this is a typical picture of Radio-Activity today . . .
typical because listening is often a personal matter
and Radios are available everywhere . . .

25,320,000
IN LIVING ROOMS
21,560,000
IN BEDROOMS
16,100,000
IN KITCHENS
11,760,000
IN OTHER ROOMS
26,180,000
IN AUTOMOBILES

And, Spot Radio turns Radio-Active families into customers for advertisers.

WB  Atlanta  NBC
WFAA* (Dallas)  NBC
KOA  Denver  NBC
WIKK  Erie  NBC
KPRC* (Houston) NBC
WJIM  Lansing  NBC
KARK  Little Rock  NBC
KABC  Los Angeles  ABC

KSTP (St. Paul)  NBC
WSM  Nashville  NBC
WABC  New York  ABC
WTAR  Norfolk  CBS
WIP  Philadelphia  MBS
KGW  Portland, Ore.  NBC
WRNL  Richmond  ABC
WOAI* (San Antonio)  NBC
KFMB  San Diego  CBS

KGO  San Francisco  ABC
KMA  Shenandoah  ABC
(Kansas)
KTBS  Shreveport  NBC
KVOO  Tulsa  NBC
ABC  Pacific Radio
Regional Network

*Also represented as key
stations of the
TEXAS QUALITY NETWORK

EDWARD PETRY & CO., INC.
NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · ATLANTA
It's Better when it's BIG!

The **BIG** Station in Eastern Michigan is **WTAC**

Flint

Flint and Eastern Michigan are havens for sports fans. WTAC every year broadcasts all Detroit Tiger games, Michigan and Michigan State, local high school football, basketball and other sports events around the year. BIG sports are on the BIG station.

The **BIG** Station in Hawaii is **KPOA**

Honolulu

KPOA, the "Big League" Station introduced Major League baseball to the islands...has broadcast more games than all other stations combined...and has higher Hooper ratings for baseball than any other station in Hawaii.

Expect and get **BIG** sales results with the **BIG** Stations

**WTAC** Flint

1000 watts at 600

nationally represented by

The Holling Company, Inc.

**KPOA** Honolulu

5000 watts at 630

nationally represented by

George P. Hollingbery Co.

RADIO HAWAII, INC.

420 LEXINGTON AVENUE,

NEW YORK 17, N.Y.
Coverage that Counts!

7 major Michigan markets
for NBC, CBS and ABC

Now 100,000 watts!
WGAL-TV is a marvelous, rejuvenating sales elixir! This super-powered station gives your selling tremendous new impetus because it has a potent effect on the spending habits of more than three million people who have an effective annual buying income of $5 billion, who spend $3 billion every year. WGAL-TV is the one station that reaches this vast, responsive audience. Buy your Channel 8 spring sales tonic—now!
WHITE HOUSE SILENCE • Despite fact that nation's broadcasters are holding annual convention in Washington for first time in 17 years, NARTB so far has had no luck in continuing effort to get President Eisenhower to address one of sessions during week of May 22. Repeated inquiries indicate matter is under advisement. President last week, however, tentatively accepted invitation to address annual meeting of Associated Press in New York April 25, and also invitation to Gridiron Club (newspaper) dinner in Washington May 7.

IN ITS consideration of de-intermixture of uhf and vhf, FCC is looking at situations which already have undergone hearing or initial decision as possible locates. Among these are Hartford, Conn.; Peoria, Ill.; and Madison, Wis., but FCC hasn't yet singled out any particular markets. Since such moves would require modification of basic allocation plan (Sixth Report) rule-making would have to be invoked.

IT ISN'T BEANS • Group of Boston investment bankers who specialize in open-end trusts reportedly has accumulated over past few years about 30% of stock of CBS Inc., valued at roughly $62 million in current market. CBS President Frank Stanton addressed group, which acts primarily in behalf of educational and other institutions, on Feb. 24 in Boston and has met with them annually for several years.

IT'S now set for about middle of this month for C. E. Hooper Inc.'s re-entry, after five year lay-off, in serving national ratings. New service will initially issue ratings for key markets, grouped regionally or according to size.

NBC'S 'WEEKEND' • Erection of mammoth control center at NBC headquarters in Radio City, New York, to handle new “Weekend” schedule is planned prior to start of new venture about May 1 (story page 92). “Weekend” is regarded as first phase of NBC's "Operation Redesign" for full scale reorganization of radio network programming.

SUGGEST PROMOTION budget in NBC's history is planned to introduce new "Week-End" series. While no precise figure has been mentioned, it is understood to exceed $1 million for both consumer and trade promotion.

BIG BUY • Buick Div. of General Motors, Detroit, to promote new variations of its new car models, will conduct radio and television spot announcement campaign starting March 30 and running through April 22, using about four spots per week on each station. Approximately 169 radio stations and about 100 television stations will be on list. Kodak Agency, New York, is handling campaign.

QUALITY Radio Group is putting final touches on its first major presentation. Highlights will include figures to show (1) QRG, now consisting of 36 stations, can provide advertisers with planned national coverage for as much as 30% less money than national networks; (2) its stations cover 91% of U. S. population and areas having 90% of U. S. retail sales, and (3) indicating vastness of radio's listener-ship potential, that seven out of eight radios are used outside of tv room and 17 million radio homes have no tv at all. Additionally, feeling QRQ stations are merchandising naturals. Executive Vice President William B. Ryan is planning big drive in that field.

PROBE POST • Gerald Shucklin, Seattle attorney and former law partner of Senate Commerce Committee Chairman Warren G. Magnuson, has been offered post of Democratic special counsel of Magnuson committee on network-tv investigation. Offer was made last week while Sen. Magnuson was in Seattle, and Mr. Shucklin is understood to have it under advisement.

COLLEAGUES of Mrs. A. Scott Bullitt on Television Code Review Board are backing her for election to NARTB Television Board to supply not only "woman's touch" but also self-regulation viewpoint in programming acquired during her three years on code authority. NARTB (and its predecessor NAB) has never had woman board member in its 33-year history.

ABATING BATING • Drive to curb bait advertising in all media, including radio-tv, continues to increase on industry and government levels. Model law submitted to state legislatures last year is seen as background for new bills this year to strengthen law. States active include California, Pennsylvania, Tennessee, Ohio, New York and Maine. Model law was based on 1953 Massachusetts statute.

IN WAKE of several changes in sales, promotion and public relations posts at CBS odo WBBM-AM-TV Chicago, C. W. Doebler has emerged, though unannounced, as executive assistant to H. Leslie Atlas, vice president of network's Central Division and general manager of stations. Mr. Doebler, who has relinquished sales promotion chores for radio-tv, is assuming duties formerly discharged by Newell Schwin, who recently became manager of sales development for CBS Radio Spot Sales. CBS outlets have invoked radio-tv split in sales promotion and public relations.

HIGH NECKLINES • Strict ground rules to be laid down by NARTB on girlie exhibits for May convention in Nation's Capital. Problem is to make exhibitors realize all broadcasting will be under scrutiny of lawmakers and regulators, to say nothing of columnists looking for spicy material. It'll be emphasized that Washington is a "family convention city," with considerable share of delegates bringing wives and children.

COLOR BOOST • Newest moves reported by RCA to stimulate color set interest and sales: its 21-inch color tube will appear in few months in new chassis containing simplified circuit of 28 tubes comparable to black-and-white set circuitry, and tube manufacturers in about month will be invited to watch production of 21-inch color tube at RCA's Lancaster, Pa., plant. RCA's new chassis to house tube was demonstrated as production model last September.

WOOLWORTH Co. (dime stores), New York, which has been negotiating with several radio networks for possible weekly sponsorship of hour-long show [CLOSED CIRCUIT, Jan. 31], understood late Friday to be inclined toward program that would feature Percy Faith and orchestra on CBS Radio's 1-2 p.m. EST Sunday slot, starting about June. Lynn Baker, New York, is agency.

PLOTKIN-JONES • Having procured postponement until March 18 for filing of comments on Plotkin Memorandum and Jones Report, FCC last week reportedly was meeting in joint session with representatives of Dept. of Justice, which also had been requested to comment on questions raised regarding network regulation and tv allocation problems. Attorney general was asked particularly about possible applicability of anti-trust laws to networks in Plotkin Memorandum which covered such matters as "block booking" and cited both Associated Press and Paramount Picture cases as parallels.
WHEN you use 50,000-watt KTHS (Basic CBS) you reach a tremendous lot more than the Little Rock Trading Area. You also cover thousands of farms—hundreds of Arkansas towns and hamlets...

Take Ash Flat (Ark.) for example. A.F.'s population is only 265 souls—but you'd have to multiply that nearly 12,800 times to visualize the interference-free daytime coverage of KTHS!

When you use radio in Arkansas, really use it! The Branham Company has all the facts.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager
ANA Radio-Tv Discussion At Hot Springs to Be Closed
IN DEPARTURE from recent practice, Assn. of National Advertisers' spring meeting, March 16-18 at The Homestead, Hot Springs, Va., will have no official broadcast or projection of radio and tv but no full-fledged open radio-tv session. Change attributed to desire to make spring meetings more like "workshops."

Ralph Winslow, vice president, Koppers Co. and program chairman of meeting, is announcing today (Mon.) that theme of spring meeting will be "How to Be a Better Advertising Manager."

Areas to be covered: advertising management, including appropriations, budgeting, personnel and advertising evaluation; development of creative and merchandising skills, and meeting challenge of new and changing market trends.

Wednesday morning meeting to be opened by Paul West, ANA president, followed by Mr. Winslow and E. G. Gerbic, vice president, Johnson & Johnson and chairman of ANA broadcast division three-day meet; W. B. Potter, Eastman Kodak Co. advertising director, on his company's method of presenting appropriation and plans for advertising; William B. Smith, vice president, Thomas & Lipton Inc. on basis for sound advertising planning; Howard Marple, public relations director, Monsanto Chemical, on ways to develop advertising department personnel techniques; Paul Gerholdt, vice president, Foote, Cone & Belding, on charting advertising effectiveness via sales territories; Charles Brower, BBDO executive vice president, on creative planning; Art Tatham, president, Tatham-Laird, on challenge of increased volume and pressure.

Others: Edward Richer, Grey Adv., on merchandising; George Staudt, advertising and sales promotion manager, Harnischfeger Corp., on creative planning; David Katner, Motorola Inc., advertising and sales promotion director, on case history of how Motorola and B. F. Goodrich retailers pooled efforts on tv program for traffic-building promotion; Philip Kelly, Chilows Bros., vice president and managing director, on merchandising.

Also to be featured are visual presentations by William H. McKeohan, J. Walter Thompson Co. vice president; Dr. George Gallup, Opinion Research Corp., on newly-developed techniques which measure actual sales impact of both broadcast and print media; John Breen, Ray- mond Loewy Assoc., on product design, packaging and display; Barry Ryan, board chairman, Ruthrauff & Ryan, presentation on what appeals must be built into effective ad.

Luncheon Friday to feature talks by William Randolph Hearst Jr., TNS Kingsbury Smith and Frank Conniff, Mr. Hearst's editorial advisor, on significance of Kremlin shakeup.

RCA Declares Dividend
RCA quarterly dividend of 25 cents per share on common stock, payable April 25 to holders of record March 15, announced Friday by Brig. Gen. David Sarnoff, board chairman. Dividend of 87½ cents per share declared on first preferred stock for April 1 to June 30, payable July 1 to holders of record at close of business June 15.

MACBETH FOR SCHOOLS
TWO-HOUR TV presentation of Shakespeare's "Macbeth" by NBC News, telecast Nov. 28, 1954, on NBC-TV, being made available on 16mm prints free of charge to nation's high schools and colleges, according to Hallmark Cards, Kansas City, program sponsor. Distribution will be handled through Association Films, which maintains regional libraries in Ridgefield (N. J.), Chicago, Dallas and San Francisco.

FCC Admits It's Considering Revisions to Allocations Plan
THERE were indications last week that "key-stone" of FCC's 1952 Sixth Report & Order—minimum mileage separations between co-channel and adjacent channel tv stations—might be ripped up by Commission.

Disclosure came in letter from FCC to Senate Commerce Committee which is being made part of hearing record on McConnaughey nomination. Letter was precipitated by Sen. Clifford Case (R-N.J.), who wanted to know what FCC chairman thinks of assigning low-power vhf channels to uhf outlets in "states like New Jersey and Connecticut" which are "virtually blanked" by New York and "(in largest) two or three adjacent channel vhf stations.

FCC reply, said, "Conditions change, of course, and it may well be that the circumstances are now such that present minimum mileage separations should be reconsidered as well as other criteria," adding that there is "some evidence we should take another look at the overall engineering data accumulated since the April 1952 decision." Study would take "considerable time and unfortunately would not be of immediate assistance to uhf broadcasters." FCC said, after explaining it "may be necessary to proceed on an overall basis rather than case-to-case." FCC said in past six months has received four petitions (two from New Jersey) asking re-determination of vhf mileage separations. Commission added that both New Jersey stations have made showings that their proposals would cause "negligible interference to the other stations. Our engineers disagree ... because of certain assumptions employed." FCC added its belief that "stations concerned would also question" assumptions, and that "oppositions based on engineering factors have been filed by other stations on the same or adjacent channels.

FCC has issued proposal of noticed rulemaking to allow 100 w tv stations, not specifying uhf or vhf, in communities with populations less than 50,000 with May 1 deadline for comments [story page 78].

W. Va. Vt. Sale Filed

• BUSINESS BRIEFLY


BROMO-Seltzer Radio • Emerson Drug Co., N. Y. (Bromo-Seltzer), buying radio spot campaign in about 12 scattered markets for 39 weeks in addition to continued sponsorship of its half-hour syndicated film show. Film currently is Janet Deen, Registered Nurse, but contract is in process of changing programs. Lennen & Newell, N. Y., is agency.

PUREX IN 100 MARKETS • Purex Corp., South Gate, Calif., placing radio-tv spot campaign, effective March 21, in about 100 markets. Contract is for 13 weeks, through McCann-Erickson, N. Y.

BEECH-NUT RADIO-TV • Beech-Nut Packing Co., Canajoharie, N. Y. (chewing gum), on April 1 launching 15-minute radio program to underwrite on 19 tv markets and two radio areas. Kenyon & Eckhardt, N. Y., is agency.

LEVER EXTENSION • Lever Brothers, N. Y., which had canceled its sponsorship of Aunt Jenny, five-quarter-hours weekly on CBS Radio, is correlating March 1 data on recent week extension on program to reconsider possibilities of retaining it on network. Program has been on air without interruption for past 18 years. Foote, Cone & Belding, N. Y., is agency.

Shulton Plans Radio-Tv Spots and Film Program
SHULTON INC., after testing tv in national spot campaign, is starting sponsorship of Paris Precinct—half-hour film produced in Paris under direction of Andre Hakim, released by Motion Pictures for Tv and distributed by UM&M Inc.—on number of stations, starting in April and continuing through Christmas.

Additionally, Shulton will maintain heavy spot campaign in both radio and tv. Campaign is believed to be largest program spot tv schedule in toiletries industry, according to George L. Schultz, president of Shulton. Wesley Assoc., New York, is agency.

Grant Names E. R. Grace
APPOINTMENT of Edward R. Grace, vice president of Detroit office, Grant Adv., as chairman of Grant's committee for overall agency development, announced Friday by Will C. Grant, agency president. Mr. Grace will continue toheadquarter in Detroit, directing group on improved methods of gathering and correlating market data and other phases of mass selling in U. S. and abroad. Mr. Grace co-operated WWJ Detroit with his first partner, late William F. Holliday, and is credited with introducing Transitone, first auto radio set in country.

March 7, 1955 • Page 7
We Don’t Like Competitive Ads

But every now and then the boss insists that we do one. After all, he says, if your merchandise is judged better (by impartial experts), why be bashful? That always stumps us. So we do a competitive ad. As painlessly as possible.

Now let’s get into this Seattle rating picture. KING-TV is so far out in front that it’s embarrassing. Sort of feel like Roger Bannister lapping one of his opponents. Morning, afternoon, and night, our program boys outrun the field. By a healthy margin…on three rating services, yet.

So that’s the way it is. If you want a cinch winner in Seattle, it’s KING-TV. A sure thing. And who wants to put his advertising dollars on a long shot these days?

Channel 5—ABC
100,000 Watts
Ask your BLAIR TV Man

FIRST IN SEATTLE

KING-TV
Winchell Stock Market Tip Brings Senate Repercussions

STOCK market tip broadcast by Walter Winchell on his ABC-TV program of Jan. 9 produced greatest flood of orders in stock exchange history, Edward T. McCormck, president, American Stock Exchange, told Senate Banking Committee Friday. Only prompt action by exchange and Securities & Exchange Commission officials prevented Winchell-inspired stock buyers from losing $8 per share, he said.

Testifying in committee's inquiry into this year's stock market boom, Mr. McCormck said that orders for 357,000 shares of Panterec Oil—largest transaction in any single stock on any exchange—poured in morning after Winchell's tip on the fact that this good buy and stock would have opened at 15 if trading in it had not been held back from 10 a.m. to 12:15 p.m. while brokers were instructed to tell their customers Panterec's opening price would be abnormally high. Even so, he said, it opened at 83% ($8.875 per share), up 2% from its closing price previous Friday.

Day before his testimony (Thursday, March 31), Panterec closed at 7, Mr. McCormck testified, $8 a share below price it would have opened Jan. 10 if opening had not been delayed. Panterec sales had averaged 20,000 shares a week until week before telecast tip when they rose to 170,000 shares, he said. He provided committee with list of that week's buyers (names not made public) but denied knowledge of whether Winchell had followed his own tip, indicating that commentator's name was not on list.

Mr. Winchell said accuracy of his report hasn't been challenged, but actually confirmed by newspapers; that he has no apology to offer for his "vast circulation"; that he buys government bonds exclusively.

Asked by Sen. William J. Fulbright (D-Ark.), committee chairman, if investors who followed a Winchell tip on Amurex Oil in April 1953 had not lost about $2 million in little more than an hour, Mr. McCormck agreed, testifying that Amurex stock had risen after tip, but dropped sharply when Amurex officials denied developments Winchell had given as basis for his tip.

However, when Sen. Frederick G. Payne (R-Mo.) asked about "equivocal tipsters," Mr. McCormck replied he knew of no instance in which he could say there had been misstatement of facts.

Committed to appearing before committee will call Winchell to testify, Sen. Fulbright answered with another question, "Why should we?" but later indicated Winchell might be called.

Services Held for Clark

FUNERAL services were to be held Saturday afternoon in Stamford, Conn., for Bonnell Clark, 71, retired vice president of Westinghouse Electric Corp., who died Thursday. Mr. Clark joined Westinghouse Electric Supply Co. in 1925 and rose to presidency of firm in 1937. He was elected vice president of Westinghouse Electric in 1949 and served in that capacity until retirement in 1949. Surviving are his wife, three daughters and five grandchildren.

TAX TRAINING

KINESCOPE of March 13 College Press Conference (ABC-TV, Sun., 4:30-5 p.m. EST) featuring U. S. Internal Revenue Commissioner T. Cole- man Andrews in discussion of income tax questions will be sent by Internal Revenue Bureau to 64 district offices. Offices will use them for own personnel, as public service shows on local tv stations and for general instruction pur- poses for people in area.

Convention Exhibitors Inspect Hotel Facilities

GROUP of NARTB associate members met Friday at Shoreham Hotel, Washington, to inspect facilities for annual equipment exhibits at May 22-25 convention. Heavy equipment will be displayed in Shoreham garage, con- nected by passageway with main auditorium where meetings will be held, and not far from a hall where Engineering Conference will meet. West wing of first floor, above lobby, and en- tire second floor running length of hotel will be used for lighter exhibits. NARTB has 130 rooms booked for their use.

Association will send out letters late next week with complete instructions and floor plans. Public relations exhibit and some enter- tainment quarters will be placed in Shera- ton-Park Hotel, two blocks from Shoreham. Shuttle bus service will operate between hotels during convention. In charge of equipment exhibits are NARTB Secretary-Treasurer C. E. Pe- rry Jr. and Barry Freer, assistant exhibits manager.

Engineering Conference Committee of NARTB will meet March 11 in New York to consider plans for New York convention. Chairman is Ross Beville, WWDC Washington.

Mississippi Tv Split

SPLIT of WFOR and WHSY Hattiesburg, Miss., interests from long-pending application for new tv outlet on ch. 9 there disclosed Fri- day in new bid for ch. 9 filed by Dave A. Matson Jr., and associates, doing business as Lion TV Co. Mr. Matson and Charles W. Holt, co-owners of WHSY, have withdrawn from ch. 9 applicant Hattiesburg TV Co. FCC designated latter for hearing because of common tie with WFOR and WHSY. Mr. Holt is not in Lion TV. Remaining in Hattiesburg Tv are Charles Wright and son, WFOR owners.

Clifford Heads Kragan

J. M. CLIFFORD, NBC administrative vice president, elected Friday as president of Kragan Corp., recently acquired by NBC. He will di- rect Kragan operations in addition to other duties. Edward L. Justin of Kragan will be placed in near future in principal operating position with firm. Mitchell M. Benson, who reports to Mr. Clifford, will continue to super- vise exploitation of properties other than those owned by Kragan including Howdy Doody.

PEOPLE

ROBERT S. CONYBEARE appointed general sales manager, A. G. Spalding & Bros., N. Y. He formerly was assistant general sales manager, Dr. Pepper Co., Dallas.


HENRY LUCAS, local sales manager, WLOK-AM-TV Lima, Ohio, formerly with WJMO Columbus and WJDX Des Moines, named account executive at WCUE Akron.

GEORGE HERBO, manager of presentations, MBS Midwest Div., appointed account executive. ELIZABETH TROUTON succeeds him on public relations duties.

WALLY PARKER, formerly with WIP Philadelphia and Voice of America, joins announc- ing staff, WAAT-WATV (TV) Newark, N. J.

WTVW (TV) Milwaukee Sale To Hearst Corp. Approved


Approval was conditioned on outcome of Gran Entreprises Co. appeal now in U. S. Court of Appeals in Washington. L. F. Gran, owner of Gran Enterprises, is 38.5% stockholder in WTVW, was its chairman until mid-January. Mr. Gran protested against sale of station and when overruled by other stockhold- ers filed application himself for ch. 12 facilities. Commission refused to accept filing and court refused stay order [B&T, Feb. 28].

Comrs. Henrock claimed sale of station raised questions concerning network affiliations and mass media control. She said sale precluded Commission from evaluating effect of Hearst entry into tv in Milwaukee. Comr. Bartley said he thought hearing should be held to determine impact on strike applicants and whether pay-offs are involved.

WTVW, which went on air last November, resulted from merger of competing ap- plicants, who hold options for varying amounts of stock. They are WEMP and WFOX Mil- waukee, Koler Telecasting Inc. and Milwau- kee Area Telecasting Co. Last is present grante of station.

Hearst also owns WBAL-AM-TV Baltimore (Baltimore News-Post) and, through associated company, WCAE Pittsburgh (Pittsburgh Sun-Telegraph). Pittsburgh station is applicant for new tv outlet in Pennsylvania. Hearst owns newspapers in other major U. S. cities.

Purchase price for WTVW is actually $900,000 plus assumption of about $1.1 million in contracts for completion of power boost to 251 kw and construction of 1,070-ft. tower. When Hearst agreed to buy WTVW, it with- drew application for ch. 6 in Whitefish Bay (Milwaukee suburb), leaving WMI Mil- waukee and non-broadcaster Independent Tele- vision Inc. in contest for that channel. Indica- tions are that merger there might ensue.

Determination to provide utmost in public service and entertainment for Milwaukee ex- pressed Friday by Charles B. McCabe, chair- man of Heart radio-tv division. D. L. Provonost, radio-tv vice president and general manager, will have operational responsibility for Mil- waukee station.

March 7, 1955 • Page 9
the week in brief

BASEBALL ON THE AIR
Game sponsorship will be worth $30 million to radio-tv

TV TAKES EXCEPTION TO A CRITIC
A 'Chicago Tribune' presentation discrediting tv draws wrath from TvB.

THE EVOLUTION OF RADIO
An agencyman's analysis of what happened after tv.

A NEW ARB TV STUDY
'Abilene to Zanesville' operation will research audience in 140 medium-to-small markets.

WHERE IS COLOR TV?
B&W survey finds stations are ready, but sets aren't to be had.

THE DECLINE AND FALL OF TV
A fanciful yarn, in play form, of why tv might be extinct in 1984.

JOHN GAMBLING'S ANNIVERSARY
They're holding a whinging party for him in Madison Square Garden.

A YEAR'S TV FOR $10,000
Dayton Educational TV Foundation takes advantage of commercial station help.

CHURCHES SET RECORD BUDGET
National Council of Churches of Christ in the U. S. A. allot $1.4 million for radio-tv activities.

departments

Advertisers & Agencies 33
For the Record 101
Open Mike 18

At Deadline 7
Government 67
Our Respects 22

Closed Circuit 5
In Review 14
Personnel Relations 90

Editorial 118
International 97
Professional Services 90

Education 96
Lead Story 31
Program Services 85

Feature Section 39
Manufacturing 95
Programs + Promotion 99

Film 58
Networks 92
Stations 86

ABC FILM ADDS THREE MORE
New properties for syndication represent $3 million.

'55 GRID POLICY STILL PENDS
FCC formation announcement of decision ironing out final details of national-regional tv plan.

A NEW TV LIMIT IS IN THE WIND
FCC proposes rule-making to keep towers within five miles of home base.

FCC TO APPEAL OWNERSHIP RULING
Commission fears court's action may threaten other rules.

RADIO-TV COVERAGE AT ISSUE
House Rules unit to consider proposal to permit mikes and cameras at committee hearings.

AT&T GIVES RADIO A BREAK
New line tariffs drop minimum from 16 to 8 hours, per hour-per-mile and reduces charge from $6 to $4.50.

THE EVOLUTION OF TELEVISION
ABC - NBC - Mutual.

BRITISH 'GAG' EVOKES CRITICISM
Politicians concoct agreement to avoid radio-tv discussion of issues prior to Parliamentary debate.

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Politicians concoct agreement to avoid radio-tv discussion of issues prior to Parliamentary debate.
THE FIRST TELEVISION STATION IN
LOS ANGELES IS STILL YOUR BEST
BUY IN SOUTHERN CALIFORNIA*

* Based upon the February 1955 ARB report for Los Angeles showing the average evening ratings for all stations. The cost per thousand homes was calculated for thirteen twenty-second spots on each station using the Class A spot rates given in Television Rates and Data for February 1955. These calculations clearly show KTLA to have the lowest cost per thousand.

KTLA, on Channel 5, with its new 50 kilowatts of power, guarantees a signal that will carry your message the greatest distance into the great Southern California television market.

KTLA delivers a bright clear picture to every set as the result of KTLA's top engineering team which has set the standard for Southern California since the early days, and has continued to improve year after year.

KTLA originated the first local color programs and is the only station equipped to give full color local production to the great Southern California television audience.

KTLA maintains its policy of top local live programs because they have that extra sales power which can only come through the personal appeal of living television personalities.

KTLA IS YOUR BEST BUY IN SOUTHERN CALIFORNIA

Represented Nationally by PAUL H. RAYMER COMPANY
Hey! All you looking for

How'd you like a 6.8 in the afternoon

Get it with good old...

Tello-test is America's oldest and most successful quiz.
National advertisers and agencies are familiar with this sure-shot show and pile in with a steady flow of spot business

Satisfied, long-term TELLO-TEST users include:
The Don Lee Network
WGN, Chicago
WJW, Cleveland
KSTP, Minneapolis
KDKA, Pittsburgh
WNAC, Boston
WEBR, Buffalo
WIBW, Indianapolis
WMPS, Memphis
WIP, Philadelphia
WITH, Baltimore
WSYR, Syracuse
and many, many more.
... an 8.3 in the evening?

**TELLO-TEST**

On twice a day, five days a week, on WHAM, Rochester—in the early afternoon and the early evening. Look at these Pulse figures October-November, 1954.

**TELLO-TEST at 1:10 p.m.**

6.8

29% of the audience and it's against "Ma Perkins"

**TELLO-TEST at 6:30 p.m.**

8.3

(37% of the audience—second show CBS News, has 3.2)

We can furnish the show (in major markets, we can also furnish all necessary awards for the jackpot) for a low, low price. Want details?
KRAFT MUSIC HALL

TWENTY-SEVEN years ago a fresh young saxophonist, dance band leader and singer, with a new style called "crooning," made his radio debut as star and host of an hour-long variety radio program on NBC. For the next decade that program, The Chase & Sanborn Hour, was the hottest thing on the air—a show which introduced to the listening public many artists who went on to become radio stars in their own right—Edgar Bergen is a good example.

A week ago yesterday (Sunday, Feb. 27) that same saxophonist and singer, a little older and no longer leading a band (the price of one-night stands is too tough, he explained), returned to radio—CBS, this time—as star and host of an hour-long program series, on which he also acts as disc m.c. (as what radio name doesn't, these days?).

The new Kraft Music Hall is as far a cry from the usual disc m.c. show as it is from the radio spectaculars he presented 20 years back. First, his records were picked for a different purpose than repeating those most-played a performance that was old fashioned with no saving touch of nostalgia.

