companies operating within a state.

Asked by Sen. Pastore when the FCC had last held public hearings on interstate telephone rates, Mr. McConnaughey said he didn't know.

"It might be interesting for you to find out," Sen. Pastore replied.

Mr. McConnaughey, answering criticism that he had sustained the principle of rates based on reproduction costs of equipment new, less depreciation, replied that this principle is the law in Ohio. Interstate rates, under FCC, are based on original cost of equipment less depreciation. He promised that FCC would work on the problem of exorbitant rates "much more than in the past."

Mr. McConnaughey said the FCC usually decides in favor of local TV applicants as against outsiders in a market, all other things being equal. He said he knew of no instance where the Executive Branch had tried to interfere in grant cases.

Under questioning from Sen. Monroney, Mr. McConnaughey said he represented Ohio Bell in 1948-49 and in 1952-53, and Cincinnati Suburban in 1949-50. He said about a third or a fourth of his practice at the times came from Ohio Bell and about a tenth from Cincinnati Suburban.

Sen. Magnuson asked what the FCC is thinking about on the Lamb case, adding that the Attorney General is "going to haul that woman [Mrs. Marie Natvig] before the grand jury."

The FCC chairman said the FCC must decide if a renewal is in the public interest and if it decides otherwise, is duty bound to set the case down for hearing. He explained that re-
newal usually is automatic unless the FCC receives complaints or initiates a hearing on its own motion.

Asked about attorney Walter R. Powell Jr., who headed the FCC case against Mr. Lamb until a few weeks ago, Mr. McConnaughey said Mr. Powell resigned from the FCC to go to NARTB and that he had never talked to Mr. Powell. He said Mr. Powell was allowed to resign during a recess in the case. The FCC chairman said that, to his knowledge, no letter of recommendation was written for Mr. Powell. He said he intended to look into the "general principles" of the Lamb case.

He promised an investigation when the case comes before the Commission and "strong disciplinary action" if anything proves "improper."

Sen. Magnuson asked how FCC got its witnesses: "Did they just show up or did someone go out and get a hold of them?"

Sen. Monteney asked why FCC refused to list its charges and witnesses unless asked to do so by the committee and asked if the hearing couldn't have been conducted by the Commission membership.

Mr. McConnaughey said the FCC will decide on "vicious" protests and screen them.

Mr. McConnaughey had no opinion on whether licenses should be renewable every year, every several years or be permanent.

Sen. Magnuson said he felt there should be a statute of limitations on charges against licensees. "In some of these cases they dig back 50 years."

Sen. Kefauver, in beginning his questioning, observed that this is the "first time" a commissioner has been named who has represented a firm which has business before the FCC. (A GOP spokesman after the hearing said other commissioners have been named who have been at networks, etc.)

Kefauver Hypothesizes

The Tennessee Democrat asked Mr. McConnaughey if he thought the public would respect a seven-member Commission if all the members came from firms in the communications field.

Mr. McConnaughey said no, but he thought he could be objective, citing his experience in public office.

 Asked if he helped to get the Ohio law started (telephone rates based on reproduction costs new less depreciation), Mr. McConnaughey replied. "Heavens, no!" adding that the law was enacted in 1913 "when I was still in high school." He said rates of the two Ohio telephone firms were among the lowest in the U.S.

Sen. Kefauver replied that, nevertheless, the firms were among the highest in the profit field, citing 8.8%.

Answering questions, Mr. McConnaughey said he had no idea of upsetting the present FCC rate-fixing formula (i.e., based on original costs of equipment less depreciation). He said in FCC cases he will "do what my conscience dictates," taking into account what other FCC members think, and would see that telephone firms get enough to "attract capital."

Mr. McConnaughey again told Sen. Kefauver that he could not comment on the Lamb case and did not know Mr. Powell. He said he had read that Mr. Powell had had a "severe heart attack."

"Have you made any inquiry if this is true?" Sen. Kefauver asked.

Asked by Sen. Kefauver if he intended to look into FCC license renewal procedures, Mr. McConnaughey said he would when it comes before the FCC membership, that he knew

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KTVK's 100,000-watts video power covers the fabulous 'Valley of the Sun' like a blanket. The clear KTVK signal extends into every corner of the rich $1,109,627,000.00* Arizona market — giving you 142,179 TV Homes (that's 83% of the State). KTVK's tower is 2,886' above sea level — 1,784' above the average terrain. KTVK operates at FULL POWER at all times! For Greater TV-Value... Greater Coverage — it's KTVK in Arizona!

PROGRAMMING
In addition to ABC's imposing line-up of shows, KTVK gives you top local programming — from live musicals to remote telecasts of the biggest sporting events. KTVK gives you the Southwest's most complete studio facilities, as well as the latest and best in microwave and remote facilities. Hard-selling local merchandising is also part of KTVK's success story. "Shop, Look and Listen," televised directly from food and drug stores within a 40 mile radius of Phoenix, is just one of the bonuses that make KTVK Arizona's greatest TV buy!

PERSONALITIES
It takes top personalities to sell — and KTVK's got 'em. Bee Pine, Art Brock and Vic Gort are just a few of the TV personalities that take your sales-story to the big KTVK audience.

*SPENDABLE CONSUMER INCOME
CHAIRMAN McConnaughey emphasizes a point during the hearing. Others are hearing reporter (near Mr. McConnaughey) and (1 to r) Sens. Frederick G. Payne (R-Mo.) and George Bender (R-Ohio).

nothing about the case except what he had read in newspapers. He said he didn’t think the FCC itself should have heard the case because the membership has other important things to do for the public interest.

“What rules of procedure have you gotten up?” Sen. Kefauver asked.

Mr. McConnaughey replied that he had asked Perry Russell, president of the Federal Communications Bar Assn., to appoint a committee to work with an FCC staff committee to establish a manual for rules of procedure.

Two other witnesses made statements before the committee.

They were: Harry R. Booth, chairman of Utility Users League, which he described as a consumers’ organization, and who also said he represented Mayor Paul Egan of Aurora, Ill., and others; Joseph Selly, president of American Communications Assn., New York, a union of employees of Western Union Telegraph Co., RCA Communications, French Cables, Western Union Cables and a number of radio broadcasting companies.

Mr. Booth urged against appointment of Mr. McConnaughey because of his former connection with AT&T companies.

Mr. Selly asked that the committee find out Mr. McConnaughey’s “attitude on monopoly.” He said the FCC “has gone out of its way to encourage monopoly” and said he believed the FCC Chain Broadcasting report of 1941 empowers it to remedy this situation.

Ike Speaks for Red Cross

AN eight-network broadcast will launch the 1955 Red Cross campaign today (Monday) with a three-minute message delivered by President Eisenhower. The President’s message will be spotted on programs throughout the evening, beginning at 8 p.m. EST.

Seeks $100,000 Network Probe

REP. ALBERT THOMAS (D-Tex.), chairman of the House Appropriations Committee’s Independent Offices Subcommittee, said his committee intends to submit a proposal to give the FCC $100,000 for a study of the economics of radio and television networks.

He did not say whether FCC had asked for such a sum, but said it was “generally agreed” that the FCC should make “its own economic study.” He said the proposal would have to be passed on by the parent committee.

LAMB CASE DISMISSAL TO BE ASKED

Hearing recesses without date.

Recanting Natvig slated to appear before D. C. grand jury today on testimony reversal.

TURBULENT license renewal hearing on Edward Lamb’s WICU (TV) Erie, Pa., was recessed without date by FCC Examiner Herbert Shafman Thursday pending receipt of a motion tomorrow (Tuesday) by counsel for Mr. Lamb which will seek termination of the case and immediate renewal for the Erie station.

Russell Morton Brown, attorney for Mr. Lamb, told the examiner there has been a “complete and thorough failure” by the FCC Broadcast Bureau to present any evidence which would support the Commission’s charges of communist ties on the part of Mr. Lamb as set forth in FCC’s pre-hearing McFarland letter early last year and the “resume” of allegations issued in midsummer. He said there has been nothing worthy of reply by Mr. Lamb presented in evidence.

Mr. Brown’s position was disclosed Thursday morning following further examination of ex-communist Lowell Watson by Broadcast Bureau attorneys in an effort to discover why he recanted his previous testimony linking Mr. Lamb with communist activities at Toledo in the 1930’s.

He said he had been “coached” by Mr. Watson when he testified Mr. Lamb gave him money for Communist Party causes.

Mr. Watson was the second witness in the case to state during further cross examination this month that his testimony had gone out of his original story. A week ago the witness described seeing certain documents in FCC’s offices last fall and observing a specific signature on the documents, shown to him by another witness in the case. The Broadcast Bureau subsequently represented that the documents were never in its possession.

Thursday morning, under further inquiry by Mr. Edward Brown, Mr. Watson said that if he testified he had seen the signature, “I did not understand the question.” He explained he was not feeling well at the time and, in fact, had not seen any signature.

Under questioning by Mr. Russell Brown, Mr. Watson related details of his work for the Lamb attorney as a consultant following his testimony before FCC. He said he worked for eight days at $25 per day and consulted with Mr. Russell Brown on his knowledge of the Communist Party and the conformity of testimony by other witnesses about their reputed communist activities.

Prior to the recess of the case Thursday a heated exchange developed between Mr. Russell Brown, Mr. Watson and the general counsel for the Communist Party and the conformity of testimony by other witnesses about their reputed communist activities.

Ike Silent on FCC

PRESIDENT Eisenhower refused Wednesday to be drawn into the controversy regarding recanting of testimony by two witnesses in the FCC’s license renewal hearing involving Edward Lamb and WICU (TV) Erie, Pa. At his news conference a reporter asked the President if he was going to look into the FCC’s operation as a result of the confusion raised by behavior of Commission witnesses.

He replied that he would not take any action without making a thorough investigation.
Two Broadcasters Serve on Ike's Staff

TWO BROADCASTERS are serving on the White House staff as administrative assistants to President Eisenhower. Fred A. Seaton, former Assistant Secretary of Defense and an ex-senator (R-Neb.), was inducted into office Monday. He will be a member of the White House Liaison unit working with Congress, a function he had performed at the Pentagon. Howard Pyle, recently Governor of Arizona, joined the President last month as Liaison representative with federal and state governments.

Mr. Seaton received the Medal of Freedom Monday at the Pentagon. It was presented by Secretary of Defense Charles E. Wilson, who praised his work "here and abroad in the formulation and development of policies on the free exchange of information and understanding."

"Welcome back aboard the train," the President said as he greeted Mr. Seaton, referring to his role during the campaign of 1952.

Mr. Seaton and his brother, Richard M., own Seaton Publishing Co. (KHAS Hastings, Neb.; Hastings Tribune), which holds a grant for tv ch. 5 in Hastings. They also own other midwestern radio stations and newspapers.

Mr. Pyle is a vice president-program director of KTAR Phoenix and the Arizona Broadcasting System.

LIBEL BILL MOVES IN N. Y. LEGISLATURE

State measure which passed Assembly and now goes to Senate would absolve radio-TV stations of any blame for defamatory remarks made by a legally qualified candidate for political office.

A NEW YORK state bill to relieve radio and tv stations of liability for defamatory remarks in speeches broadcast by qualified political candidates had cleared its first hurdle and was awaiting further action last week.

The bill, which has the backing of the newly-formed New York State Assn. of Radio & Television Broadcasters, passed the State Assembly by a 140-0 vote and is expected to come before the Senate for final action shortly.

The measure was sponsored by State Sen. Frank C. McCullough of Rye and Assemblywoman Frances K. Marlott of Mt. Vernon. Text as introduced by Miss Marlott and passed unanimously by the Assembly:

"An act to amend the Civil Practice Act, in reference to defamation by radio or television; -A. Defamation by radio or television. "The people of the State of New York, repre- sented in Senate and Assembly, do enact as follows:

"Sec. 1. The Civil Practice Act is hereby amended by inserting therein a new section, to be Sec. 337-A, to read as follows:

"337-A. Defamation by radio or television. 1. The owner, licensee or operator of a visual or sound radio broadcasting station or network of stations, and the agents or employees of such owner, licensee or operator, shall not be liable for damages for any defamatory statement published or uttered in or as a part of a visual or sound radio broadcast, by any legally qualified candidate for public office whose utterances, under rules and regulations of the PCC may not be subject to censorship by such owner, licensee or operator of such visual or sound radio broadcast station or network of stations, or their agents or employees.

"2. A 'legally qualified candidate' means any person who has publicly announced that he is a candidate for nomination by a political party or for nomination in any primary election or general election in any county, city, town or village, and whose qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directed by means therein provided, and who (A) has qualified for a place on the ballot or (B) is eligible under the applicable law to be candidates.

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There are 138,832 electrified farms in the KFAB area.

The face in "Let's Face the Facts" this issue is that of J. Gordon Roberts, President of Roberts Dairy Company . . . Omaha's largest producer of milk and dairy products.

KFAB has been a part of Roberts Dairy advertising program for over seventeen years.

Any advertising medium is constantly striving to build new business, but the true mark of success is the continued use, year after year, by the old advertisers. KFAB has many such success stories.

You're invited to "face the facts" . . . to learn why so many big and little advertisers have used KFAB successfully year after year. A Free & Peters Colonel will be glad to help you "face the facts" . . . or check with General Manager Harry Burke.

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station.

February 28, 1955 • Page 71
'STAR' STATION OWNERSHIP THREATENED BY CONVICTION ON ANTI-TRUST CHARGES

Federal jury rules Kansas City newspaper attempted to and monopolized dissemination of news and advertising. If the decision stands, it could face FCC proceedings involving its qualifications as licensee of WDAF-AM-TV.

OWNERSHIP of two major broadcast properties, WDAF-AM and WDAF-TV Kansas City—stands in jeopardy as the government holds the first victory in a series of legal proceedings that may go on for years.

At the weekend the Kansas City Star, owning WDAF-AM-TV, stood convicted of criminal anti-trust charges under a Tuesday jury verdict. It promises to ask a new trial.

Thus branded, the newspaper may face FCC proceedings involving its qualifications as a radio-tv license. Commission action appears unlikely while the case remains in the courts.

Armed with its verdict, the Justice Dept. may decide to invoke other so-called newspaper monopoly markets.

In last Tuesday’s verdict the Star was found guilty of two misdemeanor counts—attempting to monopolize, and monopolization of the dissemination of news and advertising in the Greater Kansas City market. Mr. Sees, advertising director of the Star, was found guilty of the first charge, attempting to monopolize, and acquitted on the second.

Maximum sentence faced by the Star is $5,000 fine on each count. Mr. Sees faces a possible $5,000 fine and one year in jail.

Several legal angles enter the picture at this point. During the trial Elton L. Marshall, Star counsel filed an acquittal motion on behalf of Mr. Sees, covering seven count charges.

Judge Richard A. Duncan of the Federal District Court said after the verdict that he has this acquittal motion under consideration. He can rule on the motion just as though he were ruling at the time it was submitted by defense counsel, and thus could in effect reverse the jury verdict.

The government’s civil action was filed at the time the criminal indictment was returned Jan. 6, 1953. Earl Jinkinson, special assistant to the U. S. Attorney General, said federal court procedure specifies that when the criminal case is tried, the civil action may be taken up within 10 days following disposition of the criminal action.

He said the government probably will ask Judge Duncan to issue a summary judgment on the basis of evidence submitted during the criminal trial.

Threat to WDAF-AM-TV

At this point the Star faces direct threat to its operation of WDAF-AM-TV. The civil action contains government requests to divest the radio and tv interests from the newspaper; to enjoin the Star and its morning edition, the Times, from continuing combination advertising and circulation rates; and to separate the Star and Times.

In passing sentence on the criminal verdicts, Judge Duncan has the power to direct separation of the newspaper and radio-tv properties, or revoke the radio-tv licenses. In such cases the FCC would be required by the Communications Act (Sec. 311) to carry out the court mandate.

Or the Commission on its own motion could hold that the Star is unqualified to be a station licensee, revoking the license and granting a hearing or challenging the Star’s qualifications at a license renewal hearing.

Sec. 315 of the Communications Act gives courts the power to revoke licenses where a licensee has been found guilty of either civil or criminal anti-trust violation. In such a revocation the licensee has the same right of appeal or review provided in other decrees and judgments of the court.

Roy A. Roberts, president and general manager of the Star, said the case will be appealed "in complete confidence of the outcome." He said the court made "grievous error" in admitting and barring testimony and in its instructions to the jury. He described the evidence as "flimsy," involving isolated cases out of millions of transactions. "The evidence clearly showed no pattern of unfair methods," he said.

Mr. Roberts said the government’s case showed the ultimate goal is to break down the Star’s newspaper circulation plan of 13 papers a week—morning, evening and Sunday—for one subscription price.

The government’s case against the Star involved 27 trial days, with 10 for the defense.

Columnist Blasts Decision

In his Feb. 24 syndicated column, David Lawrence, who has been brought nearer in the Star case by a jury "obedient to the highly prejudiced instructions of a federal judge." Noting there are 180 cities with single newspaper ownership, he said the current verdict was based on the "Truman regime" effort to "wreak vengeance on the Kansas City Star for its crusade against the Pendergast machine of the Democratic Party and its vote-getting frauds in that area."

Attorney General Herbert Brownell Jr. has refused to answer questions about restraint of trade aspects of the charges against the Star, contending comments might be considered in connection of court.

During the defense testimony Judge Duncan ruled that broadcast stations outside the Kansas City area whose signals can be received are not competitive in their news and advertising service. Roy A. Roberts, president of the Star, has introduced testimony by George E. Gauthier, engineering consultant of Arlington, Va., showing outside service in the area.

Judge Duncan refused to admit such evidence on the ground it is "common knowledge that you can turn on your radio, if you have a good one, and you can get Denver, Chicago, St. Louis and a dozen different stations."

While FCC records show no rulings applying to license holders convicted of criminal anti-trust charges, according to a preliminary scanning of its decisions, its predecessor Federal Radio Commission faced a similar issue. After RCA was found guilty of a civil monopoly charge, FCC held (Jan. 24, 1931) violation of the Clayton Act (Sec. 3) did not constitute monopoly in radio communication under Sec. 15 of the old law (now 311). Therefore FCC held it could not refuse RCA the right to hold a station license. RCA had required factory licenses to use its tubes in manufacturing their radio receivers, the court held.

In the FCC opinion Commissioner Robinson said, "The decree does adjudicate that the sale of radio broadcasting tubes is controlled. But the court did not go further and adjudicate by such control that radio communications was
The Best SEAT In The House

The best seat in the house is reserved for those who watch full length movies on television. In the Northern California market, the best of these films are shown on KRON-TV.

That's right—KRON-TV has long been the leader with the BEST of the FIRST RUN movies available. And there's plenty more in store because smart film buying requires know-how that improves with use.

There you have just one more reason why KRON-TV is the leader among television stations in the Northern California market . . . and one more reason why your sales message on KRON-TV will reach the people you want to talk to.

Ask Free & Peters about double feature movies on the new GOLDEN GATE PLAYHOUSE, 1:00 to 3:00 PM, Monday through Friday

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

No. 2 in the series, “What Every Time Buyer Should Know About KRON-TV”

Represented Nationally by Free & Peters, Inc.
MIAMI CH. 7 RULING ATTACKED

Examiner's initial decision favoring Biscayne TV Corp. is protested on diversification.

FROM all quarters last week the Miami ch. 7 initial decision of FCC Chief Hearing Examiner James D. Cunningham—proposing to grant Biscayne Television Corp.—came under attack in ex-government officials who protested the interpretation of the Commission's policy of diversification of mass media of communication.

Biscayne represents a joint venture by the Cox and Knight newspaper-radio interests with Niles Trammell, ex-NBC president, holding minor interest and the role of managing executive. The examiner ruled in favor of Biscayne on the basis of the public service record of the Knight WQAM and Cox WIOD, both Miami.

The initial ruling, conditioned upon the Knight interests dropping WQAM, proposed to deny competing bids by East Coast Television Corp., South Florida Television Corp. and Sunbeam Television Corp.

FCC's Broadcast Bureau and the losing applicants in the ch. 7 fight took the examiner to task for what they considered was a great deviation from the Commission's long-established policy of suppression of monopolization.

Biscayne felt the examiner's conclusions were correct "both as to matters of law and policy" and "in accord with the overwhelming evidence of record," but filed exceptions on his finding with respect to qualifications of the competing applicants. It did so, the Biscayne brief said, "in view of the possibility of appellate review and the probable contents of exceptions to be filed by others."

Charging that the examiner failed to find the Cox and Knight interests dominate the daily newspaper field at Miami and operate two of the three "dominate" radio stations, the Broadcast Bureau noted East Coast, South Florida and Sunbeam do not have any television, radio or newspaper connections. Each has a higher degree of local representation in ownership and management than Biscayne. In somewhat varying degrees, the ownership of each includes representation of diversified local businesses and occupations.