All in all, the Kraft Music Hall may be summed up as promising. The idea is good and the freshness of the first program behind him, the star's performance—and that of his guests—can easily live up to it and provide a better-than-average hour of listening.

Production costs: Approximately $5,000
Sponsored by Kraft Food Co. through J. Walter Thompson Co., on CBS Radio, Sun., 9-10 p.m. EST.

Starring Rudy Vallee with guests (Steve Allen, Julie Andrews, Eddie Condon, Gwen Verdon on the first program, Feb. 27) and records.

Producer-director: Paul Fammers.
Writer: Gordon Coiler.
Announcer: Charles Stark.

CAPTAIN GALLANT

FOR an alumnus of the Saturday matinee shoot-'em-up western serial, NBC-TV's weekly Captain Gallant of the Foreign Legion affords a nostalgic half-hour.

But time marches inexorably on, and there are a few changes, although minor, in the format. In this series, the cowboy "good guys" are now legionnaires, as knuckle-headed and adept at falling victim to the wiles of assorted villains as any just-jawed lad in a 10-gallon Stetson.

As for the counterpart of the traditional Indians, in these days of tense native nationalism the "bad guys" are unidentifiable Europeans, rather than Arabs (since the locale is in North Africa).

This program, which stars a former "Tarzan," Larry (Buster) Crabbe, and features his real-life son Cullen (my, time does fly!), is definitely aimed at a juvenile audience and the older folks around the house must view it, if at all, by sufferance. To the aforementioned graduates of the western matinee group, the most interesting thing the show has to offer are shots of genuine legionnaires.

Humor, supplied mainly by veteran Hollywoodian Fuzzy Knight, is as rudimentary as the writing level in general. Production, direction and other credits are adequate.

Production costs: Estimated $20,000.
Network: NBC-TV, Sun. 7:30 p.m. EST.
Sponsor: H. J. Heinz Co. through Maxon Inc., N. Y.

Executive Producer: Gilbert A. Ralston; producer: Prantel Inc.; distributor: Television Programs of America.


Permanent cast: Larry (Buster) Crabbe, Cullen Crabbe, Fuzzy Knight, Gilles Queant, Daniel Lecourtis.

BOOKS


NEWEST edition of the ARRL Handbook features five chapters on basic radio theory, three chapters on history and amateur operating practices, three of basic experimental data and 15 on advanced theory, together with practical construction details. This includes transmitters, receivers, transmission lines, antennas, power supplies, single-sideband, fm, am, keying and microwave techniques. Revisions have been made in vacuum tube tables and base diagrams plus chapters on vhf and other developments.

Page 14 • March 7, 1955
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!
Today, with a good product backed by vigorous advertising, Pontiac is one of America’s fastest selling cars . . . and a substantial portion of Pontiac’s advertising budget goes into Spot Radio and Spot Television!

If yours is a highly competitive product—like automobiles—Spot should be one of your basic selling tools, too. Here’s what a Spot schedule does for Pontiac:

**SPOT** is co-ordinated with other media in the introduction of new models with concentrated short-term saturation campaigns.

**SPOT** is frequently used in specific markets where additional sales impact is needed.

**SPOT** is often used for special promotion throughout the year.
Spot, with its complete flexibility, its bed-rock economy and its hard-hitting sales impact, plays an important role in Pontiac's yearly advertising plan. These advantages can help boost your sales, too.

Ask your advertising agency or an NBC Spot Salesman to show you how Spot can fit into your advertising plans...and how the stations represented by NBC Spot Sales can sell for you in eleven major markets, accounting for 45% of the nation's retail sales.

Decision-makers are Sold on Spot because their customers are Sold on Spot . . .

and some spots are better than others!
Facts of Life for Stations

Editor:

Admittedly radio has changed in many ways since the halcyon days of the mid-1940s, but that it was so radical a change was never before brought home to me until today.

The mail brings many requests to the president of a radio station among which, in the normal course of events, are requests by politicians, especially in Washington, for airing of their "weekly reports" or "letters." That's good and fine but when the station is asked, as we were today by a group representing Sen. Paul Douglas (D-Il.), to pay them for the broadcasts, it certainly shows someone is not aware of the facts of life facing small business these days of high wages and high taxes.

John W. Lewis, Pres.-Treas.
WIBV Belleview, Ill.

[Editor's Note: B-T asked Sen. Douglas to comment on Mr. Lewis' letter and received the following reply.]

...and for Senators

Editor:

I believe it is a duty of elected representatives to report back to their constituents periodically on issues before Congress. Democracy functions best when citizens are well-informed.

I have also appreciated the cooperation given by a number of radio and television stations in carrying such reports. They have enabled both Sen. Dirksen (R-Ill.) and me to reach more persons than I could hope to reach with my limited time and resources.

They have scheduled us on the air as a public service and customarily paid for the cost of producing the films and tapes, which in the case of radio programs runs about $2.50 per 6½-minute tape. Although it takes considerable work, I agreed to renew these weekly reports this session on the urging of my colleague and of WGN whose owners are obviously not political backers of mine. I regret that Mr. Lewis of WIBV found the offer of this program at cost extraordinary or burdensome. But he is quite within his rights to decline the program as some other stations have done.

Paul H. Douglas
United States Senate

Ad Alley Eyes Capitol Hill

Editor:

Many thanks for your prompt action in sending us [reprints of] the Plotkin Report (B-T, Feb. 7). We would appreciate it very much if you would send us 20 copies of the Jones Report, which appeared in the Feb. 21 issue of B-T.

Thanks again.

Thomas J. Glynn
J. Walter Thompson Co.
New York

Bears Like Radio

Editor:

Much has been said pro and con regarding the broadcasting of minor league baseball. Some baseball officials feel that radio play-by-play hurts attendance.

Here in the progressive city of Waycross folks don't subscribe to that theory. Instead, they feel that such broadcasts will help stimulate interest in their beloved Bears and, in turn, bring new customers to the ball park. A recent vote showed this thinking to be unanimous among the Bears' board of directors. WACL will substantiate their belief in the power of radio by broadcasting the entire 140-game Waycross schedule in the Georgia-Florida league this season.

Fritz Van, Sports Director
WACR Waycross, Ga.

Actuality vs. Hopes

Editor:

In the interest of reportorial accuracy, a story on page 89 of B-T, Feb. 21, calls for question. It's the tall tower story triggered by the application of WHAS-TV for a 2,003-foot job. The story appears to read that W1.WA (TV) in Atlanta has a 1,326-foot tower, and we just can't find it on the horizon anywhere.

As a pioneer in the high tower business (1,062 feet in 1950), the WSB-TV tower claimed a record altitude for quite a while and still claims to be the high job in Atlanta. Could this story have confused actuality with hopes?

John M. Oliver Jr.
General Manager
WSB-AM-TV Atlanta

[Editor's Note: Mr. Oliver is right. B-T's report did confuse actuality—WLAB's present 598-foot tower—with the station's hopes to secure FCC clearance for the 1,326-foot tower for which it has an FCC permit.]

Glad to Help

Editor:

Do you have any printed brochures, pamphlets or leaflets in your files which would be of value to us in regard to the phrase, "No one's listening to radio any more; they are all watching TV."

This statement has been put to us many times...

Connie Forster
Station Manager
WAPL Appleton, Wis.


Growing Claims

Editor:

The week of Feb. 28-March 6 promises to be a busy week for KXJB-TV Valley City, N. D. We will add to our line-up of local live shows enough more time to change our usual percentage figure of local programming from 29% to an all-time record of 46%.

KXJB-TV is on the air 87.5 hours a week. During this big week we will originate 40.3 hours of telecasting from our studios in Valley City and Fargo and through our remote on-the-spot planned coverage... including basketball, music, farm education, barn dance, cooking show, news, sports, audience participation shows...

We of KXJB-TV feel that programming such as this for a station that has been on the air only six months is out of the ordinary.

C. O. Yates, Promotion Mgr.
KXJB-TV Valley City, N. D.

Station Maps

Editor:

We would like very much to have ten copies of your large wall maps of the United States, showing radio and television stations...

Lawson Paynter
Business Manager
Tv and Radio Department
Campbell-Ewald Co., Detroit

[Editor's Note: B-T produces separate station maps for radio and tv, available at $1 a copy, 5 copies for $4.50, 10 for $8.00, 25 for $20, 50 for $37.50 and 100 for $70.]
97¢ BUYS
1000 HOMES
IN CHATTANOOGA

105,200 Watts

260 Time Rate
20 second or 1 minute
Average Class A Rating
TELEPULSE Dec. '54

121,100 Sets
(Primary A & B)
1953 Nielsen Plus
RETMA to Nov. 26, 1954
Carter M. Parham, President
Harold (Hap) Anderson, Manager

Interconnected NBC • CBS • ABC • DuMont

Represented By THE BRANHAM COMPANY
Get the strongest possible signal...

Reach maximum power of 316 kw

Now G.E. offers 2 VHF power packages

For VHF TV channels 7 through 13 G.E., and G.E. alone, offers not one, but two ways, to reach the maximum allocated power—316 KW Effective Radiated Power. Additional power sells your station to more advertisers. To them, power denotes saturated coverage close-in and far out, better pictures, and a larger viewing audience. Which of the two ways is best for you? We think your engineering consultant can offer the best advice. But first, let’s check the merits of each package...

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

TRANSMITTERS powered from 100 watts to 100 kilowatts.

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

STUDIO EQUIPMENT for complete audio and video facilities.

PORTABLE EQUIPMENT to handle all remote services.
HELIPOWER PACKAGE

Use a 100-KW transmitter with the simple 1-bay helical antenna giving you a gain of 4.

This package gets better TV coverage by combining a high power transmitter with a moderate-gain antenna. In big city locations it blankets the surrounding terrain with a powerful shadowless signal. In hilly or mountainous terrains this same combination fills in valleys most effectively. Consider the advantages of G.E.'s helical antenna. Simplified design. No complex feed system of transmission lines (there are only three feed points)! No diplexer. Distinctly capable of easily handling high power input. Designed to withstand severe wind loading...even winds up to 112 miles per hour!

CONVENTIONAL POWER PACKAGE

Use a 50-KW transmitter with an 8-bay batwing antenna giving a 7.8 gain.

The 50-KW amplifier in this transmitter combination can be driven with a 5-KW exciter. So you save on power costs year after year. Both antenna and transmitter are carefully checked and inspected at the factory. When it comes to installation, General Electric saves time and money with its simplified block-building transmitter design. The new amplifier units are designed for ready coordination with any suitable exciter unit regardless of make!

Set an appointment with your engineers and outside consultant to appraise the value of G-E power for your station. Call the local G-E Broadcast Sales Representative for additional details. Or, write: General Electric Co., Broadcast Equipment, Section X235-7, Electronics Park, Syracuse, N.Y. In Canada, write: C.G.E. Electronics, 830 Lotsdowne Avenue, Toronto.

Progress Is Our Most Important Product

GENERAL ELECTRIC
IN 1936 Harry Maizlish, then national exploitation director for Warner Bros. theatres and exchanges, was called into Jack L. Warner's office and offered the general managership of KFWB Hollywood, a Warner Bros. station.

This month, KFWB starts its 30th year of broadcasting and Harry Maizlish, now station president, has long since established himself as one of Southern California's leading radio men.

He was born in Poland in 1902 and three years later his family emigrated to America and settled in Lynn, Mass. After attending Lynn public schools, young Harry Maizlish studied journalism and commercial law at Boston U. for two years, then entering newspaper work as a sports writer for the Lynn Item in 1921. He was sports editor of the Lynn Telegram in 1927, when Warner Bros. and Stanley Theatres merged. The new firm was opening the Mastbaum Theatre in Philadelphia that year and Harry Maizlish was called in to help publicize it.

Following another assignment to publicize all seven Warner theatres in Atlantic City, N. J., he was called to the West Coast late in 1929 to assume similar duties with Southern California Warner theatres, during an expansion program. Later, he became national exploitation director, a post in which he acted as liaison man between the theatres and the exchanges in the exploitation of new films. Then, in 1936, he became KFWB's general manager.

After 14 years as station manager, Mr. Warner again called Mr. Maizlish to his office and said he'd like to see him buy the station. By Oct. 23, 1950, the purchase was completed and he became president.

Long noted for his civic activities, Mr. Maizlish and KFWB have contributed generously to community and national projects, both in time and energy.

"A station has other duties to perform than playing a record and selling a commercial," Mr. Maizlish states.

"Radio will last so long as management wants it to last," KFWB's president observes. "If it gives the public what it wants and conducts the station in a businesslike manner, radio will last. But most important is that it must give the public what it wants, both in public service and entertainment."

Noting the industry preoccupation with ratings, Mr. Maizlish asks, "We could get top ratings by playing only the 10 top tunes. But if we do, what reason is there for the existence of 28 stations in the Los Angeles area? We cater to the whole community, not just the teenagers. We carry church programs on Sundays, which hurts our ratings. But we serve the community by doing this, and that is the important thing."

However, aside from his preoccupation with service programming, Harry Maizlish is a businessman and a canny one. On the role of the disc m.c. in radio, he points out that KFWB was one of the first stations to regularly and extensively present this modern-day phenomenon. "He's the equivalent of a friendly columnist in a newspaper," Mr. Maizlish observes, drawing on his newspaper experience. "People know him and believe him."

Last year Mr. Maizlish turned back to the FCC his application for a uhf tv station construction permit. Asked his reasons, he indirectly answered, "In small towns with two or three theatres, when one theatre does good business, you can shoot a cannon through the other two without hitting anyone. For special events, tv is a Godsend. But for entertainment, when one big show is on, the other stations starve for ratings. In radio, the production costs are low so the station can survive. But in tv, these costs are too high for this."

Speaking of the uhf problem, he continues, "If the sets were here, I would still apply for a construction permit. I would try to give the public what the networks don't, specialized programs such as Spanish programs for the large Latin-American population of Southern California."

However, if pay-as-you-view tv is approved by the FCC, Mr. Maizlish indicates he may still enter the video field, probably with an extensive sports program.

Harry Maizlish and his attractive wife, Ruth, live comfortably in West Los Angeles with their two sons, Joseph, 13, and Steven, 9. Friends say his hobbies are to be found mainly in the many charitable and civic groups to which he belongs. They also ruefully admit he is a formidable opponent in a gin rummy game.
This is Pat Brennan talking... dispenser of pre-luncheon and late afternoon revivememnt at Chicago's London House, beside the Chicago River in the heart of the Windy City's agency row. Pat meets a lot of people—including some of the Midwest's smartest timebuyers. He knows a thing or two.

"In fact," says Pat, "I know two good things. WABI, if you're buying radio. WABI-TV, if you're buying television. Both, if you're smart. There's a real McCoy daily-double for romping home with sales in the fastest-growing part of Maine!"

"How do I know? Cripes, y'think I'm deaf or something? Why do these time-buying wizards keep talking so much about WABI and WABI-TV? That's right! Because they know something!"

Do YOU want to know something? Then put your money on WABI--WABI-TV and stand clear. The sound of those cash register bells ringing up in Maine could deafen a body!

"y'want to make money in Maine?"
market you may have missed...

and the one tool that opens it BEST!

You can open a can with a hack saw. Or an axe. But you don’t. You use a can opener. That’s the way it is with the Central South. This market can be opened with a variety of tools. But just one does the job BEST. This selling tool is WSM Radio. And to understand the reason why, it’s necessary to have an inside look at Central South, U. S. A.

In the first place, the Central South is a big market—a $2,713,371,000 market. More powerful in consumer spending power than the cities of Baltimore, Buffalo, Minneapolis, Cincinnati, or Houston.

This is a little known market—a market composed largely of families and people who live in small towns. It is not an easy market to reach and sell. For the time buyer or advertising manager it represents an unusually tough task, because of the amount of money necessary to cover the area with solid advertising support.

The cost is prohibitive, if you attempt to do it with the combination of a Nashville radio station (other than WSM) and small town stations to plug most of the uncovered gaps. The cost is completely out of line, if you attempt to buy a combination of a Nashville newspaper and small town papers. Television leaves well over half the area uncovered from the standpoint of consumer dollar penetration.

There is one tool that opens this rich market. One selling tool that takes your advertising message to all the Central South at a cost that is within the bounds of the sensible advertising budget. This is radio station WSM.

We would like to have one of our representatives (either from the station or from your nearest Petry office) sit down at your desk to show you what Radio Station WSM can do for your product in this rich Central South market.

May we prove to you that WSM is the one selling tool that can open the entire Central South Market to your product at a reasonable cost?

WSM
RADIO
NASHVILLE • CLEAR CHANNEL • 50,000 WATTS
FRANK M. BAKER

on all accounts

AS A PARTNER in Grant, Schwenck & Baker Inc., Frank M. Baker freely concedes that, to him, ratings are largely academic compared with responses or sales produced by advertising. It's a creed that Mr. Baker bases on his own actual experience in the broadcast field.

A vice president and radio-tv director of the agency, which was formed Oct. 1, 1953, Mr. Baker is a 25-year veteran of the industry. Through the years he has held posts in the Chicago Federated Advertising Club, the old Chicago Radio Management Club and others.

A native of Reading, Mich., where he was born on Nov. 15, 1908, Frank Myers Baker was reared in Springfield, Ill. He attended high school there and Ohio Wesleyan U. in 1927-28, the latter on a scholarship. He spent periods in Hollywood and New York after summer stock stints in Springfield and Kalamazoo.

Deciding that radio was "closest to the theatre," Mr. Baker joined WKZO Kalamazoo in 1930 as an announcer-writer, moving later to WAAF Chicago. In 1934 he was a staff announcer for a number of band remotes fed by WBBM Chicago to CBS.

Having written Barnacle Bill the Sailor for NBC earlier, Mr. Baker joined the network's continuity department in 1936. He served as continuity editor at WLS Chicago from 1937 to 1941, then switched to WJWC there (bought by Marshall Field Enterprises and originally called WHIP), which was on the air briefly.

During that period Mr. Baker also wrote and produced Safety Legion Time on WGN Chicago (fed to MBS) and penned material for Morris B. Sachs' Amateur Hour. In May 1944 he joined the Marine Corps (aviation), serving as controller for night fighters. He was mustered out in January 1946.

Mr. Baker joined Reinecke, Meyer & Finn, Chicago, as radio-tv director, and when Paul Grant and James Schwenck decided to form their own agency in October 1953, they called in Frank Baker to add his broadcast experience to their advertising background. Today, Grant, Schwenck & Baker handles such accounts as Bankers Life & Casualty Co., Benson Barrett, American School, General Card Co. and Will Knit Hosiery (on some of which Mr. Baker also serves as account executive).

With a radio-tv budget of around $100,000, according to trade estimates, Bankers currently sponsors Paul Harvey on ABC Radio, Gabriel Heatter on MBS and spot announcements.

Mr. Baker married the former Dorothea Belton in 1930 and they have two children—David, 22, and Florence, 17.
NOW...

RCA PRINTED CIRCUIT

PLUG-IN AMPLIFIERS FOR BROADCAST USE!

Provide These Outstanding Benefits...

SMALL SIZE... Considerably smaller than previous Broadcast Audio Amplifiers the RCA printed circuit series occupies about 1/2 the rack and shelf space formerly needed. You free rack space for other AM and TV equipment, reduce rack and mounting shelf costs.

HANDLING EASE... Quick, safe and effortless installation or removal is assured by compact, light weight construction. Dependable 15-pin keyed connectors provide fool-proof positioning for rapid "in and out" handling. Connecting pins are gold plated to assure excellent electrical contact.

UNIFORM PERFORMANCE... The printed circuit assures uniformity and excellent frequency response. All units achieve extra dependability through use of hermetically sealed transformers. Each amplifier is provided with output terminals and a switch to facilitate current metering.

REDUCED-SIZE ACCESSORIES... Accessories such as BR-22A mounting shelf and BX-21A power supply used with the printed circuit amplifiers have also been "miniaturized." Example: shelf BR-22A, only 5 1/2" high can accommodate the following combinations of equipment: 10 BA-21A Preamplifiers, 3 BA-23A Program Amplifiers plus 1 BA-21A, 2 BX-21A Power Supplies plus 2 BA-21A. 2 BA-24A Monitor Amplifiers.

For complete details of the many further advantages of RCA's printed circuit amplifiers, call your nearest RCA Broadcast Representative. Ask for literature.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.
Excited Sponsors are buy

"THE Eddie Cantor RADIO SHOW"

PURITAN MILLS
15 spots weekly, Atlanta, Ga.

ROCHESTER GAS & ELECTRIC
3 half-hours weekly, Rochester, N.Y.

DOT FOOD STORES
20 spots weekly, Cincinnati, Ohio

TRI-CITY GROCERY
5 half-hours weekly, E. St. Louis, Ill.

STAR SEAT COVER
MIAMI LOCK & HARDWARE
2 half-hours weekly, Miami, Fla.

OCEAN PRODUCTS, INC.
15 spots weekly, Tampa, Fla.

STRIETMANN BISCUIT CO.
15 spots weekly, Tallahassee, Fla.

RICH PLAN PIEDMONT FROZEN FOODS
15 spots weekly, Charlotte, N.C.

CARSON UNION MAY STERN
5 half-hours weekly, Warrenton, Mo.

ATLANTA BAKING CO.
5 half-hours weekly, Gainesville, Ga.

RIDDLE APPLIANCE CENTER (GE)
15 spots weekly, Hanover, Pa.

NORTHLAND DAIRY
15 spots weekly, Minneapolis, Minn.

FRANKLIN SQUARE APPLIANCE DEALERS
5 half-hours weekly, Albany, N.Y.

NU-MAID MARGARINE
15 spots weekly, Terre Haute, Ind.

CLEAR-VU TV
GEORGE HATCHERY
30 spots weekly, Le Mars, Iowa

GARDNER BAKING CO.
10 spots weekly, Madison, Wisc.

FAIR STORE
S & R FOOD STORE
30 spots weekly, Alexander City, Ala

LA FAVER HARDWARE
ROY BROWN FURNITURE
JACK'S TRADING POST (APPLIANCES)
NYE & OXLEY INSURANCE
McCULL'S DAIRY
RIVERVUE MARKET
30 spots weekly, Redding, Calif.

LONGBELL LUMBER CO.
LEE'S UPHOLSTERY
TOWN'S MEN'S WEAR
SYDNEY'S DRIVE-IN
THE THING SUPER MARKET
5 half-hours weekly, Lawton, Okla.

HURRY

DECEIVE NOW to cash in on "The Eddie Cantor Show" in your area. It's going, going, going and soon will be gone! So hurry!

LOADED WITH

SIX A DAY...30 A WEEK...1560 A YEAR
RADIO STATIONS

Programming "Eddie Cantor!"

CKLW . . .
Detroit, Mich. - 50,000 W - MUTUAL

WCAU . . .
Philadelphia, Pa. - 50,000 W - CBS

WAIT . . .
Chicago, Illinois - 5,000 W - IND.

WNAC . . .
Boston, Mass. - 50,000 W - MUTUAL

WMAL . . .
Washington, D. C. - 5,000 W - ABC

WCKY . . .
Cincinnati, Ohio - 50,000 W - IND.

WTMV . . .
East St. Louis, Ill. - 250 W - IND

WSB . . .
Atlanta, Georgia - 50,000 W - NBC

WGBS . . .
Miami, Florida - 50,000 W - CBS

WHEC . . .
Rochester, N. Y. - 5,000 W - CBS

WPTR . . .
Albany, N. Y. - 50,000 W - MUTUAL

WDAE . . .
Tampa, Florida - 5,000 W - CBS

KOOL . . .
Phoenix, Arizona - 5,000 W - CBS

WSOC . . .
Charlotte, N. C. - 250 W - NBC

KGNC . . .
Amarillo, Texas - 10,000 W - NBC

KEYO . . .
Lubbock, Texas - 5,000 W - CBS

KOPO . . .
Tucson, Arizona - 250 W - CBS

WOHO . . .
Toledo, Ohio - 1,000 W - IND

WNOX . . .
Knoxville, Tenn. - 10,000 W - CBS

IF YOU'RE AN ADVERTISER OR AN AGENCY MAN tell your local radio rep that you want Cantor working for you. If he hasn't got Cantor tell him to call Ziv pronto.

IF YOU'RE A STATION OPERATOR get Cantor and get more business from present advertisers, from new advertisers, even from your competition's clients. Wire, phone or write us today sure.

THE HOTTEST SPOTS IN RADIO...

EVERYBODY WITH AN EYE FOR PROFIT IS IN ON THE SHOUTING "WE WANT CANTOR" ... HOW ABOUT YOU!
MORE
NORTH CAROLINIANS
LISTEN TO
WPTF
_THAN TO ANY
OTHER STATION
(Source: Nielsen coverage service.)

WPTF
NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina
50,000 watts 680 KC

NORTH CAROLINA'S NUMBER ONE SALES MAN
_IN THE SOUTH'S NUMBER ONE STATE
R. H. MASON, General Manager
GUS YOUNGSTEADT, Sales Manager
FREE & PETERS National Representative
BASEBALL COVERAGE

IT'S SHAPING UP AS A $50 MILLION PACKAGE FOR RADIO-TV

BASEBALL coverage on radio and television will build up to a $50 million package by the time the 1955 season gets underway in April, judging by a B&T roundup of major league sponsorship plans.

While the regular season is only six weeks away there still are unsettled coverage spots in a number of cities. Milwaukee will have no live baseball telecasts and the Cleveland TV situation is uncertain.

Sponsors are still lining up radio networks that run as high as 60 stations for a single club. Telecast schedules range from a score or two games during the year up to complete season coverage. Both radio and TV major league line-ups will surpass those of any past year.

Already exhibition games are being sponsored around the nation on radio, with filmed and some live TV pickups from training camps and southern cities where exhibition games are played.

Two new sponsor situations have appeared on the 1955 lineup. Schlitz Brewing Co. is carrying games of the Kansas City Athletics on an extensive radio hookup. A pair of financial institutions—Central National Bank of Cleveland and General Finance Corp.—will carry baseball this season. Central is co-sponsoring in Cleveland with Carling's beer. General is co-sponsoring Cardinals games in St. Louis and Cubs-White Sox games in Chicago, using extensive hookups.

The swelling sponsorship lineups and the increase in number of games covered indicates that baseball operators are finding more financial help each year as television stations join radio in stimulating interest in the sport.

A trend toward live rather than re-created play-by-play versions of road games continues this year. Washington Nationals' away games will no longer be re-created, with announcers accompanying the team on the road.

Two major network schedules have been lined up this year—CBS-TV with a Saturday game telecast and MBS again with its Game of the Day.

Following custom, sponsors are buying heavily of pre-game and post-game features, including dugout interviews and resumes of scores.

Most of the familiar baseball sponsors are on the scene again. These include Atlantic Refining, Goebels, Ballantine, Narragansett, Chesterfields, Lucky Strikes, Coca-Cola, Sinclair Oil, Budweiser and Miller.

Minor league coverage is being lined up, with the minors as usual blaming major broadcasts and telecasts for their declining attendance.

Here is the way the major leagues are lining up in radio and TV:

Falstaff Brewing Corp., St. Louis, will sponsor telecasts of 26 major-league games on CBS-TV's TV Game of the Week (Sat., 1:55 p.m. EST) starting the first week of April, 2:35 p.m. others), beginning with spring-training April 2 and 9. Agency is Dancer-Fitzgerald-Sample.

Dizzy Dean and Buddy Blanner will handle the commentary and will also conduct a 10-minute session of interviews before each game.

Giants, Indians Open

Opening game will be the New York Giants-Cleveland Indians contest at Dallas, starting at 2:25 p.m., and the second spring-training contest will be between the New York Yankees and Brooklyn Dodgers at Brooklyn. First regular-season contest in the TV series will be between the Philadelphia Phillies and the Giants in New York April 16. The series will run through Sept. 24.

MBS again is scheduling its Game of the Day series on radio. Thus far Jackson Brewing Co. has signed to sponsor games in Southern states, buying half of each game (B&T, Feb. 28).

R. J. Reynolds Tobacco Co. (Camel cigarettes) will sponsor for the sixth straight year a five-minute daily sports summary immediately following the Game of the Day, starting March 19 and extending through Sept. 25. Agency is William Esty Co., New York. Called Camel Scoreboard, the five-minute sports report will present a brief summary of the games carried that day by Mutual, plus the scores and highlights of other major league contests. The program will be carried seven days a week, and on days when no major league games are scheduled it will concentrate on summaries of minor league contests.

P. Ballantine & Sons, Newark (Ballantine beer), through William Esty & Co., New York, will sponsor the New York Yankee ball games, except for the third and seventh innings, on WPIX (TV) and on WINS (radio). White Owl cigars, through Young & Rubicam, New York, will sponsor the third and seventh innings of the Yankee games on these stations. Adam Hats has bought a full schedule of spots prior to Yankee games. Friend-Reiss Adv. Co., New York, is agency.

American Tobacco Co., New York (Lucky Strike cigarettes), and F. & M. Schaefer Brewing Co., Brooklyn, will sponsor the home and away games of the Brooklyn Dodgers on WMGM (radio) and WOR-TV. Both accounts are serviced by BBDO, New York. The Dodgers-Milwaukee pre-season games start March 11 at 8:35 p.m. Connie Desmond once again will be No. 1 sportscaster for the Dodgers. Vince Scully and Andre Baruch will assist.

Liggett & Myers, New York (Chesterfields), through Cunningham & Walsh, New York, long-time sponsor of the Giants games, will continue to sponsor these contests on WPIX (TV) and WMCA (radio).


Camel cigarettes, through William Esty, New York, continues to sponsor Red Barber before and after Yankee home games on WPIX (TV) with a program entitled Camel Club House.

Kruger Brewing Co. sponsors a post game
show featuring Frankie Frisch following Giant home contests on WPIX and on WMCA. Blue Coal co-sponsors the program on the latter station. Kruger Brewing is placed through Grey Adv. while Blue Coal is handled by SSC&B, both New York.

Hudson Motors, through Geyer Inc., New York, which sponsored Johnny on the Spot, Giants pre-game broadcast on WMCA, will do so again this season.

Falstaff Brewing Co., through Dancer-Fitzgerald-Sample, New York, will sponsor Game of the Week locally on WCBS-TV and possibly a portion of Game of the Day on Mutual.


Arrangements for the Yankee network were made by the Boling Co., station representative. Stations on the network in New York are: WROW Albany, WKOP Binghamton, also will sponsor the Baltimore Orioles games on WCBS that city. This year the road broadcasts will be live instead of re-created.

As many as 50 radio stations will comprise a network now being set up along the eastern seaboard to carry Washington-Baltimore baseball. W. B. Doner & Co., Detroit, new National Broadcasting Co. agency, has established a Baltimore office to service the account. Howe Williams is lining up the network. Herbert Fried is account executive.

National Broadcasting is setting up a seven-station television network. WTTG (TV) Washington will carry a schedule of games in that city, with WMAR-TV and WAAM (TV) sharing Orioles games in Baltimore. Where games are rained out, Washington and Baltimore games will be fed in some cases to the neighboring city.

Lined up for television coverage are—Washington Nationals: WTTG and WSVA-TV Harrisonburg, Va., Baltimore Orioles: WMAR-TV and WAAM; WBOC-TV Salisbury; WEEU-TV Reading, Pa.; WCMB-TV Harrisburg, Pa.; WERA-TV York, Pa.; WIPA-TV Altoona, Pa.

Baseball announcers for National games will be Arch McDonald, Bob Wolfe and Mr. Williams.

In Chicago, WCFL will air the White Sox and Wind the Cubs home and road games on a direct-from-the-park basis, each feeding regional networks, while WGN-TV will teletcast all daytime home contests of the two clubs—the same arrangement that prevailed last year. Radio coverage will include exhibition and city series games before the regular season.

Four advertisers—General Cigar Co., Old Gold-Coca-Cola Bottling Co. of Chicago and General Finances—will pick up the Sox tab under a $50,000 multi-sports packet they negotiated with WCFL last year. Bob Elson will handle main play-by-play, with reports going out to about 30 stations in Illinois, Indiana, Michigan, Wisconsin and Iowa. Agencies are Young & Rubicam for General Cigar (White Owl), Maryland Adv. for Oklahoma, D'Arcy for Coca-Cola and Gordon Best for General Finances. All baseball adjacencies have been sold. Don Wells will assist Mr. Elson. On any given day, two sponsors will divide the game, and the others will pick up the pre- and post-game programs, rotating this setup daily.

Cubs' broadcasts on Wind have been sold also to Coca-Cola and General Finance, plus one other—Sinclair Refining Co. (through Mo-
nals, which in turn are owned by Anheuser-Busch, said indications were that the Cardinals' road game telecasts had reached a large audience last year. They will be continued through 1956.

WERE Cleveland will air all Indians home and road games live during 1955, feeding a 35-station am-fm regional network in Ohio, Pennsylvania, New York and other states. Jimmy Dudley and Ed Edwards will describe the contests, to be co-sponsored by Carling Brewing Co. (through Lang-Fisher-Stashower) and Central National Bank of Cleveland (through WENS & WREX).

Because of its new CBS-TV affiliation, WXEL (TV) was said to have ruled itself out for tv coverage of the Cleveland Indians. Bulk of night games and other clearance factors dictated the decision not to carry them.

J. M. Killback, senior vice president of Central National, said it is "the first Cleveland bank to broadcast any major sporting event. The participation in these radio broadcasts is another step in our program of civic activities and community service."

Carling has not previously broadcast Indians’ games on radio in last year or telecast all road games for years it has carried Cleveland Browns football on radio and tv. Ian R. Dowie, Carling's president, said negotiations are continuing with Cleveland tv stations for Indian broadcasts.

Atlantic Buys Pirates Again

Pittsburgh Pirates games will be broadcast on WWSW, following a two-decade custom. Atlantic Refining will co-sponsor the games with WWSW feeding a tri-state network extending eastward as far as State College, Pa. Pirates games were telecast for the first time last year on WENS (TV), with 15 games covered, but there will be no tv this year. A replacement for the late Rosey Rowswell as play-by-play announcer has not been announced. Pirates policy does not permit beer sponsorship. Plans for coverage of exhibition games were being considered but a final decision has not been reached. Atlantic Refining has been sponsoring Pittsburgh baseball for a score of years.

In Detroit, WJBK and WJBK-TV have obtained rights again to Tigers’ baseball, with Goebel Brewing Co. (through Campbell-Swail) and WJBK (W. B. Dow & Co.) alternating with half-game sponsorship each day. WJBK will air all games, home and away, direct from the ballpark and feed a 35-station Michigan regional network in that state and Ohio. WJBK-TV will telecast 30 home and 13 road contests of the Tigers, also feeding WSPD-TV Toledo, Storer sister station. Van Patrick and Paul (Dizzy) Trout will handle commentary.

Some of the minor league contracts reported to follow:

KOIL Omaha will carry Triple-A baseball, home and away, with Budweiser sponsoring half the schedule. This is Omaha’s first year of Triple-A baseball.

WJET Rochester, N. Y., will carry Red Wings games. Sponsors are Cities Service and Webasco Oil Co.

WBIG Greensboro, N. C., will carry Patriot games for the third straight year.

KTVH Houston will broadcast Buff games with Budweiser and a local Packard dealer as co-sponsors.

KTWV (TV) Seattle will telecast Seattle Rainier games.

KOTV (TV) Tulsa will telecast Oilers games.

KFSD-TV San Diego will telecast Saturday Padres games with a local banker as sponsor.

TRIBUNE CRITICISM OF TV DRAWS RETURN FIRE FROM TVB

Chicago paper's 'Fantasy in TV-land' presentation cites 'isolated cases' and attributes effects of natural competition to an inadequacy of television, the trade group says in rebuttal.

WITH an obvious relish, Television Bureau of Advertising last week unleashed a scathing retort to a widely-circulated attack by the Chicago Tribune on the tv industry—centered particularly on tv’s record as an advertising medium.

Said Tvb: "It is our sincere suggestion that the Chicago Tribune douse its smugd pots and re-evaluate television in a constructive light."

Tvb, which the Tribune viewed with alarm in its statement against tv’s force as an medium, charged that:

- The newspaper had chosen "to pull out of the hat" isolated examples of national advertising declines. But, said Tvb, these cases were not caused by tv but by "fair and honest competition" in the very product fields mentioned.

- There is "some reason to believe" that case histories listed by the presentation’s "television failure stories" (in the Chicago area) have been "hand-picked because they seem to imply what the Tribune would like all advertisers to believe.

- The paper hit "a shade below the belt level" in accusing a single medium of "responsibility for sales decline brought about by new and adverse marketing factors."

- "Unfair examples do not belong in the sales promotion kits of television or newspapers. They only cast suspicion upon all the working information which the entire advertising fraternity originates and makes available for the guidance of advertisers."

Bureau Cites Paper's 8% Loss

Tvb concluded its statement with this suggestion: "Instead of believing that perhaps the Chicago Tribune might like to give some thought to television promotion to regain the 8% of its circulation which it has lost since 1949, a period during which its rates have increased by 263% and its cost-per-thousand by one-third."

The Tribune’s presentation, entitled “Fantasy in TV-land,” last visited New York where Howard Keefe, of the paper’s research staff, addressed a meeting of New York Daily News sales officials. Other such talks have been given before newspaper representatives as well as before advertising people of the Tribune. Other publisher groups reportedly have expressed interest in having the presentation delivered before their sales and promotion people.

While attacking tv from stem to stern, the Tribune—whoose own tv interests include WGN-TV Chicago and, through the New York Daily News, WPIX (TV) New York—in its broadside issues a call-to-arms to sales and promotion people in print media, with a confession that newspapermen are hard put to "knock off" a top network show and that national spot revenues do not lag far behind those of the networks. This area—spot—was singled out for the print media’s "main attack."

The Tribune presentation was illustrated profusely with lampooning sketches and comments supplied by Mr. Keefe.

He termed Tvb "a sales force dedicated to going out of its way to make print media now have." Mr. Keefe took a slap at what he called the "considerable amount" of "high promotion trade papers" he said cover the broadcast field and reach the advertiser and the agency.

In charts presented by Mr. Keefe, a wide range of products were detailed with information purporting to show that only where newspaper advertising has been "adequate," tv has enabled an appreciable gain in sales.

Products covered included Gold Medal Flour, Wheaties, Cheerios, Colgate Toothpaste, Lip-ton Tea, Crisco, Maxwell House Coffee, Rinso, Duz and Lincoln-Mercury.

Each of these cases, broken down into newspaper budgeting and use of tv in the Chicago market, intimated that as soon as newspaper space was cut down and tv upped, a sales decline set in.

One of the charts, a composite of seven days, showed the percentage of homes viewing tv by hours of the day. It claimed that of 17 hours covered only three went above 50% coverage. These hours were 7, 8 and 9 p.m. It also was claimed that three hours, 5, 6 and 10 p.m., went above 30% while the remainder fell below 30% or "lower than the coverage of the lowest-coverage Chicago newspaper."

Only I Love Lucy (CBS-TV) reached the 50% level and subsequently is on a par with the Tribune's "day-in-day-out coverage," the presentation asserted.

In brief, other topics covered were ratings—figures are "inflated"; individual audience claims and measures are now "illegal" because of the ARF's initial report; percentage of children in figures showing viewing—"these viewers are worthless in most cases"; more men than women smoke, yet an unbalanced audience, is created by I Love Lucy (alternately sponsored by Philip Morris) appeal to 60% more women than men; the drop in the cost per 1,000 "as new cities have been added to the"
RADIO: EVOLUTION OF A MEDIUM

OLD MEDIA NEITHER DIE NOR FADE AWAY, SAYS NED MIDGLEY

CHARLES E. MIDGLEY is media supervisor for Ted Bates & Co., New York, an agency which last year put $7 million of a $27.5 million radio-tv budget into the aural medium. Last week, before the Connecticut Broadcasters Assn. (see story page 64), he offered the analysis of the medium which appears excerpted on these two pages.

OLD MEDIA never die—no, nor do they just fade away. When a new advertising medium appears on the national scene the prophets of doom have their hey-day. They spring from under rocks, from psychiatrists’ couches and from the depths of obscurity to herald, loudly, the early and complete demise of one or more old, established media. No one is more surprised than they when this death never does occur and we find ourselves, instead, with one more new and efficient medium in the advertising family.

That has been the story, first of radio and now of television some 25 years later. Printed media viewed radio as a threat to their very existence. Yet any magazine that has gone out of business since 1930 has done so because of a screwy forecast of a presidential election, because of management defects or because of loss of popular appeal.

And then television appeared on the scene and we will peg 1948 as the year in which the viewing with alarm started all over again. The same prophets of doom shook the moths-flakes from their shrouds and reappeared even in the daylight hours. But they advanced a different theory this time. Since television was an electronic medium, the other electronic medium—radio—would suffer most severely, leaving the print media relatively unscathed.

From this superficial and fallacious assumption the tug-of-war between television and the other older established media started. But we will consider only television versus radio. I don’t like that word “versus” as it connotes the prize-ring and a fight. There has not been a fight between television and radio but rather a re-appraisal on the part of the industry, advertisers and agencies of two of the most effective advertising media.

Let us see if we can trace this re-appraisal. Radio was definitely “big time” in 1948. The networks and individual stations were loaded with business. Time costs were at an all time high and talent, not to be outdone, had some pretty fancy price tags—some of them so fancy, in fact, that more than one advertiser gave up his program in despair.

I dislike to say it but there was a feeling of smug complacency and a definite lack of cooperation on the part of too many radio stations at this time. It was, I suppose, a normal result of a sellers’ market over too prolonged a period of time but it was most discouraging to large and small advertisers alike.

One particularly significant factor in television’s advent was that virtually every one of the original pre-freeze tv stations was owned by a radio station and three of the four tv networks were owned by radio networks. This created a situation somewhat similar to the old Italian street peddler who, complaining about business, said, “What I make on the peanuts I lose on the banana.”

But, like the Italian peddler, they did not particularly relish the idea of losing money on the “banana.” So a whole new philosophy on radio was born.

This first required a thorough and searching analysis of the media field and an evaluation of every factor in the complex equation:

Radio homes vs. tv homes vs. printed media circulation

Actual listening vs. actual viewing vs. actual readership

Dollars vs. dollars vs. dollars

And in this last factor, dollars, radio made its boldest and most effective move. Radio time costs were reduced for many periods of the day and evening and—as a corollary—talent costs were reduced proportionately. This was a forthright admission that at certain hours tv was bound to outpull radio. At the same time it served notice that radio broadcasting had no intention of dying and would, henceforth, offer a mass advertising medium at a realistic cost.

Coincidental with this re-evaluation in dollars came a re-evaluation of programming. For the first time network announcements in evening time periods became available, co-sponsored groups of other programs were offered, station grouping requirements were liberalized. In short a more varied offering of radio was made at a lower cost. This made it possible for many smaller advertisers who previously could not afford radio to consider it in their plans.

HOW ’55 COMPARES WITH ’48

Perhaps the best way to illustrate this reduction in radio costs from 1948 to 1955 is this: In 1948 advertisers could reach 4.8 million homes in a week with 3 minutes of commercial time for a cost of $19,000. And there were many advertisers buying broadcasting at this rate. Now, for a weekly expenditure of $15,000 advertisers can reach over 5 million different homes in a week with 5, not 3, minutes of commercial time. And remember that there are 46 million radio homes in the U. S. that could hear these announcements.

We have seen the trend of radio costs since 1948, now let’s look at the course tv costs have taken. The first tv costs were modest, almost apologetic, and they should have been for the few thousand tv homes scattered around the country in 1948. But tv homes have grown from those few thousand homes in 1948 to 32 million tv homes in 1955. This is a spectacular growth. it took radio 16 years to reach 33 million homes and radio had a lower per unit set cost.

But, today, you would never recognize the early modest costs of tv. Stations and networks kept their fingers very tightly
on the pulse of increasing set ownership. Station rates were guaranteed for only six months at a time and, twice a year, we have had rather general rate increases on both network and local rate cards. The ratio of these increases has lagged just a little below the ratio of the increase in tv homes and that has been the basis for their justification.

Along with the increase in station costs, talent and program production costs have soared. Today, they are a far cry from the modest "you learn with us" charges of the late forties. Some of the increases are justified, for greatly augmented staging and staffs are required to present the visual with the oral. Granted that the audience is larger, nevertheless, there is also increasing evidence that the inflation for today's tv program costs is simply what the traffic will bear.

An advertiser can buy a half-hour of evening time on a 100-station coast-to-coast network for about $38,000 weekly on a 52-week basis plus a good but not outstanding program for about $30,000. This totals $68,000 weekly or $3,536,000 on a 52-week basis. Or you can buy a very fine 20-second station break during peak listening hours in New York for $1,755, in Los Angeles for $575, in Kansas City for $172 or in New Haven for $144.

And so we come to 1955 with the tug-of-war between radio and television still operating and with the keenest kind of competition for the advertising dollar.

First, all advertising investments in the U. S. reached a new high in 1954 with a 4.3% increase over 1953. These expenditures broken down by media were as follows:

<table>
<thead>
<tr>
<th>Medium</th>
<th>Millions of Dollars</th>
<th>% of Total</th>
<th>% Increase 1953 to 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>2,670.9</td>
<td>32.8</td>
<td>+ 1.0</td>
</tr>
<tr>
<td>Radio</td>
<td>608.1</td>
<td>7.4</td>
<td>- 3.3</td>
</tr>
<tr>
<td>Television</td>
<td>809.1</td>
<td>9.9</td>
<td>+ 33.5</td>
</tr>
<tr>
<td>Magazines</td>
<td>674.1</td>
<td>8.3</td>
<td>+ 1.0</td>
</tr>
<tr>
<td>Farm Publications</td>
<td>28.6</td>
<td>0.4</td>
<td>- 7.2</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>1,165.0</td>
<td>14.3</td>
<td>+ 6.0</td>
</tr>
<tr>
<td>Business Papers</td>
<td>404.9</td>
<td>5.0</td>
<td>+ 2.5</td>
</tr>
<tr>
<td>Outdoor</td>
<td>185.5</td>
<td>2.3</td>
<td>+ 5.2</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1,598.9</td>
<td>19.6</td>
<td>+ 2.4</td>
</tr>
<tr>
<td>Total</td>
<td>8,145.1</td>
<td>100.0</td>
<td>+ 4.3</td>
</tr>
</tbody>
</table>

Despite the fact that radio suffered a 3.3% loss in 1954 this is not a condition which cannot be corrected by a few more sales in 1955. It is still a $600 million industry and a vital element in the American economy.

And just for a moment let us see what effect tv has had on newspapers and magazines.

Actually, for the 10-year period from 1943 through 1953, newspapers rose from 44,392,289 copies per day to 54,472,286 per day. General advertising in newspapers totaled $350 million in 1948 and rose to over $600 million in 1953—a gain of more than the total volume of either network radio or network tv in 1953. (We are indebted to Walter C. Kurz of the Chicago Tribune for these figures.)

Cunningham & Walsh’s Videotown Survey #6 discloses that: "Reading of newspapers among adults was up 9% in the first year of tv; another 20% in the second year and an added 12% in the third year."

Recent research has presented many new facts attesting to the vitality of radio. Perhaps one of the most sig-

ificant of these is the total hours of out-of-home listening that are being rolled up every day and every evening in the week. The American public has not purchased 26 million autos with radios just for the sake of having two more knobs on the dashboard. These sets are listened to regularly and this is an area that defies invasion by television in the foreseeable future. Portable radio sets are not being purchased to be relegated to the attic or store-room. They, too, swell the hours of out-of-home listening to impressive totals. Reliable estimates place the total of in-home and out-of-home radios in the U. S. at 111 million.

Of equal interest is the extent of daytime radio listening in tv homes. It is not until the noon hour that tv viewing takes a substantial lead over radio listening. In those Nielsen markets for which there has been an analysis against 13.5%. From that point on, tv takes over and builds up to its overwhelming dominance during the evening hours. In all U. S. radio homes (tv homes with radio and radio only homes combined) it is not until 3 o’clock in the afternoon that tv viewing takes over the lead from radio listening 15.1% to 14.6%. From these Nielsen figures, it is clear that radio has met tv competition most successfully in the morning time segment.

But let us go back for a minute to the figures on tv homes and radio homes. There are 32 million tv homes in the U. S. compared with 46 million radio homes. This means that there are 14 million radio homes that cannot be reached by television advertising because they simply don’t have a tv set. This is a sizeable market and it is not concentrated in any single geographic area. These homes are literally peppered throughout the U. S.—in Maine, in New York City, Detroit and Dallas and in those areas where there is no tv coverage or, inefficient tv coverage. There is no more effective nor no more economic way to reach them than with radio advertising.

Radio must continue to have faith in itself and believe that it can deliver an audience of many millions nationally—thousands and hundreds of thousands locally. Programming policies must be kept flexible and optimistic. Promotion and merchandising cooperation will help tremendously. Costs must continue to be realistic and if they are reduced for one type of service for one advertiser, the rate should be shown on the rate card for all advertisers. There is no reason why radio cannot continue its present volume—yes, and grow. There is a renewed awareness of radio on the part of advertisers and agencies. We are interested in buying advertising on the most efficient basis possible and you will receive a sympathetic hearing on any reasonable proposal. There is a place, and an important one, for radio.

It is generally conceded, I believe, that television, like radio, is dependent upon advertising for its very existence. Yet there have been many cases in which television has treated advertisers as the least desirable country cousins. Arbitrary rulings, soaring pre-emption of time periods, time clearance failures, multiple spotting of local announcements, etc. Solely on the basis of sound economics and intelligent business practice, television has been something less than perfect. Perhaps this is why so many advertisers are scheduling their program on an alternate week basis, sharing the schedule with another advertiser. And the list is growing.

I think that you will agree that printed media survived the advent of radio with a surprising vitality and that printed media, and radio particularly, are still very much alive after seven years of television. Yes, old media never die but they do pass through a different type of fiery furnace, emerging as more efficient advertising media.
call the Abilene-to-Zanesville markets—there was no coverage at all. Timebuyers were forced to buy by the seat of their pants; a good guess was the chief guide to buying and selling literally millions of dollars worth of television time.

"By enabling advertisers to know that any station they are buying in these 163 cities will cover exactly what they want it to cover, ARKB's new study will eliminate costly duplication and incomplete coverage. It will save many thousands of dollars for the sponsors and agencies involved."

ARB said it is planning to conduct a similar study regularly each year.

MARKETS INCLUDED IN THE ARB 1955 ABILENE-TO-ZANESVILLE METROPOLITAN AREA COVERAGE STUDY

Abilene, Tex., Akron, Ohio, Albany, Ga.,Alex-

ton, N. Y., Allentown, Pa., Amboy, Ill., Atlantic-

City, N. J., Auburn, Me., Austin, Tex., Bangor, Me., Baton Rouge, La., Bay City, Mich., Bea-

con-Clinton, N. Y., Beirut, A., Bench, W., Bloomfield Hills, Mich., Boardman, O., Binghamton, N. Y., Bloomington, Ind., Boise, Idaho, Bridgeport, Conn., Brownsville, Tex.,


burg, Va.

Macon, Ga., Madison, Wis., Manchester, N. H., Mansfield, Ohio, McAllen, Tex., Middletown, Ohio, Mobile, Ala., Montgomery, Ala., Newark, Ohio, Newbury, La., New Castle, Pa., New Haven, Conn., Norwalk, Conn., Orlando, Fla., Oshkosh, Wis.,

Paducah, Ky., Pensacola, Fla., Pittsfield, Mass.,

Port Arthur, Tex., Portland, Ohio, Poughkeepsie,


Tampa, Fla., Temple, Tex., Yeguza, Tex.,

Topeka, Kan., Traverse City, Mich., Tucson, Ariz.,

Tyler, Texas, Urbana, Ill., Utica, N. Y., Westco, Tex., Waterbury, Conn., Watertown, Iowa, Wellston, Tex., Wheeling, W. Va., Wichita Falls, Tex., Williamsport, Pa.,


CITIES COMBINED FOR REPORT PURPOSES IN A SINGLE AREA

Allentown-Bethlehem-Easton. \( \ldots \) Atlanta-Bun-

ga, Bellingham, Wash., Bismarck, N. D., Bloomington, Ill., Bloomington, Ind., Bloomington, Minn., Columbus, Ohio, Decatur, III., Decatur, Ill., Des Moines, Iowa, Duluth, Minn., Durham, N. C.,

Easton, Pa., Eau Claire, Wis., Elkhart, Ind., El-

mira, N. Y., Ellwood Field, Pa., Erie, Pa., Ever-


burg, Va.

Macon, Ga., Madison, Wis., Manchester, N. H., Mansfield, Ohio, McAllen, Tex., Middletown, Ohio, Mobile, Ala., Montgomery, Ala., Newark, Ohio, Newbury, La., New Castle, Pa., New Haven, Conn., Norwalk, Conn., Orlando, Fla., Oshkosh, Wis.,

Paducah, Ky., Pensacola, Fla., Pittsfield, Mass.,

Port Arthur, Tex., Portland, Ohio, Poughkeepsie,


Tampa, Fla., Temple, Tex., Yeguza, Tex.,

Topeka, Kan., Traverse City, Mich., Tucson, Ariz.,

Tyler, Texas, Urbana, Ill., Utica, N. Y., Westco, Tex., Waterbury, Conn., Watertown, Iowa, Wellston, Tex., Wheeling, W. Va., Wichita Falls, Tex., Williamsport, Pa.,


KENKEL, STISSER ELECTED VICE PRESIDENTS OF HOOPER ELECTION OF Fred H. Kenkel and Frank Stisser as vice president of C. E. Hooper Co., Inc., is being announced by the company (Time, May 8).

Both Mr. Kenkel, who has been a vice president of the A. C. Nielsen Co., and Mr. Stisser, who has been with Hooper since 1941, devote a large part of their time to the radio division of the broadcast measurement firm's business.

The new offices of C. E. Hooper Co., Inc. will be located, as of tomorrow (Tuesday), in the recently-completed building at 579 Fifth Ave., New York, N. Y. Production is carried on at the company's plant in Norwalk, Conn. (A&A continues on page 56)
BACK in March, 1954, when the Iowa Radio-Television Audience Survey was taken, 56.9% of all homes in this State had television sets — one-fourth of which had been purchased less than six months previously.

Today, we estimate that WHO-TV has coverage of a minimum of 302,000 sets in Central Iowa — owned by 566,300 city people, 545,100 rural people.

WHO-TV’s Audience is getting bigger and bigger. Free & Peters have latest facts.
"Best darn salesman I've ever seen!"

You know that the salesman who makes the most calls gets the most orders. That's why Mt. Washington TV is the "Best darn salesman" you can buy—it makes more calls—reaches more people in Maine, Vermont and New Hampshire.

That's why the sponsors of Two For The Money, Red Skelton and Voice of Firestone hired Mt. Washington TV... because Mt. Washington TV does make the most calls... and at about half the cost of any other three TV stations in the area combined.

CBS-ABC  WMTW  Channel 8
WHAT HAS HAPPENED TO COLOR TV?

THE STATIONS ARE READY BUT THE SETS HAVEN'T SHOWED UP

THERE are now 184 tv stations in the country equipped to rebroadcast network color programs in color in their communities. There are 46 tv stations equipped to originate some colorcasts locally: all 46 can broadcast slides in color; 45 can colorcast film and 15 have equipment enabling them to present live studio shows in color.

Those figures come chiefly from tv broadcasters' replies to a B&T questionnaire, augmented with data from the tv networks and station representatives. Some tv station operators said they'll equip to rebroadcast network color shows as soon as AT&T can deliver color to the station. What AT&T now delivers is shown in a map on page 44.

The nation's tv broadcasters have made a good start toward providing a color tv service for the nation's viewers. But, like the tango, it takes two to make television—receivers as well as transmitters. A telecast, whether in "glorious color" or old-fashioned black-and-white, has value only in so far as it is received, and today's colorcasts are being received almost entirely in black-and-white.

Last year was the year that color was to come into its own, following the FCC ruling in December 1953 that authorized the commercial use of the compatible color system endorsed by most of the manufacturers of tv receivers. In 1954, 21,500 color sets came off the production lines.

Of that total, an estimated 15,000 color sets have gotten into circulation.

The broadcaster's viewpoint on color was succinctly stated by NBC President Sylvester L. Weaver in an interview with B&T (Feb. 28) in which he said: "From my side, as a broadcaster, we expected a certain flow of [color] sets and we haven't got it."

The outlook on the station side is as rosy as a Kodachrome sunset. According to current expectations, by the end of 1955 there will be 212 stations equipped to rebroadcast network color programs in full color; 94 will be able to colorcast slides; 90 films from their own stations, and 30 equipped for live studio programming in color, and those are minimum figures.

In contrast to the glowing outlook for color programming in 1955, the best the set makers expect to do seems pretty pale—300,000 is the most optimistic color set estimate and most manufacturers put the 1955 industry total at between 100,000 and 200,000.

So, at best, the total number of homes and out-of-home viewing locations equipped to receive tv colorcasts in color at year's end will be less than 1% of the monochrome set count—35.7 million as of Feb. 28.

Contrast color program service already being broadcast over the area in which about 90% of the country's population resides with sets enough for less than 1% of these people to receive those programs. Then ask what's holding up color tv.