The Broadcast Bureau held that the examiner "has failed to give proper weight to the overwhelming evidence in this record tending to show that an award to Biscayne will seriously restrict the principle of diversification of the control of mass media in the Miami area and, further, that such an award would have a tendency generally to lessen competition in the broadcast field."

Citing Mr. Trammell's consultant contract with NBC, South Florida charged that "with great dominance over mass media already theirs [Biscayne principals], in Miami and elsewhere, and with built-in NBC influence through Trammell, the combine comes to the Commission and asks for still another vital pipeline into the Miami market place of ideas." South Florida contended the examiner improperly "diluted" this factor by "only an aside to the effect that no unlawful practices or 'evils' had been revealed."

The brief observed that the law "frowns upon monopolization generally even in the less sensitive business areas. It is indeed a unique 'justice' that winkingly nods approval to one monopoly while snarling at another."
More Power!

for S-T-L and Remotes

PHILCO

TV RELAY

4000 WATTS ERP*

Here's that extra power you need for S-T-L and remote pickup—4000 watts E.R.P.* (using 4' parabola). The TLR-3 provides highest quality transmission of color or monochrome signals with program sound channel meeting FCC requirements for S-T-L operation.

Heart of the Philco TLR-3, is a klystron—field proved in Philco multi-channel communications equipment—which provides a full watt of transmitter output. Interchangeable klystrons permit maximum efficiency in covering frequency ranges between 5925 and 7425 mc. RF units are weatherproof, and portable auxiliary units can be rack mounted. A complete line of mounting accessories, parabolas and lightweight reflectors is available, permitting installation of all electronic equipment at ground level.

A portable tripod is available for mounting transmitter RF and receiver RF assemblies in the field. Get information on this new Philco TLR-3. Write Philco, Dept. BT today.

**CHECK THESE FEATURES...**

- Color and Monochrome
- Program Sound channel meets FCC specifications
- Built-in wavemeters
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McCLATCHY BRIEF CHALLENGES FCC

California broadcaster - publisher in a court brief questions FCC decision that denied him the Sacramento tv when firm was found superior to other applicant in all criteria except diversification.

CAN THE FCC use its diversification policy to bar an applicant from a grant—even though it is found preferable to the competing applicant in all other respects?

No, said McClatchy Broadcasting Co. last week in a brief filed with the U. S. Court of Appeals in Washington. The brief in support of McClatchy's appeal from last year's FCC decision awarding Sacramento ch. 10 to Sacramento Telecasters Inc. and denying the McClatchy application [91, Nov. 8, 1954].

In what is considered to be the bellwether tv appeal on the newspaper-ownership issue, McClatchy challenged the FCC's decision, which overruled an examiner's proposal that the grant be made to McClatchy because it was superior to Sacramento Telecasters in all respects except that of diversification.

So significant is this case considered that the American Newspaper Publisher Assn. requested and received court approval to participate in the case as "Friend of the court." The ANPA brief is scheduled to be filed within the next week or so.

The California publisher-broadcaster owns the Sacramento Bee-KFBB, Fresno Bee-KMAM-AM-TV, Modesto Bee-KBEE (FM) and KERN Bakersfield, KWG Stockton and KOH Reno (Nev.).

The basic question to be decided, McClatchy said, is whether the FCC may deny an applicant, found superior on all other counts, because of its ownership of newspapers or other radio stations.

No Monopoly in Sacramento

Granting that the Commission has the right to discriminate against an applicant if a monopoly of communication media is involved, McClatchy averred that there is no monopoly issue in the Sacramento case. It pointed out that Sacramento is served by 28 daily newspapers, six Sunday newspapers, 65 weeklies, 51 broadcast stations and two other tv operations—with a third still being decided.

"Tracing the history of the Commission's diversification policy, McClatchy said: "...never until now has it been held that the diversification factor was so important that consideration of it warranted a grant to the competitive applicant, which could receive no preference on any other comparative ground and which, instead, was found to be inferior in all of the other areas where preferences were awarded."

In a long discussion of the 1951 Scripps-Howard case, an oral argument of which McClatchy emphasized that the Sacramento case was different. In the Scripps-Howard case, the appellate court held that the FCC could use the diversification issue as one of the criteria in determining who amongst several applicants was best qualified to receive a grant. McClatchy claimed that it was found deficient in only that issue, but superior to its competitor in all other respects.

McClatchy also claimed that the FCC was flying in the face of congressional intent when it uses the newspaper ownership issue as a derogatory factor in a comparative hearing for broadcast facilities. It traced the legislative history of this theme up to the 1952 McFarland amendments.

McClatchy also claimed that the FCC acted in an arbitrary and capricious manner when it found some criteria wielded over the competition to McClatchy as "slight."

Successful grantee, Sacramento Telecasters Inc., is principally owned by John H. Schacht, president-general manager of KMOD Modesto.

Dage Says Low Cost Boosters Can Serve Smaller Cities

SATURNET or booster tv stations can be produced at low cost and provide tv service for the 900 communities under 50,000 population which are not now using authorized channels, Dage Television Div. of Thompson Products declared in a brief filed Thursday at the FCC.

The brief was one of a series filed prior to Friday, last day for reception of comments on a proposal to authorize satellite stations. At the request of Radio-Electronics TV Mfrs. Assn., the FCC granted an extension of filing time to April 1.

Dage's RETMA committee is conducting a detailed investigation of satellite operations based on field experiments.

Dage said local communities could install low-power booster stations and said it could provide three complete station packages—film-network only, $34,904 for complete station; film-network-studio (one camera), $45,685; film-network-studio (two cameras), $51,385. The firm contended that the FCC should authorize satellites now and defer policy decisions. It described operation of its 30 w station in the Azores, which covers a 3 1/2-mile area and goes on only twice a day. It is said to be carried favorably with a 250 w aural station operating at night.

E. B. Crane, KXLF-TV Butte, Mont., proposed five classifications of booster-satellite operations. He said his mountain-area station breaks even, though he and Mrs. Crane accept no salary for their work. He added that KXLF-TV could serve Anaconda, Bozeman and Helena by booster.

Frank McIntyre, KLIX-AM-TV Twin Falls, Idaho, said large operators could strangle independent competition by spotting satellites in communities, splitting the advertising dollar. He urged authorization of satellites on a limited scale.

Gran Denied Stay Order Of Hearst Ch. 12 Purchase

FEDERAL appellate court in Washington last week denied the request of Gran Enterprises Inc. for a stay order against FCC action on the charge to Hearst Corp. to buy Milwaukee ch. 12's WTIV (TV) [BWT, Feb. 21]. The court gave no reason for its refusal to restrain the Commission in acting on the $2 million purchase.

Gran Enterprises is owned by L. F. Gran, real estate developer and former theatre owner. Mr. Gran, who is a 38.5% stockholder in WTIV, applied for the same frequency following the filing of the Hearst application for FCC approval of the transfer. The Commission refused to accept the Gran application on the ground it violated the rule forbidding the same person to apply for more than one facility in the same market. This action was appealed and in addition Gran asked for a stay order to prohibit the Commission from approving the transfer to Hearst before the court decided the appeal.

WROW-AM-TV Sale May Go to Hearing

WHAT may be a full-scale hearing on the $298,800 sale of WROW-AM-TV Albany, N. Y., to CBS commentator Lowell Thomas and associates seems a strong possibility last week as an oral argument of FCC chief counsel counsel en banc resulted in a request by WROW counsel Duke M. Patrick for an evidentiary hearing. FCC Chairman George C. McConnaughy indicated it would be granted.

When oral arguments were held to discuss charges made by ch. 35 WTRI (TV) Albany that the sale of the WROW stations to Mr. Thomas violated FCC regulations concerning ownership of broadcast stations by network employers and anti-trust laws. Representing WTRI, which ceased operation Jan. 31, was Paul A. Porter, former FCC chairman.

Mr. Thomas and his associates bought WROW-AM-TV, and the Commission approved the sale, late last year. WTRI protested the grant and the FCC granted the protest in part, but denied other allegations. In its order, the Commission offered the oral argument, held last week, on legal questions, and also declared that the full-scale hearing on other charges (secret agreement between Mr. Thomas and CBS regarding affiliation, full connection of Mr. Thomas with CBS, etc.).

WTRI failed to persuade either the FCC or the U. S. Court of Appeals to stay the transfer. It was notified that the CBS affiliate would go to ch. 41 WROW-TV Feb. 1.

WROW has asked the FCC to allocate ch. 10 to Valus Mills, N. Y., a short distance outside the company. It has been made the subject of a rule-making hearing, following opposition and a court hearing by WTRI that WRGB (TV) Schenectady be changed to ch. 17 in lieu of its present ch. 6.

WFRV-TV, WNAM-TV Merger Gets FCC's Approval

FCC last week gave approval to the merger of ch. 5 WFRV-TV Green Bay with ch. 42 WNAM-TV Neenah-Menasha, Wis.

According to the merger agreement, control of WFRV-TV is transferred from Clayton and associates operating the Clancy Menasha Broadcasting Co., permitted of WNAM-TV, with WFRV-TV principals retaining 41% of the merged interests [BWT, Jan. 10].

A merged interest will operate ch. 5 WFRV-TV from the WNAM-TV Neenah studio and from leased tower facilities of the defunct WIPG-FM, near Green Bay. The FCC simultaneously granted WFRV-TV a six-months extension of time to complete construction and modification to locate its main studio at the transmitter site.

The transfer is subject to the condition that it not be consummated until the authorization for ch. 42 WNAM-TV is surrendered.

Boston Plea Denied

FCC CHIEF Hearing Examiner James D. Cunningham last week denied the petition by Massachusetts Bay Telecasters Inc. for permission to amend its application in the Boston ch. 5 tv cases so as to show resignation of cartoonist Al Capp from a stockholders' committee and withdrawal of his firm, Foswick Productions Inc., as 19.2% stockholder [BWT, Feb. 21]. The examiner ruled good cause was not shown for reopening the record. Mr. Capp withdrew to free the applicant from what he considers a personal dispute between him and a business competitor.
MARCH 9, 1955...a power-packed date in television! On this second Wednesday in March, CHANNEL 12—KLOR starts full-scale commercial operation with the most exciting television entertainment yet! Channel 12 VHF, will bring to every TV owner in Oregon and Southwestern Washington such talked-about shows as Disneyland, U. S. Steel, Danny Thomas, Stop the Music, etc., and top-flight local programs. Portland owned and operated, KLOR is the SHOW station viewers have been waiting for...the SALES station advertisers are seeking. Get a line today on the biggest show-sales line-up in the Pacific Northwest!

KLOR
OREGON TELEVISION, INC.
915 N. E. Davis Street
Portland 14, Oregon
Fimlmore 9721

S. JOHN SCHILE, Gen. Mgr. • HENRY A. WHITE, Pres.
'Tampa Times' Appeals Tampa Ch. 13 Grant

Tampa Times last week filed an appeal with the U. S. Court of Appeals in Washington against the FCC's grant of Tampa-St. Petersburg ch. 13 to Tampa Television Co. (principally owned by Walter Tison, owner of WALT Tampa).

The FCC last September issued its final decision in the ch. 13 case, finding in favor of Tampa Television. In doing this it reversed an examiner's initial decision favoring Tampa Times (WDAE). The Commission affirmed its decision last month [BT, Jan. 31], with FCC Chairman George C. McConnaughey and Comr. John C. Doerfer dissenting.

Tampa Times argued that the FCC was in error in not giving sufficient weight to the findings of the examiner in favor of its application—particularly with respect to his conclusions based on observing the "demeanor and bearing" of the witnesses. The Tampa newspaper said the Commission disregarded evidence that greater reliance could be placed on its premises, on its integration of ownership and management, its superior staff and its past broadcasting record. It also alleged that the FCC erred in holding that its newspaper background was a significant factor in favor of its opponent.

The Times called attention to the fact that in the Tampa-St. Petersburg ch. 8 case the Commission held that newspaper ownership was not determinative. In this, the FCC granted ch. 8 to the Tampa Tribune (WFLA) and denied the St. Petersburg Times (WTSP).

The appeal also complained that the Commission illegally permitted Mr. Tison to dismiss his initial decision, in his own name, and to substitute therefor the application of Tampa Television Co, in which Mr. Tison is a principal stockholder and general manager.

Hearings among the three applicants for Tampa-St. Petersburg's ch. 13 were held between Oct. 15, 1952, and June 11, 1953. Examiner's initial decision was issued in December 1953. After oral argument, the Commission reversed the examiner last September. Tampa Times' petition for reconsideration was denied last month. The third applicant was Orange Television Broadcasting Co, owned by local department store interests.

Asks Channel Swap

SEEKING the lower uhf channel left "fallow" by suspended WBFR-TV Lebanon, Pa., since mid-October 1954, ch. 61 WUMU-TV Reading, Pa., petitioned FCC last week for rule-making proceeding whereby it would take over WBFR-TV's ch. 15 and give the Lebanon station ch. 61 in exchange. Reallocation of multiple uhf channels in the state would be involved, the petition indicated. Pointing out its own record as "the nation's pioneer high powered uhf station," WUMU-TV explained WBFR-TV can't make up its mind whether it wants to resume operation or not.

FCC Asks New Decision
In WVM1-WLOX TV Case

FCC last week reopened and amended to a hearing examiner for a new initial decision the competitive hearing between WVM1 and WLOX Biloxi, Miss., for a new tv station on ch. 13 there.

An initial decision rendered last July proposed to grant the ch. 13 facility to WVM1 and deny the application of WLOX [BT, July 12, 1954].

The Commission noted that Edward Ball, a 1.3% stockholder of WVM1 will receive 55% of the stock as security in return for lending WVM1 money for constructing the proposed tv station. The FCC remanded the case with instructions to obtain additional information as to control of the proposed station.

Among the reasons for ruling against WLOX last July was the admission of J. S. Love Jr., president and 44.6% stockholder of WLOX, that he operates a bar and maintains slot machines in Biloxi's Hotel Buena Vista, contrary to Mississippi laws. The Commission last week ordered that WLOX be given an opportunity to show Mr. Love's reputation in the community and to permit testimony concerning allegations by WLOX that Mr. Ball, who owns the nearby Edgewater Gulf Hotel, has engaged in similar violations of the Mississippi laws.

Inasmuch as former FCC Examiner Harold L. Schils, who rendered the July decision, has left the Commission, another examiner will conduct the additional hearings.

Examiner Recommends FTC
Drop Philip Morris Complaint

A 13-year-old Federal Trade Commission complaint against the advertising of Philip Morris & Co., claiming its cigarettes are less irritating to the throat than other leading brands, was recommended for dismissal last week.

 Examiner Earl J. Kolb said that since the challenged advertising, as well as the manufacturing formula that allegedly supported the advertising claims, were discontinued he saw no reason to continue the proceeding.

He referred to an affidavit by O. Parker McComas, Philip Morris vice president, that said the firm no longer uses in manufacture the hygroscopic agent or moistener on which the "less irritating" claim had been based. Philip Morris also has abandoned in its advertising the statement that Philip Morris cigarettes do not leave an after taste.

The complaint was first issued in August 1942 and resulted in a cease and desist order by the FCC in December 1952. The case was appealed to the U. S. Court of Appeals for the District of Columbia and later remanded to the FTC at the latter's request. The FTC turned it over to Examiner Kolb stating the record "did not provide an adequate basis" for determining "whether or not Philip Morris cigarettes are less irritating than other leading brands of cigarettes."

Examiner Kolb's decision is subject to review by the Commission.

Girardian Challenges FTC Jurisdiction Over Activities

THE Federal Trade Commission has no jurisdiction over its activities, the Girardian Insurance Co., Dallas, Tex., said last week in answering FTC's complaint that its advertising is false and misleading. Girardian also denies that it made deceptive statements in order to sell policies.

In questioning the FTC jurisdiction, Girardian...
FASTEST
and
ONLY NONSTOP
both
DAYLIGHT
and
OVERNIGHT
between
WASHINGTON
and
LOS ANGELES

Lv. Washington (EST)  12:50 AM*  12:00 Noon
Ar. Los Angeles (PST)  6:05 AM  5:15 PM

Lv. Los Angeles (PST)  9:45 AM*  9:45 PM
Ar. Washington (EST)  7:35 PM  7:35 AM
*Effective March 1

There's new convenience in American's schedule between the nation's capital and Los Angeles. You now have a choice of two nonstop flights, daytime and nighttime, as well as two single-stop flights. And between Washington and San Francisco there's now new thru service. All flights are by DC-7, America's fastest passenger plane. Enjoy first class luxury service at regular fare.

AMERICAN AIRLINES INC.
America's Leading Airline
The Senate Judiciary Committee, headed by Sen. Harley M. Kilgore (D-W. Va.), in resolutions last week asked for $250,000 for its Anti-Monopoly Subcommittee and $154,000 for its Juvenile Delinquency Subcommittee for investigations.


The resolutions were referred to the Senate Rules Committee. Judiciary subcommittees earlier were authorized to use unspent committee funds during February.

Sen. Kilgore has proposed an investigation by the anti-monopoly group into “monopolistic practices” in the communications field. The juvenile delinquency group held three days of hearings last year on tv programming as a possible factor in childhood delinquency and plans to issue a special report on television after additional hearings have been held.

**Uhf Report**

REPORT dealing with transmissions from NBC's experimental uhf station at Bridgeport, Conn., between February 1950 and August 1952, was issued last week by the FCC Technical Research Div. Titled "Tropospheric Field Strength of 534.75 Megacycles Signals From Bridgeport, Conn.,” results are reported for data collected at distances from 30 to 240 miles. Copies may be obtained from the FCC Technical Research Div., Room 7358, New Post Office Building, Washington.

**What Priest Can Probe**

THE HOUSE last week approved H Res 105 authorizing investigations by the House Commerce Committee in matters under its jurisdiction.

The House Rules Committee earlier had amended the resolution to specify the areas for studies and investigations. Rep. Percy Priest (D-Tenn.) heads the House Commerce Committee.

The resolution now specifies that the Commerce Committee is authorized to investigate among other things:

- The allocation of channels to radio and television stations; educational television; subscription and theatre television; the administration by the FCC of the statutes which it administers.
- Advertising generally, fair competition and the administration of such statutes administered by the F.T.C.
“WE HAVE THE FEELING WE’RE BEING WATCHED!”

THIS is not just our imagination. First, WDAY-TV is the only TV station in Fargo . . . in fact, the only station in the whole of this rich Red River Valley! The nearest station is 50 miles away . . . the next one, 185!

Second, folks around here own TV sets. In Fargo, set saturation is 70.5% . . . 20 miles out it’s 57% . . . and 50 miles out it’s 33%.

Third, WDAY-TV keeps those sets turned on with 57 audience-proved local programs and 60 of the best shows from NBC and ABC . . . including many live shows, both network and local.

Yep, we’re being watched all right . . . and we love it! Get the facts from Free & Peters.

WDAY-TV
FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC
FREE & PETERS, INC., Exclusive National Representatives
Industry Fetes VOD Winners
In Washington, Williamsburg

FOUR WINNERS of the annual Voice of Democracy contest were feted by the industry and by official Washington last week, receiving college scholarships, TV sets and trophies at the awards luncheon Wednesday in Washington.

Awards were presented by U. S. Commissioner of Education Samuel M. Brownell on behalf of the Office of Education, NARTB, Radio-Electronics-TV Mfrs. Assn. and U. S. Junior Chamber of Commerce. Theodore F. Koop, CBS Washington director of news and public affairs, was m.c. of the luncheon. The winners were received at the White House Wednesday by President Eisenhower.

Over the weekend the four appeared on CBS-TV's "Youth Takes a Stand." The previous weekend they had taken part in ceremonies at colonial Williamsburg, Va., in the annual Democracy Workshop. The four were picked from 1.5 million contest entries. They are Judy Abramson, Yuba City, Calif.; Avron Joseph Malaetsky, Schenectady, N. Y.; Catherine Esther Styles, Minneapolis, an exchange student from New Zealand, and Dwight David Walker, Oskaloosa, Iowa.

James D. Secrest, VOD committee chairman, presented TV sets on behalf of RETMA, of which he is executive vice president. RETMA also presented state winners with receiving sets.

Advertising Executives Club
Formed in San Francisco Area

SAN FRANCISCO BAY area public relations, sales and advertising executives have formed a limited membership organization called the Advertising Executives Club, Ad Fried, newly-elected president, has announced.

Besides Mr. Fried, officer elected were: Lowell C. Trautman, owner of Trautman Apparel Co., vice president; Jack deMello, sales manager, KROW Oakland, secretary, and Al Horn, Berkeley Daily Gazette advertising director, treasurer.

Named to the board of directors were: Donald M. Murphy, public relations director, Lucky Stores; Raymond B. Giles, business development director, Pacific Coast Engineering Co.; Dalton Gautreaux, Small & Gautreaux Adv. Agency; Clayton Snyder, president, Snyder Publications and Joseph Wright, advertising director, Oakland Tribune.