<table>
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<th>Stations</th>
<th>Network Programs</th>
<th>Local Originations</th>
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March 7, 1955 • Page 39
Our NEW YORK OFFICE HAS MOVED TO 250 PARK AVE. EFFECTIVE MARCH 7th

FREE & PETERS INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO
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WHY COLOR COSTS SO MUCH

IT TAKES 2,076 parts to make an RCA Victor 21-inch color television set... and almost half that many dollars to buy and install one.
### NETWORK ORIGINATIONS

<table>
<thead>
<tr>
<th>STATIONS</th>
<th>LOCAL ORIGINATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>RHODE ISLAND</td>
<td></td>
</tr>
<tr>
<td>WJAR-TV Providence</td>
<td>Now March March</td>
</tr>
<tr>
<td>SOUTH CAROLINA</td>
<td></td>
</tr>
<tr>
<td>WAIM-TV Anderson</td>
<td>Now</td>
</tr>
<tr>
<td>WCSC-TV Charleston</td>
<td>Now</td>
</tr>
<tr>
<td>WIS-TV Columbia</td>
<td>Summer</td>
</tr>
<tr>
<td>WNOK-TV Columbia</td>
<td>June 1956 1956</td>
</tr>
<tr>
<td>WFBG-TV Greenville</td>
<td>Now</td>
</tr>
<tr>
<td>WGLV Greenville</td>
<td>Summer</td>
</tr>
<tr>
<td>TENNESSEE</td>
<td></td>
</tr>
<tr>
<td>WDEF-TV Chattanooga</td>
<td>March</td>
</tr>
<tr>
<td>WATE-TV Knoxville</td>
<td>Now</td>
</tr>
<tr>
<td>WTSK-TV Knoxville</td>
<td>Now</td>
</tr>
<tr>
<td>WMCT Memphis</td>
<td>Now Nov. Nov. 1956</td>
</tr>
<tr>
<td>WSM-TV Nashville</td>
<td>Now March March</td>
</tr>
<tr>
<td>WLAC-TV Old Hickory</td>
<td>Now Now Now</td>
</tr>
<tr>
<td>TEXAS</td>
<td></td>
</tr>
<tr>
<td>KGNC-TV Amarillo</td>
<td>March</td>
</tr>
<tr>
<td>KTBC-TV Austin</td>
<td>Now</td>
</tr>
<tr>
<td>KBMT Beaumont</td>
<td>Now Now Now Now</td>
</tr>
<tr>
<td>KRLD-TV Dallas</td>
<td>Now</td>
</tr>
<tr>
<td>WFAA-TV Dallas</td>
<td>Now</td>
</tr>
<tr>
<td>KTSU-TX El Paso</td>
<td>Fall</td>
</tr>
<tr>
<td>WBAP-TV Fort Worth</td>
<td>Now Now Now Now</td>
</tr>
<tr>
<td>KGUL-TV Galveston</td>
<td>March</td>
</tr>
<tr>
<td>KPRC-TV Houston</td>
<td>Now May May Oct.</td>
</tr>
<tr>
<td>KTRK-TV Houston</td>
<td>Now Now Now</td>
</tr>
<tr>
<td>KCBD-TV Lubbock</td>
<td>Now March March 1956</td>
</tr>
<tr>
<td>KENS-TV San Antonio</td>
<td>Now Fall Fall Fall</td>
</tr>
<tr>
<td>WOAI-TV San Antonio</td>
<td>Now Now Now Now</td>
</tr>
<tr>
<td>KCN-2 Temple</td>
<td>Now</td>
</tr>
<tr>
<td>KCMC-TV Texarkana</td>
<td>Ordered</td>
</tr>
</tbody>
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### BELL SYSTEM TELEVISION NETWORK ROUTES [FEBRUARY 1, 1955]

- **Legend**
  - Color and Monochrome Available To Cities On These Routes
  - Routes Equipped For Monochrome Only
  - Planned

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**LEGEND**

- Color and Monochrome Available To Cities On These Routes
- Routes Equipped For Monochrome Only
- Planned
for weather reports
for news
(CBS and local)
for top-notch, top rated entertainment
for advertising results
for availabilities, check our national reps, The Katz Agency

greater Nashville watches channel 5

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

WLAC-TV
100,000 watts channel 5
CBS Basic Affiliate
Nashville, Tennessee
THE DECLINE AND FALL OF TELEVISION


SCENE: The living room of an average American home. Sonny, a thoughtful, intelligent-looking 9-year-old, is sprawled on the floor reading a history book. His father is in an armchair, reading a magazine.

SONNY: Daddy, what was television?

DADDY: Huh? You say something, son?

SONNY: I said, what was television? It says something about television here in my history book, but it doesn't tell what it was.

DADDY: Television, son, was a form of entertainment that almost every family in the country used to enjoy.

SONNY: What was it like?

DADDY: Well, practically every home had a television set—a big box with a picture screen—just like the movies, only not as large.

SONNY: You mean you could get movies right in your home?

DADDY: That's right. Only they weren't movies, exactly. We called them tv, or television, programs. And what fine programs they were, most of them. Good plays, exciting sports, variety, comedy, music—anything and everything in entertainment.

SONNY: How much did you have to pay to watch these programs?

DADDY: Nothing. Oh, you had to buy the tv set, all right. But the entertainment was free.

SONNY: But, daddy, somebody had to pay for the programs.

DADDY: That's right, son. The bill was paid by sponsors.

SONNY: Who were they?

DADDY: They were manufacturers of products that were sold to the public. They wanted to let people know about their products, so they bought time on television to deliver their sales story. These sales messages were called commercials.

SONNY: Would he take a lot of time on the program for his com—, com—

DADDY: Commercials. No, he'd take only a couple of minutes.

SONNY: You mean, he was willing to pay all that money for time and talent, and all he asked for was a couple of minutes on each program for his commercial?

DADDY: That's right, son. But it seems that even a couple of minutes were too much for some people. They didn't like commercials.

SONNY: So what happened?

DADDY: So some genius invented a gadget that cut the advertising message right off the air.

SONNY: Did he sell a lot of them?

DADDY: Quite a few. And then some more geniuses began to make these gadgets and sell them, and soon there were millions of gadgets in television homes all over the country. Now, son, let's see how smart you are. Can you figure out what happened?

SONNY: (Thinking for a minute) Oh, I get it. The sponsors stopped buying the time on television.

DADDY: That's exactly right. Any advertiser with any sense at all wasn't going to invest his money in an expensive television show, knowing that millions of people enjoying that very same show were waiting to cut him off the minute he started to try and sell his product.

SONNY: Were there any programs left after that?

DADDY: Oh, we used to get things like chamber music by the Upper Sandusky High School String Quartet, and panel discussions on North American plant life by the Long Island Horticultural Society. But soon folks stopped watching these programs, too. Television finally just faded out of the picture.

SONNY: Those people who made the gadgets that turned off the television programs, they didn't like advertising, did they?

DADDY: Apparently not. And they tried to make others not like advertising either.

SONNY: But daddy, how did they let the public know they had these gadgets to sell?

DADDY: With advertising, son.

SONNY: Daddy, you're kidding!

DADDY: So help me, I'm serious. They used advertising in one medium to try and kill advertising in another medium. They bought ads in newspapers and magazines.

SONNY: (After long, deep thought) Daddy, supposing, just supposing, that some other genius had invented a gadget that automatically covered up the ads in newspapers and magazines so you wouldn't have to look at them . . .

DADDY: Yes?

SONNY: Then these people who made the gadgets that cut off the television commercials—they wouldn't have been able to sell many gadgets, would they?

DADDY: That's right, son.

( Curtain)
Yep, old Cal Sales is right! What's more, KSBW-TV's UNDUPLICATED COVERAGE of 92,000 high-income families can be ALL YOURS—at the lowest cost-per-thousand in TV! KSBW-TV's purchase of KMBY-TV in Monterey has been approved by the FCC and now there's only one station tapping the $2,697,721,000 Sales Potential* in the rich Central Coast of California. It's California's newest Metropolitan Market and it's all yours on KSBW-TV—One Big Station in One Big Market!

* Consumer Markets—SRDS

KSBW-TV
CHANNEL 8
SALINAS—MONTEREY
CALIFORNIA
KMPC Leads all Los Angeles Area Independent Radio Stations and One Network Station in Share of Audience 6 A.M. to 6 P.M.*


KMPC 710 kc. LOS ANGELES
West's No. 1 Independent for Listeners and Advertisers
50,000 watts days, 10,000 watts nights
Gene Autry, President • R. O. Reynolds, Vice President & General Manager
Represented Nationally by A. M. RADIO SALES
Chicago • New York • Los Angeles • San Francisco
“IT’LL BE SRO FOR JOHN GAMBLING’S 30TH ANNIVERSARY TUESDAY

By Patricia Kiely

GAMBLING
AT THE GARDEN

“I’VE BEEN LUCKY. I’m sold on my work . . . always have been. If you believe in what you’re doing you’re in the right profession. For me, it will always be radio.”

That’s the nut-shell business philosophy of John B. Gambling, host on Rambling With Gambling, 6-7 a.m., Musical Clock, 7:15-8 a.m., and Second Breakfast, 9-9:15 a.m., weekday shows, and the Saturday John Gambling Show, 8:15-9 a.m.—all on WOR New York. Mr. Gambling has been getting his listeners out of bed daily for 30 years now, with a blend of music, news commentary, weather reports and a good deal of mild-mannered, soft-spoken charm that has made the prospects of getting the new day a happier experience for a lot of people.

Tomorrow (Tuesday) morning, Mr. Gambling’s lengthy career will be highlighted by a 30th anniversary party at Madison Square Garden. “To the conventional party-goer, a 7:15 a.m. invitation might seem a bit out of the ordinary. But thousands of radio listeners took it in stride. More than 51,000 Gambling fans wrote for tickets to attend the Garden festivities when it was announced that WOR was throwing a party for one of its most famous air personalities and successful salesmen.

Mr. Gambling confesses he was skeptical when it was suggested that his anniversary be celebrated in the Garden. “The seating capacity there is 17,500,” he said. “I frankly never thought we could fill it at such an early hour. The request for tickets has really amazed me.”

Though the size of Mr. Gambling’s following seemed to take him by surprise, it conclusively demonstrates the power of radio as well as his own audience appeal. The Gambling sponsor tale is a similar one. An advertiser’s product about to undergo the Gambling treatment immediately becomes a potential success story. Currently, “the human alarm clock,” as Mr. Gambling is often called, is on-the-air ambassador for some 50 sponsors in participation or quarter-hour-segment campaigns. Included in the roster are such blue-chip clients as Metropolitian Life, Chase National Bank, Sinclair Oil and Lincoln-Mercury.

During 1954, Gambling advertisers spent in excess of $750,000 on WOR. Station files are well stocked with letters from Gambling sponsors tracing growth of sales and business expansion as a direct result of a Gambling campaign. In fact, Gambling sponsors were among the first to offer support to the 30th anniversary celebration.

The first 10,000 ladies to arrive at the Garden tomorrow will receive orchids, courtesy of Chase National Bank. Another 10,000 will go home with cook books provided by Metropolitan Life. Scandinavian Airlines has come up with three gifts of European origin; a bottle of perfume flown in from Paris, an original Wedgwood vase and grid from London and a Gucci leather handbag imported from Rome.

The Gambling party-goers will drink an estimated 1,000 gallons of coffee from Beech-Nut Co. and eat 50,000 doughnuts from Dugan Bros. One lucky spectator will be the richer for receiving 100 shares of Axe-Houston Mutual Fund “B” worth $2,500. Additional gifts that will be given to the audience through drawings range from a muskrat coat to Dodger tickets.

When the Gambling salute gets underway tomorrow morning, radio veterans as well as Mr. Gambling’s contemporaries will be on hand to pay their compliments to the WOR star. Mr. Gambling plans to broadcast his 6-7 a.m. show from the WOR studios and then join the party. Between 7:15 and 11 a.m., the entire morning line-up of WOR personalities will originate their programs from the Garden. The shows include broadcasts by Dorothy Kilgallen and husband Dick Kollmar, Alfred and Dora McCann, Martha Deane and Joe Bier, Ray Heather- ton and Ted Steele will act as toastmasters, introducing guests from radio, television, politics and business.

The career that has led to the Garden festivities started in 1925 when John Gambling joined WOR as a radio engineer. “In those days,” Mr. Gambling recalls, “there were no specialists. You had to be a jack- of-all-trades. So it was nothing unusual for an engineer to end up behind the mike in the course of a normal day.”

Mr. Gambling’s first broadcast was on March 8. His early days in radio were passed as a gym instructor. It was Mr. Gambling who broadcast The Road to Wellville Gym Class daily on WOR, under the sponsorship of Postum Cereal Co., when such program fare was as much the vogue as the music-and-news format is today. When the era of the early morning exercise instruction passed, Mr. Gambling was keyed for the change. He dropped the gymnastics but kept the music, filling in with ad lib commentary, news flashes, public service announcements, weather forecasts and time signals.

At one time Mr. Gambling used live music supplied by a four-piece band. Now his music is on records, but essentially the show has not been altered since the gym instruction was dropped from the format. In spite of the vast changes in the medium, Mr. Gambling’s style has remained the same. He points out that “style after all is really synonymous with one’s personality.”

Mr. Gambling attributes his loyal and increasing audience largely to the informality of his shows. “My audiences and I meet on a common ground,” he says. “When I went into the radio business I brought one important theory with me. I believed that people were not very different from each other or, indeed, from me. I felt that what interested me would interest my listeners, too.”

From the first, Mr. Gambling tried to build a friend-to-friend rather than entertainer-to-audience relationship with his listeners. “In that respect, I think I’ve succeeded. Salutations on the bulk of my mail read ‘Dear John,’ seldom ‘Dear Mr. Gambling.’”

It is undoubtedly this personal touch which has made Mr. Gambling the believable salesman that he is. He knows his advertisers—most of them personally—and always makes a point of knowing the prod-

March 7, 1955 • Page 49
ucts they sell. In January 1953, after Mr. Gambling had inspected some real estate up for sale in Florida by Plantation Estates, WOR sold the firm on the idea of a radio campaign. The audience Plantation wished to reach were prospective buyers of Florida home sites, particularly people thinking in terms of retiring. The real estate company agreed to test radio with one 1-minute spot on the Saturday morning John Gambling Show.

Until the firm entered radio the bulk of its advertising budget had gone into six newspapers in the New York metropolitan area. Based on its experience with newspapers, a radio spot would have been a success if it pulled a maximum of 25 leads per broadcast. The one-time test commercial produced 439 inquiries—the greatest response Plantation ever received from a single ad.

That was the start of a campaign which boosted Plantation’s budget for Gambling spots to $1,000 a week. In two weeks’ time the announcements were outpitching the six newspaper ads combined by a margin of 10-to-1. During the first six months, Mr. Gambling delivered over 10,800 prospective customers for Plantation Estates at a cost that ranged from 50 cents to $1—the lowest cost per inquiry in the history of the firm. The company, according to Plantation Sales Manager Henry Engel, had been accustomed to working on a $5 per inquiry basis in its printed media advertising.

Plantation, in fact, has credited Mr. Gambling with doubling company sales. “The great majority of these sales were made sight unseen, which certainly attests to the confidence listeners have in John Gambling,” Mr. Engel told B&T.

186,995 for 1

Mr. Gambling’s sales approach in still another instance pulled 186,995 requests in a single announcement June 7, 1951, for the Hudson Pulp & Paper Corp., paper napkin manufacturer. The requests were in response to a Gambling spot in which Hudson, in order to increase the use of its low-cost napkin and improve the distribution of three higher-priced products, offered listeners four coupons each redeemable without cost for a box of Hudson napkins. Each set of coupons was worth $1. The company’s records show that responses cost less than one-half cent per inquiry.

During the radio campaign, Hudson used Gambling shows to air its advertising messages three days a week. Prior to the radio schedule, which was supplemented with small-space newspaper ads, Hudson had practically no distribution or sales in the New York area. Now the company outsales all other brands combined. “Radio brought Hudson out of the private-label class up to New York’s number-one selling napkin,” said Murray Gross, the company’s assistant advertising manager.

Hudson also made good use of its advertising on WOR with a merchandising tie-in. Trade paper ads, for example, featured pictures of Mr. Gambling as “the Hudson salesman, selling Hudson three days a week on WOR.” Familiarity of retailers with Mr. Gambling and his broadcasts was a good selling point for Hudson salesmen and hence the reason he was used in printed media ads. In reply to a question on Hudson’s opinion of radio as an advertising medium, Mr. Gross said it “delivers the biggest audience at the lowest cost-per-thousand of any medium we’ve ever used.”

Just five years ago, on March 8, 1950, Mr. & Mrs. Peter Chambers, 20-year Gambling fans, attended Mr. Gambling’s 25th anniversary party. The Chambers own a retail fur salon in midtown New York. “It had never occurred to me to advertise on radio,” Mr. Chambers remarked, “until my wife and I went to that Gambling party. We looked around the audience and realized that the people there represented our type of customers.” The Chambers thought the idea over and decided to give Mr. Gambling a try. The campaign started Aug. 18, 1950, as a 13-week schedule. Peter Chambers Inc. has been advertising on Gambling shows ever since.

“The purpose of our radio spots was, of course, to sell furs. We also wanted to acquaint listeners with Peter Chambers Inc. and the services we had to offer,” Mr. Chambers explained. Sales during the last quarter of 1951, when fur sales in New York were running about 30% behind the previous year, showed Peter Chambers’ dollar volume was up approximately 55% over the corresponding quarter in 1950, shortly after the campaign began. During the last quarter of 1951, fur sales were made to 123 new customers brought to the salon by the Gambling program. This was more than double the sales made to Gambling listeners during the same period in 1950, soon after the campaign got underway.

Actually, the Chambers considered the long-range effect of the campaign more important than immediate sales. “I felt the campaign would be a success if I lost $500 on my original $2,340 investment for the first 13-week schedule,” Mr. Chambers told B&T. As the campaign developed, instead of losing $500, fur sales produced a small profit over the cost of the radio advertising expenditure. “Our experience with Mr. Gambling provides concrete proof that his listeners are sold one hundred per cent on him,” Mr. Chambers said. “They feel that there is an absolute sincerity in what he says and they have complete confidence in what he sells.”

It may seem unusual that a man with Mr. Gambling’s obvious sponsor and audience acceptance hasn’t supplemented his radio activity with a tv show. When queried on this point, Mr. Gambling replied that he had given television a 13-week try in 1949 when WOR-TV began operation “but I wasn’t making any money and I wasn’t having any fun,” he said. If he had been either increasing the bank account or enjoying himself, Mr. Gambling explains he would have considered a tv show. But since neither was the case he was more than content to stay in radio. “Besides,” he added, “it was awfully late in life to start working on an ulcer.”

His sound belief in the future of radio is reflected in the encouragement he gave his 25-year-old son when, as a youngster, he had some like-father-like-son inclinations. As a student at Dartmouth, John Jr. worked on the campus station and had a show on WTSN Hanover, N. H. In 1954, Mr. Gambling launched an 11:20-11:45 p.m. show on WOR, using his son regularly on the broadcasts. Three weeks ago, the evening program was turned over completely to John Jr. In addition to the night show, John Jr. also selects all the music used on his father’s broadcasts and pinch hits for Dad when he’s vacationing. There’s a John III, too. Mr. Gambling is convinced that his five-year-old grandson has the radio bug. “We’ve had him on programs once or twice and he has a great time,” Mr. Gambling said.

In researching the Gambling story, B&T happened upon a letter written by Arthur Godfrey to Mr. Gambling, whom Mr. Godfrey described as “the only competitor I worry about.” The concluding lines of Mr. Godfrey’s letter told the Gambling epic concisely and well. He wrote, “Tell your sponsors that Godfrey says none of ’em are ever gambling with Gambling.”

Gambling sponsors are quick to agree that they’ve put their money on a sure thing.
Now for the first time

THE

RED

FOLEY

SHOW

A DAILY TRANSCRIBED
OPEN END SERIES

STARRING "The FABULOUS FOLEY"

"SINGIN'EST, SELLIN'EST MAN IN ALL THE LAND"

Available for the first time to a daily radio audience ... every fifteen minute segment of "The RED FOLEY Show" is packed with the songs, the showmanship and the personality that has kept this great artist at the very top of his field year after year.

Seen and heard by millions on his "Ozark Jubilee" over ABC radio and television networks ... only Decca recording artist in his field ever to receive their coveted "Gold Record" ... Selling over a million copies of "Chattanooga Shoe Shine Boy" ... voted one of the six all time great in the Country and Folk music field ... all of this universal appeal and popularity ... all of the best of the "Fabulous Foley" is found in this sensational new radio series.

You can present "The RED FOLEY Show" with pride ... and with a sincere belief that you are offering the best transcribed radio program of its kind in America!

The RED FOLEY Show is now available 3 to 5 shows a week. For free audition disc, down-to-earth prices for your market and complete promotional materials ... contact
EDUCATIONAL TV: A BARGAIN IN DAYTON

THEY'VE FOUND HOW TO MAKE $10,000 STRETCH A FULL YEAR

HOW MUCH television can you get for $10,000 a year?

No matter how keenly you bargain, how sharply you cut corners, there's little likelihood that your result will even remotely approach the seven programs, amounting to three hours and 15 minutes, which are being put on each week on WHIO-TV and WLWD (TV) Dayton under the auspices of the Dayton Educational Television Foundation.

Of course, it must be admitted that the Foundation has certain advantages not normally available to the tv sponsor in addition to its annual budget of $10,000. First, it has the whole-hearted support of the city's grade schools, high schools and colleges, which provide an inexhaustible supply of scripts, costumes, scenery, props and talent, all without any cost to the Foundation. Second, it has the full cooperation of Dayton's two commercial tv stations, which make no charge for the time devoted to the Foundation's programs.

With such backing, and almost a year's experience behind them, the members of the Foundation board are convinced they've found the best formula for educational tv under present conditions, the board's chairman, James F. Clarke, told B&T.

"The whole thing really started two years ago, when State Sen. Theodore Gray asked the various educational units in Montgomery County (Dayton's county) what they were planning to do with the ch. 16 allocation made to education in Dayton," Mr. Clarke recalled. "Although there had been some preliminary discussions between the U. of Dayton and the Dayton Board of Education, nothing really had been done about the allocation. At a luncheon meeting called by Sen. Gray the educational agencies decided to form a 'study committee' to look further into the possibilities of educational television for the area."

After more than six months of exploratory meetings, the committee took stock and found it had more than enough program ideas to keep the proposed program schedule of 20 hours a week going indefinitely. What it lacked, to put it bluntly, was money.

"Engineering reports brought in from such sources as the Joint Committee on Educational Television and the National Citizens Committee for Educational Television, plus independent local surveys," Mr. Clarke said, "soon showed the members of the committee that it would cost at least $100,000 and probably closer to $250,000 to capitalize the project, even with the offer of one local station for the use of its tower.

"And the operating expenses, based on a 20-hour program week the year around, looked like another $100,000 minimum and $250,000 reality. So the financial picture became the stumbling block. It soon became apparent that although there was a good chance sufficient money could be raised to capitalize the project, it would be virtually impossible to support the yearly operating costs."

This was now late fall, nine months after the luncheon meeting with Sen. Gray. Discouraged over the dim prospects of having an educational station, the committee decided to concentrate on educational programming and to attempt to secure the cooperation of the city's commercial tv stations to broadcast them. The management of the new uhf station, WIFE (TV), offered the committee as much time as it thought it could use.

"This offer galvanized the committee into action," Mr. Clarke reported. "Within a period of a month they formally organized themselves, set up a budget, raised the money from among themselves and set to work.

"Six groups became the founding members of what they called the Dayton Educational Television Foundation. The Dayton Board of Education appropriated $2,500 to hire the professional talents of a consultant in educational tv programming. The U. of Dayton gave $2,500; Sinclair College, $500; the Dayton parochial schools, $500, and two local county-exempted school districts, Oakwood and West Carrollton, appointed the Foundation as consultant at $500 apiece."

"The Foundation was in business."

Engaging a WHIO-TV staff man as executive producer and director, for which most of the Foundation's funds were appropriated, the Foundation began to plan and produce programs, starting the first of the new year with a weekly quarter-hour show, Mr. FixIt, in which industrial arts instructors were featured in skits built around doing things yourself around the house. A second program, Where Do We Go From Here?, offered career suggestions to young people. Other programs followed, and by the time WIFE (TV) suspended operations in March some 69 Foundation shows had been telecast.

At about the time that WIFE stopped telecasting, the Foundation lost its producer. Taking stock, it found that Adventures in Art, on WHIO-TV, was its only continuing program. That wasn't enough.

So George Biersack, a faculty member of the university speech department, who had been hired to succeed the former producer, began...
A genuine 24-karat Texas cowboy went to a movie. He saw a feature about cowboys—the usual Hollywood version typical of the genre. He returned to the box office, poked his gun through the cashier's window, and demanded his money back.

"In fact," he added, mulling over the atrocity he had just seen, "give me everyone's money back."

You can see what our program director is up against. Our audience is mighty choosy.

It can afford to be. The Amarillo area is first in the nation in per family retail sales, even without gunplay.

**KGNC - AM & TV**

Amarillo

NBC and DuMONT AFFILIATE

**AM**: 10,000 watts, 710 kc. **TV**: Channel 4. Represented nationally by the Katz Agency
his new job by going after more air time. Before long, the Foundation had six shows a week on WHIO-TV and WLWD, three hours total air time, and later the total was raised to the present seven programs, three hours and a quarter.

Four of the programs are telecast by WHIO-TV:

You and Your World, Fri., 5:30-6 p.m.—A university professor writes an essay on a current topic which is printed on the front page of Monday's Dayton Daily News (under same ownership as WHIO-TV), which on Thursday prints a news quiz based on the essay. Essay and questions are available to all schools for classroom use and on Friday students from a Dayton high school discuss the topic, with James Fain, executive editor of the News, serving as moderator.

Music Through the Years, Sat., 4-4:30 p.m.—A history of American music, presented by school music teachers and their students.

Here Comes the Businessman, Sat., 10:45-11 a.m.—An attempt by the News and the Foundation to present business training for the newspaper carrier boys of the area.

The Professor Takes Over, Sat., 3:30-4 p.m.—An experiment in teaching by tv, with a U. of Dayton department presenting a fraction of a course in six telecasts. These present-tops, so far put on by six different departments, “are proving to be the most popular of the programs,” Mr. Clarke said.

The three programs on WLWD are:

HUNTING SAFETY is discussed on the This Is Our Town series by Dayton police officer Jim Miller (l) and George Biersack, executive director of the foundation.

Adventures in Art, Sat., 9-9:30 a.m.—An attempt to provide initial experiences in art, with decorating Christmas and Easter cards, ceramics and paper sculpture but a few of the topics presented.

Headline Hunt, Sun., 11:30 a.m.-noon.—In this series, presented in cooperation with the Dayton Council on World Affairs, teams from two high schools compete in identifying objects tied in with the week's news.

This Is Our Town, Sun., 12-12:30 p.m.—Likened to the curious eye, this series looks into institutions, organizations and other matters of area interest.

“All of this is being done 'as a budget of $10,000,” Mr. Clarke stated. “This sum includes the salary of the executive director, a part-time student secretary, his programming assistants and all additional program expenses such as films, props and supplies. Costs have been kept to an absolute minimum by taking advantage of every possible facility. Many of the telecasts have come directly from classrooms or the audio-visual aid departments of the schools.

“Robert Moody, general manager of WHIO-TV, and Don Lyons, program director; H. Peter Lasker and Bill Bailey, general manager and program director of WLWD, all have continually gone out of their way to help the Foundation. In working with Mr. Biersack, they and the members of their staffs have given of their time and talents without stint. In making public service time available to the Foundation they have given sustenance to what was once just a nice idea and is now a working reality.”

A tangible tribute to the Foundation's achievements came a few weeks ago when it received its first contribution from Dayton's business and industry—a $900 gift from a major industry of the area. The letter accompanying the check said, in part: “We feel you are doing a good job and are doing it in the right way, keeping control in the hands of the educators where it belongs. That you have done it for yourself before you asked for help means a good deal.”

YOU CAN TEACH BY RADIO, TOO!

By Harry M. Brawley

WITH all the tumult and shouting about telecourses, one is likely to forget that radio is a good teaching medium, too. A couple of years ago at the Ohio State Institute for Education by Radio-Television, I attended a session on systematic instruction where the virtues of television as a teaching medium were extolled to the heavens, and at the end the chairman said, “But why did we have to wait for television to do all this?”

That was my cue to make a little speech about the fact that WCHS Charleston, W. Va., and Morris Harvey College in that city had been teaching by radio for several years with very good results and everyone seemed to be quite surprised.

It seems to me that radio is being slighted as a teaching medium, even though it is much more available to the average college or university than television. Practically every institution in the country has a radio station available, which certainly is not yet true of television.

This is not to say that television is not a great educational medium. Here at WCHS-TV we also offer telecourses in cooperation with Morris Harvey College with great success, but we do think that radio as a medium for systematic instruction is being overlooked. Of course, there are certain types of courses which are not adaptable for radio instruction, but we use the same test for deciding such things that we use for determining which programs should go on radio and which on television; namely, is it visual? Just as there are certain courses which would not be adaptable for radio, there are others to which television would add very little. Courses which are primarily discussion, such as Elizabethan Drama or Great Books, we present on radio. On the other hand, World Geography and Audio-Visual Education must be given on television to be effective.