Sportscasters Elect Dunphy

DON DUNPHY, freelance sports announcer and commentator, last week was elected president of the Sports Broadcasters Assn. for 1955, succeeding Dean Miller, sports editor of United Press Radio. Others named in the annual balloting: Jim McKay, CBS-TV, first vice president; Les Keiter, WINS New York, second vice president; and Frank Litsky, UP Radio, secretary. Len Dillon, WFAS White Plains, N. Y., was re-elected treasurer.
"At Minnesota Mining and Manufacturing Company (known as "3 M"), they say, "He's America's No. 1 stick-up man!"

"Need a 'Scotch' brand tape for grafting trees? Wrapping a new automobile? Splicing a rug?"

"We have 'em — and hundreds more," says "3 M" Executive Vice-President L. F. Weyand. "No wonder they call me the 'stick-up man.'"

"But there's one kind of sticky tape you won't find around here, and that's red tape. When our dealers or customers ask for a shipment in a hurry, we take them at their word."

"We call Air Express — and the shipment is delivered in a matter of hours!

"We know we can depend on Air Express. We prove it hundreds of times a year. What's more, we save money by using Air Express. A 25 lb. shipment from St. Paul to Miami, for example, costs $13.65 door to door (one charge). That's 20¢ less than any other air carrier — and the service just can't be compared!"

Air Express

GETS THERE FIRST via U.S. Scheduled Airlines

CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY
RTES LUNCHEON HEARS WFAST SUCCESS STORY

HOW DOES a suburban, 250 w station hold its own in a large metropolitan market? Music and news: the first, easy on the ear; the second, hard on the local angle.

The question was posed at last Wednesday's Radio & Television Executives Society workshop luncheon in New York. The answer was given by Randall Kaler, program director of WFAST White Plains, N. Y., which serves Westchester County.

Mr. Kaler said WFAST, in face of wide coverage in its own area by New York City radio and tv stations, has developed a "middle-brow" brand of familiar music which has gained wide acceptance. For news, the station emphasizes county events, basing its reports chiefly on service provided by an independent county news wire (from 13 newspapers serving the area).

Success of the formula, he said, has been demonstrated in WFAST's business volume and can be seen in the growth of the station's staff from three members in 1932, when WFAST started, to today's total of 25 members. He also credited selected public service spots, handled by station announcers and kept localized, with well planned music programming and moderately pitched commercials.

WFAST's revenue is made up of 75% local advertising and 25% national, he estimated, with peak tune-ins coming in the 7:30 a.m. to 1:30 p.m. and 4:30 to 7:30 p.m. periods.

Ernest de la Ossa, manager of business development for WRCA-AM-FM-TV New York, who represented 50,000 watters in the workshop discussion (WRCA is 50 kw, clear channel, an NBC o&o), noted that his station operates in the proximity of the headquarters of NBC, advertisers and their agencies—and that this alone differentiates it from other stations of its size.

The station, he said, tailors its local programming to make it dovetail in mood and content with network programming while providing service (both "tops in entertainment" and informative, while educational, to the public) to hundreds of communities reached within its coverage area.

Local programming of such a size station, Mr. de la Ossa observed, must offer service that appeals to large and varied community and occupational groups. WRCA, he said, continually keeps in touch with community interests by taking performers and personalities to the "grass roots," and, in reverse, invites civic, community, business and other such groups into its studios for closer contact with personalities and performers.

Donation of spots and announcements on a controlled basis is another local service. He said that in a typical week in January, the station donated more than $25,000 (representing commercial value of the time) to this type of service.

Beer-Wine Report Shows Self-Regulation Effective

SELF-POLICING of beer and wine advertising by Michigan broadcasters "is preferable to regulation by statute and bureaucracy," according to a Michigan Senate Interim Committee investigating advertising of beer and wine on the air. The committee opposed legislation designed to regulate such advertising. It conferred with Edward Bronson, NARTB

BAC Seeks Controversy

THE NEW Broadcast Advertising Club of Chicago has served notice to its members that it will go on heavily for "controversial" speakers during the next few months. Leadoff man at BAC's first luncheon meeting was E. L. Duvalt, chairman of ARF's Radio-TV Ratings Review Committee and vice president in charge of research at Blow-Bein-Toigo.

Club President Thomas A. Cavallo Jr., J. Walter Thompson, announced the speaker at the March 23 meeting will be Harry M. Plotkin, who as Democratic counsel to the Senate Interstate & Foreign Commerce Committee prepared the Plotkin Memorandum calling for drastic network restrictions and is associated with Washington law firm of Arnold, Fortas & Porter. The club also will seek speakers who "formerly were in the business and could speak now without any particular caution" on aspects of the industry, Mr. Cavallo added.

Conn. Broadcasters to Hear Midgley, Silvernail, Others

TWO top timebuyers will address the first annual meeting of Connecticut Broadcasters Assn. to be held Thursday at the Hotel Bond, Hartford. C. E. Midgley Jr., timebuying executive of Ted Bates & Co., and Frank Silvernail, of the BBDO radio-tv department, are on the morning agenda as well as Harold E. Fellows, NARTB president, and Ted Cott, NBC Radio operating vice president. Comr. John C. Doerfer also is slated to speak.

Mr. Silvernail will report on the status of radio, based on a meeting held by BBDO with the four radio networks. Connecticut Gov. Abraham A. Ribicoff will address the luncheon. An afternoon panel moderated by Walter Johnson, WTIC Hartford, will include Edward C. Obrist, WNHC New Haven, for management; Wally Dunlop, WICC Bridgeport, for programming; Richard J. Monahan, WAVZ New Haven, for sales; and Frank B. Hales, WBRY Waterbury, for engineering.

A morning business meeting will adopt bylaws and hear reports of legislative and promotional activities. J. Maxim Ryder, WBRY, is CRA president, with Alido de Dominics, WNHC-AM-TV New Haven, vice president, and Walter B. Haase, WDRC Hartford, secretary-treasurer.
The land of the free and the home of the egret
...and it's yours

The newest, and only sub-tropical National Park in the United States, the Everglades is, in a sense, the most American of all, for it is primarily a refuge. Here, the once-hunted egret and other spectacular bird species live unmolested; even the alligator is an honored guest. Nowhere else in America will you see such large congregations of birds and such unusual plant life as in this Florida wonderland that belongs to you. It has been said that each of the 28 National Parks has a special lesson for those who look for it. The Everglades makes you know what it is to be free.

A Salute to the National Audubon Society

Sinclair salutes the membership of the National Audubon Society for 50 years of outstanding accomplishment in the conservation of America's wildlife, plants, soil and water.

The Society, which has headquarters at 1130 Fifth Avenue, New York City, was a major force in the establishment of Everglades National Park and conducts Wildlife Tours there today.

Perhaps the brightest feather in its cap was the saving of the egret. Years ago, when fashion decreed that every lady wear a feather on her hat, thousands of egrets were slaughtered for their plumage. The Society roused public opinion against the fashion. The plumed hat became a badge of shame and its sale eventually prohibited by law.

As a result of the Audubon Society's efforts, the egret was saved from extinction to become a symbol of the Society's many achievements in conservation.

MOTORISTS—if you would like to visit the National Parks by car, the Sinclair Tour Bureau will help you plan your trip. Write: Sinclair Oil Corporation, Sinclair Oil Building, 600 Fifth Avenue, New York 20, N. Y.
**CBS-TV Names Samuels Manager of WSTV-TV**

FRANK F. SAMUELS JR., manager of Pacific Coast Network Sales for CBS-TV, last week was named by CBS-TV as "general manager-designate" of WSTV-TV Steubenville (Ohio)-Pittsburgh, which CBS-TV has acquired for $3 million, subject to FCC approval (B-T, Nov. 22, Dec. 5, 1954).

Merle S. Jones, vice president in charge of CBS-owned television stations and general services, who is in the Pittsburgh area with Mr. Samuels to begin surveys looking toward CBS-TV operation of the station, announced the appointment and said it would become effective if FCC approves the WSTV-TV transfer. Meanwhile, he said, Mr. Samuels' duties begin immediately in connection with preparations for operation by CBS-TV.

CBS's contract for purchase of the ch. 9 Steubenville station is subject to FCC approval of WSTV-TV's application to move the transmitter site from Steubenville to a point near Pittsburgh and to move the main studios from Steubenville to Florence, Pa. This application, along with the transfer application, is now pending before the Commission.

While awaiting FCC action, Mr. Samuels plans to remain in the Steubenville-Pittsburgh area for "a considerable period" to study "the needs and program sources for the entire area surrounding Pittsburgh," the announcement said.

**WNEW Names Jaeger, Stack Vice President, Treasurer**

NEW EXECUTIVE posts were created at WNEW New York last week: John Jaeger, who has been with the station since 1934, was elected vice president, and Melvin J. Stack, with WNEW since 1944, was named treasurer of WNEW Broadcasting Co.

The changes were announced by Richard D. Buckley, president and general manager, who noted that Mr. Jaeger will continue in the position of executive assistant to the general manager.

Mr. Jaeger joined the independent radio outlet 21 years ago as an announcer. Mr. Stack formerly was WNEW's comptroller.

**Storer Announces New Home For WXEL (TV), WJW-AM-FM**

ON THEHEELS of an announcement that WXEL (TV) Cleveland will become a basic CBS-TV affiliate Wednesday, the Storer Broadcasting Co. disclosed plans last week for constructing a new, three-story building in Cleveland that will house the company's WXEL and WJW-AM-FM operations.

George B. Storer, president of SBC, hailed the affiliation with CBS-TV as "another glittering milestone in an aggressive program launched to further WXEL's position of television leadership." He added that the new WXEL construction project will "result in a complete 'new look' to its studios and office headquarters at 1630 Euclid Ave."

WXEL, which went on the air Dec. 17, 1949, has been an ABC-DuMont affiliate. Franklin Snyder, general manager of the station since
Only STEEL can do so many jobs so well

Fresh Air Design. That startling building is a parking garage. The walls are made from over 11 miles of USS Stainless Steel strand, held tight under 1000 lbs. tension with American Quality Springs. The strand prevents cars from rolling overboard, and makes this garage one of the most beautiful buildings in Chicago.

Hot Pickles. Those bottled pickles are taking their last ride on a USS Cyclone flat wire conveyor belt. Notice the open mesh that allows heat and steam to escape. Cyclone makes all types of conveyor belts, including types that can actually curve and go around sharp corners.

Tomorrow’s Sirloin Steak needs a square meal today. In the South, many farmers treat their pastures with USS Basic Slag—a high phosphorus, high-lime by-product of U.S. Steel’s southern steel-making process. Basic Slag encourages the growth of thick, rich pasture grass.

Portable Steam. It’s actually a steam radiator, but you can move it to any room and plug it into any wall socket for fast, even fume-free heat. The radiator is made entirely from USS Steel. As a result, the unit is light and strong, and it heats up 4 times faster than a comparable heavyweight iron radiator.

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

UNITED STATES STEEL

This trade-mark is your guide to quality steel
Bill Nutt, promotion director. KLOR is Portland's third tv and second vhf station.

• KBET-TV Sacramento, Calif., the second tv and first vhf there, will begin regular programming March 20. The ch. 10 station will affiliate with CBS (basic) and ABC. H-R TV Inc. is national representative. KBET-TV claims 290,674 tv sets in its coverage area.

• The first tv station for Fairbanks, Alaska, KTVF (TV), began commercial programming Feb. 17. It will carry DuMont programs and on July 21 will affiliate with CBS. Alaska Radio-TV Sales is national representative. The ch. 11 station is the third tv in Alaska, with two others located in Anchorage. KTVF is owned by Northern TV Inc., which operates KTVA (TV) Anchorage. A. G. Hiebert is president.

Storer Ups Promotion For Miami UHF Conversion

UHF promotion by Storer Broadcasting Co. is being upped on behalf of its WGBS-TV Miami, Fla. (ch. 23). Last week, Storer announced the appointment of Ralph C. Powell as director of trade relations in charge of the promotion of sales of new tv sets and converter installations through trade outlets in the WGBS-TV area. He joins Storer's headquarters at Miami Beach.

Mr. Powell was named by Storer after he had completed a 20-month project involving organization of national distribution for the Unicorn tv antenna designed by him for a Miami firm. In traveling about the country, Mr. Powell studied audience-building problems with managers of a number of uhf stations, according to SBC's announcement.

Storer said that "conclusions" reached in Mr. Powell's many interviews would be applied to "an intensive promotional program.

The objective is 100% conversion in 1955."

KLOR (TV) Portland, Ore., which will begin commercial operation March 9 with 238 kw, broke ground for its new 300-ft. tower with an assistance from Portland's Mayor Fred L. Peterson, who sits at the controls of the steam shovel. William L. Peterson, stands at Mayor Peterson's left. Also participating in the ground-breaking ceremonies were: (1 to r): S. John Schlie, KLOR general manager; William S. Healy; Jack Meier; Mrs. S. Eberly Thompson; Robert L. Sabin, and Henry A. White, president of the ch. 12 station. Messrs. Healy, Meier, Sabin and White are directors of licensee Oregon Television Inc. Mrs. Thompson's husband is a corporation director.
Reber, Shepard Named To NBC Spot Posts

APPOINTMENT of John H. Reber and H. W. (Hank) Shepard to newly-created posts of director of NBC TV Spot Sales and director of NBC Radio Spot Sales, respectively, were announced last week by Thomas B. McFadden, vice president of NBC Spot Sales.

Mr. Reber has been national television sales manager of NBC Spot Sales since 1952. He joined NBC in 1946 after service with the U. S. Army in World War II and later served as program manager and sales manager of WNBT (TV) New York (now WRCA-TV).

Mr. Shepard, the newly-appointed director of NBC Radio Spot Sales, served most recently as manager of new business and promotion for the unit. He joined the NBC Radio network sales promotion division in 1950 and in 1952 was shifted to NBC Spot Sales.

In announcing the executive changes, Mr. McFadden said:

"The creation of the two new executive positions is a reflection of NBC Spot Sales' continuing effort to improve and strengthen the sales organization and indicates the growth of the importance of spot sales in the advertiser's radio and television budgets."

In other changes, Mort Gaffin, formerly manager of advertising and promotion, replaces Mr. Shepard as manager of new business and promotion and Edwin T. Jameson, previously eastern radio sales manager, assumes the post of eastern television sales manager. George Dietrich continues as national radio manager of NBC Spot Sales.

KFSD-TV Slates $200,000 For Expansion Program

EXPANSION program, costing $200,000 and enabling KFSD-TV San Diego to increase power and improve color transmission, has been announced by William E. Goetze, general manager of KFSD Inc.

The power increase will be provided by a new RCA transmitter and 12-bay antenna, replacing the present six-bay antenna. New studio equipment will be added, including a Television Specialties rear screen projector, an RCA videocon film chain and a Gray telop. An RCA nine-channel studio switchboard, designed for color, also is being installed, the station reported.

The changes are expected to be completed by early summer, Mr. Goetze said. KFSD-TV, on ch. 10, is a basic NBC affiliate.

Grayson, Associates Buy KFDX for $100,000

PURCHASE of KFDX Wichita Falls, Tex., by S. A. Grayson and two local businessmen for $100,000 was announced last week, subject to the customary FCC approval. KFDX-TV is not involved in the sale.

Mr. Grayson currently is general manager of KMID-TV Midland, Tex. When the transaction is completed he will become president and general manager of KFDX, which is being acquired from D. A. Cannan and associates.

His associates in the purchase are Nat Levine, investments, and Myer Raben, auto dealer. Each of them will own 25% of the stock of the station while Mr. Grayson will own 50%.

KFDX, which began operations in 1947, is an ABC affiliate operating on 990 kc with 10 kw day and 1 kw night. Acquisition of the station will mark a return to KFDX for Mr. Grayson, who started there in December 1947 as program director.

CBS Radio Spot Names Two

APPOINTMENT of Jack Donahue, manager of the San Francisco office of CBS Radio Spot Sales, as an account executive in the Chicago office was announced last week by Henry R. Flynn, general sales manager. Mr. Flynn also announced that Roland Kay, account executive in the New York office, will succeed Mr. Donahue as San Francisco office manager.

There's no substitute for the best... choose a Magnecorder!

There is no other equipment that quite matches the exacting dependability of a Magnecorder. Year after year, Magnecorders continue to earn their unmatched reputation for quality performance under the most demanding broadcast conditions. With Magnecorders the difference is dependability!

Look for your Magnecord dealer, listed under "Recorders" in your classified telephone directory.

magnecord, inc.

1101 S. KILBURN AVE. ♦ CHICAGO 24, ILL. ♦ DEPARTMENT B-2
Hewel Jones, sales manager, KXOL, Fort Worth, Tex., elected vice president.

Terry Hamilton Lee, executive vice president and general manager, KOVR (TV) Stockton, Calif., elected board member of licensee Television Diablo Inc.

George Meadowcroft, sales staff, WBKB Detroit, appointed to newly-created position, assistant managing director.

Harry Hyett, general manager, WEAU-AM-TV Eau Claire, Wis., has resigned.

Charles Boland appointed national and regional sales director, KWTX Waco, Tex.; Gene Lewis, formerly with KPRC Houston, Tex., appointed program director.

Chuck Gay, sales promotion manager, WHIO-AM-FM-TV Dayton, Ohio, additionally appointed TV programming director, succeeding Don Lyons, who has been given writing assignment.

Budd Blume, staff writer, WBBM Chicago, appointed public relations and publicity director, succeeding Gene St. Pierre.

Richard F. McCarthy, radio promotion director, Crosley Broadcasting Corp., Cincinnati, appointed public relations and publicity director, WKRC-AM-TV there.

Len Colby, sports director, WKZO-AM-TV Kalamazoo, Mich., appointed director of news, sports and special events.

Elmer Hanson, former general manager, KNOX Grand Forks, N. D., appointed in charge of Grand Forks office, KKJB-TV Valley City, N. D., in charge of sales and operation of KKJB-TV studio now under construction at Grand Forks.

Betty Belson, accounting dept., KBIG Avalon, Calif., named sales service manager, succeeding Beverly Carnahan, retiring from studio; Beverly Ferguson, promotion dept., KCOP (TV) Hollywood, succeeds Miss Belson.

Robert Provence, announcer, WLWT (TV) Cincinnati, appointed executive producer, WLWD (TV) Dayton, Ohio; Arlene Findley, WLWD operations chief, appointed program administrator.

Howard Zuckerman, producer-director, WLOS-TV Asheville, N. C., to WLWA (TV) Atlanta, Ga., in same capacity.

Jim Johnson, former director, KABC-TV Hollywood, to KNXT (TV) there in similar capacity.

Gordon E. Moore, local sales manager, WMUR-AM-TV Manchester, N. H., appointed WMUR-TV national sales manager; Robert J. Collins, WMR local sales manager, appointed WMUR national sales manager.

John MacKenzie, former director of farm programs, KJMY Fresno, Calif., to KBET-TV Sacramento, Calif., as farm director; Vince Williams, to KBET-TV as production manager and program personality.

Thomas Crawford Witten, formerly with Loew's Theatres, Washington, to WBAL-TV Baltimore as art director; Soledad Pappas, production supervisor and artist, appointed over-all art department supervisor.

George Spruce to WCHS-AM-TV Charleston, W. Va., as art director; Neil Boggs, reporter, Charleston Gazette, to WCHS-AM-TV news staff and as TV program conductor, Up-to-the-Minute News; Jerome Chamberlain to news staff.

Dick Klinsm, disc m.c., WPON Pontiac, Mich., named chief announcer; Gib Shanley, sports-caster, named sports director; Don Zee to announcing staff.

Tom Reading, formerly managing editor, Peshi-to (Wis.) Times, to WMAM-WMBV-TV Marinette, Wis., as news editor-photographer; Don Sisto, announcer, WDBC Escanaba, Mich., and William Kin, announcer, WNAM Neenah, Wis., to WMAM-WMBV-TV; Wallace MacBrir, program director, and Harold Zahoriak, continuity editor, both WJON St. Cloud, Minn., to Marinette stations.

George Goldman, TV promotion director, WCAU-TV Philadelphia, appointed WCAU-AM-FM-TV assistant promotion director.

Manuel Fingerhut, accountant, WBKB (TV) Chicago, promoted to assistant treasurer.


Ken Vandeven, account executive, KFMI Tulsa, Okla., to sales staff, KOTV (TV) there.


Don Park, account executive, KIEV Glendale, Calif., to KNXT (TV) Hollywood in same capacity.

Warb R. Crowley, account executive, KVTV (TV) Sioux City, Iowa, to KGQM-TV Albuquerque, N. M., in same capacity.

Frank Benson, assistant program director, WALA-AM-TV Mobile, Ala., and WALA-TV announcer, transfers to WALA sales staff; Jim McNamara, WALA-TV announcer, appointed WALA-AM-TV assistant program director; Chuck Thompson, WALA disc m.c., named WALA-AM-TV station publicity director.