Radio Classroom began in the school year 1950-51, with a class in Comparative Government. A total of 17 courses have been given. Registration for the two now on the air is continuing with prospects for setting a record. Already more than 80 have registered for credit in Labor Problems and Hymnology. Here is the score on the others:

2nd Sem. 50-51: Comparative Government 59

1st Sem. 51-52: Modern Problems of Government 32

Christianity and American Democracy 47

2nd Sem. 51-52 Introduction to the New Testament 37

Guidance in the Public School 22

1st Sem. 52-53: Introduction to the Old Testament 36

Great Books 32

2nd Sem. 52-53: International Relations 35

The Short Story 37

1st Sem. 53-54: Recent British and American Poetry 43

Comparative Religion 52

2nd Sem. 53-54: Contemporary Economic Problems 58

Recent American History 56

1st Sem. 54-55: Problems of Delinquency 61

Elizabethan Drama 19

Average per course 42

During the first semester of this year the television course in World Geography had 71 registered for credit, making a total of 151 in our radio-television classroom.

The response of the general listening public also has been most gratifying to WCHS and to Morris Harvey College. It all adds up to one thing. As the industry ponders its public service responsibilities it should remember this: You can teach by radio, too!
Everybody Loves WKMH
because
Everybody Loves NEWS, MUSIC
and SPORTS

Let’s face it! Folks around Detroit just naturally tune to the station that gives ’em what they love the most. Top Disc Jockeys . . . Newscasts every hour on the hour . . . Play-by-Play accounts of all Detroit Tiger baseball games night and day, at home and away. No wonder advertising pays off big on WKMH. You catch listeners in such a receptive mood!

YOU’LL LOVE THIS EXTRA SAVING!

BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS AND SAVE 10% FROM RATE CARD
WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

Represented by Headley-Reed

WKMH
Dearborn-Detroit

FRED KNORR, President
GEORGE MILLAR, Mg. Director

March 7, 1955 • Page 55
Executive Changes Set
At Ted Bates & Co.

H. AUSTIN PETERSON, partner and head of the Hollywood office of Ted Bates & Co., N. Y., has resigned. After an extended vacation, he will be associated with the agency as consultant. James C. Douglass, director of radio and TV for the agency, announced last week.

Mr. Douglass also announced the appointment of Mann Holiner as manager of the Hollywood office, effective March 31. Frank O'Connor, with the Bates Agency for the past 10 years, has been named production manager of the same office, effective the same date.

Mr. Peterson has been with the agency since 1945. Mr. Holiner formerly was vice president in charge of TV and radio for Lennen & Mitchell (now Lennen & Newell).

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LATEST RATINGS

NIELSEN

TOP 10 RADIO PROGRAMS
(Two Weeks Ending Jan. 22, 1955)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program Name</th>
<th>Station</th>
<th>Average Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Amos 'n Andy</td>
<td>CBS</td>
<td>1,980</td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny</td>
<td>CBS</td>
<td>1,789</td>
</tr>
<tr>
<td>3</td>
<td>I Love Lucy</td>
<td>CBS</td>
<td>1,743</td>
</tr>
<tr>
<td>4</td>
<td>Your Betty Life</td>
<td>NBC</td>
<td>1,660</td>
</tr>
<tr>
<td>5</td>
<td>Fibber McGee</td>
<td>CBS</td>
<td>1,533</td>
</tr>
<tr>
<td>6</td>
<td>My Little Margie</td>
<td>CBS</td>
<td>1,120</td>
</tr>
<tr>
<td>7</td>
<td>Jack and Jill</td>
<td>CBS</td>
<td>1,101</td>
</tr>
<tr>
<td>8</td>
<td>The Great Gildersleeves</td>
<td>CBS</td>
<td>1,000</td>
</tr>
<tr>
<td>9</td>
<td>The Adventures of Rin Tin Tin</td>
<td>MBS</td>
<td>880</td>
</tr>
<tr>
<td>10</td>
<td>Jump Jim Crow</td>
<td>CBS</td>
<td>825</td>
</tr>
</tbody>
</table>

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CHURCH RADIO TV BUDGET $1.4 MILLION


RECORD 1955 budget of $1,405,000 for religious radio, television and film production was approved last Wednesday at the annual two-day meeting in New York of the Broadcasting and Film Commission of the National Council of Churches of Christ in the U. S. A.

It was described by the commission as the "largest budget" of its type in the history of cooperative church work in the U. S. The sum was said to represent an increase of $245,000 over the 1954 budget of $1,160,000.

Dr. S. Franklin Mack, executive director of the commission, reported that the commission produces five national radio programs, including Let There Be Light, The Art of Living, featuring Dr. Norman Vincent Peale, and Thy Kingdom Come. The commission also produces five TV programs consisting of Frontiers of Faith, What's Your Trouble, This is the Life and Look Up and Live and a series of puppet films enacting biblical stories. Dr. Mack estimated that more than 1,200 radio and TV stations regularly carry commission programs.

The radio-TV film project is carried on by the commission on behalf of the 30 Protestant, Anglican and Eastern Orthodox communions cooperating in the National Council. These church bodies are said to represent a total of 35.5 million U. S. church members.

Methodist Bishop Donald H. Tippett of San Francisco was elected chairman of the Broadcasting and Film Commission for a two-year term, succeeding the Rev. Dr. Clayton T. Griswold, director of radio and television of the Presbyterian Church of the U. S. A.

The meeting heard a talk Tuesday by the Rev. Dr. Liston Pope, dean of the Yale U. Divinity School, who asserted that many "so-called religious broadcasts" are "neither intelligible nor intelligent from a Christian point of view," claiming that many of them "falsify or ignore the Gospel in one way or another."

Dean Pope said some religious "skits about wholesome families" constitute "the best argument for celibacy advanced since the Middle Ages."

He added: "I would not have believed anything could be stickier than some of the soap operas, but religion has outdone Lever Bros. The difficult art of Christian family life is reduced to little moralisms and praneraleys, and to the inevitable conclusion that it pays in the end. Virtue may require heroic defense, but it is always triumphs, and generally with depressing inevitability."

Dean Pope also spoke out against what he labeled the "peace of mind cult." In this connection he declared that "many allegedly religious programs are either sentimental or emaciated or both."

"In their effort to be appealing," Dean Pope continued, "they quickly become appalling from the standpoint of sincere and well-founded and full-ranging Christian faith. The very titles of some of them reflect the partiality and sentimentality I have been discussing."

He then mentioned ten programs, three of which are produced or distributed by the commission. These are This Is the Life, a TV drama of family life; What's Your Trouble, a program featuring the Rev. Dr. and Mrs. Norman Vincent Peale, and The Art of Living, a radio show featuring Dr. Peale.

Dean Pope spoke favorably about the National Radio Pulpit, a network radio program featuring the Rev. Ralph W. Sockman, minister of the Christ Church, Methodist. He noted that "that title conveys a true impression of what is offered and does not promise you a song in your heart or a shot in the arm if you will listen to it."
HIGHER TV COSTS NOTED IN TOBACCO FIRM REPORT

American Tobacco Co. says its 1954 net income is highest since 1949. Dollar sales are off but firm’s share of the market increases.

"INCREASING COSTS of tv," the American Tobacco Co. said last week, have been responsible for the company’s "continued . . . practice of alternate-week sponsorship with exchange of commercials which it pioneered in 1952."

The comment was contained in the company’s annual report to stockholders released Tuesday. The reference to tv costs came after the firm, makers of Lucky Strike, Pall Mall and Herbert Tareyton cigarettes and other tobacco products, noted that the "introduction of many new competitive brands in recent years" has called for "intensive advertising and sales promotion rate." This intensive program, the report said, included the company’s sponsorship of "outstanding television and radio programs."

Figures of the report:
* Net income was highest since 1949. Figure for 1954 was $43,051,087 compared with $41,225,921 for the year before.

Dollar Sales Off
* Dollar sales were off—nearly $20 million from 1953—but American Tobacco’s percentage share of the year’s domestic cigarette market rose from 32.7% in 1953 to 33.6% last year, or the third straight year the company has recorded an increased percentage of the market. American Tobacco’s 1954 sales in dollars totaled $1,068,579,299.
* Net operating income in 1954 was $45,249,233, equivalent to $6.46 per common share compared to $5.90 for 1953. The firm elected to write off $2,198,146 against 1954 income to amortize the "brands, trade-marks, patents, goodwill, etc." item taken into assets.
* Unit sales of cigarettes declined "but at a lesser rate than competitive standard-size brands and increased its percentage of the market."
* Taxes on 1954 income were equivalent to $7.52 per common share as compared with taxes of $9.26 per common share in 1953. Regular quarterly dividends in the year were increased to 85 cents each plus yearly extra dividend of $1. Total common stock dividends were $4.40 per share, compared with $4 per share in previous years. In January 1953, a regular dividend of 85 cents per share and extra yearly dividend of $1 per share were declared and $1.85 per share was payable March 1, to common stockholders of record Feb. 10 of this year.
* "Common sense is beginning to prevail in the controversy over smoking and health." A "more constructive approach" has been indicated recently.

BROADCASTING • TELECASTING

Advance Schedule
Of Network Color Shows

CBS-TV
March 14-18 (2:20-3 p.m.): Robert Q. Lewis Show, participating sponsorship.
March 17 (8:30-9:30 p.m.): Shower of Stars, Chrysler Corp. through McCann-Erickson.
April 6 (10-11 p.m.): Best of Broadway, Westinghouse Electric Corp. through McCann-Erickson.
April 17 (11-11:15 p.m.): Sunday News Special, Norwich Pharmacal Co. through Benton & Bowles.

NBC-TV
March 7 (7:30-9:30 p.m.): Producer’s Showcase, “Peter Pan,” Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt and Grey & Son-Erickson.
March 9 (11 a.m.-12 noon): Home, insert on fish.
March 9 (7-7:30 p.m.) and ever Wednesday: Norby, Eastman Kodak Co. through J. Walter Thompson Co.
March 12 (9-10:30 p.m.): Maxwell Presents, "Connecticut Yankee," Oldsmobile Div. of General Motors Corp. through D. P. Brother & Co.
March 27 (7:30-9 p.m.): Dedication of Burbank Studio, Hazel Bishop Inc. through Raymond Spector Co. and Sunbeam Corp. through Perrin-Paus Co.

(Note: This schedule will be corrected to press time of each issue of B-T)

Underhill Joins U.S. Steel

APPOINTMENT of Charles M. Underhill, former vice president of ABC, to the television staff of U. S. Steel Corp.’s public relations department was announced last week by J. Carroll MacDonald, assistant to the board chairman and head of all U. S. Steel public relations activities.

In his new assignment, Mr. Underhill succeeds John Rust, who has resigned to become an independent tv producer. Mr. Underhill’s background includes motion picture and radio production and television programming. At U. S. Steel, he will serve as a special assistant on the production phase of The United States Steel Hour on ABC-TV.

J. B. Bell, R & R, Dies

JOSEPH B. BELL, 54, who retired Jan. 1 as treasurer and vice president of Ruthrauff & Ryan, New York, died at his home in Bronxville, N. Y., Feb. 27.

Mr. Bell joined the agency in 1928 as chief accountant. He was made assistant treasurer in 1942 and vice president in 1948. He was named treasurer in 1953.

He is survived by his wife, Edith Lenihan Bell, and two daughters.

Bullova’s Largest Campaign Includes 270 Radio TV’s

BULOVA WATCH Co. on March 15 will launch the largest and most concentrated Bullova ad campaign ever to reach the American public, John H. Ballard, president, announced last week.

The firm will promote its newest product, "precision adjusted 23-jewel self-winding watches," on 270 television and radio stations which will broadcast messages simultaneously on March 15 about the six "precision adjustments" for greater accuracy.

This advertising campaign is designed to bring watch sales back to the jeweler,” Mr. Ballard said.

McCann-Erickson, New York, is the agency for Bullova.

Suit Against Rheingold Expected to Be Dropped

OFF the Los Angeles Superior Court calendar is the suit of Beverly Hills Attorney Max Gilford against Rheingold Brewing Co., Los Angeles (Liebmann Breweries), charging misleading advertising practices in use of certain copy phrases [B.T., Nov. 29, 1954].

The move was made last week with Mr. Gilford’s consent. He said that objectionable copy phrases named in the complaint and extensively used in previous Rheingold radio-tv copy had been largely eliminated by the brewery, which had adopted a new advertising policy. Mr. Gilford entered a stipulation to delay trial-setting until June 1, but indicated that if Rheingold continued present advertising practices, he would allow the case to die.

In the original suit, filed last August, Mr. Gilford, as the "general public’s" representative, charged that Rheingold copy phrases, "largest selling beer in the east," "the very same beer that is served in the west," and claim that beer was brewed from "local ingredients and water," were incorrect, according to brewing industry sources.

L&N Named to Succeed R&R
On American Airlines Account

AMERICAN AIRLINES, with a $4 million ad budget, has appointed Lennen & Newell, New York, to handle passenger and airfield services advertising, effective May 1, C. R. Speers, senior vice president in charge of sales, has announced. The firm, which uses radio and tv spots, had been serviced by Ruthrauff & Ryan, New York.

Lennen & Newell also handles advertising for United Aircraft Corp., which includes Pratt & Whitney aircraft engine and Hamilton Standard propellers and Sikorsky helicopters.

Hotpoint Launches Campaign

HOTPOINT Co., Chicago, last Monday started an intensive home laundry advertising campaign to be supplemented with radio-tv spots and other tie-ins at the local level. The drive is under way in over 100 key markets and includes 85,000 and 60-second radio-tv announcements designed to stimulate dealer business. At least 25 million people will be exposed to the tv commercials during March, according to D. D. Thompson, merchandising manager of Hotpoint’s home laundry section. Plans for summer and fall promotions of such equipment also are under study, he added. Maxon Inc. is agency.

March 7, 1955 • Page 57
L&N Promotes Mitchell

W. McClINTON MITCHELL, vice president and copy group head, Lennen & Newell, New York, has been named a senior vice president and manager of the copy department. Mr. Mitchell has been with L&N since 1950.

SPOT NEW BUSINESS

V. La Rosa & Sons, Brooklyn, introducing new product, Italian style meatballs in sauce, work is announced as it is presented to a radio and television spot campaign of as many as 30 spot announcements per week in each city. Kiesewetter, Baker, Hagedorn & Smith, N. Y., is agency.

The Kendall Co. (Blue Jay corn products), Chicago, through Leo Burnett Co., same city, starts five-weekly one-minute five participation for 12 programs on Columbia TV Pacific Network Panorama Pacific program effective April 4; Pioneer Rubber Co. (Neoprene household gloves), Willard, Ohio, through Carr Liggett Adv., Cleveland, starts twice-weekly one-minute participations for 10 programs on same show effective March 17.

Chuck Full O'Nuts (coffee), effective for Smith, N. Y., in Ohio, to each city. Kiesewetter, Baker, as and copy

A & P A

Frank O. Prior, executive vice president and director, Standard Oil Co. of Indiana, Chicago, elected president effective May 3, succeeding A. W. Peake, retiring.


Robert N. Harris, formerly in charge of new product development, Toni Co., Chicago, to Weiss & Geller, same city, as vice president and account executive.

James K. Martindale, vice president and copy chief, William Esty Co., N. Y., to copy dept., Lennen & Newell, same city, as vice president.

Perry L. Brand appointed vice president, Henri, Hurst & McDonald, Chicago.

Joe H. Serkovich, formerly advertising and publicity director, Westinghouse Air Brake Co., Wilmerding, Pa., to Aubrey, Finlay, Marley & Hodgson, Chicago, as account executive.

Herbert L. Steiner, formerly with Ben Sackheim Inc., N. Y., to Byrde, Richard & Pound, same city, as account executive.

George E. Simons to Kenyon & Eckhardt, Chicago, as account executive.

Jean L. Simpson, radio- tv spot timebuyer, Anderson & Cairns, N. Y., to Doyle Dane Bernbach, same city, in similar capacity.

ABC FILM ADDS RIGHTS TO 3 SERIES

Exclusive distribution is acquired for 'Douglas Fairbanks Presents'; 'Sheena,' juvenile series, and 'Life Can Be Beautiful,' daytime strip.

ACQUISITION by ABC Film Syndication of the distribution rights for new tv film shows estimated at about $5 million in cost was announced last week by George T. Shupert, president of ABC Film Syndication.

Mr. Shupert said that ABC Film Syndication becomes the exclusive distributor of Douglas Fairbanks Presents, a new juvenile series based on the adventures of the comic strip character Sheena, Queen of the Jungle, and a daytime strip, Life Can Be Beautiful, based on the radio soap opera of the same name. Additionally, in conjunction with Hal Roach Jr., under the name of Rabco TV Productions, ABC Film Syndication will arrange for the production and distribution of at least two additional film series. Mr. Shupert added that there is in the planning stages also a joint production venture with John Gibbs, television producer.

By taking over contracts for 39 of the Douglas Fairbanks Presents films, now distributed by Interstate Television Corp., and by acquiring the distribution rights to the upcoming 39 programs currently in production, ABC Film Syndication will have a total of 78 half-hour shows, Mr. Shupert pointed out. He said the series will be available for first run in all markets except where it is sponsored by Liebmann Breweries Inc. (Rheingold beer) and by Interstate clients. In the latter markets, Mr. Shupert said, at least 39 programs are available for first-run.

The Sheena, Queen of the Jungle series, Mr. Shupert reported, will be produced by Don Sharpe and William Nassour, who are scheduled to leave soon for Africa to film jungle footage. The rest of the filmed series will be produced at the Nassour Studios in Hollywood. Target date for on-the-air showing of Sheena has been set for late spring.

Production has been started by Trans-American Broadcasting & Television Corp. on the first five quarter-hours of Life Can Be Beautiful and filming is expected to be completed within 60 days. Mr. Shupert reported that pilot films of the series will be shown at special screenings for agencies, advertisers and stations throughout the country. Simultaneously with the production of the five quarter-hour shows, an American will produce a half-hour version, also for daytime programming.

Details on other new programs to be produced by Hal Roach Jr. and John Gibbs will be announced as soon as final arrangements are made, Mr. Shupert said.

By the end of the year, Mr. Shupert said, ABC Film Syndication expects to be selling at least 10 different series. Aside from new product, in the contract, ABC Film Syndication handles Passport to Danger, Racket Squad, The Playhouse and John Kieran's Kaleidoscope.

Mr. Shupert concluded: "Within two years we will have quadrupled the number of properties we are selling and are confident that our sales will reflect the same spectacular rise. We have never swerved from our initial policy of building our customers only the finest type of product: longevity and advertising continuity, personalized and efficient service, and, finally, a realistic single-standard price schedule."

HAL ROACH JR. BUYS FATHER'S STUDIOS

Tv film executive also consolidates all his corporations into Hal Roach Enterprises, a wholly-owned corporation.

PURCHASE of the Hal Roach Studios, Culver City, Calif., was announced last week by Hal Roach Jr., who in a $10 million deal acquired the 18-acre plant, all rights to features, shorts and tv productions, story material, star and creative personnel contracts from his father, Hal E. Roach.

Mr. Roach Jr. also announced the consolidation of his other tv corporations into Hal Roach Enterprises, a wholly-owned corporation. These companies include Rovan, which produces NBC-TV My Little Margie; H. R. Productions, ABC-TV The Defenders; Hal Roach Jr. Enterprises, ABC-TV The Erwins, and Rabco, which produces Passport to Danger for ABC-TV Film Syndication and owns Racket Squad, now in syndication through ABC-TV.

Officers of the newly-formed Hal Roach Enterprises corporation are Mr. Roach Jr., president; Sidney S. Van Keuren, vice president and general manager; Charles Meacham, secretary-treasurer; Emanuel Goldstein, vice president and executive assistant to the president, and Herbert Gelbspan, vice president and eastern sales head. Mr. Roach Sr. will serve in an advisory capacity and on the board of directors, his son revealed.

"I feel that this merger of production activities will place us in the best possible position to produce quality entertainment and commercials for the tv market," Mr. Roach Jr. declared.

"We have already blue-printed and are obtaining estimates for the building of two additional sound stages and are negotiating for additional stage space and facilities for this year's production.

"With an increase of 300% in our television commercial production, we are organizing a Hal Roach Television Commercial Div. and are negotiating for stage space in New York and Chicago," he revealed.

"I intend to continue the policy my father
the new Type 317
50 KW AM TRANSMITTER

Here's important news for radio broadcasters from coast to coast — from the manufacturer of the world's finest transmitters. The brand new Type 317 50,000 watt transmitter marks the first advanced development in high power AM Transmitters offered to broadcasters in several years — a revolutionary design that presents new standards of efficiency, performance and stability in the most compact 50 KW unit yet produced.

For Broadcast Equipment ABOVE and BEYOND the usual standards ... you can rely on

Outstanding Features

1. Higher efficiency — low power consumption.
2. Ease of installation — less floor space required.
3. Conservative design — all tubes and components operated well below maximum ratings.
4. Unexcelled performance — very low distortion.
5. Simplicity of circuitry — fewer operating controls.
7. Built-in "cut-back" for economical, high quality performance at 5 KW or 10 KW.
8. Automatic voltage regulation for all filaments.
9. A unique water cooling system for hot and dusty climates (also available air-cooled).
10. Transview type cabinets for style and maximum accessibility.

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. • Phone Evergreen 1137 • Dallas 17, Texas
You know Bosco that good fortifier chocolate)
really
dropped into the mouths of moppets
in Indianapolis in '54
Two announcements a week
on Chuckwagon Tales (our early eve. film series)
upped retail food chain sales 198%
that's
198%!
always observed, to make entertainment which the entire family can enjoy together,” Mr. Roach Jr. declared.

The studio currently has filming underway by the producers of NBC-TV’s It’s a Great Life, Life of Riley, So This Is Hollywood; CBS-TV You Are There and Amos ‘n Andy, and MCA-TV syndicated Where Were You? and Waterfront.

TBS Plans Hometown Series

PLANS for a tv film series, This Is Your Town, have been announced by William R. Riddle, owner and president of Television Broadcasting Service, New York. Each program will tell the story of the town in which it is being filmed, stressing the civic, cultural and industrial life of the town. The films will be made possible through the sponsorship of business organizations and civic groups in each town, Mr. Riddle said. The series will be in 16mm film. Each show will be 29½ minutes. Because people are naturally interested in their own community, Mr. Riddle said such a series will be valuable to television stations as both an audience and sponsor attraction.

Roberts Forms Own Film Firm

CLETE ROBERTS, tv reporter, has formed his own organization, Clete Roberts Productions Inc. to handle his World Reports, filmed news presentation already seen in many cities. The new firm will be headquartered in Beverly Hills, with Mr. Roberts as president and Joseph Brenner as vice president. Mr. Roberts, the announcement said, has been nominated by the Academy of Television Arts & Sciences for an “Emmy” award as the best national news reporter or commentator, the only non-network reporter so mentioned. His plans include a trip to world trouble spots.

Prockter Plans Six Series

A MINIMUM of six tv film series will be produced by Prockter Television Enterprises in 1955. Andrew Jaeger, vice president in charge of sales, has announced.

Mr. Jaeger reported that the scripts for three pilot films already have been completed and the pilots will be produced on the 20th Century-Fox lot in Hollywood beginning about March 15. The pilots are for three filmed series involving pirates and stories of the sea, biographical milestones and true romantic dramas. Jerome Robinson, West Coast vice president of Prockter, will supervise production.

G-K Decision Upheld

CALIFORNIA’s Supreme Court has upheld the California State District Court of Appeals decision of last December (B*TV, Jan. 3) which established Gross-Krase Inc. as the owners of stock in California Studios, Hollywood. The appeal to the Supreme Court was the third action taken by Theodora and Alwynne Sherman in seeking to recover their father’s stock in the studios. The tv film production company two years ago purchased the studios for $135,000 from the executor of the late Harry Sherman estate.

FILM SALES


FILM DISTRIBUTION


Association Films Inc., N.Y., has available to tv 26-minute sound and color dog movie, “Member of the Family.” Film traces life of dog from pup stage through experiences of household pet and is available to tv station as informational service of Ken-I Products Div., Quaker Oats Co., Chicago, to show proper care and feeding of dogs and desirability of dog in every family.

FILM PRODUCTION

Prentice Productions, Tulsa, Okla., is producing 15-minute Pulse Beat, reporter-interview program, in Europe, to be available for sponsorship in most markets by mid-March. Show interviews persons in countries outside U.S. for opinions regarding international news events.

Family Films Inc., Hollywood, signed to produce ten 30-minute tv films for Radio & Film Commission, Methodist Church, Nashville, Tenn.


FILM PEOPLE

Henry J. Zittau, formerly with Motion Pictures Televising, N. Y., to Associated Artists Productions, same city, as vice president and treasurer.

Milt Olin, eastern sales manager, Telefilm Enterprises, N. Y., appointed national sales manager.

Carl Brewster, account executive, KFVD Los Angeles to Polaris Pictures Inc., same city, in similar capacity.


Robert Cummings, NBC-TV Bob Cummings Show, father of girl, Feb. 21.
NCAA TV PLANS AWAIT FURTHER TALKS

Further discussions on 1955 football plans and tv policy will be aired in New York this week amid Big Ten and other maneuvers.

NCAA's decision on its 1955 football tv plans was delayed last week as the Big Ten continued to maneuver for a more liberal policy.

Ending a week of conflicting reports and flanking movements by the Western Conference, the NCAA announced late Thursday it will "review certain parts" of a proposed program on which it had earlier agreed in principle.

About all that is clear is that after the week's developments was that the 1955 program, when it finally materializes and is approved by the necessary two-thirds majority of those NCAA members voting, will:

- Be more liberalized.
- Embrace national and regional telecast features [CLOSED CIRCUIT, Feb. 28].
- Permit schools and/or conferences to negotiate directly with networks, stations and advertisers for tv rights.
- Loosen NCAA's four-year grip on the football tv offerings to the nation's televiewers—save for mechanical and administrative chores.

More Meets Upcoming

The committee will meet again in New York Monday and Tuesday at the Biltmore Hotel. The recommended plan will be withheld from mailing to the membership until "shortly after the meeting," according to Walter Byers, NCAA executive secretary, thus setting back the TV Committee's timetable perhaps a week or more down the line. It originally was to have been mailed Wednesday evening and announced Thursday.

One of the reasons attributed for the delay was "extensive research" into football schedules which, he said, have just become available. Additionally, the committee wants to review the "editorial" or semantic content of the principles concurred in the Feb. 17-18 meeting.

Mr. Byers said the research factor should not be construed as suggesting the plan is "impracticable"—essentially referring to regional provisions—but that indicates "one or two administrative problems" probably with respect to enforcing those provisions which the committee wants to reconsider. Whether the group would consider them "important enough to revise part of the plan" was not known or indicated by Mr. Byers.

He did acknowledge that the proposed program represents "a departure to some extent" from plans in previous years.

"In light of the research we have developed here, Chairman [E. L.] Romney [of the TV Committee] believes that another meeting should be held so that the committee can study and review this research data," Mr. Byers reported.

He also denied that certain institutions or schools had asked the committee to "reconsider" its program.

Observers felt, however, that pressure from the Big Ten motivated the decision to hold another meeting and rehash certain parts of the plan, particularly those dealing with regional telecasts.

Officially, the Western Conference has had no comment on what were purported to be the salient features of the 1955 program—features confirmed by NCAA sources. It was under-
Get on ‘Want’ Level With Tv, TvB’s Nelson Tells Cleaners

RAYMOND E. NELSON, director of national spot sales for Television Bureau of Advertising, New York, told the Chicago convention of the National Institute of Dry Cleaning last Wednesday to “get out of the ‘need’ category and onto the ‘want’ level, and do it with television.”

The dry cleaning industry is a ‘sleeping giant’ that has not kept pace with the dynamics of today’s selling, Mr. Nelson said in an appearance as guest speaker. He suggested that the dry cleaners could double their present $2 billion annual volume of business by changing their basis advertising approach and working on a collective basis.

Mr. Nelson pointed out the business potential in younger families—“the ones to whom appearance is more than just a good idea.” He said this potential could be tapped if dry cleaners make these people want their services.

“Television, the only medium for demonstration advertising—your best bet in creating this want—can forcefully bring to life the merits of good grooming, thereby encouraging and opening an immense reservoir of additional business,” the TvB executive said. He also offered the facilities of TvB to the institute in assisting in the best use of the medium.

ANPA Executive Advises Papers Seek Young Readers

“IF I WERE a newspaper circulation manager, I would seek out the young people, who have grown up first in the radio and then the television era of mass communications, and make them the target of a special circulation promotion,” Cranston Williams, general manager of the American Newspaper Publishers Assn., told the New Jersey Press Assn. a fortnight ago.

He said these people—the high school students, teenagers and young married couples—“represent the future circulation of your newspaper, and if you don’t sell them today, you may never sell them.”

“I am not prepared,” Mr. Williams said, “to say whether television has had any effect” in the decline in the number of daily newspapers per family since 1949. “However,” he continued, “there is no doubt that modern life is more complex and there are more things to occupy your reader’s time during his leisure hours.”

Persons getting married today, who are accounting for the increase in U. S. households, Mr. Williams declared, “are not the newspaper readers that we were 20 years ago.” The younger people have formed different habits, he said.

Hobby to Address AWRT

OVETA CULP HOBBY, Secretary of Health, Education & Welfare, will address the national convention of American Women in Radio & Television, according to Jane Dalton, WSPA Spartanburg, S. C., AWRT president. The convention will be held May 5-8 at the Drake Hotel, Chicago.