John D'Aiutolo, account executive, Headley-Reed Co., N. Y., to WOR New York as account executive.

Lloyd S. Garten, formerly with WHTN Huntington, W. Va., to WSAZ there as announcer-disc m.c.; Dorothy Jeanne Schroeder, formerly with WHTN, to WSAT-TV as fashion co-ordinator and personality.

Bob Connolly, Armed Forces Radio Service, Far East, returns to WJAR Morgantown, W. Va., as disc m.c.

William Clayton, announcer, KPTV (TV) Portland, Ore., to KONA Honolulu in same capacity.

John H. Sowers Jr., former production manager assistant, WQVL (TV) Greenville, S. C., to announcing staff, WSB Atlanta, Ga.

Roland Davis, 66, former entertainer, WGN Chicago, died Feb. 15.

Francis McPhillips, sales service manager, WJR Detroit, died Feb. 15.


Rol Laughner, 42, program director, KTAR Phoenix, Ariz., died Feb. 11.

REPRESENTATIVE PEOPLE

David Harris, formerly with Ruthrauff & Ryan, N. Y., to sales staff, H-R Representatives, N. Y., effective tomorrow (Tues.).

Luellen Searson, eastern TV sales manager, NBC Spot Sales, N. Y., resigns with future plans unannounced.

Mr. Jones

Mr. Collins

Mr. Moore

Selling... The Nation's 32nd General Merchandise Market

WONE

Ronald B. Woodyard, President and General Manager

One of the Nation's Great Independent Stations

980 KC • 5,000 Watts

PHONE HEADLEY REED CO.

Dayton, O.

THE CITY BEAUTIFUL
RCA'S RECORD $941 MILLION INCOME SUMMARIZED IN 1954 ANNUAL REPORT

Points the report covers: gross, NBC sales and network growth, tax expenditures, profits, dividends, assets and product advances.

RCA's GROSS income from the sale of products and services in 1954 totaled $940,950,000, the highest volume in the company's 33-year history, according to the annual report released Saturday by Ben Sarnoff, chairman of the board.

The year's total was three times the business volume of RCA seven years ago, and 10% higher than the all-time high of $853 million established in 1953.

NBC's sales for the year were reported as setting a new record with a 14.3% gain over 1953 despite "a moderate decline" in radio network billings "in line with the industry trend." Spot sales were said to have gained 28% over 1953 in television and 14% in radio, with gross network tv billings up 30% to a new high of $712 million.

A breakdown showed NBC accounted for $200,423,000 or 21.3% of RCA's total sales in 1954, as compared to $176,052,000 or 20.6% in 1953. Other sources: RCA Communications, $18,223,000 in 1954 against $17,939,000 (2.1%) in 1953; Radiomarine Corp. of America, $17,524,000 (1.9%) against $18,662,000 (2.2%); RCA Institutes, $1,304,000 (0.1%) against $960,000 (0.1%), and, largest of all, RCA and all divisions and subsidiaries not here shown separately, $709,984,000 (75.5%) as compared to $645,117,000 (76.6%) in 1953. (The table also carries a deduction of $6,468,000, or 0.7%, covering inter-company transactions.) NBC's $200,423,000 sales in 1954 were $24,371,000 higher than in 1953, it was pointed out.

The report noted that the NBC-TV network grew from 168 to 195 stations during the year and said approximately 100 all affiliated are now equipped to broadcast color tv over areas representing 90% of the nation's tv homes. The NBC Radio network was placed at 209 stations.

RCA's net profit in 1954 was reported at $83,501,000 before federal income taxes and $40,536,000 after taxes. These totals compare with $72,437,000 before taxes and $35,022,000 after taxes in 1953. Earnings per share of common stock were $2.66 in 1954; $2.27 in 1953. The company's total tax bill was $81,815,000 in 1954, equivalent to $5.83 per common share or more than twice the year's net profits.

Products and services supplied to the armed forces accounted for approximately 24% of RCA's total 1954 sales. Backlog of government orders at the end of the year exceeded $300 million.

$22 Million Dividend

Dividends totalling $22,052,000 were declared last year, including $3,153,000 to holders of preferred stock and $18,899,000 to holders of common stock. Additionally, the board in December declared the first quarterly dividend on common stock for 1955, amounting to 25 cents per share which was payable Jan. 24.

RCA's assets at the end of 1954 aggregated $386,522,000 as against $349,735,000 a year earlier. Plant and equipment additions during 1954 amounted to $120,000. The company now has 70,500 employees, a gain of 5,500 over the 1953 total, and payments for wages and salaries in 1954 were $298,289,000.

A year-by-year table covering RCA's past 10 years showed an annual average gross income of $525,686,000; earnings before federal income taxes of $53,964,000, and net profit after income taxes of $27,555,000. Earnings before taxes represent an average, over the 10-year period, of 10.3% of gross income, and an annual average of profit after taxes of 5.2%.

Describing advances made in research, the annual report recalled that Sarnoff, in a speech in January 1954, sketched four electronic developments currently underway at the RCA labs [87T, Feb. 7]: tv magnetic tape recorder, electronic light amplifier, electronic music synthesizer and electronic cooling system.

Others cited in the report were: development of a simplified, 28-tube color tv receiver using the RCA 21-inch color picture tube; field tests establishing that booster stations offer a practical means of extending uhf tv coverage; development of a new electron tube (the tacitron) which shows a possibility of application in such fields as electronic computers and electronic industrial controls; creation of a new electron tube (the RCA metrocron) for use in radar; transistor improvements and development of a permanent-magnetic material to replace defense-critical materials in building permanent magnets.

RCA detailed its activities:

- TV sets—RCA Victor Television Div. produced its five millionth receiver and sold more sets in 1954 than in any previous year.
- Electronic products—sales for military and consumer use were up about 29% over 1953.
- Industrial electronics—emphasis on closed-circuit tv, electronic inspection and production control equipment and communications systems.
- Electron tubes—communications, military and home entertainment fields expanded.
- Phonographs and records—RCA's line of phonographs was expanded and suggested list prices on RCA Victor records were dropped as much as 40%.
- Weather radar—RCA this year will manufacture new type of airborne weather-detection radar in commercial quantities.
- Home appliances—plans for 1955 call for expansion of line of kitchen ranges.
- Foreign trade—1954 was a record breaker for the RCA International Div., including largest shipment of appliances ever made to the Middle East.
- Communications—RCA Communications processed more than 6.6 million overseas messages in 1954 for increase of 3.5% over 1953.
- Radiomarine—overall business was down somewhat due chiefly to reduced activity in maritime industry.
- Radio training—students at RCA Institute's Resident School numbered 2,200 at end of 1954, about 7% more than the year before.
- Automation—RCA is engaged in research and development of an automatic production machine for use in manufacturing a wide range of electronic equipment.

Columbia Electronics Prods. Formed Under Paul Wexler

CREATION of Columbia Electronics Products as a new operation of Columbia Records Inc. was announced last week by James B. Conkling, president. Paul Wexler, vice president, will assume direction of Columbia Electronics Products effective tomorrow (Tuesday).
MANUFACTURING

WESTINGHOUSE HITS $1.6 BILLION MARK

NET SALES billed by Westinghouse Electric Corp. in 1954 reached a record high for the fifth consecutive year, totaling $1,631,045,000, for a 3% gain over the 1953 total and carrying net income to the highest total in the company’s history, President Gwilym A. Price reported last week.

The year’s net income amounted to $84,594,000, an increase of 13.8% over the 1953 total. This was the equivalent of 5.2% of sales billed and represented $5.06 per common share after payment of preferred-stock dividends. These 1954 figures compared with 1953 net income of $74,322,000, which was equal to 4.7% of sales billed or $4.33 a common share.

Dividends on common stock in 1954 were the highest in Westinghouse history, totaling $2.50 a share including a 50-cent year-end extra. The company’s 1954 total tax bill was placed at $122,013,000, or $7.47 a share.

Working capital at the end of 1954 amounted to $692,112,000, as against $629,725,000 a year earlier. Current assets, as of Dec. 31, 1954, Mr. Price said, were more than four times current liabilities. Inventories were $420,360,000 compared with $497,454,000 at the end of 1953.

Allied Sues RCA

FOR $2 1/2 MILLION

SUIT for $214 million in treble damages was filed in Newark, N. J., district court last week by Allied Products Inc. of Englewood, N. J., against RCA. The New Jersey parts maker claimed that RCA exercises monopolistic control over the radio and tv industry and has caused it damages in the amount of $750,000. It also charged RCA with conspiracy to retrain trade in the radio and television field.

Named as co-conspirators, but not as defendants, were AT&T, Western Electric and Bell Telephone Labs. Allied also asked the court to enjoin RCA in what it alleged were illegal patent licensing and sublicense practices. It asked the court to restrain RCA from pressing a $175,000 suit which RCA filed against Allied late last year. The RCA suit is for patent royalties from Western Electric and General Electric.

Mr. Schecter said Mr. Windt’s new assignment is in line with the firm’s “expanding radio sales program, aimed at garnering 5% of total home radio industry sales in 1955.”

Avco Net Earnings Up Despite Decline in Sales

DESPITE a 12% decrease in net sales as compared with the previous year, consolidated net earnings of the Avco Mfg. Corp., New York, for the fiscal year ended Nov. 30, 1954, amounted to $63,693,436, equal to 37 cents per common share, as against $3,427,185, or 35 cents per common share, for the 1953 fiscal period.

These highlights of the company’s annual report were released last week by Avco. The annual stockholders meeting will be held in New York on April 14.

Net sales totaled $375,405,820 as compared with $428,326,201 for the 1953 fiscal year.

The 1955 outlook for the radio and television broadcasting operations of the Crosley Broadcasting Corp., Avco subsidiary, was termed “favorable.” It was reported that revenues from the television operations had increased in 1954 over the previous years, but were lower in radio (WLW Cincinnati).

Tv Sets Shipments in 1954

INCREASE NEARLY Half Million

SET manufacturers shipped 7,161,362 tv receivers to dealers during 1954, an increase of nearly a half-million over the 6,704,193 sets shipped in 1953, according to Radio-Electronics-

Tv Mfrs. Assn. December tv set shipments totaled 1,014,227 compared with 774,379 in November and 660,515 in December 1953. Following are tv set shipments to dealers by states in 1954:

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<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
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<td>Alabama</td>
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<td>New York</td>
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Sylvania Chairman Mitchell Named to Serve as President

ELECTION of Don G. Mitchell, chairman of the board of Sylvania Electric Products Inc., to serve also as president, succeeding the late H. Ward Zimmer, was announced last week.

Mr. Mitchell will serve for an indefinite period in the dual capacity.

Mr. Mitchell joined the company in 1942 as vice president in charge of sales. He was elected executive vice president in January 1946, president in May of the same year and board chairman in 1953.

He has been a director of the National Assn. of Manufacturers, National Electrical Manufacturers Assn. and National Sales Executives. He currently is a trustee for the Committee for Economic Development. He also is a director of American Management Assn. and chairman of its executive committee.
**NETWORKS**

**NBC-TV OFFERS 'GOBEL', 'CAESAR'**

Programs added to list available to unordered optional stations under the network's Program Service Plan.

NBC-TV is announcing today (Monday) further strides in its "Program Service Plan" designed to make available its top sponsored programs to unordered optional stations.

The network had detailed its program for extending service to small-market stations, a plan that has been in operation at NBC-TV since last October, a few months ago [B&T, Dec. 6, 1954].

In today's announcement, the network said its George Gobel Show and Caesar's Hour will be offered to optional affiliates, effective March 19 and 14, respectively. The addition of these shows brings the lineup of such programs, offered to optional stations which can program them with network commercials deleted and make them available for sponsorship, to six. The four other programs are Today, Howdy Doody, Home and The Imogene Coca Show.

NBC also revealed additional information on its station sales unit under Richard Seale, which also was outlined to B&T in December. This sales unit, NBC-TV said, assembles "detailed and individualized selling information on the markets and facilities represented by NBC's optional affiliates." The unit produces analyses of these lineups on commercial accounts and assists in the sales of the lineup additions on a per account basis.

Noting that these efforts already have resulted in more network advertisers placing more business on optional affiliates, NBC-TV said that in comparing last month with January of 1954 there has been a 45% increase in weekly hours placed by the network on the same group of 90 optional stations affiliated since January 1954. In hours, the increase was from a total of 813 per week to 1,183 hours per week, NBC-TV said, noting that these are exclusive of the participations in Today, Home and Tonight as well as in Howdy Doody show.

Since last December, Home has increased the number of optional stations on which it is seen from 31 to 42; Howdy Doody from 62 to 65 and The Imogene Coca Show from 21 to 25. Today is seen on 20 optional affiliates.

According to Harry Bannister, NBC vice president in charge of station relations, the addition of Caesar's Hour and the Gobel Show underlines network efforts to increase the number of such programs to optional stations and is indicative of the "tremendous cooperation achieved between NBC and its options."

At the same time, NBC-TV released a list of options of affiliating ordered by network advertisers during the average evening program period, showing these increased in lineups over the past year: Buick Berle Show, 71 to 118; Ford Theatre, 56 to 97; Justice, 10 to 32; its Saturday 10-10:30 p.m. EST period (now Gobel Show), 10 to 55; The Cavalcade of Sports, 53 to 88, and This Is Your Life, 28 to 44.

**ABC-TV MOVES 'STORK CLUB,' PLANS OTHER WEEKEND CHANGES**

PART of ABC-TV's weekend schedule will be changed effective March 13.

The network's Stork Club, now seen for a half-hour on Saturday at 10 p.m. EST, will switch to Sunday and extend its length to 45
SALES OF ‘HOME’ REACH $8 MILLION MARK

NBC-TV’s participating show, ending its first year March 1, is 64% ahead in sales for 1955 compared to 1954 total.

SALES by NBC-TV’s participating Home program (11 a.m. to noon, Monday-Friday) already show a 64% increase for 1955 compared to the total chalked up in 1954. Home is one of a triumvirate of NBC-TV participating programs which also includes Today and Tonight.

The network, summing up Home’s progress in its first year’s operation (March 1), reported last week that $5 million in gross billings already are on the books for this year. Gross billings for 1954 came to $3,050,000 for a combined total of more than $8 million for its first year’s sales, NBC-TV said.

Advertisers at the outset took quickly to the program, NBC-TV asserted, noting that the Home show, conceived and developed by NBC President Sylvester L. Weaver Jr., had 10 sponsors signed for a total of 288 participations, representing $1.5 million in advance gross billings before its debut.

Home’s advertiser list now totals 34, with a wide range of budgets and products represented, such as H. J. Heinz Co., Beatrice Foods, Culligan Inc. (water service), American Greetings Co., Dow Chemical Co., Hoover Vacuum Cleaners, Daystrom Furniture, Magla Products (ironing board covers), Oneida Ltd. (silver tableware), Sandura Co. (floor coverings), Alcoa, Sunbeam, duPont and the Pepperell Mfg. Co.

Roy Porteous, NBC’s sales manager of participating programs, noted that during its first Christmas season, the show had a ratings level of 78% sponsored and is now running ahead of its sales quota for 1955—even in advance of the announcement of the new T-H-T summer incentive plan for 1955, which offers Home a special summer discount of 14% to 34% during the 14 weeks from May 30 to Sept. 2, 1955” [B&T, Feb. 21].

NBC-TV noted that Mort Werner, newly named director of participating programs for NBC plans to “travel” the show in 1955. Result of this activity, the network said, has affected its audience rating.

Another major project for this year will be a special series of Home features on the houses Americans live in, with tie-ins this spring on home-building, remodeling, modernization, landscaping and increasing livability. An architect-designed house to be built by merchants in 50 or more cities throughout the country will be completed and opened to the public June 4, it was reported. For this event (to be called “The House That Home Built”), Richard Linkrourm, the show’s producer, has formulated a special continuing “hit” and a line of housing features on the program to enable clients to capitalize on the interest created.

Commercial Aviation ‘First’: Tv Cameras to ‘Fly American’

IN WHAT was said to be probably the first time in commercial aviation that “live” tv cameras have been carried aloft, two tv cameras and virtually the entire components of a remote tv unit will be installed in an American Airlines DC-4 air freighter for “live” aerial pickups during NBC-TV’s Home (Mon.-Fri., 11 a.m.-12 noon) on Thursday.

The segment will be part of Home’s continuing series, “Husbands at Work,” in which a pilot, Capt. William Reetz, will be interviewed in the plane, just prior to take-off, by Capt. Francis and his wife, Willa, who will both be in the program’s permanent studios on West 67th St., New York.

Four cameras will be used during the sequence. One camera will be placed on the flight deck, covering the crew, and the other strapped to the side door, which will remain open during the flight. The two cameras in the plane and a third on the ground at La Guardia Field will record the plane’s take-off as Capt. Reetz explains to the audience what is happening. Contact with the ground will be maintained via microwave and two-way radio. The plane subsequently will proceed to the RCA Bldg. in mid-Manhattan, where a fourth camera will pick up pictures as the plane circles overhead. The two cameras inside the plane will continue to record the flight.

DuMont Schedules Ike

DuMONT Television Network will present President Dwight D. Eisenhower’s filmed news conferences each Wednesday evening beginning as a public service, Ted Bergmann, DuMONT’s managing director, announced last week. The film of the news conference, however, will be carried under the auspices of the DuMONT Television Receiving Sales Div. on behalf of its franchised dealers on DuMONT-owned WABD (TV) New York (8:30 p.m.) and on WTTG (TV) Washington (10:10 p.m. EST).
ABC, Hopkins Plan New Show

ABC-TV last week confirmed that it is preparing a tv program, in cooperation with Johns Hopkins U., designed to encourage young people to undertake careers in scientific and engineering fields. Though the project was said to be still in the developmental stages, a network spokesman expressed the hope that the program would be placed on the air in the near future. It was noted that DuMont TV Network will cancel the Johns Hopkins Science Review after this Sunday, and that the projected ABC-TV show would be in the same general field but with a different title and approach.

NETWORK PEOPLE

L. S. Weitzman, advertising and promotion director, WABC New York, appointed ABC manager of audience promotion.

Bernard Zeidman, divisional superintendent, commercial operations dept., MBS, appointed to newly-created position, director of sales information for network.

John Frankenheimer, co-director, CBS-TV Danger, assigned to co-direct CBS-TV Climax, succeeding William H. Brown Jr., who will co-direct CBS-TV Studio One; Paul Stanley, Studio One staff, succeeds Mr. Frankenheimer.

“Aw, cheer up—that KRIZ Phoenix personality had to get better some day.”

COPYRIGHT CHANGES SOUGHT BY CARTB

Canadian Assn. of Radio & Television Broadcasters, in brief to Royal Commission on Copyright, asks complete overhaul of copyright legislation and practices.

COMPLETE OVERHAUL of Canadian copyright legislation and practices to conform to today’s realities was urged by the Canadian Assn. of Radio & Television Broadcasters before the Royal Commission on Copyright at Ottawa. The CARTB brief stated that a complete overhaul was needed “to protect the public interest, to reduce confusion and complexity, to reduce misunderstanding and litigation involved in the copyright field and to assist in the development of Canadian cultural and intellectual material.”

The CARTB brief urged Canadian withdrawal from all international copyright conventions with exception of the Universal Convention under the United Nations, with a provision for protecting interests of Canadian composers and authors. It also urged adjusting the terms of copyright to a realistic length designed to place emphasis on reward to living composers and to make available to the public a larger pool of works. Such changes, the brief pointed out, would encourage the production and use of Canadian creative material and contribute to the development of a Canadian cultural heritage.

Copyright Identification

The CARTB brief asked for compulsory identification of copyright ownership on all recordings and sheet music, compulsory registration of copyright ownership at some convenient central place, the statutory right of “per program” licenses for performance of specified copyright items, and a clear cut statutory definition of responsibility for payment of copyright fees as between material used on networks and material used on individual broadcasting stations.

The broadcasters also suggested to the Royal Commission that there should be an advance in the date of filing of tariffs by the copyright societies so that the Copyright Appeal Board may conveniently complete its sittings in any present year for the purpose of fixing fees for the next ensuing calendar year. They suggested continuing the Copyright Appeal Board, or its equivalent, with provisions for changing its personnel and for a right to appeal.

With growth of television, the CARTB brief urged consolidation of various forms of copyright existing in any one unit of actual production or usage as a matter of practical convenience. The brief also pointed to the necessity of creating a separate right vested in radio-television stations providing for copyright in any and all material originated or broadcast by such stations. This is to be a “broadcast right.”

At hearings before the Royal Commission on Copyright in mid-February at Ottawa, the Canadian Broadcasting Corp. stated that there had been repeated instances of program piracy. The CBC asked for establishment of “broadcasters’ rights,” to give protection against reproduction without consent, and legislation that would make subject to copyright laws reproduction of broadcast programs into private homes by private wire or other means for commercial gain.