Other speakers will include Mildred McAfee Horton, first woman board member of NBC and wartime commander of the WAVES; Harold E. Fellows, NARTB president, and Bea Adams, vice president of Gardner Adv. Co., St. Louis. Mrs. Hobby, who was executive director of KPBC-AM-TV Houston prior to her government appointment, will be guest speaker at the annual McCall’s Magazine Awards Banquet May 7. Miss Adams will speak the previous day on the topic, “What’s Your Hurry.”

RACING COMPETITION?

WGR-TV Buffalo can give your sales a big boost in this market.
Consider these facts:

- Consistently proved to be Buffalo’s favorite station. Twelve of the top 15 shows are on WGR-TV. (Pulse)
- Serves over 447,938 TV homes in U. S. plus a bonus of 407,619 in Canada.
- Your advertising completely merchandised to your trade.
Ask for details.
- And a friendly station to do business with.

...to get ahead in Buffalo-Niagara you need... WGR-TV

CHANNEL 2 BUFFALO NBC BASIC

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto

March 7, 1955 • Page 63
Conn. Group Warned On Control Attempts

BROADCASTERS might as well prepare themselves for "marketing & advertising heating," NARTB President Harold E. Fellows told the Connecticut Broadcasters Assn. Thursday at a meeting held at the Bond Hotel, Hartford. All CBA stations except one attended the meeting.

Taking part in the program were Gov. Abraham A. Ribicoff, of Connecticut; FCC Comr. John C. Doerfer; C. E. Midgley Jr., media supervisor of Tel.Echy & Co., and Frank Silvernail, director of station relations for BBDO. (See story page 34-35.) J. Maxwell Ryder, WBYR Waterbury, presided as CBA president.

Mr. Fellows said broadcasters must jointly fly government infiltration into the social and economic facets of the nation. He added that 46 states have now formed broadcaster associations. Citing data on the size of the broadcast audience he said, "On a national average there are 62,406 people for every radio station in the U. S. . . . There are 400,982 people for every tv station, . . . There are on the air in the U. S. now 2,583 am radio stations and 402 tv stations. In the year just passed more radio stations went on the air than tv stations."

Broadcasters owe their obligation to fight proposed control of the medium first to the people and only secondarily to themselves. A trade association, he said, must wage a defense against injury and work constantly toward self-improvement. In the latter connection he cited the radio and tv codes, liaison with state associations in freedom of information and sports, and cooperation in solving common problems.

Gov. Ribicoff, speaking extemporaneously, said he did not plan to build educational radio-tv stations but could use them as clubs to induce commercial stations to do a good public service job. Failing, he could go ahead with state stations, he said. Gov. Ribicoff said he would sign a bill, if passed, giving stations liberal protection against statements by political candidates. He opposed telecasting of court trials and said he was "not for coverage of public hearings if radio station that covers his twice-daily news conferences, Gov. Ribicoff said.

Texas Broadcasters Meet April 25 in San Antonio

SPRING membership meeting of the Texas Assn. of Broadcasters will be held April 25 at the Gunter Hotel, San Antonio, according to Louis R. Cook, KNOW Austin, TAB president. Mr. Cook has named two committees to cooperate with NARTB activities in the sports and freedom of information fields. Named to the sports committee were Earle Fletcher, KTXL Fort Worth; Ben Wallace, KBST Big Spring; James Curtis, KFRO Longview; Fred Kincaid, KPLT Paris, and Dave Russell, KDFM Beaumont.

Appointed to the freedom of information group were Dave Morris, KNUX Houston, chairman; Joe W. Leonard Jr., KGAF Houston, director of their contributions to the solving of those problems.

Radio World's View

Horton Advises Ad Group On Selection of Media

ADVERTISERS and agencies today, faced with the challenge of selecting a particular medium to solve a particular sales problem, were advised on media selection by Frederic L. Horton, NBC director of network sales, last week. Mr. Horton prefaced his remarks on the value of radio with a recital of data showing that America is in a period of "dynamic growth," with substantial increases in purchasing power since 1940 and a more equitable distribution of income since that period.

But radio, Mr. Horton contended, "is not being used to the extent that it should be and consequently is not contributing to this country's dynamic growth, of which it is fully capable." He claimed this deficiency is not the fault of the medium, pointing out that at NBC new ways have been devised to use radio for "unrivaled dollar efficiency" and "thousands have been spent on research to "prove that radio provides a huge audience for the advertiser" (also see story on Robert W. Sarnoff radio talk, page 92).

Mr. Horton pointed out that radio is the only medium capable of reaching people in so many places, under so many circumstances —reaching them while they are using or are in need of the product you sell, and we at the networks have redesigned our programming and sales policies to best fit the listening habits of the nation." Mr. Horton said that the public realized the value and importance of radio, and cited the results of the recent NBC-Starch survey on evening radio listening, which he described as "most gratifying.

He asserted that some agencies and clients had sold radio short, and suggested they undertake a study of every medium to ascertain its value and to use the best medium geared to meet a specific sales problem. He proposed that radio be used "when and where its unique values can best make their contributions to the solving of those problems."

Page 64 • March 7, 1955
BIG ONES
for little ones...

You have a problem? Want to demonstrate how something tiny works? Want to bring something enormous into the studio before the TV camera? Your answer is... Film—

or for shows that tell all about everything, without change or "fluff," day after day, on or off network.

What's more, it's easy, economical to USE EASTMAN FILM.

For complete information, write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

AND BE SURE to film IT IN COLOR... You'll be needing it soon.
Is This "COVERAGE"?

You're half naked in Nebraska coverage if you don't reach Lincoln-Land—42 double-cream counties of Central Nebraska and Northern Kansas—642,250 people with a buying income of $900,000,000. KOLN-TV reaches over 125,000 families unduplicated by any other station!

The KOLN-TV tower is 75 miles from Omaha! This Lincoln-Land location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Lancaster from Philadelphia.

KOLN-TV COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10  •  316,000 WATTS  •  LINCOLN, NEBRASKA

Avery-Knodel, Inc., Exclusive National Representatives
Art Directors Set Plans For Adv., Editorial Show

THE ART Directors Club of New York has announced its 34th annual exhibition of advertising and editorial art and design. Medals and awards of distinctive honor will be determined by a jury. Deadline date for submitting entries to the club, which is located at 115 E. 40th St., New York, is March 21.

Any advertising or editorial material which appeared in published form between Feb. 15, 1954, and Feb. 15, 1955, is acceptable for entry.

Television commercials may be submitted in either a film or kinescope as separate reels. Live commercials, film commercials, limited action commercials, shared ID's should be submitted on single frame entries as 4" x 5" photo prints, mounted on 7½" x 11" black mat backing.

A 50-cent handling fee is charged for each piece of material submitted. A $5 handling fee is charged for each tv commercial film submitted.

Pa. Broadcasters Theme: "March Is Radio Month"

A SATURATION campaign, "March Is Radio Month," is being conducted by the Pennsylvania Assn. of radio station employees in taking part. All stations are using kits containing announcements, five-minute package programs, publicity material and newspaper mats. David A. Bennett, WFTA (TV) Harrisburg, president of PAB, said "the number of state homes where families listen to radio has increased to over 3,000,000, or 7% of the radio homes in the United States."

Peter Bennett said that there are 150 radio sets per square mile in the state, not counting automobile radios. Stations are broadcasting brief messages describing their public service, news, entertainment and community programs and activities.

Three Stations Join RAB

RADIO Advertising Bureau has announced the addition of CKLW Windsor-Detroit, WMAL Washington and WIBC Indianapolis as RAB members. Bennett, WTPA (TV) Milwaukee, is the committee chairman:

Missouri Assn. Sets Meeting

MISSOURI Broadcasters Assn. March 15-16 will hold its semi-annual meeting in connection with the BMI clinic at the Colonial Hotel, Springfield, Mo. Catherine Roer, secretary of the association, has announced. Gene W. Dennis, account executive of R. J. Potts, Calkins & Holden, Kansas City, will be the principal speaker at the opening session.

TRADE ASSN. PEOPLE

Jerome Stil, general manager, WMIL Milwaukee, elected president, Wisconsin Broadcasters Assn., filling unexpired term of Harry Peck, formerly of WISN Milwaukee.

Robert T. Mason, president, Marion Broadcast Co. (WWMN Marion, Ohio), chosen Fifth District Adv. Club Man of the Year, at Adv. Federation of America district meeting for national and local civic participations and endeavors and achievements in radio field; Barnie Johnson, editor, Ad-Denla, house organ, Marion Sales-Ad Club, presented award for excellence of publication.

GOVERNMENT

FCC PROPOSES RULE TO KEEP TV TOWERS WITHIN FIVE MILES OF ASSIGNED CITY

Move is first Commission has made to tighten up the rules of its Sixth Report. Action came after WKNX-TV Saginaw request. Five cases involving antenna moves are now before the Commission, and at least five stations now operating are covering major markets from transmitters more than five miles away.

ALMOST three years after it issued its national allocation plan and rules—following the three-and-a-half-year freeze on tv grants—the FCC moved last week to tighten up its tv rules.

In the first such move—previous revisions (satellite operation, low power, etc.) tended to liberalize the regulations set forth in the 1953 Sixth Report and Order—the FCC proposed to limit tv transmitter locations to not more than five miles from the borders of the city to which a channel is allocated.

The notice of proposed rule-making was issued the same day the FCC wrote to WSTV-TV Steubenville, Ohio, that the $1 million purchase of the ch. 9 station by CBS and its move to Florence, Pa.—with its transmitter located 5.3 miles from downtown Pittsburgh—could not be granted without good cause.

The FCC's new five mile limit for tv antennas followed a petition by ch. 37 WKNX-TV Saginaw, Mich., asking that very thing [80 T, Dec. 20, 1954]. WJRT (TV) Flint, Mich., was the only party to file an opposition to this petition.

The proposal would permit exceptions to be made provided good cause is shown. The Commission mentioned air hazard considerations and local zoning regulations as two such reasons.

Waiver Requires Plans Disclosure

Any request for a waiver, the Commission pointed out, would have to make a full disclosure of all agreements and understandings with networks. It also would require full disclosure of studio plans, hours of local programming and a description of programming from each studio, if more than one.

The WKNX-TV request—which was filed by the Washington law firm of Cortina & Scheiner—stated that FCC withholding action on any applications seeking transmitter sites farther away than five miles of the main city pending the resolution of this transmitter location proposal. The Commission said, however, that this was not necessary. It would consider such applications on a case-by-case basis.

Actually, a petition similar in intent to the WKNX-TV proposal was filed in 1953 by WGRD Grand Rapids. It asked that the FCC require that no station put a signal of greater intensity over any city than that which it places over its "primary" city. This was denied by the FCC at that time.

Comments on the FCC's five-mile-limit proposal is requested by April 15, with reply comments due April 25.

When CBS bought WSTV-TV Steubenville—pending FCC approval, of course—the station asked that the channel be moved to Florence, less than 15 miles from Steubenville, in Allegheny county, Pa. Current FCC regulations permit channels to be moved to another city within 15 miles of the city to which originally assigned without the requirement of a rule-making proceeding.

WSTV-TV was permitted to place its transmitter site 3.5 miles from the center of Pitts- burgh, and 22.5 miles from Florence. There is no fixed requirement regarding antenna sites for tv stations except mileage separation and the presence of a station on the same channel over the so-called principal city (74 dbu for channels 2-6, 77 dbu for channels 7-13 and 80 dbu for uhf channels).

The proposal asked the Commission to consider moves of a channel located in Steubenville to a site 20 miles away (ch. 36). The Commission struck down the move.

In its March 2 McFarland letter to WSTV and to CBS, the Commission said it was not its intention to permit Sec. 3.607(b) to be used as a bridge to locate stations to serve a community more than 15 miles from the city to which the channel is allocated. This move, the FCC said, is "inconsistent" with the purpose of the tv channel allocation. The additional site, permitted by the 15-mile rule (Sec. 3.607 (b)), is not included in the Steubenville stations' coverage, but substituted, the Commission said.

The FCC asked for a reply in 30 days.

The Commission's action on WSTV-TV's request to move its channel to permit it to cover a large metropolitan area [see, "Coming in the Back Door to Cover a Major Market," BRT, Jan. 17] is actually the second such by the FCC.

Late last year, when KSLM-TV Salem, Ore., asked permission to move its transmitter site to a location 35 miles from Salem—the better to cover Portland, Ore.—the Commission demurred, asking the Salem station to explain its reasons.

Pending applications at the FCC which seek such moves involve WSLA (TV) Selma, Ala., which seeks to move its transmitter 49 miles away, to cover Montgomery, Ala.; KGEO-TV Enid, Okla., which wants to move its antenna to a site 30 miles away, to cover Oklahoma City; and KSWT-TV Roswell, N. M., which wants to move its site 40 miles away in order to encompass a region which includes Clovis, Portales, Carlsbad, Hobbs, Lovington and the White Mountains area.

All are still being processed.

Among the stations now operating whose antennas are a considerable distance away from their principal city—much farther than the five miles recommended in the FCC's proposal last week—are:

KUGL-TV Galveston, Tex., whose antenna is 21 miles away, and which holds a grant for a transmitter site 27 miles away, covering Houston; KOVR (TV) Stockton, Calif., 35 miles away, covering San Francisco; KTVX (TV) Muskogee, 22.5 miles away, covering Tulsa; WTVF (TV) Nashville, Ind., 18 miles away, covering Indianapolis; WINT (TV) Waterloo, Ind., 18 miles away, covering Fort Wayne.

Holding grants, but not yet on the air, are KCOA (TV) Denver, Colo., which is 30 miles away, covering San Francisco, and WTVM (TV) Muskegon, Mich., whose transmitter site is 20 miles away, covering Grand Rapids.

Although not exactly in the same category as those above, the situation involving WSPA-TV Spartanburg, S. C., also is considered among the cases which are affected by the FCC's proposed 5-mile rule. A petitioner asked the FCC to order WSPA-TV to Paris Mt., 27 miles from Spartanburg and a half-dozen miles from Green- ville, S. C. It has been under constant attack from Greenville and Anderson, S. C., stations.
The Censorship That Impoverishes Freedom

The gag agreement between British political leaders to silence discussion on specific issues during a two-week period prior to Parliament debate evoked a minor bombshell in Britain (see story, page 97). This was news analyst Eric Sevareid had this to say on his CBS Radio broadcast of last Monday night.

GOOD EVENING . . . Radio and television have become integral parts of the political life of both the American and the British people. But the London dispatches this week reveal again the sharp contrast in operations of the electronic media and in the philosophies behind them.

Broadcasting in Britain is a quasi-governmental monopoly. Generally it is handled with sufficient skill and freedom so that people are hardly aware of the ultimate hand of government. This week the British people are keenly aware of it; they have suddenly discovered that political leaders have so arranged things that they may not hear, on TV or radio, panel discussions of vital public matters within two weeks preceding debate on the specific matter by the British Parliament. This was revealed by an angry moderator, forbidden to discuss the hydrogen bomb. Churchill endorses this general prohibition. He believes public debate would impair the prestige and power of the Parliament he loves.

Exactly why is a little hard to see. These matters are debated, searchingly and constantly in the British press, any time the press chooses; and the actual parliamentary debates—live broadcasts—are read in detail by about as small a proportion of the public as read the Congressional Record here in America. One would think that broadcast debate, by authorities from private as well as political life, would not only enrich the public's understanding but infinitely enrich and sharpen the debate when it reaches the Parliament. That is constantly occurring here.

Given the government's control, the BBC cannot fight its own battles publicly. So the London press is challenging the government either to impose this gag by law, or to remove it. The real story of the gag is a revelation of the dangerous distortions to which government monopoly can lead; for it has been imposed in actuality, by private agreement between the political party leaders, both those in and those out of government. And the critics argue that they are not so much concerned with the prestige of Parliament as they are with control of their particular party. In the party's interest, they are trying to control the manner in which public issues are presented, and by which party personalities. One of the results of this political interference with what the people shall hear is that British broadcasting presents only those political debaters selected for it by the two party leaderships.

It is a fashion for some intellectuals who deplore the wide and sometimes wild intellectual variety of American broadcasting to express preference for the British system, where all is so neat and high minded and orderly. If they are not disturbed by this arrogation of control over the British mind, then surely they have forgotten the basic relationship between freedom and order. Each depends upon the other, but order so imposed as this can lead only to disorder.

This is not to say that America has no disorder in its broadcast discussions of public issues, it does indeed, but it comes, happily, not because of political control but because of the freedom, the very variety to be found in our broadcast spectrum in any given week. The number of discussion programs has grown at a rate much greater than has the supply of political figures worth listening to; so we tend to hear the same personalities over and over again on the best level, and second-rate personalities on various other levels.

This is a serious problem, hard to solve; but its solution does not depend upon secret agreements between those who hold the political power. And for any democracy, the problem imposed by informational wealth is a safer problem than that of poverty imposed.

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S. F. TV Problems Unknown When Site Picked, Ike Says

PRESIDENT Eisenhower was not aware of the problems facing radio-TV broadcasters in covering the 1956 presidential nominating conventions in two widely-separated cities within a short period, he said at his Wednesday news conference.

Asked by Edward T. Folliard, the Washington Post and Times-Herald, what he thought about San Francisco as a site for the Republican convention and the merits of a short campaign, the President said:

“Well, when they asked me about this selection of cities, I didn't know all of the technical details of television, and switching it from one convention to another or all of the other things that so engaged the attention of the (Republican National) Committee.

"I said I knew the climate of the areas, and I liked that, San Francisco, better than I did Chicago; that was my remark.

"Now, I don't know that the timing and the place has any great effect upon the succeeding campaign. I doubt that it has.

"I rather think it is a good thing to shift around from one city to another, really, that is what I thought, instead of always going back to the same place—switch around in this country. It is a big country, and if the place can accommodate the members of the convention, let's—why, let's go there once in a while."

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DISMISSAL OF LAMB CASE ASKED OF FCC

Petition for renewal of Edward Lamb's WICU (TV) Erie, Pa., is filed. It charges FCC failed to substantiate charges against Mr. Lamb.

PETITION to dismiss the WICU (TV) Erie, Pa., license renewal (Petition to go on the record) to the station's renewal—on the ground the FCC has failed to find any evidence which would disqualify owner Edward Lamb—was filed with the Commission Tuesday. This motion also was tendered to withdraw and delete the issue concerning the charge by Mr. Lamb that FCC employees caused at least one bribe to be offered to secure false evidence against him. Reply to these pleadings is to be filed early this week by the FCC Broadcast Bureau. It is expected to oppose the motions.

The WICU hearing was recessed by Examiner Herbert Sharfman a fortnight ago, following completion of cross-examination of ex-communist Lowell Watson, when Lamb counsel Russell Morton Brown gave notice of his intention to file the preventative petition.

Pointing to the recantations of testimony by Mr. Watson and Mrs. Marie Natvig, both of whom previously had identified Mr. Lamb with communist activities, Mr. Brown charged that the Broadcast Bureau had completely failed to make a case (B&T, Feb. 28).

Both Mr. Watson and Mrs. Natvig testified before Mr. Sharfman last month that their testimony last fall, that Mr. Lamb, with communism, was false and incorrect. Mrs. Natvig charged FCC counsel with "coercion" as the explanation for her original testimony. Mr. Watson claimed he had been "conditioned" and misled.

Meanwhile, a Federal grand jury in Washington last Monday and Tuesday considered the testimony given by Mrs. Natvig in the FCC hearing. After a mid-week adjournment, the grand jury was to resume its inquiry Friday, a Justice Dept. spokesman said.

Advised to Keep Silent

Mrs. John Dwyer, attorney appointed by the Legal Aid Society for Mrs. Natvig, told B&T that although Mrs. Natvig originally indicated she would appear before the grand jury voluntarily, she probably would advise Mrs. Natvig not to appear and not to issue any public statement.

On Tuesday, two FCC employees testified before the grand jury. They were recognized by reporters as Thomas B. Fitzpatrick, attorney, and Robert D. J. Leahy, investigator. Both have been working on the Lamb case for the Commission.

At the request of the Justice Dept., the FCC also has turned over the transcripts of Mr. Watson's testimony in the Lamb case.

In his memorandum of law to support his motion, Mr. Brown explained the pleading "is in the nature of a demurrer to the evidence, motion for directed verdict, motion for acquittal and similar trial practices. When the plaintiff of prosecution [FCC] has failed to make out a prima-facie case, there is no point in injuring the defense [Mr. Lamb] to the needless waste of time, effort and expense in ad- ducing evidence." He cited other cases which would support the authority of Examiner Sharfman to dismiss the proceeding and renew WICU license.

The WICU petition contended "the record
You'll notice the difference at once—the way revolutionary "Scotch" Brand Extra Play Tape outperforms ordinary long play tapes with old-fashioned, full-depth oxide coatings. There's a crispier tone, higher fidelity on "Scotch" Brand... and a generous 3 db. boost in the high frequency range.

The secret of "Scotch" Brand's superiority? It's the completely new oxide dispersion process. By laying carefully filtered, fine-grain particles in a neat, orderly pattern, "Scotch" Brand is able to produce a super-sensitive magnetic recording surface that contains the same amount of oxide as conventional tapes, yet is 50% thinner. That's important to remember when buying tape. Because recording experts are aware that a thinner, more potent oxide coating is essential for improved results with long play magnetic tapes.

Ask for "Scotch" Brand Extra Play Tape today!
contains no evidence that Edward Lamb misrepresented or concealed facts from the Commission, and there is no evidence of record which he should be required to disprove.

The petition asserted the record "warrants and requires," a finding that "by each of Mr. Lamb's statements, set forth by the FCC in its hearing order of June 4, 1954, is literally and actually true and correct." The statements cited were assertions made by Mr. Lamb under oath that he had never had communications with anyone.

The petition requesting the FCC to delete the issue about Mr. Lamb's allegation of attempted bribery pointed out that the issue "relates solely to averments made in a certain complaint filed by the applicant in the U. S. District Court" last summer. The court suit was an unsuccessful effort to halt the FCC hearing [B'T, June 14, May 17, 1954].

"Inclusion of this issue in the matters set for hearing would require the applicant to disclose its evidence in advance of trial, and this might prejudice the conduct of the court proceedings and interfere with the administration of justice," the WICU petition said.

Lamb Buys K. C. Heater Firm


Bricker Says Kefauver Erred In McConnaughey Questioning

SEN. JOHN W. BRICKER (R-Ohio) in a letter last week to Sen. Estes Kefauver (D-Tenn.) charged the Tennessean with being "factually erroneous" during the latter's questioning of FCC Chairman George C. McConnaughey at a hearing on Mr. McConnaughey's nomination to the FCC a fortnight ago [B'T, Feb. 28].

Sen. Bricker said Sen. Kefauver was wrong when during questioning he said he believed "we have never had a commissioner who came on the Commission who had been the counsel for some of the people that he is now going to have to disprove the case for." Sen. Bricker named three members or former members of the FCC as representing broadcast interests before being named to the Commission: Paul A. Porter, a former FCC chairman, who was Washington counsel for CBS for five years prior to his appointment; Wayne Coy, also a former FCC chairman, who was director of WINX-AM-FM Washington, D. C. (now WOOK), before going to the FCC, and present Comr. Robert T. Bartley, who from 1939-43 was a director of the Yankee Network and from 1943-47 was employed by NAB (now NARTB) before his present appointment to the FCC in 1952.

Sen. Bricker said he did not believe Sen. Kefauver "intentionally singled out lawyers solely by reason of their previous professional connections for disqualification from service on the FCC." He added, "I believe that the point raised by Sen. Kefauver is a legitimate point that may be a measure of fidelity to public trust nor can it truthfully gauge even unconscious favoritism." He asked that the letter be made a part of the hearing record.

Mr. McConnaughey testified at the hearing he had represented AT&T companies during the period 1948-53.

WPRO-TV Gets STA

AFTER a year-and-a-half of litigation since its original grant, ch. 12 WPRO-TV Providence, R. I., was granted special temporary authority by the FCC last week to begin operation on a commercial basis. The STA, to expire Sept. 5, is conditioned upon such action as the Commission may be required to take as the result of final determination of the appeal pending in court by ch. 16 WNET (TV) Providence. WNIT objected to the WPRO-TV grant in a Sec. 309(c) economic protest filed by Frieda B. Hen- trick in the action to grant the STA.

ACTION IMMINENT ON McCONNAUGHEY

THE Senate Commerce Committee will meet in closed session at 10 a.m. Wednesday, its regular meeting date, to act on the nomination of George C. McConnaughey to the FCC and to transmit other business.

The nomination was expected to be reported favorably by the committee, although it was not certain whether the vote would be unanimous.

The committee had been expected to meet last week on the McConnaughey nomination, but Chairman Warren G. Magnuson (D-Wash.), who left on a business trip to Seattle shortly after the committee hearing the week before [B'T, Feb. 28], took advantage of a comparatively quiet period in the Senate to remain in his home state a few days longer. He was to return to the Nation's Capital today (Monday).

The record was left open after the Feb. 23 hearing for additional comments. Mr. McConnaughey, who assumed chairmanship of the FCC Oct. 4 under an interim appointment by President Eisenhower, would serve the remainder of a seven-year term, left vacant by the resignation of Comr. George Sterling, which began July 1.

After committee approval, the McConnaughey nomination would go to the Senate for vote on confirmation.

Three New Standard Outlets Given FCC Authorization

NEW standard daytime stations at Madison, Ind., Albuquerque, N.M., and Mayodan, N.C., were granted by the FCC late last week.

New daytime station on 1270 kc with 1 kw directional at Madison, Ind., was authorized to Electric Laboratories Inc., former permittee of WORX Madison. The permit for WORX, daytime on 1440 kc with 500 w directional, was deleted by the FCC last November.

At Albuquerque, a new facility on 1430 kc with 500 w was granted to Grande Broadcasting Co., an equal partnership of D. W. Schieber, employee for manufacturer of house trailers, and W. R. King, farm director and announcer at KYMA Yazma, Ariz.

At Mayodan, a new daytime station on 1420 kc with 500 w was granted to G. E. McDaniel, stockholder of WFMB (FM) there. Mr. McDaniel also deals in real estate and furniture.

FCC also authorized WDVH Gainesville, Fla., to change operation from directional day-time to non-directional on 980 kc with 5 kw.

SENATE UNIT APPROVES COMMUNICATIONS PACT

ITC treaty now goes to the Senate for ratification. It provides appeal to the World Court or arbitration on Soviet jamming of Voice broadcasts.

THE Senate Foreign Relations Committee last week reported favorably on the International Telecommunications Convention with annexes and final protocol signed in December 1952 at Buenos Aires. The treaty now goes to the Senate for ratification.

The Senate heard testimony from a State Dept. official that the convention has "no teeth" to prevent Soviet jamming of Voice of America broadcasts.

Francis Colt DeWolf, chief of the State Dept.'s Telecommunications Policy Staff, said jamming "is such a horrendous crime it isn't even mentioned" in the agreement. Mr. DeWolf also was U. S. representative to the 18-member administrative council of the International Telecommunications Union, made up of 90 member and five associate member nations.

Under questioning, Mr. DeWolf said Soviet jamming violates voluntary agreements provided by the convention against interference. He added that ITC does provide for appeal to the World Court or arbitration, therefore, leaving a method open for branding an offending nation as "iniquitous" to the treaty, although no method of enforcing it.

The Senate group, under the acting chairmanship of Sen. Theodore Francis Green (D.-R.I.), also heard testimony from J. Paul Barringer, director of the State Dept.'s Office of Transport & Communications Policy.

Mr. Barringer said ITC represents a revision of the Atlantic City Convention of 1947 and that 37 nations have approved the plan, which provides that a nation must ratify it by Dec. 31, 1955, or lose its vote.

Corpus Christi Ch. 10 Ruling Is Protested

EXAMINER's initial decision proposing to grant ch. 10 at Corpus Christi, Tex., to K-SIX Television Inc., was taken to task by the FCC's Broadcast Bureau last week in elections with claims that "invaled executives" were employed to weigh the relative merits of the three applicants [B'T, Jan. 24].

Exceptions protesting the initial decision also were filed by the two losing applicants, Superior Television Inc., and KEYS-TV Inc. Superior is owned 25% each by J. D. Wrather Jr. and Maria Helen Alvarez, principals in KFMB-AM-TV San Diego, KEYS-TV Inc. is headed by principals in KEYS Corp. K-SIX Television, owned 51% by KSIX there, filed a brief supporting the examiner's ruling but took exception to his failure to find and conclude that the proposed successful applicant "should be located on additional grounds and by a wider margin."

In its brief, the Broadcast Bureau explained its exceptions "are based upon the examiner's adoption of invalid standards for assessing the proposed applicants. The failure to make additional findings necessary to a full and equitable consideration of such proposals; the invalidity of conclusions from the evidence considered; and that little or no weight could be accorded them; and the impact of the improper application of standards or the weight accorded to various conclusions upon the ultimate decisional conclusions."
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Eliminates extra manpower requirements

opaque and transparency projector

REMOTE OR LOCAL CONTROL
CHECK THESE NEW FEATURES

- Completely automatic...utilizing features contained in the now famous Telop and Telojector...Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading...additional pre-loaded slide holders easily inserted in unit.
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SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, artwork, transparent 3½″ x 4″ glass slides, strip material, and 2″ x 2″ transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

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FCC Fears Multiple Ownership Ruling Jeopardizes Its Powers, Will Appeal

Court's decision forbidding FCC's arbitrary numerical limit on stations a person or entity can own to be bucked to Supreme Court.