Samuel Rogers, Toronto copyright lawyer,
London-Moscow Link Planned

A LONDON-MOSCOW tv microwave link, possibly for operation this year, has been discussed with Russian tv experts, Cecil McGivern, British Broadcasting Corp. tv controller, said last week before the European-Atlantic Group, an organization devoted to European unity.

If technical and diplomatic "bugs" could be exterminated, Mr. McGivern disclosed, a series of relays could be set up in Sweden, Denmark, France, England and Russia. An eventual tie-in to New York is also contemplated.

NABET Approves CBC Pact

A MAJORITY of the 784 members of the National Assn. of Broadcast Employes & Technicians has voted in favor of settlement terms negotiated between the union and the Canadian Broadcasting Corp. Final contract meetings were held at Ottawa during the week of Feb. 21. The contract terms provide for a 5% wage increase across the board retroactive to Aug. 1, and adjustment of other points including wage ceilings, promotions and holiday work. The union and CBC came to agreement on Feb. 12 following the initiative of the Canadian Dept of Labor.

Australian tv By 1956

AUSTRALIA will have tv stations in operation by early 1956, John Clemenger Jr., head of John Clemenger Ltd., advertising agency in Melbourne and Sydney, predicted last week. Mr. Clemenger, in New York to survey American tv operations, expects to launch two commercial tv stations each in Melbourne and Sydney. Mr. Clemenger said that in addition to the commercial outlets, Melbourne and Sydney will each have a government operated outlet.

BCARBT Names Officers

MAURICE FINNERTY, CKOK Penticton, was elected president of the British Columbia Assn. of Radio & Television Broadcasters at the eighth annual meeting held at Victoria, B. C. Chuck Rudd, CHUB Nanaimo, was elected vice-president, and F. H. Eldridge, CKWX Vancouver, with Jack Pilling, CHWK Chilliwack, were elected members of the executive board.

INTERNATIONAL SHORTS

CKMO Vancouver, B. C., has changed call letters to CFUN.

CKLG North Vancouver, B. C., began operation early this month with 1 kw on 1070 kc. Bob Bowman, formerly of CFBC St John, N. B., is manager, and John Sharpe, formerly with CKWX Vancouver, B. C., is news editor.

CBHT (TV) Halifax, N. S., is constructing new two-story building to house station, having fully-equipped 40 x 60 ft. two-camera studio, offices and technical service facilities.

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AWARDS

RADIO-TV RECEIVE 54 FREEDOM AWARDS

Freedoms Foundation at Valley Forge cites media for their efforts on behalf of the American way of life.

Radio and television programs were honored last week by the Freedoms Foundation at Valley Forge (Pa.) as 54 awards were passed out to stations, networks, sponsors, two-pack groups and various organizations. The awards, 31 going to radio and 23 to tv, were presented for contributions during 1954 to a better understanding of the American way of life.

The ceremonies, held last Tuesday at Valley Forge, were broadcast by NBC Radio. Clifford F. Hood, president of the United States Steel Corp., was keynote speaker.

Radio and television programs are two categories in the national division, which also includes, among other categories, advertising campaigns, motion pictures and public addresses.

The top award in the radio and tv groups was an unclaimed George Washington Honor Medal. The remaining prizes were George Washington Honor Medal Awards.

Freedoms Foundation at Valley Forge was organized in 1949 as a non-political, non-profit and non-sectarian organization. The presentation last week was the sixth annual awards ceremony.

Complete listing of the radio and tv winners follows:

RADIO PROGRAMS

TOP AWARD


Series Broadcasts


John Franklin, newsmen, KYW Philadelphia, for Price of Freedom on KYW.

KFTH Wichita, Kan., for Inquiring Citizens.

KIST Santa Barbara, Calif., for Free Speech.

National Broadcasting Co. in cooperation with the American Legion, Indianapolis, for Inheritance.

Spiritual Mobilization, Los Angeles, for The Freedom Show.

Sun Oil Co., Philadelphia, for Three-Star Extra on NBC.

WABC New York, for Your Voice of America.

WPGO Network, I., for Communism, 1944.

WCAU Philadelphia, for Career Forum.

Wells Fargo Bank & Union Trust Co. in cooperation with the Bar Assn. of San Francisco, for Point of Law.

WFL Philadelphia, for Words That Live.

WLS Chicago for Praiseland, U. S. A.;

WIDE BLANKET COVERAGE, CONCENTRATED AUDIENCE, BEST PROGRAM FACILITIES, AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
579 FIFTH AVE., NEW YORK,
CAN TELL YOU MORE ABOUT

CHNS
HALIFAX NOVA SCOTIA

Broadcasting * Telecasting


WTIC Hartford, Conn., for Americans in Profile.

Frederic W. Ziv Co., New York, for Freedom, U. S. A.

Single Broadcasts

Buffalo Board of Education, Buffalo, N. Y., for Engage State I’s School of the Air. “Here’s to the Flag.”

Children’s of the American Revolution, Duncan, Okla., for D. A. R. Radio Program broadcast explaining the Constitution.

Hall Brothers Inc., Kansas City, Mo., for “Four Men of God” on Hallmark Hall of Fame on NBC.

H.C. McCormick Co. in cooperation with the U. S. Army, for “Don’t Blame Me” broadcast of the Hour of St. Francis series.


Bob Siegist, news director, WEAS Decatur, Ga., for Independence Day Commentary on WEAS.

George E. Sokolsky, New York, for The Thing Is Now a Laugh on ABC.

National Broadcasting Co., Washington, for a special broadcast on the Army Hour series commemorating the 180th Anniversary of the U. S. Army (broadcast domestically by MBS).

WCNR Bloomburg, Pa., for The Unknown Search, a broadcast on Armistice Day.

WGBS Miami Beach, for the 10th Anniversary program.

WOY Schenectady, N. Y., for Crisis In Kenya.

WTAG Worcester, Mass., for By the Budge Bridge.

TELEVISION PROGRAMS

TOP AWARD

America’s Electric Light and Power Companies, New York, for “Voice of Patrick Henry,” on You Are There, CBS.

Series Telecasts

E. I. duPont de Nemours & Co., Wilmington, Del., for Casablanca of America series on ABC.


WBZ-TV Boston, for Our Believing World.

WEWS (TV) Cleveland, for Dorothy Fuldheim Highlights of the News.

WHAM-TV Rochester, N. Y., for Your Community Government.

WTJZ (TV) Miami, for Know Your Constitution.

Single Telecasts

Altona Community Chest, Altona, Pa., for Your Community Chest Speaks.

American Broadcasting Co., New York, for “But for the Grace of God” telecast of the Open Hearing series on ABC.

The Hidden Co., New York, for “The Quiet Life,” one of the weekly Justice series on NBC.

Comprensive Service Corp., New York, for “Ace of Aces,” one of the Greatest Dramas series.

Hall Brothers Inc., Kansas City, Mo., for “Miss Tracy of the Mounties” and “The Hallmark of Fame” series.

KING-TVSeattle, for The Rights and Duties of the Jury System.

One of the Community Workshop series produced in connection with the University of Washington Law School and Washington Bar Association.

League of Women Voters of Akron, Ohio, for Meet the Candidate.


Ohio Bell Telephone Co., Cleveland, for The Price of Freedom.

Pragall Alden Society of the Children of the American Revolution, Wash., D. C., for Flag Etiquette Program on KCN-TV.

Procter & Gamble, Cincinnati, for the “Kemhing D. Porter Story,” a single telecast on the This Is Your Life series on NBC.

Radio Workers Div. of the Ford Foundation, New York, for “The Man Without a Country,” on Excursion series on NBC.

Westinghouse Electric Corp., Pittsburgh, for “Twelve Angry Men” telecast on Studio One series on CBS.

WINS-TV Columbus, Ohio, for Your Are Here, a Columbus Day public service documentary program.

WMC-TV (TV) Memphis, for Your Future Unlimitted.

WPTZ (TV) Philadelphia, for Day of Deliverance, an Independence Day program.

KNBC Places Five in Poll

Of Frisco Area Stations

KNBC San Francisco placed five programs and program stars in the top ten of a listener poll of San Francisco area radio stations conducted by radio-TV columnist Dwight Newton of the San Francisco Examiner. The top program, according to Mr. Newton’s survey, was KNBC’s Morris Plan Masters of Melody, nightly classical dinner music program featuring the KNBC staff orchestra. All winners were from San Francisco area stations.
AWARDS

Francisco except third-placing KEAR San Mateo.

The other poll winners were (3) Don Shepherd, disc m.n.c., KSFO; (4) classical music programming, KEAR; (5) The Standard Hour, KNBC; (5) Bill Weaver, program personality, KGBB; (6) Burgee Music Box, KNBC; (7) Doug Piedger, KNBC host-personality; (8) Mol Venter, host of KFRC Breakfast Gang; (9) Dean Madfiox, personality, KFRC; and (10) Marjorie King, KNBC program hostess.

Fund for Republic Announces $29,000 Contest for Tv Scripts

A CONTEST for original television scripts, with a total of $29,000 in prizes to be awarded by the Fund for the Republic, has been announced by Robert M. Hutchins, president of the fund.

Contestants were invited to submit scripts of one-hour television dramas or half-hour documentary devoted to civil liberties and combating racial and religious discrimination. Contest closes May 31.

Top cash award in each category—dramatic and documentary—is $5,000. Other prizes totaling $19,000 will be divided between the two contests. The fund hopes to place the award-winning scripts on current television dramatic shows.

For contest rules, authors should write to Fund for the Republic Television Awards, 1 E. 54th St., New York.

AWARDS

DuMont Television Network awarded special certificate of merit by New York Employing Printers Assn. for outstanding printing, design and production in network’s Tele-Centre brochure.

Francis Harley and Helen Patterson, both of WAPO Chattanooga, Tenn., presented awards from 1955 Mothers’ March in Chattanooga for outstanding work in March of Dimes’ auction which raised $5,000.

Rolland V. Tooko, general manager, WPTZ (TV) Philadelphia, presented “Award of Merit” from Federation of Community Councils of Philadelphia for “outstanding endeavors in the field of public service.”

Eugene H. Rietzke, president, Capitol Radio Engineering Institute, Washington, one of 10 persons to be presented Marconi Memorial Gold Medal of Achievement.

John M. Butler Jr., general manager, WSB-AM-FM-TV Atlanta, Ga., presented plaque from Marine Corps Reserve for stations’ efforts in promoting Marine Corps Reserve activities.

129 SPONSORS

ONE-HUNDRED-TWENTY-NINE is the number of sponsors which so far have signed as participating advertisers on WmUR-TV Manchester, N. H., according to Norman A. Gittleson, general manager. The station expects the number of sponsors to go well over 200. Persons who have registered with a participating firm are eligible to be called by the station and asked a question about a mystery song played on the show. If they answer correctly they have a chance to identify the picture of a well-known person shown on the screen for the Jackpot. Viewer response to the program has been good, Mr. Gittleson said, and sponsors are well pleased with results.

AUTOS PROMOTE WBOF

IDENTICALLY painted staff cars are being utilized as a promotion by WBOF Virginia Beach, Va. The sandstone white cars all bear the station’s call letters, frequency and hometown, as well as WBOF’s “Sunshine Station” emblem. The station presently has five cars and plans to increase the number to eight. The staff, who owns the cars, drives them in all parades, civic functions and convays in the area. WBOF reports good response including compliments from competing stations.

WFMY-TV DEDICATES NEW HOME

TWO-HOUR talent show, “The Channel 2 Revue,” was staged by WFMY-TV Greensboro, N. C., to celebrate its power increase. Mayors and representatives of cities in the Piedmont area attended the event, bringing with them hometown talent representatives.

The new home of the station is eight times larger than its previous housing and response since its increase has come from as far as West Virginia and South Carolina, WFMY-TV reports.

DEATH OF A MOUSE

TRAGEDY struck WTTM Trenton, N. J., when Irving, a happy mouse who made guest appearances on disc m.c. Gene Arso’s midnight to 1 a.m. program, was laid in his grave. Irving had gained many fans, and listeners looked forward to his unscheduled appearances. But one night a mouse-hating switchboard operator and a bailed trap proved too much for Irving’s tender neck. Mr. Arso told his listeners of the sorrowful event and soon flowers and consoling calls came in. The response was surprising and moving. Irving was retrieved from a garbage can by station officials and laid in a bi-e flowered from a lady’s shoe box. The following morning The Trentonian printed the tragedy on page one. Several Philadelphia tv stations reported the story and United Press picked it up and sent it across the nation, WTTM reports.

CANN’T FIGHT ‘EM, JOIN ‘EM

MUTUAL promotion campaign has been started by KTTV (TV) and KBIQ, both Hollywood, in which radio and tv serve each other. A series of testimonial announcements have been transcribed by stars of KTTV. The transcriptions are played each day on KBIQ, featuring the KTTV personality to be seen that evening. The star invites listeners to tune KBIQ for music-and-news daytime programming and dial KTTV for the featured program of the evening.

RURAL TEACHER OF THE YEAR

“RURAL TEACHER of the Year” award contest is being sponsored jointly by the Prairie Farmer (WLS Chicago) and the National Education Assn. Deadline for nominations has been set for April 30. An outstanding rural teacher will be selected from Illinois, Indiana, Michigan and Wisconsin, with the winners receiving invitations to the annual NEA conference in Chicago this June. Any man or woman who has taught one or more elementary grades in public or parochial schools is eligible for nomination by such groups as the 4-H, PTA, farm organizations and others. Blanks and rules must be obtained from Rural Teacher, Prairie Farmer, WLS, 1230 W. Washington Blvd., Chicago.

CJON’S PROGRAM SCHEDULES

CJON St. John’s, Nfd., is supplying all travelers arriving at the St. John’s airport, bus terminal and steamship port with its program schedule in order that potential listeners from other parts of Canada and the U. S. will know where and when they may hear their favorite network and transmitted shows.

WRCA-AM-TV’S MANAGERS

AS PART of the observance of Boy Scout Week, two Boy Scouts from the New York area were designated acting general managers of WRCA-AM-TV New York on Feb. 10. The two scouts, Harold Rosenfeld of Brooklyn, N. Y., and Edward Shaw of Fairlawn, N. J., were taken on a tour of the various operations of the station and they conferred with personnel in the news and special events, advertising, promotion and merchandising and radio production departments, as well as with publicity, traffic and sales employees. Hamilton Shea, NBC vice president in charge of the stations, instructed his department heads to give the temporary managers their “full cooperation.”

CBC CHILDREN’S PROGRAMS

TWO NEW weekly story-telling children’s programs on the Canadian Broadcasting Corp. tv network are being telecast Fridays at 5 and 5:15 p.m., respectively. The first, Maggie Mugflin, features stories by Mary Gittleson, who has had a similar radio program on the CBC Trans-Canada network. The show features two Canadian personalities, Beth Morris and John Drainie, and two puppets, operated by John and Linda Keogh. The second program at 5:15 is titled Uncle Chinchin Tells a Story, a puppet show, with puppeteer John Conway writing and presenting the program.
YOUNG MUSICIANS

NBC-TV’s The Pinky Lee Show has launched a “Prodigy Series” designed to interest children in studying music by showing young musicians of talent and accomplishment from all parts of the country. On the first telecast of the series, a 12-year-old violinist and a 10-year-old pianist each won a $100 government bond and an opportunity to appear with the California Junior Symphony.

BOB AND RAY RETURN

TO HERALD the return of Bob Elliott and Ray Goulding to WBZ-WBZA Boston-Springfield, Mass., the stations distributed two brochures to agencies and timebuyers. The first was a large heart-shaped valentine titled “Bob and Ray Love You” and included welcome home messages from all WBZ-WBZA personalities. The second brochure, “Talk Straight From the Shoulder,” contains messages from Bob and Ray on their background and their new WBZ-WBZA program, which premiered Valentine’s Day.

LIVE DRAMA ON WGLV (TV)

LIVE DRAMATIC production, “The Barbed Wire,” was presented on WGLV (TV) Easton, Pa., the first such program in the station’s history. Written, produced and directed by Tom Grant and Ensor Stoddard, with Woodrow Smith as video director, the show was a story of soldiers who fought in World War I.

FARMERS GO TO SCHOOL

FARM SERVICE department of WOW-TV Omaha, Neb., staged its Third Annual Farm Short Course in which experts from nearby agricultural colleges discussed timely and pressing farm problems in a week-long series of one-hour programs for the benefit of farmers in the station’s coverage area.

MERMAID AT THE BEACH

JOHN POOLE BROADCASTING Co. (KBIG Avalon, Calif.) has contracted with an air service to tow a replica of the KBIG mermaid billboard trademark along the crowded Southern California beaches this summer to publicize the station’s music-and-news programming to portable radio listeners.

KBIF NEWSLETTER SERVICE

DAILY newsletter service to hotel group luncheons and service group meetings has been inaugurated by KBIF Fresno, Calif., with United Press bulletins mimeographed on printed station forms and placed at each luncheon setting in downtown Fresno. The station also has installed its UP teletype machine in a glass booth in the lobby of Fresno’s Hotel Californian to enable bystanders to read the news as it is transmitted.

WICS (TV) STUDENT PROGRAMS

NEW RECORD releases are discussed by teenagers from the Springfield, Ill., and area high schools in a new Mon.-Wed.-Fri. program, Platter Party, launched by WICS (TV) there. Students also are featured on Tues.-Thurs. Panel-Hi program, discussing current events, social happenings, late fashions, new dance steps and school news. Businessmen from Springfield and vicinity participate in Panel-Hi with comments on their respective fields.
WHBQ-AM-TV COVERS TORNADO

COVERAGE of a tornado which struck Commerce Landing, Miss., in early afternoon was provided by WHBQ-AM-TV Memphis, Tenn. A crew of four went to the scene about 30 miles away and scoured the area, taking film and pictures, with the film cameraman of the group returning at dark. The others continued to talk to survivors and take pictures, and then journeyed to a hospital where injured were undergoing treatment. With wires down, there was no telephone communication with the station. The group hurriedly returned to WHBQ-AM-TV to meet a deadline and preparation of the material was completed four minutes before it was to be aired. The stations also provided coverage of a second tornado which struck further to the east. In cooperation with the Memphis weather bureau, bulletins were carried from midday until the "all-clear" signal at 5 p.m.

RADIO GAINS IN NEW YORK

WCBS New York is circulating a radio presentation claiming radio homes since 1946 have increased 33%—from 3,164,780 to 4,208,510—in metropolitan New York. Noting this, WCBS claims radio listening to all stations during WCBS hours of local programming has shown an increase of 27.7% from October 1946 to October 1954, and that its share of the audience in those hours has "grown even more rapidly."

The program also says one out of six radios made in the U.S. during the first 10 months of 1954 ended up in metropolitan New York.

WCUK BIRTHDAY PROMOTION

FIFTIETH ANNIVERSARY of WCUK Akron, Ohio, was celebrated Feb. 11 with a birthday party for 27 five-year-olds born the day the station went on the air. The attending children saw a cartoon show, participated in three broadcasts and received gifts. WCUK invited anyone born on Feb. 11 to register for a drawing of 10 table model radios. The station also released 900 helium-filled balloons, some containing cash certificates, and a cluster of 22 traveled 441 miles to Barneveld, N.Y., where a woman found them. She contacted WRUN-FM Utica which notified WCUK. The woman failed to find a cash certificate in any of the balloons but WCUK, through WRUN, has arranged to send her a table model radio as a special prize.

ABC RADIO SUCCESS STORY

ABC Radio is circulating promotion printings of a condensed transcript of a recorded interview with Eugene Schwartz, president of Eugene Stevens Inc., New York mail order house, who has been purchasing nighttime radio against "the best television competition time" available. The quarter-hour interview is obtainable from ABC sales representatives. Along with the transcript, the network has reprinted in full a feature, "A New Success for Network Radio," published in the Jan. 31 issue of B&T, describing Mr. Schwartz' operation and how he has made a $1.98 mail order book successful via nighttime radio.

USIA PROGRAM

SIGNIFICANT achievements of Americans in "many endeavors" will be told by the U.S. Information Agency's Voice of America in a new weekly feature series, The American Adventure, to be translated into several languages for overseas broadcast. First of the quarter-hour series, describing the life story and ideals of Abraham Lincoln, was aired on the occasion of the Civil War President's birthday this month.

$3.2 MILLION IN SPOTS

VALUE of on-the-air spots promoting regular programs of advertisers on WMAQ-WNBQ (TV) Chicago in 1954 is pinpointed in "gift certificates" distributed by the outlets. The certificates represent a rate card value of $3,204,345 for 35,515 promotional announcements. WNBQ's total of spots was 18,524, worth $2,215,705, and WMAQ's reached 16,991, at a value of $986,640.

WBBM OFFBEAT PROGRAM

OFFBEAT material is being utilized as a format for a new program, Standout, on WBBM Chicago, which heralds it as the "most unusual show in radio." The program includes tape-recorded reports on hat styles in Saudi Arabia, appraisal of engagement rings and prayers in the Illinois legislature. The series is designed to call the unusual from everyday life, combining news, fact, music, entertainment and fantasy.

Promotion 'Hit'

A RECORDING that hadn't been waxed commercially became an immediate hit in Worcester, Mass., when a local disc jockey played it on his record show on WTAG there. The tune, a promotion disc for Walt Disney's Davy Crockett tv series and the type disc m.c.'s usually drop in the "circular file," caught Mr. Woods' fancy and after a single airing Worcester music stores were deluged with requests, according to the station. After finding their distributors hadn't heard of the number the dealers contacted the Disney Studios in Hollywood and received assurance that Burl Ives would have the song on wax within two weeks. Meanwhile, undergraduate Archie Bleyer, who heard of the Worcester dilemma, recorded the song with Bill Hayes and sent it to Mr. Woods for premiere on the next day's 5 p.m. show. Fess Parker, who sang the song on the promotion piece, also came out with a recording. WTAG says the song is the most frequently-played record on the 5 p.m. show and predicts that if this holds true across the country, disc m.c.'s soon will be playing virtually the same recording most of them probably threw in the waste basket.

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FOR THE RECORD

Station Authorization Applications (As Compiled by B & T)
February 17 through February 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
- CP = construction permit
- DA = directional antenna
- ERP = effective radiated power
- STL = studio-transmitter link
- synch. = synchronous
- uhf = ultrahigh frequency
- vis. = visual
- w.m.t.o.a. = within municipal limits
- w.w.o.a. = within urban limits
- WIRY = WIRY Broadcasting
- KEX = drinking original oil
- KEX = KEX Broadcasting
- KEX = KEX (Bob Mullins) WIRY
- KMBC-TV = KMBC-TV
- WBYC = Kansas City, Mo.
- WZAX = Kansas City, Mo.
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Existing TV Stations...

**APPLICATIONS**


**APPLICATIONS**

Sarasota, Fla.—M. R. Lankford 4/8 as The Tradewinds Bestg. Co. granted 1220 kc 250 w daytime, directional. Post office address P. O. Box 8, Princeton, Ind. Estimated construction cost $5,550, first year operating cost $35,000, revenue $48,000. Mr. Lankford is owner of WREY...
Hearing Cases...

**FINAL DECISION**

Shreveport, La.—New tv, ch. 3. FCC announced its decision granting construction permit to KTBS Inc. for new tv station on ch. 3 in Shreveport, La., and denied competing application of International Bestco. Corp. denied motion by International to strike exceptions of the Chief Broadcasting Counsel, Commissioner Lee dissented. Action Feb. 16; announced Feb. 18.

**INITIAL DECISION**

Richmond, Va.—New tv, ch. 12. FCC hearing examiner H. Clifford Ipil issued initial decision on receiver looking toward grant of the application of Richmond Television Corp. for construction permit for new tv station on ch. 12 in Richmond, Va., with waiver of Section 315 of Commission rules to permit main studio location outside of the city limits, and denial of the competing application of Richmond Newspapers Inc. Action Feb. 21.

**OTHER ACTIONS**

KPAR Fairbanks, Alaska, Midnight Sun Bestco.—FCC, on its own motion, extended to May 31 special service authority to operate on 660 kc with 1 kw, U, pending action for application on such authority to operate on a permanent basis; dismissed applications to operate on the same frequency as most application BSSA-267. Action Feb. 23.

KPIX (TV) San Francisco, Calif.—FCC suspended for 60 days commercial operation licenses of radio operators for unauthorized shutting down of station. (See B-T, Feb. 21). Action Feb. 16.

**APPLICATIONS**

KTYL-AM-FM Mesa, Ariz.—Harkins Bestco. Inc. seeks voluntary transfer of control to Dwight Harkins through purchase of approximately 25% interest from estate of Harry L. Nace Jr. for $35,785. Mr. Harkins, general manager of KTYL, will own approximately 90% interest. Filed Feb. 17.

KSFQ Needles, Calif.—B. J. Fitzpatrick & L. A. Newsome Jr. d/b/a Needles Bestco, seeks voluntary assignment of license to B. J. Fitzpatrick & L. A. Newsome Jr. d/b/a Needles Bestco. through purchase of all of the stock of Needles Bestco. from Mr. Newsome for $4,000. Filed Feb. 18.

WDEL-TV Wilmington, Del.—WDEL Inc. seeks transfer of control to Paul F. Harron through sale of all stock for $3.7 million. Mr. Harron is owner of WIBG-AM-FM Philadelphia. Filed Feb. 15.

KWKM-TV Ft. Myers, Fla.—Pt. Myers Bestco. Inc. seeks voluntary transfer of control to Edward J. McBride & Arthur B. McBride Jr. through purchase by present company, Midwest Garage & Service Corp., of 50% interest from estate of Daniel Sherby. The McBrides will each own now 50% interest. Filed Feb. 15.

KJAY Topeka, Kan.—S. H. Patterson seeks voluntary assignment of license to Robert Rohrs for $100,000. Mr. Rohrs is salesman for KOA Denver. Filed Feb. 15.

WKYK Mayfield, Ky.—Mayfield Bestco. Inc. seeks voluntary assignment of license to Michael R. Freeland & John M. Latham d/b/as KYK, to Latham Bestco. for $27,000. Principals in partnership include M. R. Freeland (76%), former half-owner of WWDM McKenzie, Tenn., and John M. Latham (24%), salesman at WKTM. Filed Feb. 18.

KCNI Broken Bow, Neb.—Custer County Bestco. Inc. seeks voluntary assignment of control of radio station to Georgia A. Crawford, executrix of the estate of Bud Crawford, deceased. Filed Feb. 15.

WNTV Gilesgrove, N. Y.—Saccomanda Bestco. Corp. seeks voluntary assignment of license to WNTV Bestco. for $85,000. Principals include Pres. Arthur C. Lloyd Jr. (1.1%), general manager WEINT, Vice Pres. Eileen J. Tobin (1.1%), and Tobin, Joseph H. Tobin (96.8%), former half-owner of WESX Salem, Mass. Filed Feb. 18.

KTVF-TV Juneau, Alaska—Central Plains Enterprises Inc. seeks relinquishment of control by Southwestern Sales Corp. through sale of 12% of voting stock to Harold H. and Stuart M. Trumbull. Mr. Trumbull is in-locum-of W. G. Skeieley, owner of Southwestern Sales, who retains 58.8% interest. Filed Feb. 17.


KOPP Ogden, Utah—KOPP Inc. seeks voluntary transfer of control to M. B. Scott through purchase of all stock from C. Stanley Brewer, B. S. Bunker and Earl Lemon for $46,000. M. B. Scott Inc., Los Angeles radio-advertising agency, is owned by M. B. Scott Jr. Filed Feb. 17.

KFDR Grand Coulee, Wash.—Columbia River Bestco. Inc. seeks voluntary assignment of control to Ralph A. Nachtmann for $18,000. Mr. Nachtmann is sales manager of KFDR. Filed Feb. 17.

**WAVZ New Haven, Conn.—FCC by order directed petition of WAVZ New Haven, Conn., for reconsideration of Commission Order of Nov. 7 enjoining issues in hearing involving an application of WAVZ and Key Bestco. System; also denied petition of Key to dismiss WAVZ application. Action Feb. 23.


WML-WGOMS Washington, D. C.—FCC by memorandum opinion and order dismissed protest by WML Washington, D. C., against grant of Section 315 of Commission rules permitting assignment of Good Music Station Inc. to change facilities of WGOMS Washington, D. C., from 50 kw to 1 kw, D, to 3 kw, D, 1 kw, N, U, Bethesda, Md., employing a different directional antenna pattern for day and nighttime operation, and to relocate transmitter and antenna site from Falls Church, Va., to Bethesda, Md., but modified the Dec. 29 order to include an additional engineering condition. Action Feb. 18.

Fm Allocation—FCC by order, effective immediately, amended the Revised Tentative Allocation Plan for Class B fm stations, by adding ch. 236 to Chambersburg, Pa., and ch. 248 to Winchester, Va., and deleting ch. 235 to Harrisburg, Pa. Action Feb. 25.

KDOH-WBZJ Rapid City, S. Dakota.—FCC denied banning requests or on or before March 13 to propose rules for a commercial fm station in Rapid City, S. Dakota. Filed Feb. 26.

KOA Omaha, Nebras.—FCC in an order denying petition for reconsideration of its Feb. 22 order revising and clarifying the regulations governing operation of fm stations in certain areas of Nebraska and Kansas and denying motion for rehearing by petitioners. (See B-T, Feb. 21). Action Feb. 27.

**AC**

**ON CHANNEL SATELLITE** (BOOSTER)

BRINGS WATR-TV TO 50,000 VIEWERS

A UHF-Television Booster system recently engineered, constructed and installed by Adler Communications Laboratories with the cooperation of Station WATR-TV (Channel 53, Waterbury, Conn.) is now in full time experimental operation.

The center of Waterbury is approximately 10 miles from the main WATR-TV transmitter, but approximately 50,000 residents in the area had poor reception, or none at all, due to a shadow area between 9/4 and 11 miles from the transmitter.

Working on an experimental basis, ACL installed receiving and transmitting antennas to provide a 16-foot m tower (WATR-AM) with equipment which provided an average signal strength improvement equivalent to a 200-fold increase in power at the main transmitter.

The entire experiment has proved successful from an engineering standpoint and as a commercially practical solution for providing satisfactory reception in shadow areas, ACL is ready to provide, immediately upon FCC approval, complete equipment for the following types of Satellite installations:

1. **BOOSTER**

<table>
<thead>
<tr>
<th>Dimension</th>
<th>on channel</th>
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<tr>
<td>1.0 kw</td>
<td>new channel</td>
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2. **TRANSLATOR**

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<td>10 kw</td>
<td>new channel</td>
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3. **MODULATOR**

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<th>Dimension</th>
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<td>3.6 kw</td>
<td>new channel</td>
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**ADLER COMMUNICATIONS LABORATORIES**

OHLE 2E FIVE LANE 
NEW ROCHELLE, NEW YORK
NEW ROCHELLE 6-1650
February 18 Applications

ACCEPTED FOR FILING

Modification of CP

WICH Norwich, Conn., Mem. to Bests. Co., -Mod. of CP (BP-922) which authorized change in frequency and power; install DA-1 and new transmitter and change studio location for extension of construction date (FMP-6776).

License for CP

WRUM Rumford, Me., Rumford Bests. Co., License to cover CP (BP-9429) as mod. which authorized change frequency, increase power, change location and studio location for extension of completion date (FMP-6796).

Modification of CP


What Philadelphia, Pa., Independence Bests. Co., -Mod. of CP (BP-8034) as mod. which authorized change in transmitter and studio locations; side mount antenna on tower and change type of transmitter for extension of completion date (FMP-6797).

Renewal of License


WGBS Columbus, Ga., Georgia Bests. Co., -Resubmitted (BR-306).


WPAT Swansboro, N. C., Jack A. Thompson and Nancy M. Thompson, -(BR-2422).

WPAR Thomasville, Ga., H. Wimpy -Resubmitted (BR-7532).

February 21 Applications

ACCEPTED FOR FILING

Modification of CP

KBAM Longview, Wash., W. Gordon Allen and John Truhan 6/3 to Allstar Bests. Co., -Mod. of CP (BP-7948) which authorized changes in facilities of all standard broadcast station for extension of completion date (FMP-6796).

Renewal of License Returned


February 21 Decisions

ACIONS ON MONTIONS

By Commissioner R. D. Hyde

Chief Broadcast Bureau - Granted petition for extension of CP (BP-1769) as mod. which authorized new standard broadcast station to extend completion date to 10-25-55 (FMP-2890).

February 22 Decisions

BROADCAST ACTIONS

By Commission en bane

McParland & Lee

KNAC-TV Fort Smith Ark., American TV Co., - Is being advised that assignment for prog. of (Ch. 5) to Southwestern Pub. Co. (BAPCT-1486), which authorizes new station co. to construct (BMPCT-2577), indicate necessary deadline.


February 18 Modifications

Top Southern Property $115,000.00

A rare opportunity for energetic operator to get oldest fulltime top network facility in southern section near Gulf Coast. Outstanding gross with good profits. Excellent equipment and studios.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D.C.

James W. Blackburn

Chief Executive Officer

Washington Rldg.

Sterling 3-4341-

SAN FRANCISCO

William T. Stubbledfield

235 Montgomery St.

Exercom 2-5671-

Page 104 • February 28, 1955

TOP SOUTHERN PROPERTY

S$15,000.00

A rare opportunity for energetic operator to get oldest fulltime top network facility in southern section near Gulf Coast. Outstanding gross with good profits. Excellent equipment and studios.
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
Situations Wanted 20¢ per word—$3.00 minimum • Help Wanted 25¢ per word—
$4.00 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 BOX 2747.

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C. 
Applicants for managerial or sales positions are welcome. $10.00 per week minimum. Salary also available separately, please. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting • Telecasting expressly repudiates any liability or responsibility for their custody or return.

RADIO
Help Wanted

Managerial
Sales manager who can sell as well as direct salesmen for California major network station, medium market. Submit sales record, references that will stand investigation. Excellent opportunity for producer. Box 389G, B-T.

Commercial Manager: If you have proven sales record and can sell and direct sales staff, have excellent opportunity, minimum salary $7,000. If you need more contact Manager or sales manager, right now. Need immediately. Box 426G, B-T.

Sales manager with record of successful selling and square shooting tactics can make connection with modern music stations. Excellent opportunity for the individual with high degree of selling freedom in highest income-favorable city. Wayne M. Nelson, WPET, Greensboro, N. C.

Salesmen
Florida—experienced man, draw against 10% Box 661F, B-T.

Wanted: Salesman or woman. Big pay, large percentage. Box 86G, 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 extensively. If you are satisfied earning less than $12,000 a year do not apply. Box 296G, B-T.


Minneapolis regional station needs salesman. Interested in man able to announce play-by-play sports. Salary plus commission. Box 348G, B-T.

LOOKING AROUND?
EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

It's simple prudence to utilize a skilled personnel specialist when selecting empires or when seeking a new position.

This is a specialized professional service that utilizes resources, headed by a man of long experience in TV-Radio ... Howard S. Frazier. It is a confidential service ... identifies of principals and is withheld until preliminaries are completed.

Whether you are looking for a top executive, or want to change jobs, investigate with complete confidence our service for managerial, sales, programming, engineering and all staff positions.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.
708 Bond Bldg., Washington 5, D. C.

RADIO
Help Wanted—(Cont'd)

Iowa ... Established radio-television network station will add one radio and one tv salesman to present happy, well-organized sales staff. Send complete information in first letter. Box 381G, B-T.

Salesman for daytimer in Illinois. Will consider answerer or copywriter who would like to branch out into sales and management. Car necessary. Good market. Good pay. Box 298G, B-T.

Wanted salesman—Income can be salary plus commission, or draw against commission—excellent market—liberal allowance for expenses for interview. Box 447G, B-T.

Television or radio. Radio sales experience necessary. Knowledge of advertising for station with successful radio-television operation in important market. Protected list of accounts, ideal working conditions. Income based on commission. Wherever you are, we will pay you six months and not charge it back against commission. Write in confidence. Box 456G, B-T.

Salesman with imagination for major southeastern market. Actively and top network. Guaranteed draw. Competitive but good market. Our staff advised this ad. Box 460G, B-T.

Opportunity for good salesman, midwest, high potential. Box 461G, B-T.

Wanted immediately—Mature, experienced radio salesman by long established, top prestige 5000 watt network affiliate. $16,800 plus, north central market. Only tv competition until. You inherit good line accounts. $3200 draw. Can make $10,000 with unlimited opportunity. If you want something solid and can deliver, write Box 513G, B-T.

Salesman—excellent opportunity, percentage based on sales up to 30%. Contact Manager, KAST, Ames, Iowa.


Experienced radio salesman by established regional NBC affiliate. Familiar with southeast preferred. Guarantee, commission. Send complete resume, and first letter, Manager, WBC, Radio, Columbus, S. C.

ANNouncers
1st com. announcing, management new 500 watt DT. Oklahoma. Box 84F, B-T.

Florida—pop DJ personality. Send tape and resume. Box 86G, B-T.


Wanted, combination announcer-first phone ... accout announcing. Hard work, terrific possibilities. Send tape and resume. Box 865G, B-T.

We want a live one! Entertaining air salesman who can sell everyone. Must have ability to do a job that needs fresh approach. Family man desirable. State age, experience. Send tape, Salary open. Liberal benefits for right man. Illinois kilowatt in industrial-farm center. Box 480G, B-T.

250 watt in southwest wants ambitious young announcer. Minimum previous experience required but intelligence and intelligent reading is a must. Good spot for young man of un-discovered talent. Starting salary $150. Must be willing to go higher. Can learn all phases of radio while in position. $100 per package if attended at $1.50. If intelligent and industrious, send audition and complete information to Box 484G, B-T.

Situations Wanted

Managerial
Sales manager or sales-minded station manager available immediately. Background of thorough experience. Outstanding record in personal sales and supervision. Mid-twenties, married, stable. Not of radio part-time, low paid position, to am field with established station where sound, aggressive (not pressure) production will mean good earnings, congenial surroundings. Go anywhere but interested only in long haul. Box 360G, B-T.

Young manager, presently employed with 1st engineering license desires greater opportunity and better salary. Own station. Preferences: small market, liberal benefits. Send resume and qualifications to Box 361G, B-T.

Manager or sales manager, excellent background, experience and references. Available about May 1. Prefer west or southeast. Box 462G, B-T.

Manager or sales manager experienced in all phases of am operations, ability to construct station or put new life into your present operation. Send complete resume and rates or metro-politan. Money making ideas. Box 467G, B-T.

Manager—experienced. 24 years radio and tv. No file available. Record and references. Box 468G, B-T.

Looking for manager with dynamic punch, who prefers independent station. Past association, top west coast independents netting 45%. Mar- ket good. Better conditions now, no competition—10 years experience, all phases. Box 486G, B-T.

RADIO
Help Wanted—(Cont'd)

 Help wanted: 50 kw station looking for mail pull DJ. Send recent photo and rural small town background. No city slicker's need apply. Send tape, background, first. Box 369G, B-T.


Staff announcer for Kansas top ranking NBC affiliate. Experienced and engineering must be good. If you are a good comer man and ambitious to became chief announcer, send resume and qualifications. Good pay. Pleasant working conditions. Box 512G, B-T.

Wanted immediately, experienced first phone computer, to join WABC, New York City. Good salary for sober, cooperative man with announcing ability. WHIT, New Bern, N. C.

Production-Programming, Others

Girl Friday, bright, young ... Good opportunity small friendly western Pennsylvania town. Send tape, resume. Box 466G, B-T.

Outstanding Carolina station is seeking radio experienced and talented woman to serve as traffic, continuity and program director. Will consider Excellent opportunity and top pay. Send full information. WBNO, Forest City, C.

Radio Help Wanted—(Cont’d)
RADIO

Situations Wanted—(Cont’d)

Experienced manager available. This man was scheduled to manage one of my new properties but due to change in plans of this organization, this man is available for any good offer. Experience comes with character and know how. Give you the full story. Write or call Frank A. McCarty, midwest major market. Box 444G, B-T.

Salesman

Salesman who can use excellent PD or sports background if desired. Seek permanent Florida or New York area. Box 444G, B-T.

Agressive salesman seeks a lively am or tv time selling position. Experience rate card—not sales. Young, personable, single. Will locate. Box 444G, B-T.


ANNOUNCERS

Versatile announcer, some DJ experience, news-casting, writing commercials. available immediately. Box 2270, B-T.

Baseball announcer, 7 years experience, excellent voice, does commercials. Box 226G, B-T.

Sportscaster—will be available for baseball season. Currently employed. Box 346G, B-T.

DJ-sports, play-by-play, 2 years experience, 28, veteran. Box 489G, B-T.


Announcer—4 years experience, married. Would like opportunity to grow with Canadian station. Box 276G, B-T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcer, but personal. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 412G, B-T.

Staff-sports announcer, four years play-by-play football and basketball. Have been buried in small town. Please dig me out. Tape, photo, send immediately. Box 426G, B-T.

Announcer, DJ, versatile, sincere, 6 years radio, 1 year tv experience, director, MC. Box 440G, B-T.

Good play-by-play, 5 years experience. A or AA baseball with college football and basketball in- former. Athletic, excellent background and references. Box 444G, B-T.

Announcer—4 years am and 2 years tv back- ground. Promise top job on news shows, sports shows, commercial am or tv work. Would like directing experience also. Some regional stations have expressed old, draft exempt, married with family. Box 444G, B-T.

Announcer—deejay, employed, seeking job with future. Marred, veteran, will travel. Tape. Box 445G, B-T.

Announcer—mature voice, DJ, commercials, news. Air force vet, sales background, recent grad, 26, single, will travel. Box 446G, B-T.