FEARFUL that its rule-making powers are in jeopardy, the FCC last week decided to ask the Supreme Court to review the U. S. Court of Appeals decision which a fortnight ago knocked out its numerical limitation on multiple ownership [B•T, Feb. 28].

The Commission's lawyers began work drafting a petition to the Supreme Court for a writ of certiorari. This is a request for permission to file an appeal. Commission attorneys implied that they expect to have the full support of the Dept. of Justice, which is a party to the original suit brought by Storer Broadcasting Co. against the FCC.

The appellate court said, in a unanimous three-judge decision written by Circuit Judge Wilbur K. Miller, that Sec. 309(b) of the Communications Act says that the FCC must grant a hearing to any applicant whose application it cannot grant. This supercedes the multiple ownership regulation, which limited the number of am, fm and tv stations which might be owned by a single person or entity, the court said.

In am and fm, the maximum is set at seven; in tv it also is seven, of which not more than five may be vhf outlets.

The court did say, however, that in certain instances the Commission properly could refuse to accept an application. These were, the court pointed out, where the applicant was an alien, or where an application was for a tv channel not allocated to the city applied for or where an application is filed for an unlawful purpose.

The case originated in 1953 when Storer applied for Miami ch. 10. Storer at that time had the maximum number of stations permitted to be owned by a single owner—five. The FCC refused to accept the application. Storer then challenged FCC's multiple ownership rules.

Some Court Upheld FCC

What displeases FCC attorneys is the fact that the same court only last year upheld the Commission's rule-making power in making a nationwide tv allocation plan—which assigned channels to various communities. This was the Logansport, Ind., case [B•T, Feb. 1, 1954].

They also feel that the Supreme Court's 1943 decision upholding the Commission's right to regulate station-network relations (the Chain Broadcasting rules) specifically gives the Commission the right to establish such rules as the controverted multiple ownership provisions. In the Chain Broadcasting rules, the Commission said it would not renew a station's license if it violated certain maximum limitations regarding option time for networks.

The Commission fears, it was learned, that if the multiple ownership decision is allowed to stand, the ensuing rash of applications would bog it down in endless hearings.

Among the regulations which most observers feel would be affected by the court's ruling are:

- The so-called "10% rule." In this, the Commission late last year included as a rule what had been an engineering standard. Simply stated, the rule says that the FCC will not grant an application for a new station, or for a change in facilities of an existing station, if more than 10% of the people to be served by the new facilities will suffer interference from other existing stations.
- Duopoly. This prevents one person or owner from owning more than one station of the same kind in the same market.
- Maximum powers. This is set forth in FCC rules for fm broadcasting (clear channels, regional channels, local channels), in fm and tv.
- Tv separations. In its final tv allocation plan, the Commission specified that Zone I vhf co-channel stations must be separated by 170 miles. Zone II by 190 and Zone III by 220.

The latest FCC move using a numerical designation came last week when it issued a notice of proposed rule-making to prohibit the location of a tv transmitter site more than five miles from the boundaries of the principal city to which the channel is allocated (see story, page 67).

The court, in its decision, stated it was sure that the FCC would grant Storer a hearing on its two-year-old application for ch. 10 in Miami. Since then Storer has acquired ch. 23 WGBS-TV Miami—it's seventh tv station, and second uhf. The ch. 10 hearing for the Florida city has been ended and an initial decision is awaited. Storer spokesmen indicate that they are marking time, now that the Commission has...
asked for an appeal, until the case is decided finally before determining what it intends to do in this respect.

Although FCC Chairman George C. McConnaughey and several commissioners begged off commenting on the decision, other commissioners expressed these ideas:

Comr. Robert E. Lee: “I favor appealing...”

Comr. Rosel H. Hyde: “The implication of the ruling raises grave questions as to the FCC rule-making authority. It may well place a tremendous additional administrative burden on the Commission...”

Comr. John C. Doerfer referred to his separate opinion in the 1954 order which established the five and two maximum for tv ownership. In that opinion, Comr. Doerfer, concurring in the decision, nevertheless expressed misgivings regarding the choice of a numerical limitation. He suggested that a number related to population, area or capacity to program would be more realistic.

Comr. Frieda B. Hennock earlier had announced that she favored an appeal to the Supreme Court. She also had said she favored a maximum of three tv stations to a single owner.

On Capitol Hill, Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, said of the decision this week that it “poses a grave question as to the adequacy of the Communications Act to prevent monopoly.” He said his committee would take up the ruling.

Sen. John O. Pastore (D-R.I.), chairman of the Senate Commerce Communications subcommittee, said that the committee must first find out from the FCC what impact the decision will have on the industry. He added, however, that he thought the FCC was on “shaky” ground in setting a numerical limitation in the first place.

Sen. John W. Bricker (R-Ohio), ranking Republican on the Senate Commerce Committee, said he had not read the decision in its entirety and therefore was loath to comment.

Sen. A. S. Mike Monroney (D-Okl.) said he was not familiar enough with the subject to comment on the court’s decision.

There is a belief in some quarters that Sen. Harley M. Kilgore (D-W.Va.), chairman of the Senate Judiciary Committee may take up the subject. The Senate Judiciary Committee is seeking $250,000 to investigate monopoly. At one time Sen. Kilgore was especially interested in investigating monopoly in radio and tv broadcasting.

Some observers feel that Congress will certainly use the appellate court’s decision to legislate regarding monopoly. One recommendation in this line, submitted by former FCC Assistant General Counsel Harry M. Plotkin in his memorandum as special counsel to the Senate Commerce Committee, is to limit to three the number of stations which networks might own.

**NARTB Comments on Limits**

COMMENTS were filed with FCC last week by NARTB questioning the feasibility of proposed limitations regarding bandwidth and spurious emissions of am and fm stations. NARTB suggested formation of a special technical group to study the problem and said it is not aware of any data relating to interference produced by transmitters in the aural services which would warrant such extreme measures as proposed. NARTB petitioned FCC for additional time to submit reports by technical committees after further investigation.
HOUSE RULES GROUP SETS CLOSED MEET TO CONSIDER TELEVISIONING OF HEARINGS

Rep. Meader at hearing urges committees be given latitude to decide on radio-tv coverage. He says such omission 'draws a curtain' on the public's right to know. Others say tv might cause new criteria for electing congressmen based on best appearances and glibpest tongues and that it would be unfortunate to allow such coverage.

THE HOUSE Rules Committee, after hearing testimony during two days last week on a resolution which would amend House Rules to permit broadcasting and televising of committee proceedings, set the proposal and others for consideration at a closed session tomorrow (Tuesday).

Pro and con testimony was heard on a resolution (H Res 99) introduced Jan. 20 by Rep. George Meader (R-Mich.) to amend House Rule XI 25 (a) to allow microphone and camera coverage at the discretion of the committee concerned. Electronic media coverage of House committee proceedings currently are prohibited under interpretation of House Rules by Speaker Sam Rayburn (D-Tex.).

Testifying in favor of H Res 99 were Rep. Meader and Reps. Kenneth B. Keating (R-N.Y.), Charles B. Brownson (R-Ind.), Donald Jackson (R-Calif.) and Hugh Scott (R-Pa.). Testifying against it was Rep. Clyde Doyle (R-Calif.). Reps. Ray J. Madden (D-Ind.) and Henry J. Latham (R-N.Y.), committee members, voiced support of the resolution, while members William Colmer (D-Miss.), Clarence J. Brown (R-Ohio), Richard Bolling (D-Mo.) and Harris Ellsworth (R-Ore.) argued against it.

NARTB before the hearing last week sent a letter to Rep. Howard W. Smith (D-Va.), chairman of the committee, urging a favorable report on the bill.

First day of the Wednesday-Thursday hearing Rep. Meader, in support of his proposal, said a definite rule should be made to clear up existing doubts as to how the present rules apply to tv; that although the rules do not specifically permit tv coverage, neither do they expressly permit press coverage, yet the press is admitted. He urged that committees and their members be given latitude in making their own decision on coverage. He said omission of radio-tv coverage "draws a curtain" on the public's right to know what is going on.

Rep. Keating said he agreed in part that committee hearings should not be completely blacked out to radio-tv and said broadcasters can be relied upon to demonstrate proper selectivity in coverage of proceedings.

Rep. Madden described radio-tv as a great help in acquainting the greatest number of the public with the activities of Congress, adding that busy congressmen could benefit from watching tv programs showing what other committees are doing. He said he did not believe, however, that a witness should be compelled to testify before cameras against his will.

Rep. Brownson described how tv helped publicize the work of a House Small Business subcommittee which held hearings in Indianapolis in 1951. He said 40% of the area's population saw the hearings on tv. He said an hour-long film made from one subcommittee's activities last year in Korea had been helpful in pointing up the work of the group when shown later on tv.

He said about a third of each congressman's time is spent on committees and reported that 90% of this work on tv film to constituents would be helpful. He said tv coverage would do a public relations job for the House and keep it from being outshone by the Senate, where committees decide on tv coverage.

Now that congressmen are about to get their salaries raised, the public should be allowed to "sit in" on this "high-priced cast," and see its members perform, he said.

Rep. Jackson praised television for publicizing hearings held by a House Un-American Activities subcommittee last year in Seattle, where, he said, a half-million people watched the hearings on tv. To add to the audience, he said, 43 national organizations and hundreds of voters sent letters commending the committee on its work.

Open Telecasting Seen

He called tv "more and more" the major medium of information and predicted that eventually public pressure will force Congress to open all its activities to the tv camera, with the possible exception of the House chamber.

He said two million viewers watched 1954 hearings of the Un-American Activities group in Los Angeles. He added that if congressmen are tempted to "ham" before the cameras, they should not be put on tv and voters can decide whether to re-elect them. He said present tv techniques have eliminated much of the noise and confusion which opponents claim is caused by video.

He said Congress does not have the power to decide what should be "news" media, what should be "entertainment" media, and so on.

Rep. Latham said he felt tv "is here to stay"; that it can present both sides of any public issue and that it can build up or break down a person in public office.

Rep. Scott said he favored the Meader measure and said the committee should have the authority to decide on tv coverage. He described television as "one more choice" of media from which the public can get information to express pro or con viewpoints.

Rep. Colmer said he did not believe House activities should be broadcast or telecast, saying that "nothing can bring about more abuse" than to have "prima donnas" on tv. He said most members of Congress have bigger than average egos or they wouldn't be congressmen.

This ego comes out before the cameras, he said. If Senate committees hadn't been televised, he said, the House Rules Committee "wouldn't be here today." He said he advocated a rule expressly prohibiting tv coverage of committee proceedings.

He said he felt it would be unfortunate if the House should imitate the Senate in allowing tv coverage. He said the public gets good coverage from the press without the "confusion, mess and chaos" of television.

Rep. Brown said he was "sick" of hearing broadcasters talk about discrimination against them. He asked: Can't radio and tv reporters come in the committee room and write material for newscasts?

When Rep. Jackson said that radio and tv
From the pioneer maker of transcription turntables comes the finest Gates transcription turntable of them all—three speeds plus motor switching from one smooth running lever and a new high torque in silent motor power.

Available in both chassis and many complete turntable styles that are attractive both mechanically and budget-wise.—You will like this newest of the many new and modern Gates products for the radio and television industry.

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.
depend upon the-spot presentation. Rep. Brown sarcastically replied that in that case, newspaper reporters should be allowed to bring their typewriters and printing presses into the courtroom. He said he had seen instances in which broadcasting companies slanted news presented on radio and tv.

Rep. Ellsworth, himself a broadcaster (KBS-B, Allentown), said he was concerned that tv might cause new criteria to be set up for electing congressmen, where those who make the best appearances and have the glibbest tongues would get the popular vote. This would mean the people's decision, he said.

Rep. Bolling said he didn't believe the tv camera is "truthful." He said television is for demagogues and clowns as well as for honest men, and questioned whether the function of Congress is to educate as well as legislate (through televising of hearings).

Rep. Doyle said granting the right to televise should be done cautiously. This authority should not rest with the committee, he said. He said some broadcasters have used their facilities to give some persons advantages over others.

The NARTB letter, signed by President Harold E. Fellows, said exclusion of broadcasters from the House is both discriminatory and is depriving the body of a service to reach the public with news of its activities. He said broadcasters would prefer treated as a "sobering influence" born of the presence of the electorate.

He said distractions which opponents claim have been caused by broadcast equipment can be eliminated or completely, eliminated and that modern methods make it possible to televise with ordinary lighting and almost no noise. He offered to stage a demonstration of pick-up techniques.

He said the reluctance of witnesses is not caused by radio and tv reporting but in having to appear before public scrutiny. An unjustly treated witness, he said, "should receive a right to stand behind a television camera."

Mr. Fellows said he believed televising of legislative hearings helps make the congressional investigative function more effective, which is to be found in self-government.

He said if the ban is continued, it "cannot help but reflect to the discredit of any public body doing the public's business."

FCC Given Two-Week Delay to Answer Plotkin Report

The FCC last week was given a two-week delay to March 18 for submitting a preliminary reply to the Senate Commerce Committee.

Committee Chairman Warren G. Magnuson (D-Wash.) originally specified 30 days (until March 3—last Thursday) as the minimum period for the FCC to report to the Senate granting of the application is doing about the Plotkin memorandum and what FCC membership thinks of the Plotkin suggestions [B+T, Feb.7].

Last week, however, Sen. Magnuson said he did not intend to "pin down" the FCC to an impossible deadline. Under last week's extension, the FCC also is expected to make a similar reply at the same time to suggestions in the Jones Progress Report [B+T, Feb. 21].

Meanwhile, the Justice Dept., which was not granted a similar extension of time to March 18, was understood last week to have been told by March 3 deadline. The Justice Dept. had been asked by the committee to reply to criticism in the Plotkin document that the department had not exercised its full authority in preventing monopoly in the broadcasting business.

Both the FCC and the Justice Dept. have been asked to make, (1) preliminary reports, (2) additional progress reports at two-month intervals and (3) final reports in six months. Chairman Magnuson has said his committee will begin hearings shortly after the preliminary reports, with the FCC first on the list of various groups to be heard. The reports and hearings are expected to involve investigation of networks and uhf-vhf troubles, began last summer.

FCC Says Court Erred In Allentown Reversal

Government tells Supreme Court that U.S. Court of Appeals substituted its judgment for that of the FCC so that the lower court did not understand a prior Supreme Court ruling.

The FCC told the Supreme Court last week that the U.S. Court of Appeals in Washington substituted its own judgment on policy for that of the Commission in reversing the nine-year-old decision which had held that the common carrier should not rest with the Committee, he said. It also overruled the examiner's decision if that decision is based on the examiner's reaction to witnesses' demeanor.

The long drawn out case began in 1946 when four applicants applied for 1230 kc for Allentown-Easton. In those cases, CBS-affiliated WHOL Allentown won the FCC decision and sent it on the air. The Easton Express appealed this decision. The appeals court remanded it to the Commission on the ground that the record did not support the findings that Allentown rather than Easton needed a service.

In 1951 a new hearing was held. A year later, the examiner issued an initial decision affirming the grant to Allentown on the basis of that city's need. The examiner also doubted the reliability of some Easton witnesses. In mid-1953, the FCC reversed the examiner, found that Easton needed the additional service more than Allentown, and granted the frequency to Easton Express.

It also overruled the examiner's decision regarding easiveness of witnesses. The Allentown applicant then appealed.

In August 1954, the appeals court, in a two-to-one decision, remanded the case once again to the FCC. It told the Commission it had failed to determine the relative abilities of each applicant to fulfill its bid for service, and said that unless the evidence was "preponderant" the FCC should not have overruled the examiner regarding witnesses' demeanor and credibility.

Early this year, the Supreme Court agreed to hear the case.

In the FCC's brief last week to the Supreme Court, the Commission held that the Court of Appeals had overstepped its function and entered into the domain of policy. The FCC also claimed that the lower court misconceived the Supreme Court ruling which held that a government agency could not reverse an examiner's ruling based on credibility of witnesses unless there was substantial evidence to the contrary.

Sales of WWOD-AM-FM, KMBY, WILo Approved

SALES of WWOD-AM-FM Lynchburg, Va, KMBY Monterey, Calif, and WILo Frankfort, Ind., received FCC approval last week.

WWOD-AM-FM were sold to D. H. Dillard and associates for $75,000 to broadcaster Cy N. Bahakel, Mr. Bahakel was licensed to WGBK Greenwood and WKOZ Kosciusko, both Miss., WKIN Kingsport, Tenn., and WPLH Huntington, W. Va. and is agent for a new standard station at Chattanooga, Tenn.

Comr. Robert T. Bartley dissented and stated: "On the facts before the Commission, and in view of the number of stations concentrated in the hands of this one owner, I am unable, in the absence of some other factors, to make the necessary statutory finding that this transfer is in the public interest."

At Monterey, KMBY was sold for $70,000 by Salinas Valley Broadcasting Corp. to Frederick A. Gunw, NBC Los Angeles engineer.

Salinas Valley is owner of KSBW-AM-TV Salinas, Calif., which recently purchased 1500 kc. Sale of KMBY radio was necessitated in order to stay within the FCC's duopoly rule forbidding owning more than one station in a single market.

At Frankfort, WILo was sold by Radio Frankfort Broadcasting Co. to Salinas Valley Broadcasting Co., composed of equal partners Theodore M. Nelson and David S. Gifford, formerly associated with WIRO Ironwood, Ohio.

KSTP Asks FCC to Cancel WJBK's Detroit Daytime STA

PETITION asking the FCC to cancel the STA under which Storer-owned WJBK Detroit is operating daytime on 1500 kc with 10 kw power was asked last week by co-channel Class 1-B, 50 kw KSTP Minneapolis. KSTP claimed WJBK was not able to make its 1500 kc directional antenna work as it. WJBK, according to KSTP, is operating without permission to reduce its authorized nighttime power from 5 kw to 1 kw in essence an admission of defeat.

WJBK is licensed on 1490 kc with 250 w. Three years ago WJBK filed a petition to cancel KSTP's pending application to reduce its authorized nighttime power from 5 kw to 1 kw in daytime. KSTP, according to WJBK, is using 10 kw day and 5 kw day night, directional both day and night. Over objections of both KSTP and WTOP Washington—both clear on this frequency—and after a hearing, WJBK was given permission to move under stringent engineering conditions. After building its array, WJBK began operating on 1500 kc with 10 kw daytime, but for nighttime returns to 1490 kc with 250 w.

WSAB's Downing Joins Sen. Magnuson's Staff

CARL DOWNING, executive secretary of the Washington State J. and broadcasters, has been named by Sen. Warren G. Magnuson (D-Wash.) as his news secretary, the senator announced from Seattle last week. The appointment is effective around mid-April.

Sen. Magnuson, chairman of the Senate Commerce Committee, was considered to have scored a hit in securing the services of Mr. Downing, who has had news experience in both broadcast and printed media.
N. M. LAW OFFERS LIBEL EXEMPTION

A BILL exempting radio and television stations from libel suits for remarks made by political candidates and over which the stations have no control has become law in New Mexico. It was passed by the state legislature, despite opposition from the New Mexico Press Assn., which held that freedom of speech should be defined at the federal level. Gov. John Simms signed the bill Feb. 28. A similar bill was passed two years ago but was vetoed by Gov. Ed Mecham.

The New Mexico legislature is considering two other measures that will affect radio and television stations in the state. One would permit certain legal notices to be broadcast instead of being published in newspapers. Another would make it illegal to charge more for political advertising than for other advertising.

Political Libel Bill Gets Stations' Praise

THE OFFICE of Sen. John M. Butler (R-Md.) said Thursday the senator has received "about 25" messages from stations all over the country praising his bill to relieve broadcasters of liability for political broadcasts and telecasts [AT DEADLINE, Feb. 28.]

The spokesman for Sen. Butler said several fellow members of the Senate Commerce Committee have congratulated the Maryland Republican for submitting the bill (S 1208).

Sen. John O. Pastore (D-R.I.), second ranking Democrat on the committee and chairman of its Communications Subcommittee, said such a bill, if enacted, "could lead to abuse."

He admitted the broadcaster's dilemma is a tough one and felt that the interstate nature of broadcasting properly makes the problem one which should receive congressional consideration.

On the one hand a broadcaster should not be a empowered to censor a candidate's speech; on the other the broadcaster should not be held responsible for something beyond his power to control, Sen. Pastore said.

In referring to possible "abuse," Sen. Pastore presumably meant that broadcasters might be less watchful of material likely to be defamatory.

Sen. A. S. Mike Monroney (D-Okla.) said his general impression is that he would not be favorable to the Butler bill. He cited the liability responsibility of newspapers, where, he said, the chances of libel are "magnified" many times.

But it was Sen. Monroney's opinion that a station is empowered to censor the text of a candidate's speech before it is broadcast.

Actually, under the Communications Act, a broadcaster cannot demand that questionable material be removed. He only may ask to review the prepared script and suggest that objectionable material be removed, but has no final say-so.

McCaw Files for Ch. 5 At Walla Walla, Wash.

APPLICATION for a new TV station on ch. 5 at Walla Walla, Wash., was filed with the FCC last week.

Applicant is broadcaster J. Elroy McCaw, owner of KTVW (TV) Tacoma, Wash., and KORC Mineral Wells, Tex.; president and half-owner of KYA San Francisco and KELA Centralia-Chehalis, Wash.; president and 75% owner of WINS New York; and secretary-treasurer and half-owner of KALE-AM-FM Richland, Wash.

Mr. McCaw's bid is the first application for a full-fledged TV station at Walla Walla. Two other applicants, KHQ Inc. and Walla Walla TV Co., have pending bids for satellite stations at Walla Walla.

KHQ Inc., operator of KHQ-AM-TV Spokane, has filed for satellite operation on ch. 5 there to rebroadcast programs of ch. 6 KHQ-TV. Walla Walla TV Co. seeks satellite operation on ch. 8 at Walla Walla. Walla Walla TV is subsidiary of Cascade Broadcasting Co., owner and operator of KiMA-AM-TV Yakima and satellite ch. 19 KEPR-TV Pasco, and 40% stockholder of KWIE Kennewick, all in Washington. Walla Walla TV proposes to rebroadcast ch. 29 KIMA-TV's four-network schedule [BT, Jan. 24.]

Mr. McCaw proposes to operate the ch. 5 station at Walla Walla with an effective radiated power of 11.7 kw visual and 5.8 kw aural with antenna height of 274 ft. above average terrain. Preliminary discussions have been held with NBC regarding affiliation, but no decision has been reached, the application disclosed. Estimated construction cost was listed as $118,800, with first year operating cost set at $120,000.

Estimated revenue was not known, the application disclosed.

How many blocks? 6 or 77? Appearances can be deceiving, but the good appearance of a Precision print is not an optical illusion. Immediately apparent are the results of Precision-quality processing.

The individual attention given to each original through the entire operation has earned Precision its top spot in the film processing field. Leaders in the photographic profession know they can depend on Precision for accurate, intelligent handling of their material. And constant research continues for even better ways to serve your requirements.

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GOVERNMENT

FCC DEFENDS TV GRANT TO WBLK

Clarkburg, W. Va., ch. 12 authorization encouraged competition, appeal court is told. Commission cites lack of local newspaper ties by WBLK in contrast to unsuccessful applicant's newspaper affiliation.

The FCC's grant of Clarkburg, W. Va., ch. 12 to WBLK there was proper, and it actually encourages competition since WBLK is not affiliated with any newspaper in that city whereas protesting Clarksburg Publishing Co. is the sole owner of both local newspapers.

This was the FCC's answer to the appeal by Clarksburg Publishing Co. (Clarksburg Exponent and Telegram) against the Clarksburg ch. 12 grant to WBLK and the Commission's denial of its protest [BET'S]. The Commission reply was filed in a brief to the U. S. Court of Appeals in Washington last week.

The Clarksburg publisher claimed that the Commission's grant to WBLK was not in the public interest because it was made following withdrawal of competing applicant WPDX Clarkburg (and reimbursement of $14,390) without public notice, that it permitted undue concentration of control and violated the duopoly rule.

The Commission heard oral argument on the protest and found that Clarksburg Publishing Co. had not made a case for withdrawal of the WBLK grant.

In its brief last week, the Commission held that it was required to grant a qualified applicant when there was no opposing applicant, that there was no requirement for public notice when the status of a potential comparative hearing changed. It pointed out that the public was on notice regarding possible grants through the fact that applications were on file and that it gave notice from time to time of its progress on the prior list of cities on which it was processing applications.

The FCC said that it was within its “competence” to determine whether the reimbursement paid to the withdrawing applicant was reasonable.

In referring to the concentration issue, the Clarksburg protestor claimed that WBLK is principally owned by the News Publishing Co., which publishes newspapers in a number of West Virginia cities. News Publishing Co. also owns 34% of WTRF-TV Wheeling (ch. 7). These signals, the Clarksburg Publishing Co. said, are “piped” into Clarksburg via a community television system. This means overlap, the Clarksburg protestor said. It also claimed that News Publishing Co. owns WPAR Parkersburg and that some of its owners have individual interest in WTBO-AM-TV Cumberland, Md.

The FCC pointed out that the News Publishing Co. does not publish any newspaper in Clarkburg. It also said that there was no rule prohibiting a newspaper from receiving a broadcast grant.

Neither could it find any basis for the charge of overlap, the Commission said. Violation of the duopoly rule—which forbids the same ownership of more than one station of a kind in the same community—is based on overlap of Grade A stations and Wheeling and Clarksburg do not overlap, the Commission said. As for Wheeling's signals being brought into Clarksburg by community tv, the Commission held that this was not service in the legal meaning of the term:

"The FCC has exercised no jurisdiction over community antenna systems, and whether it can or should be complex questions of law and policy which have not been decided..."

Charges that its oral argument procedure was not the same as the hearing called for in Sec. 309 (c) (the protest rule) were rebutted by the Commission. The Commission, it said, is not required "to engage in a 'fishing expedition' into the speculative proposals of the protesters."

FCC Approves Sales of WEMP, WCAN

FCC last week authorized the sale of the facilities of WEMP Milwaukee to Foster & Associates for $200,000 and the purchase of the facilities of WCAN Milwaukee by WEMP owners for $250,000 [BET, Jan. 31].

A threatened filing for WEMP facilities by WMIL Milwaukee failed to materialize [BET, Jan. 17].

WEMP operates on 1340 kc with 250 w. Upon consummation of its WCAN purchase, it will be operating on 1250 kc with 5 kw. WEMP is owned by A. M. Sperieis and associates, including the Minneapolis Tribune Inc. which owns a 24.5% interest. Minneapolis Tribune Co. owns 50% of Mid-Continent Radio-Television Inc., which in turn owns 53% of WCCO-AM-TV Minneapolis. Minneapolis Tribune Co. also owns 14.5% of Minneapolis Star-Tribune Co. (Cowles), which owns 47% of the WCCO stations. WEMP principals hold an option to buy 30% interest in ch. 12 WTVW (TV) Milwaukee. WTVW has been sold to the Heart Corp. (WINS Milwaukee) for about $2 million. This transfer is awaiting FCC approval.


The purchase of WCAN facilities by WEMP was made contingent on first disposing of its present 1340 kc outlet.

Favorable Comments Given On Low-Power TV Proposal

FURTHER support for FCC's low-power TV proposal, including satellites, was set forth in new comments reported filed with the Commission last week. Deadline for briefs has been extended to April 1 [BET, Feb. 28].

General Electric Co. suggested FCC's rule for attenuation of the lowest side band be suspended on transmitters of 100 w effective radiated power or less because the equipment involved is costly. GE said its tests indicated no appreciable degradation of the received signal would result.

Support for the proposal, but with conditions on multiple ownership and other factors, was expressed by WCTC-AM-FM New Brunswick, N. J., and WIRA Ft. Pierce, Fla. Favor also was cited by the U. of Arizona and the Joint Committee on Educational Television.

Bill Wright
Star of "Snicker Flickers"
1 to 1:30 PM, Monday-Friday

Stars Sell on Alabama's greatest TV station

"Snicker Flickers," chosen by Bill right from old "silents," are presented with his hilarious dialogue. Piano background music, reminiscent of the nickelodeon, takes the oldtimers back to the slapstick days and has the new-timers in stitches! Bill Wright's show pulls a terrific amount of mail. And you know what that means for sponsors... SALES!

You can SELL Your Products to Alabama folks

If you TELL them on programs they enjoy seeing

Represented by BLAIR-TV

Page 78 • March 7, 1955
RACK ADAPTORS
Cramped for space? These convenient new rack adaptors facilitate mounting KTR-100 transmitter or receiver control units in standard 19-inch equipment racks. Pre-wired and furnished with color-coded terminal strip for quick, easy installation or removal.

ACL-3 CUE LINK
This 26 mc broadcast audio cueing link is indispensable for lining up microwave installations and for permanent, two-way communication between broadcast or microwave sites. Furnished with hand sets, cable and antennas. Packaged for portable or rack mounting.