Ex-Brooklyn farmhand desires minor league play-by-play, one year’s experience, 20, single. College, excellent talent. Box 474G, B-T.

Announcer, DJ, news and sports, would like work with station offering opportunity for advance- ment. Florida area preferred. Approximately 20 years experience, low network affiliation. Now employed. Married. Box 474G, B-T.

Staff announcer seeking position, very ambitious, 1 year experience. Box 475G, B-T.

Experienced announcer—program director. Pre- sently employed. Excellent references. Preferably south. Box 477G, B-T.

Staff: Annunciator—Presently employed, south, with goodReferences. Live in town or west. Married, one child. Box 479G, B-T.

RADIO

Situations Wanted—(Cont’d)

Announcer, first class licensee, good voice, neat appearance, experienced, reliable. Box 487G, B-T.

Announcer—3 years experience. Seeks permanent position in east, lst phone. Tape. Box 489G, B-T.


Offering good top-notch airtime for opportunity on radio. Recent radio school graduate. Married, vet. Box 496G, B-T.

Experienced sports announcer sells the spon- sor’s products. Excellent producer, director, play-by-play. Six years play-by-play with proven results. Box 502G, B-T.

Florida only. Young, unmarried announcer with car wants place in the sun. Four years varied experience with two Georgia’s top local stations. gram minded station will offer, top music show. Tape and information on request. Box 503G, B-T.

Announcer, 6 years experience, young, energetic, wants to move up. Presently employed. Desires job with station in N. C. or Va. Box 505G, B-T.

Announcer, looking for staff opening with small station. Full time DJ. Available immediately. Box 506G, B-T.


Staff announcer. All phases of radio. Strong on continuity writing. Box 508G, B-T.

Staff announcer—smooth pleasant delivery, strong regional sales, is also excellent play-by-play. Prides himself on top music show, 5 years experience. Smooth delivery, no gimmicks. If you have a DJ vacancy, write Box 515G, B-T.

Announcer—experience light, authoritative news —excellent copy. Also capable of filling in formal and informal. DS, dramas, sports, commercials, veteran, travel, tape. Box 516G, B-T.

Staff announcer—good news, DJ, write-sell com- mercials—tape teils. Box 516G, B-T.

Top rated DJ, announcer desiers chance to pro- mote local news. Tape. Will consider other offers. Tape, photo, send immediately. Box 517G, B-T.

Experienced DJ, including all-night show, news work, Own board—1st. Call Nightingale 7-7883, Paul Davia, 1506 East 16th Street, Brooklyn 7, N. Y.

Staff announcer, 25, married, veteran, strong news. DJ. Opportunity more important than salary. Walt Olmara, 14 North Washington Street, Tarrytown, New York. After 5 p.m. TA 4-0088.

Play-by-play sportscaster—baseball, football and basketball. DJ, newscaster—four years experience. Resume and tape on request. B.1 Harris, 460 Grand Street, New York 2, N. Y.


Staff: Well versed all phases (top voice). Will travel, tape on request. Contact Allen Richards, 75-76, 115th Street, Forest Hills, L. I., N. Y. Call Biv 9-2510.

Staff or newman, 30, excellent voice, three years experience, wishes relocation quality station, city over. West coast preferred. Three years N. Y. daily, public relations. Married. Completing radio-television M.A. Personal audition for good project. Leonard Sharpe, 119 E. Elm, Alabion, Michigan.

Announcer with first, three years net, and indie experience in all phases including sales. Family and car. Personal novelty desired. Lee Smith 6055 Grand Concourse, Bronx 3, New York. Call from six p.m., 1st floor 4-2077.

RADIO

Situations Wanted—(Cont’d)

Top-flight announcer, chief engineer, salesman, now employed as such with ideas to sell. Un- usually successful present position but seeking advancement. Married, children, good health, sales. All phases. Box 405F, S. E., Children, Texas. Phone 7-3100.

Staff announcers, board trained. Pathfinder School of Radio, 7211 North Street, N. W., Washing- ton, D. C. ME 5-2555.

Technical

Engineer-chief engineer, ready to settle down. Wants permanent position. Experienced in am, fm, construction, remote control, prefers Florida, or east coast. Write Box 346G, B-T.

Engineer: Single, white, age 24. Junior college education, has 1st class ticket. Free to travel Box 483G, B-T.

Chief engineer with several years experience would like position in Great Lakes areas. Construction, maintenance and other phases of broadcasting. Also knowledge of television. Im- mediately. Box 484G, B-T.

5 years experience, am, fm, all phases. 1st phone, east coast preferred. Box 306G, B-T.

Available immediately. Ten years am, one year television transmitter experience. First phone, car 30, WOIC, 2199 E. 41st St. Chicago. Box 296 Furman Street, Syracuse 5, New York. Phone 75-6912.

(Continued on next page)
RADIO

Situations Wanted—Continued

Production-Programming, Others

Seven years experience in all phases radio-tv production. College graduate, announcer, PD, director, publicity, continuity, news. $80 to start. Box 450G, B-T.


Newsmen with wide local experience seeks advancement. Veteran, married with child. Box 514G, B-T.

TELEVISION

Help Wanted

Technical

Studio technical personnel for television and radio operation in a midwestern metropolitan market. Good starting salary with periodic increases. Very best equipment and excellent employer relationship. State education, experience, draft classification, and provide a snapshot. Reply Box 500G, B-T.

Engineer: First class, vhf operating with medium size stations in upper Midwest. Senior qualifications and enclosure with application. Box 451G, B-T.

Production-Programming, Others

A large midwestern television station has opened for an experienced film director. Send resume and photo to Box 512G, B-T.

Situations Wanted

Managerial

Manager or assistant. 23 years radio and tv. Family man. References. Box 490G, B-T.

Salezmen


Announcer


Technical


Tv salesman desires supervisory position. Five years experience in all phases xmtx, studio and remote operation and maintenance plus one year am xmtx. Have hose construction. Excellent references. Box 450G, B-T.

Am/tv engineer, 4 years network tv and radio, 10 electronic. All phases, studio, transmitter, control. Desire permanent position. Box 460G, B-T.

Production-Programming, Others

News director—tv-radio—unusual background, best references, experienced. All details on request. Box 278G, B-T.

Top-rated, sponsored newscaster—colorful, distinctive. Entertaining, news-sensational; intelligent appearance; Thoroughly Experienced; Awards: Highest references; SDX, RTNDA; ex-newspaperman in MN; ND 50 kw set. Want tv news! Box 379G, B-T.

3 years tv experience... film editor, cameraman, video-switcher, director, production manager. Confident willing to accept probationary period. Resume available. Box 451G, B-T.

TELEVISION

Situations Wanted—Continued

Producer-director, thoroughly experienced all phases tv production-programming, currently employed in highly successful market, desires relocation as production manager. Ambitious, capable, best references. Box 464G, B-T.

Director—extensive university, dramatic and technical training. Impressive executive assistant background to contribute including FCC procedure, station operation, programming and engineering. Wishes to return to production. Has not rolled out in two years. Single, 31, insensitive... relatively, that is. Box 468G, B-T.

Cameraman—2 years experience. Video, audio, floor manager, some directing. Desires position leading to production. Box 482G, B-T.

Television production experience in major midwest market. Relocate—resume, recommendations, references. Box 490G, B-T.

May dynamic director, instrumental in organizing two stations, help you? Box 451G, B-T.

Tv film editor, 1 year experience. Excellent film and tv background. Single, vet, 27. Al Calvin, 3202 South Hoover Street, Los Angeles 7, California.

Artist, well experienced in all kinds of letting. Wants also to be in central California. Jl. Carter, 1706 Marie, Antioch, California.

Film director — editor — photographer. Experienced. 15 months film director, 9 months television director, 10 months film editor—photographer, motion picture experience will relocate. Excellent references. Elliot Weissman, 28 Kibbee Street, Hartford, Connecticut.

Film director with complete equipment for editing and tv filming, including SOP. Four years experience in color and B/W motion picture production, five in television. Details on request. Box 2504, New Orleans, La.

For Sale

Stations

Jew daytime exclusive eastern market. Independent. $10,000 down. Box 476G, B-T.


Equipment etc.

RCA 5-DX 5000 watt am transmitter, 1841 model, perfect condition, with operating and FCC spare tubes, new crystals, your frequency, packed, F.O.B. Indiana, delivery in April. $8,500. Box 478G, B-T.

RCA TPSA supersustainer, Tuned channel 5 but tunable 4 or 6. Box 482G, B-T.

G.E. 250 watt fm transmitter, frequency-modulation monitor, 2 bay antenna, 180 ft. self-supported, insulated. Young family man. First reasonable offer accepted for all or part. KENO, Las Vegas, Nevada.

1 Magnetron PT-7-P amplifier with carrying case. New, never used or removed from original carton. $400. Write or wire Voice of The Andes, Talcottville, Conn.


Custom built am broadcast transmitters, all types and powers. Fully guaranteed for economical and reliable unstented operation. Prinz Bauer, 1200 5. Fairway Terrace, Springfield, Missouri.

Wanted to Buy

Stations

Radio stations, Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin, Broker. Box 811, Tulsa.

Equipment etc.

Wanted: 506 feet, 15" air-dielectric co-ax; 600 feet 4 inch copper-covered copper; 6300 feet of 5 inch air-dielectric co-ax sampling line, 110,000 feet number 10 soft drawn copper wire (approx. 3400 lb.). RCA WY-2 field intensity meter. Contact Chief Engineer, WCCO, Covetlulle, Pa., 2100.

Instruction


Miscellaneous

Cledge Roberts would like to hear from friends and former students. Write 1229 Madison Avenue, New York City.

RADIO

Help Wanted

SALESMEN

Dominion Midwest AM-TV operation, in one of the first twenty markets. Separate sales staffs, has opening for aggressive local sales producing radio only. Man chosen must have solid sales background with major network affiliate or hard-hitting independent. Good starting salary plus commission, company-paid life insurance and profit sharing plan. Job offers potential of $12,500 a year or better to top man. Write immediately, including photo to Box 443G, B-T.

STRUCTURAL STEEL

SALES ENGINEER

A nationally known manufacturer of steel products has opportune opening in sales for the right man. The man we want must be a graduate structural engineer or its equivalent. He should be between 35 and 45 years of age and have at least five (5) years experience in selling radio, television, and transmission towers or similar fabricated products. He must have a proven successful sales record. The products he will sell are nationally advertised and his opportunities are unlimited. Salary open, commensurate with experience and ability. All replies will be held in strictest confidence. Send complete resume to:

Box 471G, B-T.

SALESMAN

Great financial opportunity for the guy with ideas and solid selling punch at one of Baltimore’s major radio stations. Send details and photograph to Director of Sales, WBFR, Baltimore.
SOMEWHERE there is a TV or Radio station owner planning eventual retirement who wants energetic, experienced, reliable candidate for general management duties.

I offer:
- 10 years experience all phases radio, TV, except engineer. 9 as manager.
- Proven sales and sales management record.
- Creative imagination, showmanship, salted with common sense.
- Fine background civic achievement.
- Desire for hard, challenging work.
- Excellent references.

College graduate. 40. Married, family. Employed. 10th year same organization. Family ownership situation sty-mies future. All inquiries answered promptly in strictest confidence.

Box 449G, BWT.

FOR THE RECORD (Continued from page 104)

February 23 Decisions

BROADCAST ACTIONS

WANTED

TV TOWER
369 FT—IDECO B2 heavy-duty, three leg, self-supporting. Now supporting 3 bay channel 2, TV antenna and 4 bay HD FM Pylon. Perfect condition. Will sell on location, a real bargain.

Contact
William E. Neill
WFMY-TV
Greensboro, N. C.

FOR SALE

Equipment

WANT TO BUY

WANTED TV SALES MEN

WFYT-TV, Green Bay, Ch. 5, 100 kW station seeks experienced TV salesman, one to be local sales manager. Write WFYT-TV, Bellin Building, Green Bay, Wis. On the air this spring. Tell all.

Situations Wanted

Technical

TV TECHNICAL DIRECTOR-SUPervisor

PRODUCTION PROGRAMMING, OTHERS

FOR SALE

Equipment

WANTED

One used Camera Chain, preferably DuMont. Need additional studio TV equipment. Contact Lloyd R. Amos, Station KXBJ-TV, Valley City, North Dakota. Phone 1500.

WANTED

Bound volumes of Billboard, Variety and Broadcasting (1936-1984) for research on history of entertainment industry. Write giving dates of issues and price. Suite 1201, 347 Madison Ave., New York 17, N. Y.

Employment Services

CAREER BUILDERS Agency
170 W. 40th St., New York 18, N. Y. 10018

We screen New York's vast supply of worthwhile talent to help you make the right move. Let us know your needs, we do the rest!

Announcers

TOP DISC JOCKEY PERSONALITY
With nationally known station whose call letters you would recognize instantly looking for a change. When first assigned present show, time slot held FIFTH position; it now holds highest station rating and is FIRST and SECOND in highly competitive eastern market of well over a million. Have a waiting list of sponsors long enough to choke a mule. Can build a large, loyal audience and sell, sell, sell. Have reached the ceiling in present position, but offer best references from present employer. Look good on TV. Major metropolitan markets only, please.

Box 463G, BWT.

TELEVISION

Situations Wanted—(Cont'd)

Managerial

Looking for a promotion man neighbor.

The kind that you can hardly get no more. Well then here I am. Have a solid background of am and tv experience in major markets. Currently in established VHF operation. Be happy to send resume and samples references and the like—just talk. Please write, neighbor.

Box B9C, BWT.

FOR THE RECORD

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Feb. 18

Remote Control

The following stations were granted authority to operate transmitters by remote control: KWHN TV, Ariz., Ark.; WDBQ Dubuque, Iowa; KSTB Breckenridge, Tex.; KMPC Los Angeles, Calif. Modification of the stars—Granted authority, as mod., to modulate KMPC's transmitter during period of subaudible tones below 40 cycles (25 and 35) applied to the broadcast station's carrier at approx. 270 modulation, in order to support a Civil Defense alerting Unit for the city of Los Angeles, for a period ending 6-30-55.

Modification of CP

KOEK El Paso, Tex., Trinity Bestg. Corp.—Granted extension of completion date to 8-18-55.

Actions of Feb. 17

Granted License

WMCW Harvard, Ill., Esther Bledget—Granted license for am broadcast station: 1600 kw, 500 w, D (BL-5951).

WDEH Sweetwater, Tenn., The Harrison Bestg. Corp.—Granted license for am broadcast station: 800 kw, 500 w, D (BL-5952).

KATZ St. Louis, Mo., St. Louis Bestg. Co.—Granted license for am broadcast station: 1600 kw, 500 w, D (BL-5957).

KONE Reno, Nev., Magowan, Jones and Harford—Granted license for am broadcast station: 1450 kw, 250 w, U (BL-5959).

WPFA Pensacola, Fla., Charles W. Lamar Jr.—Granted license for am broadcast station: 750 kw, 1 kw, D (BL-5962).

WJAK Jackson, Tenn., Jackson Bestg. Co.—Granted license for am broadcast station; 1400 kw, 1 kw, D (BL-5959).

Actions of Feb. 15

Granted License

WHLM Bloomington, Pa., Bloom Radio—Granted license covering change of facilities, hours of operation, installation of new DA for day and night (DA-2) and change transmitter location; 550 kw, 500 w-DA-5-U, condition (BL-5913).

WFIG Sumter, S. C., Radio Station WFIG—Granted license covering change of facilities, installation of DA for day and night use (DA-2), change type transmitter and transmitter location; condition: 1300 kw, 1 kw, DA-9-U (BL-5969).


Modification of CP

The following were granted extensions of completion dates as shown: WBLK-TV Clarkesburg, W. Va., to 8-30-55, condition: WDOC Clarksburg, Ill., to 7-1-55; KRWC Forest Grove, Ore., to 6-1-55.

Actions of Feb. 14

Granted License

WLAM-TV Lewiston, Me., Lewiston-Auburn Bestg. Corp.—Granted license for tv broadcast station (SLCT-237). (Channel 17.)

Modification of CP

The following were granted extensions of completion dates as shown: WOHL-TV Columbia, S. C., to 8-28-55; WNOX-TV Madison, Wis., to 8-30-55; WDCY-TV Norwalk, Iowa, to 8-28-55; WNYN-TV Springfield, Mass., to 8-28-55; WBTW (TV) Florence, Pa., to 8-30-55; WGIN-TV Syrac- use, N. Y., to 7-5-55; WPFG London, Ky., to 7-5-55.

Action of Feb. 11

Remote Control

WMSL Decatur, Ala., Tennessee Valley Radio and TV Corp.—Granted authority to operate transmitter by remote control.

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

The following stations were granted renewal of licenses for the following periods: WLBW Leesburg, Fla.; WTVL Mayaguez, P. R.; WBOY Tarpon Springs, Fla.
POLLING?

If you'd like to do a really significant opinion poll on TV in Kentucky and Southern Indiana—

ASK YOUR REGIONAL DISTRIBUTORS!

Pick up your telephone, now, and ask the people who know. Call all your distributors within a hundred miles of Louisville. Ask them this point-blank question:

“What Louisville television station do you and your neighbors prefer?”

This simple little survey will renew your faith in polls. Try it and see.

WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES
Exclusive National Representatives
TELESTATUS

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (i) stations that are operating as commercial and educational outlets and (3) grantees. Triangle (Δ) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B-T estimate. Stations not preceded by triangle (Δ) are grantees, not yet operating.

ALABAMA

Birmingham—
► WVTM-TV (13) ABC, NBC, DuM; Blair: 306,318
► WBFN-TV (6) CBS, K47: 306,320
► WBJJ-TV (6) 1/13/55-Unknown
► WJEZ (10) 1/13/55-Unknown
Decatur—
► WMKL-TV (23) CBS, NBC; Walker: 26,220
Dothan—
► WTVY (9) Young: 7/2/54-Unknown (granted STA Jan. 28)
Mobile—
► WAMV-TV (10) ABC, CBS, NBC; Headley-Reed: 191,100
► WKAQ-TV (48) See footnote (c)
The Mobile TV Corp. (3) Initial Decision 2/12/54
Montgomery—
► WOFL-TV (20) ABC, CBS, DuM; Raymer: 42,500
► WSPF-TV (12) NBC; Headley-Reed
Munford—
► WEDM (77)
Selma—
► WSLA (8) 2/24/54-Unknown

ARKANSAS

El Dorado—
► KRBB (10) 2/24/54-Unknown
Fort Smith—
► KFSA-TV (2) ABC, CBS, NBC, DuM; Pearson: 23,996
► KNAC-TV (5) Rambeau; 8/3/54-Unknown
Jonesboro—
 ► KBTM-TV (8) 1/12/55-Unknown
Little Rock—
► KARK-TV (4) NBC, DuM; Petry: 97,581
► KTTH (11) Branshan; 11/4/54-Unknown
Benton—
► KATV (7) (See Pine Bluff)
Pine Bluff—
► KATV (7) ABC, CBS; Avery-Knobil: 91,369
Texarkana—
► KCMS-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAX-TV (29) ABC, DuM; Weed: 87,000

New TV Stations

The following tv stations are the newest to start regular programming:
WFLA-TV Tampa, Fla. (ch. 8), Feb. 21.
KTVF (TV) Fairbanks, Alaska (ch. 11), Feb. 17.

FRESNO, CALIFORNIA • CHANNEL 24

the San Joaquin Valley's FIRST TV station in...

POWER
now 447,000 watts.

RECEPTION
Pacific Coast Measurement Bureau Survey (Oct. '54) shows KJM-TV reception "most satisfactory" in area.

RATINGS
KJM-TV carries 20 out of the 25 top-rated nighttime programs in the Fresno area (ARB report, Oct. '54).

COLOR
KJM-TV was the first local station, equipped to transmit network color shows and has presented them on a regularly scheduled basis.

Paul H. Raymer, National Representative
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<th>Letters</th>
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<td>Katz</td>
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<td>WTVH (32)</td>
<td>1/11/53-Unknown</td>
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<td>WTVJ (4)</td>
<td>CBS, NBC, DuM</td>
<td>Free &amp; Peters</td>
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<td>WTNX (10)</td>
<td>ABC, CBS, NBC, DuM</td>
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<td>WCAM (19)</td>
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<td>WTVL (18)</td>
<td>ABC, NBC, DuM</td>
<td>Platt, Dumas</td>
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<td>WTVI (15)</td>
<td>ABC, NBC, DuM</td>
<td>Bolling, Weed</td>
</tr>
</tbody>
</table>

**Directory Information**

**FOR THE RECORD**

**Broadcasting**

**Telecasting**
They give a fresh paint to painting in Florence — they’re too busy watching WHEN-TV to puddle around with a palette.

Naturally, we’re talking about Florence, N. Y., one of the 250 communities in upstate New York to whom television is the Gallery of the World ... and WHEN is their favorite picture. Patrons of the arts, they count their lira by the pound and love to spend ‘em on cars, clothes, caviar, and caviar. Want a market for your own objet d’art? Try an exhibit on Channel 8, the favorite viewing-place of Central New York art-lovers (2½ million of them.) For display space ... See your nearest KATZ AGENCY.

FOR THE RECORD

Columbus—
WBNS-TV (10) CBS; Blair; 427,229
WLCN (4) NBC; WLCN Sta.; 350,600
WORU-TV (24) 4/22/53-Unknown
WTVN-TV (6) ABC; DuM; Katz; 361,461
Dayton—
WFDX-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) Set footnoted; 1,006,000
WLWD (2) ABC, NBC; WLW Sta.; 320,000
Dupage—
WOSU (71) ABC; CBS; DuM; Raymer; 140,589
Zanesville—
WHIZ-TV (11) ABC, CBS, NBC. DuM; Pear- 45,000

OKLAHOMA
Ada—
KTEN (10) ABC; Venard; 160,000
Ardmore—
KJTV-O (12) 7/12/54-Unknown
Enid—
KOMO-TV (5) ABC; Peary; 118,000
Lawton—
KSWO (7) DuM; 54,345
Minot—
KBTV (21) ABC, CBS; DuM; Raymer; 140,589

OREGON
Eugene—
KVAL-TV (13) ABC, CBS, NBC; DuM; Hollingbery; 40,189
Klamath Falls—
KT-A-TV (2) Grant; 12/12/54-Unknown
Medford—
KBHS-TV (5) ABC, CBS, NBC; DuM; Hoag- Blair, Blair-TV; 26,426
Portland—
KXL (12) ABC; Hollingbery; 7/22/54-5/9/53
KOIN-TV (6) ABC, CBS; CBS Spot Sta.; 180,000
KPTV (27) DuM; NBC; NBC Spot Sta.; 219,744
KUSM-TV (11) 6/24/54-Salems

PENNSYLVANIA
Allentown—
WFMZ-TV (6) Avery-Knodel; 32,000
WQCY (39) 7/12/54-Unknown
Altoona—
WPPG-TV (10) ABC, CBS, NBC, DuM; H-R; 400,500
Bethlehem—
WLAE-TV (51) NBC; Meeker; 89,307
Erie—
WGLV (9) ABC, DuM; Hollingbery; 84,915
Greensburg—
WFMJ-TV (16) ABC, CBS, NBC; DuM; Headley- Reed; 257,000
K UPPER (50) ABC, CBS, NBC; DuM; Headley-Reed; 45,984

OHIO
Akron—
WAKR-TV (49) ABC; Weed; 174,666
Ashland—
WICA-TV (15) 15,200
Canton—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
WCET (5*); 2,000
WCPO-TV (9) ABC, DuM; Brannam; 724,140
WKRC-TV (13) ABC, CBS, NBC; DuM; Headley-Reed; 523,036
WLWT (5) ABC, CBS; WLBX Sta.; 555,000
WAOH (8); ABC, NBC, Headley-Reed; 1,043,972
Cleveland—
WENE (55) 6/18/53-Unknown
WEWS (5) CBS; Brannam; 1,077,580
WJW (9) ABC, DuM; Headley-Reed; 1,082,422
WNKB (3) NBC, NBC Spot Sta.; 1,045,000
WXEL (4) ABC, CBS; Katz; 1,085,300

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating license; date of grant and commencement target date for grants.
### Broadcasters and Stations

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<tr>
<th>City</th>
<th>Station</th>
<th>Call Letters</th>
<th>Owner/Network</th>
<th>Address</th>
<th>Frequency</th>
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<th>Date of Start</th>
<th>Date of End</th>
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<td>Durham</td>
<td>WTVI</td>
<td>(11) ABC, CBS, NBC</td>
<td>Raymore</td>
<td>112,387</td>
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<tr>
<td>Weldon</td>
<td>WNG - TV</td>
<td>(8)</td>
<td>ABC</td>
<td>150,000</td>
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<tr>
<td>Raleigh</td>
<td>WBT - TV</td>
<td>(12) ABC, CBS, NBC</td>
<td>Raymore</td>
<td>111,360</td>
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<tr>
<td>Wilson</td>
<td>WSCC - TV</td>
<td>(5) ABC, CBS</td>
<td>Free &amp; Peters</td>
<td>121,248</td>
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<tr>
<td>Winston Salem</td>
<td>WBBG - TV</td>
<td>(2) ABC, NBC, DuM</td>
<td>Raymore</td>
<td>111,300</td>
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<tr>
<td>Greensboro</td>
<td>WBTY - TV</td>
<td>(8) ABC, CBS, NBC, DuM</td>
<td>Raymore</td>
<td>111,300</td>
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<tr>
<td>Spartanburg</td>
<td>WBTB - TV</td>
<td>(2) CBS</td>
<td>Hollings</td>
<td>90,000</td>
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<tr>
<td>Canton</td>
<td>WJIT - TV</td>
<td>(4) ABC, CBS, NBC</td>
<td>Raymore</td>
<td>121,250</td>
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<tr>
<td>Upland</td>
<td>WCMH - TV</td>
<td>(3) ABC, NBC</td>
<td>Raymore</td>
<td>114,922</td>
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<tr>
<td>Waco</td>
<td>KTXL - TV</td>
<td>(3) ABC, NBC</td>
<td>Raymore</td>
<td>113,500</td>
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<td>Abilene</td>
<td>KBEC - TV</td>
<td>(9) ABC, NBC, DuM</td>
<td>Raymore</td>
<td>112,387</td>
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<td>Amarillo</td>
<td>KXDA - TV</td>
<td>(10) ABC, CBS</td>
<td>H.R.</td>
<td>88,388</td>
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<td>KTBC - TV</td>
<td>(7) ABC, CBS, NBC, DuM</td>
<td>Raymore</td>
<td>106,814</td>
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<td>Beaumont</td>
<td>KBMT - TV</td>
<td>(3) ABC, NBC, DuM</td>
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<td>Big Spring</td>
<td>KDFM - TV</td>
<td>(8) CBS, Free &amp; Peters</td>
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<td>KSIX - TV</td>
<td>(11) ABC, CBS, NBC</td>
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<td>San Antonio</td>
<td>KVOS - TV</td>
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<td>WPAC - TV</td>
<td>(29) NBC, ABC, DuM, Young</td>
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<td>Seattle</td>
<td>KGCO - TV</td>
<td>(5) ABC, CBS</td>
<td>White</td>
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<td>Tacoma</td>
<td>KOMO - TV</td>
<td>(4) ABC, CBS, NBC</td>
<td>Hollings</td>
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<td>KRTV - TV</td>
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<td>Raymore</td>
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<td>KSHO - TV</td>
<td>(6) NBC</td>
<td>Cathedral</td>
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<td>KXLY - TV</td>
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<td>Raymore</td>
<td>90,553</td>
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### Interconnected and Now For Greater Service to Advertisers

| Channel 11 – Sioux Falls, S.D. |
|-------------------|-------------------|
| KELO and Radio    | JOE FLOYD, President |
| NBC (TV) PRIMARY  | ABC • CBS • DUMONT |
| NBC (Radio) Affiliate | February 28, 1955 |
FEBRUARY

Feb. 28: BMI Clinic, Tutwiler Hotel, Birmingham, Ala.

MARCH

Mar. 2: BMI Clinic, Ambassador Hotel, Los Angeles

Mar. 3: BMI Clinic, Dinker-Piazza Hotel, Atlantic City

Mar. 3: Connecticut Broadcasters Assn. meeting, Hotel, Hartford

Mar. 4: BMI Clinic, Hotel Santa Rita, Tucson, Ariz.

Mar. 4: BMI Clinic, Columbia Hotel, Columbus, S. C.

Mar. 5: BMI Clinic, Hi-Vi Fair, Hotel Harrington, Washington

Mar. 7: BMI Clinic, New Orleans

Mar. 8: BMI Clinic, Washington Duke Hotel, Durham, N. C.

Mar. 8: BMI Clinic, Alvarado Hotel, Albuquerque, N. M.

Mar. 8: Advertising Executives Club meeting, Athens Athletic Club, Oakland, Calif.

Mar. 9: BMI Clinic, Dallas, Texas

Mar. 9: BMI Clinic, Patrick Henry Hotel, Roanoke, Va.

Mar. 9: Deadline, Entries for Payne Communications Awards, U. of Illinois, Urbana, Ill.

Mar. 10: BMI Clinic, Hotel Adolphus, Dallas, Texas

Mar. 10-12: Louisiana Assn. of Broadcasters meeting, New Orleans

Mar. 11: BMI Clinic, Corpus Christi, Tex.

Mar. 11: BMI Clinic, Roosevelt Hotel, New Orleans

Mar. 11: BMI Clinic, Stonelaw Jackson Hotel, Clarksville, W. Va.


Mar. 15: NARTB Regional Meetings Committee, Eastern Hotel, Washington, D. C.

Mar. 15: Deadline, Entries for George Folk Journalism Scholarship, Long Island U., Brooklyn, New York


Mar. 16: BMI Clinic, Hotel Hayes, Jackson, Mich.

Mar. 16: BMI Clinic, Colonial Hotel, Springfield, Mo.

Mar. 18: BMI Clinic, Blackhawk Hotel, Davenport, Iowa

Mar. 18: BMI Clinic, Netherland Plaza Hotel, Cincinnati

Mar. 18-19: Atlanta Advertising Institute, Emory U., Atlanta

Mar. 21: CARB Annual Dinner, Chateaux Frontenac, Quebec City, Canada

Mar. 21: BMI Clinic, Emerson Hotel, Baltimore

Mar. 21: BMI Clinic, Courtyard Hotel, Lincoln, Neb.

Mar. 21-23: Canadian Assn. of Radio & Television Broadcasters meeting, Chateaux Frontenac, Quebec City

Mar. 21-24: Institute of Radio Engineers Convention, Convention Center, Chicago, Ill.

Mar. 22: BMI Clinic, Amalfi, Tex.

Mar. 22: BMI Clinic, Oklahoma City


Mar. 23: BMI Clinic, Hershey Hotel, Hershey, Pa.

Mar. 24: BMI Clinic, Tulsa, Okla.


Mar. 25: BMI Clinic, Plankinton Hotel, Milwaukee

Mar. 26: BMI Clinic, Andrew Jackson Hotel, Nashville, Tenn.

Mar. 30: BMI Clinic, Brown Hotel, Louisville, Ky.

APRIL

Apr. 1: BMI Clinic, Floridian Hotel, Tampa

Apr. 1: BMI Clinic, City Club, Montpelier, Vt.

Apr. 5: BMI Clinic, Boise, Idaho

Apr. 6: BMI Clinic, Portland, Ore.

Apr. 7: BMI Clinic, Spokane, Wash.

Apr. 8: BMI Clinic, Seattle, Wash.

Apr. 15: BMI Clinic, Springfield Hotel, Oklahoma City

Apr. 15-16: Spring Technical Conference, Cincinnati section of Institute of Radio Engineers, Engineering Society of Cincinnati, Cincinnati


Apr. 17: BMI Clinic, Hotel Lamer, Salina, Kan.

Apr. 18: BMI Clinic, Milwaukee

Apr. 18: BMI Clinic, Hotel Utica, Utica, N. Y.

Apr. 18-21: National Premium Buyers’ Exposition, Navy Pier, Chicago


Apr. 20: BMI Clinic, Hotel Roosevelt, New York

Apr. 21: BMI Clinic, Cleveland


Apr. 22: BMI Clinic, Bangor House, Bangor, Me.

Apr. 22: BMI Clinic, Cincinnati

Apr. 23: Texas Assn. of Broadcasters meeting, Gunter Hotel, Houston, Texas

APRIL

May 4-5: American Women in Radio & Television Annual Convention, Drake Hotel, Chicago

May 7-9: National Convention, Shoreham and Sheraton-Park hotels, Washington

May 21: Radio Pioneers Banquet, Washington

May 31: Deadline, Regionalist Radio Television Awards (script contest), New York

JUNE

June 4-8: National Community TV Assn. convention, Park Sheraton Hotel, New York

June 13: BMI Clinic, Turf Club, Twin Falls, Idaho

June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.

June 15: BMI Clinic, Hotel Utah, Salt Lake City

June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.

June 17: BMI Clinic, Edgewater Beach Hotel, De- toit Lakes, Minn.


June 27-30: Western Assn. of Broadcasters (Canadian Convention, Jasper Park Lodge, Jasper, Alberta.
ON THE DOTTED LINE . . .

WIEBOLDT STORES is starting 20th year with its daily Your Neighbor program on WMAQ Chicago, featuring June Marlowe (second from right). On hand as Miss Marlowe (in real life, Myrtle Green, promotion manager for stores) reaches for "20th" are (l to r): James F. Tobin, president of Wieboldt's; Werner Wieboldt, board chairman; Charles Dresser, sales director of WMAQ-WNBQ (TV); Miss Marlowe, and William White, vice president of advertising and production for the stores.

SCHEDULE of spot announcements was negotiated by Louis Milani Foods Inc. on WBBM Chicago as part of CBS Radio's network supermarketing spot plan covering o&o stations. Irwin Tucker (c) of Irwin Tucker & Co., Milani broker, discusses the schedule with William F. Miller (l), until recently WBBM sales manager, and Dan Martin, director of supermarketing for the station. Schedule was placed through Arthur Meyerhoff & Co., L. A.

THOMAS T. TAYLOR, president-general manager of Prudential Federal Savings & Loan Assn. of Salt Lake City, contracts with KSL there for the Tuesday and Thursday portions of Edward R. Murrow With the News. Witnessing the signing are R. T. Harris (l), president of R. T. Harris Advertising Agency, and Ben Burdett, KSL account executive.

COMPLETING a 52-week contract for Your Esso Reporter on WJAR-TV Providence, R. I., are (l to r): Robert H. Jones, vice president of Marschalk & Pratt advertising agency; Leo D. O'Brien, assistant Providence district manager, Esso Standard Oil; W. L. Rusher, Esso advertising division; Curt A. Peterson, Marschalk & Pratt vice president, signing the pact; Peter James, station manager, and Seymour Harowitz, program director.

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

county

state

BROADCASTING • TELECASTING

February 28, 1955 • Page 117
Multiple Rule Goes Out the Window

T
HE U. S. Court of Appeals has forcibly reminded the FCC that its rule-making powers are not unlimited. In throwing out the multiple ownership rule, restricting station ownership by a single entity, the Court has told the FCC that owning more than an arbitrarily limited number of stations can not automatically deprive an applicant, who is otherwise qualified, of his right to a hearing.

In deciding the Storer case, which was an appeal from the FCC's former multiple ownership rule, when the limit was five TV stations per customer, the Court also threw into jeopardy other rules which impose arbitrary limitations. The "duopoly" rule, prohibiting ownership of more than one station of the same class in a single market would appear to go by the boards. The FCC, however, would not be precluded from denying a "duopoly" application after hearing.

The case is probably the most important decided by the courts since the FCC was sustained on its chain-monopoly regulations in 1943. It is the first time within recollection that this court has instructed the FCC to eliminate specific language from its rules. This language knocks out the former five TV station limitation along with the ludicrous provision which construed even a 1% ownership of voting stock of a corporation as equivalent to "ownership, operation or control" of a station in determining concentration of control.

Elimination of the 1% provision should be a boon to a number of companies. Westinghouse, for example, found itself in a dilemma because certain of its directors had minority holdings in applications for new stations. Scripps-Howard, holding minorities in a couple of newspapers which hold station authorizations, likewise has been curbed in any expansion it contemplated because of the limitation on licenses. CBS sold minority interests (WTOP-AM-TV, WCCO-AM-TV, WAPI, KQV) because of the rule.

The full effect of the unanimous ruling of the court may not be realized for some time. The FCC first must determine whether it will seek, through the Solicitor General, an appeal to the Supreme Court, in which event a stay of the decision would be requested.

There are interesting possibilities, assuming that the appellate court's mandate sticks. The Court says the FCC must give an applicant a hearing, since there will be no arbitrary limitation. The FCC could determine that it would be contrary to public interest for a single network or other entity to own more than five vhf's in major markets, but that would have to be on the basis of testimony adduced at a hearing.

There appears nothing to preclude a multiple owner from increasing his holdings through purchase. Before the FCC could deny such purchase, it would have to hold a hearing. There it would be hard-pressed to deny a transfer since no parties other than seller and buyer would be involved.

The Elephant Forgets

T
HERE'S nothing more baffling than what goes on in the minds of the politicians. Privately, in this electronic era, they will tell you that television and radio win and lose elections; that tv's coverage of the 1952 political conventions in Chicago did more to change our electorate thinking than anything since the founding of the electoral college.

So the Republicans, acting in utter disregard of their own convictions, and of the entreaties of the networks, scheduled their convention in San Francisco for the week of Aug. 20—practically back to back with the Democratic convention in Chicago. An inevitable result will be that neither convention will be covered as well as it was in 1952.

The earliest the Democrats can hold their Chicago sessions is the week of July 23. That means not more than 23 days can elapse before the GOP convention. The networks insist they must have at least four weeks to move equipment, line up control rooms, and arrange for "sidebar" coverage. For color transmission, another several weeks would be required. Knowing all this, the Republican National Committee, for reasons of its own, made its site selection 2,000 miles from Chicago.

Obviously, the Democratic convention, coming first, will get the benefit of more inclusive coverage. Chicago is geared for these conventions. Terminal facilities are there. The time differential can be accommodated. Three of the networks have well-staffed owned-operated radio and TV stations in the market, while Mutual and DuMont have the excellent facilities of WGN-AM-TV available.

San Francisco is wonderful. It is the "New York" of the West. No problem is presented for newspaper coverage—a reporter simply carries along his pencil and pad, and Western Union does the rest. But San Francisco doesn't have the terminal equipment, the lines and the lighting to do that full-scale TV job (even without color) unless that gear is carried cross-country.

We suppose that if the Democrats get a better break, there will be an "equal time" howl from the Republicans. It will not be valid. Coverage of political conventions falls in the category of "special events," not partisan political broadcasting by or on behalf of "accredited" candidates for the high office of President. There will be no candidates until they are nominated.

Snaring the Baithers

B
AIt and switch advertising has been condemned by the NARTB's Radio Standards of Practice Committee in a resolution which, however commendable, is poorly timed.

The resolution was adopted a fortnight ago after a Federal grand jury in Brooklyn had begun a full investigation of bait-switch campaigns on radio and TV and as the New York and New Jersey state governments and the U. S. Congress were considering investigations of their own. A similar resolution, if adopted two or three years ago when public complaints against bait-switch frauds became widespread, would have suggested lofter motives and might even have corrected the situation before governments needed to intercede.

The unhappy truth is that the NARTB's radio code has provided no discernible hindrance to the spread of bait and switch advertising. The association's television code has made a better record, in view of its better enforcement apparatus, including a paid staff.

If the NARTB and its members wish to head off impending investigations, they will have to take more drastic action than merely passing a resolution. They will have to drum chronic offenders out of the club, else the whole membership becomes identified with the practices of a few. Had such action already been taken, there would be no government investigations today.

Shfiggy Boomerang

C
URATORS of American exhibitionism will be able to add to flagpole sitting and marathon dancing another endurance contest of equal lunaclity now that two disc jockeys in New Orleans have played "Shfiggy Boom" around and around the clock.

For 58 hours they were holed up in WNOE, replaying the same tune with respite only for commercials and news. In a community with fewer stations, they wouldn't survive the first day.

The "Shfiggy Boom" marathon was conceived as a stunt to publicize the station's new all-night schedule. That it succeeded in attracting attention is undeniable. That it did anything to raise the prestige of radio is open to considerable debate.

These are not the times for radio to advertise itself as a juke box with a stuck record.
"Bruce," we said, "what's on the program tonight?"
"Well, at 8 we got CBS . . ."
"No, no. The Testing Department program."
"Huh?"
"Remember last week you became head of Testing?"
"Oh, that. Yeah."
"Well, test this NO FLIES."

Next to the corn borer, the most unpopular item in Iowa is the Common Fly. With that fact firmly in mind, WMT cottoned immediately to a Plan to Cut Flies Down to Size.

NO FLIES, chemically treated paper birds, was the method suggested. The Common Fly, curious as all get out, would, it was alleged, alight, depart, and die.

We know a thing or two about fly killers ourselves and have seen our share of them in our day, man and boy, so we took this one With A Grain Of Salt. (Ugh.—Ed.) We turned it over to our Testing Department.

But let Bruce tell you in his own words:

"I tested it all over the station, wherever flies were likely to congregate, and I'm not exaggerating a bit when I tell you we killed three—this being an unusually sanitary operation."

We ran the fly spots.

We're processing orders for 1,555 packages of NO FLIES at one dollar per. One complaint. Party named Muffett, who kept spiders.