NEW RAYTHEON
MICROWAVE ACCESSORIES
Designed to extend the utility and installation ease of Raytheon KTR-100 Microwave.

ALL-WEATHER RADOMES
New, lightweight, sturdy, easy-to-install Radomes...made of tough, durable Styrene Copolymer for long-lasting protection against severest weather conditions. Sizes to fit KTR-100, 2, 4 or 6 foot parabolas.

UNIVERSAL PEDESTAL
FOR VERTICAL OR HORIZONTAL MOUNTING
Mount your KTR-100 receiver or transmitter on tower, roof, side of building or concrete base. The same universal pedestal accepts the reflector bracket assembly for either receiver or transmitter RF heads in either vertical or horizontal position. Tubular aluminum models also available.

RAYTHEON MANUFACTURING COMPANY
Equipment Marketing Division, Dept. 6130 BT
WALTHAM 54, MASSACHUSETTS

Please send complete information on the equipment or accessories checked below.

☐ KTR-100 Microwave for color  ☐ Rack Panels
☐ ACL-3 Cuelink  ☐ Universal Pedestal  ☐ Radomes

Name
Company or Station
Address
City  Zone  State

March 7, 1955  Page 79
'Marco' Not Lottery, KTLA (TV) Asserts

SINCE the element of "consideration" is lacking in the Play Marco program on KTLA (TV) Hollywood, the show does not constitute a lottery in violation of FCC rules and federal statutes, it was claimed last week by the station in reply to FCC's pre-hearing McFarland notice. KTLA requested regular renewal of its license.

The Commission's McFarland letter concerning the propriety of the syndicated, weekly 1 1/2-hour bingo-style program was sent to the station in early December [CLOSED CIRCUIT, Dec. 13, 1954]. The show is a package of The Caples Co., Hollywood advertising agency.

Viewers obtain their Play Marco cards free at local stores or KTLA. They telephone the station when they have a winning combination. Prizes are supplied through the Caples Co. with the ¿inating firms getting air mention [B&T, Nov. 15, 1954].

In a detailed answer, Klaus Landsberg, KTLA vice president, told FCC the program had been given careful legal review by The Caples Co. as well as its original sponsor, Victory Packing Co., prior to putting it on the air last summer. He said that since Jan. 8 this year the program has been sponsored jointly by Hoffman Electronics Corp. and Jerseymaid Milk Products.

Mr. Landsberg's letter was accompanied by various exhibits on program details and its operation, as well as a legal opinion by KTLA's Washington counsel, Arnold, Fortas & Porter. Signed by Paul A. Porter, partner in the law firm and former FCC chairman, the legal opinion concluded:

The federal authorities are unanimous in holding that "store visits" and telephone calls, taken alone or in combination, do not constitute lottery consideration. In addition, specific approval of programs such as Play Marco has been given by the Solicitor of the Post Office Dept., the agency primarily concerned with the administration of federal lottery laws. In these circumstances, the conclusion is inescapable that Play Marco does not involve a violation of either of Sec. 1304 of Title 18, U. S. Code, or of the applicable Commission rule.

The opinion noted that the Supreme Court has ruled that the "essential elements of a lottery, gift enterprise, or similar scheme" are the traditional elements of a lottery: (1) prize, (2) chance and (3) consideration. It is apparent from the program that Play Marco involves two of the essential elements—prize and chance. But there is no "consideration," Mr. Porter asserted, reviewing various other court decisions holding that store visits and phone calls, including toll calls, do not constitute consideration.

In discussing viewer payments of toll phone charges, the opinion by Mr. Porter commented that "the significant question is whether the money expended by the participant is paid to the sponsor of the contest or to a third party who is in no way interested in the promotion. If paid directly or indirectly to the sponsor, consideration is present no matter how small the payment—one cent would be sufficient. If paid to a third party, such as the post office for a stamp or the telephone company for a call, consideration is not present."

Siler Introduces New Bill To Ban Liquor Advertising

WITH a deceptive lack of fanfare, freshman Rep. Eugene Siler (R-Ky.) last week dropped into the House hopper the 84th Congress' version of the 83d's controversial Bryson bill on liquor advertising.

To make sure there is no misunderstanding, according to Clayton Wallace of the National Temperance League, this year's version specifies each medium in which advertising is prohibited, including television. The Bryson bill did not mention television by name, since the Communications Act's definition of the word "radio" includes broadcasting by television.

Other media in which the Siler Bill (HR 4627) would prohibit advertising of liquor are newspapers, periodicals, newsreels, photographic film and records.

Rep. Siler at the same time last week entered in the Congressional Record an editorial from The American Issue, NTL's official publication, taking issue with a B&T editorial, "Drink on the House," in B&T's Jan. 10 issue.

Gambling Bill Asks Wire Ban On Unprivileged Information

RADIO transmission of gambling information on sporting events without permission of persons conducting such events would be prohibited in a bill (S 1247) introduced last week by Sen. Estes Kefauver (D-Tenn.).

The bill specifically prohibits transmission of information on horse and dog racing and other sporting events which is "intended to be used for illegal gambling purposes" and which "has been obtained surreptitiously or through stealth and without the permission of the person conducting" the event. The bill applies to telephone, telegraph and radio transmission.

The Kefauver measure, referred to the Senate Commerce Committee, would amend chapter 50 of Title 18, U. S. Code.
SALE OF KBTB (TV) FILLED WITH FCC

Mullins and Leu seek purchase of Denver vhf for $900,000.

APPLICATION for FCC approval of the sale of KBTB (TV) Denver from present owners headed by W. D. Pyle to John C. Mullins of Tulsa and Frank R. Leu of Nashville for $900,000 [BT, Feb. 14] was filed last week.

ABC-affiliated, ch. 9 KBTB began operating Oct. 12, 1952. Station is owned by 16 Denver businessmen including Aksel Nielsen, friend of President Eisenhower. Same group owns KVOD Denver. KBTB is represented by Free & Peters.

Mr. Mullins owned 28% of KPHO-AM-TV Phoenix and was president-general manager when they were sold to Meredith Publishing Co. in 1952 for $1.5 million. He presently owns a Tulsa roller skating rink, has interests in real estate and a cattle ranch. In 1952, Mr. Mullins had an option to acquire 31% of KONA (TV) Honolulu, which he never exercised.

Mr. Leu is president and 100% owner of Homeland Insurance Co., Nashville, which owns almost 95% of Security Life & Accident Insurance Co., Mobile, Ala. Mr. Leu is chairman of Security and a director and less than 25% owner of Pioneer Automobile Insurance Co., Chicago, and a director and less than 25% owner of Mutual Savings Life Insurance Co., Decatur, Ala. Homeland owns less than 1% of WMSL-AM-TV Decatur, Ala.

Messrs Mullins and Leu have each subscribed $50,000 in Tv Denver Inc., the purchasing corporation. Each also has agreed to lend the company an additional $50,000. Loan of $700,000 has been negotiated with United Insurance Co. of Chicago, carrying 4½% interest and payable in five years.

Mr. Mullins reported total assets as of Dec. 31, 1954, of $1,384,350, of which $437,350 was current assets. His current liabilities amounted to $1,500 and notes payable to $168,250. Net income for the last two years was put at more than $40,000 annually by Mr. Mullins.

Mr. Leu reported total assets of $1,551,617 as of the end of 1954, and notes payable at $7,500. He reported an annual income of more than $150,000 during the last two years, and that the net operating profit of Homeland Insurance company was more than $150,000.

Balance sheet of KBTB for the end of 1954 showed total current assets at $149,846, book value of property and equipment at $625,927 and total assets and deferred charges, $870,025. Current liabilities were listed at $117,524, long term liabilities at $129,866 and earnings retained at $24,435.

KBOX Sale Set for Hearing

FCC last week designated for hearing the application for the sale of KBOX Modesto, Calif., from Stanislaus County Broadcasters to McClatchy Broadcasting Co. because of overlap with McClatchy-owned KFBK Sacramento and KMJ Fresno. McClatchy is seeking FCC approval to its purchase of KBOX for $75,000 as a companion station to its KBEE (FM) there. McClatchy also owns Kern-AM-FM Bakersfield, KOH Reno, KMJ-FM-TV Fresno, KFBK-FM Sacramento, and KKW Stockton. McClatchy has sold KWW Stockton for $75,000 subject to FCC approval [BT, Jan. 31].

More than half the population of Washington State is confined within a relatively small area bordering on Puget Sound. This area . . . . the fabulous Puget Sound area . . . . also accounts for more than half the state’s spendable income. And the “A” Contour of KTNT-TV encompasses this rich area. KTNT-TV reaches over 1,200,000 people in its “A” Contour, plus 800,000 more living in the station’s INFLUENCE AREA outside its “A” Contour. Average incomes in this area are greater than the national average, and the entire Puget Sound country is constantly growing.

In Washington State, advertise where the PEOPLE are . . . buy KTNT-TV.
Storer Formulates Plan To Sell Miami on UHF

CAMPAIGN to sell Miamians on uhf—at a cost of $10,000 a month in newspaper advertising—has been formulated by Storer Broadcasting Co., owner of WGBS-TV Miami, on ch. 23.

At the same time, Storer has made arrangements with a local finance company to discount dealers’ installment buying “paper” in order to ease the way for dealers to sell converters, it was learned.

Storer has no plan to manufacture or sell single-channel receivers, it was emphatically said at oral argument before the FCC en banc last week on protest by WINZ-WMFL (TV) Miami against the Storer purchase of WMIE-TV Miami permit and the assets of WFTL-TV Fort Lauderdale [BUT, Feb. 21].

WINZ-WMFL claimed that the $35,000 purchase of the WMIE-TV permit and the $300,000 purchase of the facilities of WFTL-TV were for the purpose of securing an NBC-affiliation for Miami. It also charged that it was against public interest for Storer to own a tv station in Miami, where it already owns WGBS (on 710 kc, with 50 kw day, 10 kw night) and the Miami Beach Sun. It claimed that Storer ownership of Empire Coil Co. (New Rochelle, N. Y., parts manufacturer) gave it an advantage in manufacturing uhf tuners and that it planned to “sell” single ch. 23 tuners.

Storer denied all the accusations. It related that WINZ-WMFL offered to withhold filing its protest if Storer would promise not to promote the sale of single ch. 23 uhf converters and would permit it to share the prospective WGBS-TV 1,000-ft. Miami antenna farm tower.

Storer stated that as soon as another uhf station gets on the air in Miami it would lose that uhf audience. It said it paid $300,000 for land to build the ch. 23 station and had increased the number of employees of what had been WFTL-TV from 23 to 46. All of this will help uhf in Miami, it said. There are four uhf channels assigned to the Miami area.

FCC granted the transfer of WMIE-TV last December [BUT, Dec. 20, 1954]. It is now operating from a temporary 500-ft. tower on the Miami antenna farm north of the city.

Lee Says FCC May Adjust Fm If Band Is Unused

“SOME adjustment in the fm band” may be considered eventually by FCC if “valuable frequency space” continues to lie fallow, FCC Comr. Robert E. Lee said Saturday in an address to the Washington High-Fidelity Fair, held over the weekend at the Harrington Hotel there.

Comr. Lee added, on the other hand, that conceivably “some day fm will be the only way to get satisfactory transmission at all.” Such already is the case in Western Germany, he said, since neighboring nations pre-empted the am service. “All reports indicate that fm is working very well in Germany,” he said, noting some German receivers were being shown at the fair including a battery-operated portable am-fm set.

The British, too, have a “growing am jumble,” he said, and “are working on plans to convert most of their domestic system to fm.”

Analyzing radio programming and economics, Comr. Lee said radio affiliates of networks in search of operating economies might look favorably on aural service broadcast from a single tower or sharing space with tv as against expensive am arrays. He said the interference problems confronting am signals.

He lauded good music programming of 30-odd stations, some of which play a hundred hours of good music a week. “There is nothing in the government-operated British Broadcasting Corp. service that compares with this,” he said, with the BBC “third program” rarely carrying as much as 20 hours of music a week and mainly in evening hours.

Thirty years of commercial broadcasting music is “a mighty short time for a cultural revolution,” Comr. Lee said, lauding radio’s role as a force for spreading music appreciation.

With U. S. broadcasting “primarily responsible for the greatest cultural revolution in modern times,” he said good music programs ranked second last year on radio networks in total number of listeners per week, led by comedy, and ran 17% ahead of popular music.

Shorter Campaigns Favor Big Money Groups—Neuberger

SEN. RICHARD NEUBERGER (D-Ore.) last week expressed concern that the trend to shorter political campaigns—caused by television—will make “big money more dominant than ever in our political life.” He urged that “and perhaps other media”—be made equally available to candidates “irrespective of their financial backing.”

Sen. Neuberger said the “candidate with the slim wallet occasionally can defeat the man with the big campaign treasure chest. But such word-of-mouth campaigning takes time—a lot of time. It can’t be flashed onto millions of tv.

"18,000 Hours and still within specs" says Francis Brott, Chief Engineer, KOMO, Seattle

“Our first Ampex recorder showed us what a real professional machine can do. After 18,000 hours of heavy use, the frequency response and audio characteristics of our Model 300 head are still within the original published specifications. This kind of performance sold us completely on Ampex— that’s why we’ve added four Ampex 300’s."

NOW an Ampex for every broadcast need

With the addition of the new lightweight Model 600 series, Ampex now offers your broadcast station a superior machine to meet every tape requirement . . . from distant field pickups to major network recordings. For top-ranking performances and rehearsals and programs involving extensive editing, dubbing and “spot” announcements, choose from the Series 350 . . . for recordings “on location” that assure studio fidelity and accuracy, choose from the Series 600. All Ampex recorders have the some basic head design.

THE ULTIMATE IN PRECISE TIMING WITH HIGHEST FIDELITY

Ampex timing accuracy is so excellent (± 0.2%) that tapes are always on schedule without program crowding or cutoffs. Ampex reproduction is so faithful that it is indistinguishable from a live broadcast—the result of an unsurpassed combination of broad frequency response, wide dynamic range and imperceptible flutter and wow.

AMPEX CORPORATION

Accepted as the Signature of Perfection in Telecast Machines

For a convincing demonstration, contact your Ampex Distributor today.

Stated in Telecast and Broadcast Directory under "Broadcasting Equipment" and "Broadcasting Equipment".

Write today for further information and complete specifications. Dept. D-1880.
screens virtually overnight, at vast expense.”

The Oregonian said he was “alarmed” over the impact of tv’s ability to introduce theatrical techniques into politics, and added: “I wonder if a ‘blitzkrieg’ on tv will not shape the public mind, before a less favorably financed nominee can get his message to the people by slower and less costly means.”

Baseball Broadcasts
Ruled Not Public News

IN A RULING that held, in effect, that authorized broadcasts of a baseball game do not constitute news in the public domain, the New York State Supreme Court last week issued an injunction against compiling from broadcasts play-by-play accounts for dissemination to out-of-town stations.

The injunction was issued against Martin Fass of New York, who allegedly used broadcasts to compile play-by-play accounts of games for transmission to other stations by teletype. The complaint against Mr. Fass was brought by the National Exhibition Co., owner of the New York Giants, which charged that Mr. Fass’ reports to out-of-town stations in 1953 and 1954 made it possible for them to re-create games for broadcast. The stations were not involved in the court action.

Judge Edgar J. Nathan wrote in his opinion that Mr. Fass made a profit of $1,432.50 by “appropriating plaintiff’s broadcasts.” The court reviewed a series of legal cases and wrote: “Plaintiff did not intend to abandon its property rights in news of the games. Clear notice of this intention was given by the appropriate language printed on its tickets of admission, in its contract with broadcasters and by announcements during the broadcasts of the games.”

Fredric A. Johnson of New York, counsel for Mr. Fass, said he will appeal the decision to the appellate division of the New York State Supreme Court. Mr. Johnson, who has been counsel in various baseball cases with radio-television ramifications, claimed that the decision did not resolve the questions of whether title can be retained without the protection of copyright law, and whether property right is retained after there is publication through broadcasting.

On behalf of Mr. Fass, Mr. Johnson had advanced the view that the broadcasts constitute news in the public domain, and as such had been “published in interstate commerce” and the defendant was privileged to use them under federal and state constitutions.

Hall Advises GOP to Name Candidates With Tv Appeal

GOP National Chairman Leonard Hall last week told a Republican women’s group that television has “changed everything” about political campaigning and that the party should pick “able, personable” candidates next year who can “sell themselves” over tv.

He urged members of the National Federation of Republican Women, holding a three-day directors’ meeting in Washington, to use their influence in getting candidates to run who will appeal to voters when they appear on the tv screen.

He said he doesn’t believe political or labor bosses now can “deliver the vote” because people are making up their own minds after watching candidates on tv and reading about them.

“We can’t go on the basis that anyone can win,” he said, adding, “Let’s face it, we have to put our best foot forward.”

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“We can’t go on the basis that anyone can win,” he said, adding, “Let’s face it, we have to put our best foot forward.”
COWLES, MURPHY MERGE IN DES MOINES

CONTENTIOUS battle for Des Moines' ch. 8 was brought to a peaceful conclusion last week when Cowles Broadcasting Co. and Murphy Broadcasting Co. agreed to merge their competing applications.

According to the agreement concluded last Thursday, Cowles will own 60% of the merged company, and Murphy 40%. In addition, Cowles will hold an option, running three years, to buy out Murphy's 40% at a figure to be determined. If unsuccessful in coming to terms, the agreement provides that the figure will be set by arbitrators, one selected by each party and the third to be selected by the Chief Judge of the Iowa Supreme Court.

The agreement also provides that Murphy will sell its KSO Des Moines (on 1460 kc with 5 kw). Cowles owns KRNT there (on 1350 kc with 5 kw).

Kingsley H. Murphy Jr., president of the Murphy station, will become a vice president of the merged company at $300 per month, it was understood. Benito Gagua, of Fly, Shubruk, Blume & Gagua, Murphy attorney, will also become a vice president of the merged company at $500 monthly salary.

The acrimonious hearings for the Iowa city's ch. 8 began in October 1953 and ended in February 1954. In August 1954, the examiner issued an initial decision favoring Cowles on the ground that it excelled over Murphy in local ownership, program proposals, business-civic experience, community participation and past performance [BT, Aug. 30, 1954].

The hearings were marked by hotly contested attempts by Murphy to introduce into the record claims of White House influence and financial offers to withdraw by Cowles.

Cowles owns the Des Moines Register and Tribune, the Minneapolis Tribune and Star and Look magazine and 47% of WCCO-AM-TV Minneapolis and 100% of WNAX Yankton, S. D., and KTVT (TV) Sioux City, Iowa.

USIA Slates $1.1 Million Of Budget for Television

OF THE $18,243,000 being asked for fiscal 1956 by the U. S. Information Agency for the Voice of America, some $1,100,000 would be used for television programs to quadruple VOA's filmed tv programs on foreign television stations, it was understood last week.

Voice's budget for the current fiscal year is $15,836,000 of which $330,000 is being spent for tv programs.

Meanwhile, Theodore Streibert, USIA director, said in a semi-annual report last week that during the half-year VOA tv activities have been stepped up from 24 to 29 stations in 21 countries. A little more than a year ago VOA tv films were being shown on only 14 foreign tv stations in 12 countries. The TV funds boost is intended to keep pace with the rapid expansion of foreign tv.

The requested budget for USIA is $88.5 million compared with $73.9 million for fiscal 1955. The USIA budget also contemplates spending an additional $1,773,977 during fiscal 1956 for acquisition and construction of radio facilities. This compares with $3,227,217 for the same purpose in fiscal 1955.

Mr. Streibert's report indicated VOA now employs 899 American and 458 foreign nationals. Among VOA accomplishments was broadcast over seas of coverage of last November's congressional elections. The Voice also has added Hindi, Urdu, Tamil and Bengali to its foreign language broadcasts during the half-year, Mr. Streibert said. The Voice completed its move from New York to Washington during the period.

WJIV Asks Reversal Of WSAV Savannah Grant

THE U. S. Court of Appeals in Washington was asked last week to reverse the FCC's grant of Savannah's ch. 3 to WSAV Savannah [BT, Feb. 7]. The appeal was filed by WJIV Savannah, the unsuccessful applicant.

Crux of the appeal, according to WJIV, is that the Commission approved the grant of ch. 3 to WSAV even though it found that the station had commenced construction of its tv outlet before receiving its grant. The FCC is prohibited from making a grant to an applicant who has begun prior construction, WJIV said. The Commission's decision upheld that of the examiner in this case.

WSAV was forbidden to use its proposed tower base, consisting of three steel sleeves installed on the penthouse roof of the Liberty National Bank Building in Savannah.

The Commission also found in favor of WSAV on the grounds of better programming performance, past performance, local residence, participation in community affairs and a greater degree of integration of ownership and management. WJIV questions these findings also.

WJIV principals also own WEAS Decatur, Ga., KWEM Memphis, Tenn., and KGOV Valdosta, Ga. A grant for WGOG-TV Valdosta was relinquished.

Uhf Permit Holder Voices Approval of WKNB Sale

APPROVAL to the sale of WKNB-AM-TV New Haven, Conn., to NBC by New Britain Broadcasting Co. was voiced last week in a letter to the FCC by Richard W. Davis, president and largest single stockholder of WELL-AM-TV New Haven. Ch. 59 WELITV is presently not on the air.

Mr. Davis said "all uhf station operators and permittees in the New England area will greatly benefit" if NBC undertakes to develop a uhf station in the area and "the programs of the one of the leading networks [NBC] only will be a very substantial influence to uhf conversion and increased receiver circulation."

Mr. Davis further noted "that the only opposition to the WKNB-TV transfer, that I know of, originated with the pre-freeze uhf station which has had a monopoly in the city of New Haven for a great many years. We know of no uhf operator who will oppose this transfer."

Channel Swap Opposed

SUSPENDED ch. 15 WLBR-TV Lebanon, Pa., last week opposed the petition of ch. 61 WJUR-TV Reading, Pa., for rule-making proceeding whereby it would take over WLBR-TV's ch. 15 facility and give the Lebanon station ch. 61 in exchange [BT, Feb. 28].

WLBR-TV referred to the WHUM-TV petition as "a predatory and selfish interest, attempting to take away a valuable facility of a station, which represents substantial investments, and which station is making serious efforts to return to the air." WLBR-TV suspended last October after nearly a year of operation in which it suffered a net loss before taxes of $125,768, with a total deficit of $206,347.
AT&T ANNOUNCES LOWER LINE RATES

Minimum number of hours reduced from 16 to eight and the per hour-per-mile charge reduced from $6 to $4.50.

TWO WEEKS AGO AT&T moved to ease the load of the small TV station owner in remote areas of the country—by announcing its readiness to provide off-the-air intercity connections (AT DEADLINE, Feb. 28).

Last week AT&T moved to ease the load of radio stations.

It amended its monthly Class A ($5,000 eqs) audio tariff to drop the minimum from 16 consecutive daily hours to eight, and reduced the per hour-per-mile charge from $6 to $4.50. The new rates are effective April 1, unless blocked by oppositions or by the FCC itself.

Under its old tariff, which was put into effect Feb. 18, 1948, the regular contract called for a minimum of 16 consecutive hours daily, seven days a week. The charge was $6 per airline mile, with each additional hour or fraction, 10¢ per airline mile. There was also a station connection charge of 75¢ per station for the 16 hours, with $15 for each additional hour or fraction.

The new schedule requires only eight consecutive hours daily, seven days a week. The charge is $4.50, with $25 per hour for the first three extra hours, 15¢ per hour for the next five hours, and 10¢ per hour for any additional hours. This adds up to $6 for 16 hours. The station connection charge is $55 with $3 an hour for the next three hours and $2 per hour for additional hours after the first three.

Rates for additional occasional hours in conjunction with the monthly contract remain the same except that one station connection charge is applied. The rates are as follows:

- Where the additional occasional hours immediately precede or succeed the contracted hours, .0075¢ per hour per airline mile and $1 per hour for station connection. Where the additional occasional hours are not contiguous to the contracted rate, 2¢ per hour per airline mile, and $2 per hour for station connection (up from $1.75).

The 1948 rate for one-time use remains unchanged. This is 15¢ per hour per airline mile for the first hour, with .0375¢ for each additional 15 minutes. Minimum charge is $2.

Station connection charge is based on a $20 fee for one month, plus $1.75 per hour of use.

It is not believed that the reduction in required monthly hours will mean much to networks. All radio networks operate from 11 to 16 hours daily. NBC feeds 11 hours daily; CBS, 11 hours, 50 minutes; ABC, 14½ hours (with 16 hours on Sunday and 15½ hours on Saturday), and MBS, 16 hours. These are scattered throughout the broadcast day, so all networks keep the lines open throughout the entire day. Lines are used at off times for closed circuit programs, repeats to the West Coast, etc.

AT&T's notice that it would provide off-the-air audio and video pickups for TV stations stated it would connect a TV station in a remote area with the nearest directly connected network station—with charges to be determined on an individual, case-by-case basis.

This is because, AT&T said, each situation would be dependent on terrain, distance, and other variables.

Such a service, AT&T emphasized, would be minus such quality controls as monitoring, supervision and some equipment, which would make the picture less stable and less reliable. Implicit in the plan is the fact that the receiving station would be dependent on the continuity and quality of the station whose signals it is receiving.

Each customer, AT&T said, would have to make its own arrangements with the network and the station whose signals will be relayed.

The Bell company estimated that charges for distances of about 100-125 miles between two stations would average about half of the fees for direct connection. It warned, however, that differences would vary considerably in individual cases, with the greatest savings for the longer hauls. Rates for each such off-the-air hookup would be filed with the FCC individually, the telephone company said.

These channels, AT&T said, will provide both monochrome and color tv, and must be ordered for a minimum of three years.

Present FCC policy requires tv stations to use common carrier intercity tv facilities where available. It permits the construction of privately-owned relay systems only until such time as the public utility puts in its own facilities.

Anti-Pay-Tv Proposal Scored by McDonald

AN "anti-subscription television" resolution is what Comdr. E. F. McDonald Jr., president of pro-pay-tv Zenith Radio Corp., Chicago, termed a proposal which seeks New York City Council pressure to have the FCC withhold approval of pay-as-you-see tv.

A protest against passage of the resolution, introduced last Tuesday by Council President Abe Stark, was also submitted by Arthur Levey, president of Skiathon Electronics & Television Corp., New York. Skiathon is the developer of a pay-tv system called Subscriber-Vision.

Comdr. McDonald, who suggested that the resolution is based on "misunderstanding," stressed that the New York City Council should bear in mind "that the air belongs to the people, not the various commercial interests that are using the air for profit by permission of the FCC." The Zenith president also insisted that "subscription tv, if authorized as a commercial service, will not interfere with the present system of sponsored television," It will provide additional programs "not now available on television," he said, adding that no one will have to take the service.

Mr. Levey wired each member of the city council, asking that a Skiathon spokesman be given an opportunity to appear before them to present their side of the story before any action is taken on the resolution.
S. F. STATIONS MAKE CONVENTION SURVEYS

Available equipment is being inventoried and engineering data is being compiled for the Republicans' big gathering which takes place in August of next year.

SAN FRANCISCO radio-tv have begun surveys, engineering and otherwise, to aid networks in the coverage of the Republican National Convention which will be held in the San Francisco Cow Palace in the summer of 1956. (See related story page 68.)

Already a camera poll, on paper, is being made to ascertain the number of cameras, remote trucks and other equipment which can be procured in northern California in an effort to save networks from having to move tons of equipment from eastern points.

Five San Francisco area stations, KGO-TV, KRON-TV, KPIX (TV), KOVR (TV), and KSAN-TV report they jointly can supply at least 25 cameras which would not be required in studios.

Sacramento, where two stations will be on the air for certain, offered 10 cameras, while facilities of other northern California stations would add an additional 12 cameras.

Seven remote trucks in addition to those that could be dispatched from Hollywood and other metropolitan areas could raise the total to over 18 trucks.

A spokesman for the local industry stressed however that as yet the networks had not approached the local stations for equipment or equipment estimates. "We are just getting together the information, just in case," he said.

WDIX-TV Jackson, Tenn., Begins Regular Programming

WDIX-TV Jackson, Tenn., was scheduled to begin commercial programming yesterday (Sunday) affiliated with CBS, Aaron B. Robinson, president, has reported. The ch. 7 station, the first video outlet in Jackson, began test pattern transmission Feb. 15. Burn-Smith Co. is national representative. The debut of WDIX-TV increases to 423 the number of tv stations on the air with regular programming.

Another new tv station, KPFI-TV Klamath Falls, Ore., has announced it will be on the air by late summer or early fall. General Electric equipment will be used. A GE 5 kw transmitter has arrived and is in storage pending installation in the transmitter building, located at the site of the KPFI radio transmitter. W. S. Grant Co. is national representative. Network negotiations are underway, the station said. KPFI-TV, on ch. 2, will use a three-bay batwing antenna and will operate with 13.6 kw.

Radio-tv to Help Celebrate Girl Scout Anniversary

SUPPORT of both network and local radio and television is being given to the observance of the 43rd anniversary of the founding of the Girl Scouts during Girl Scout Week, March 6-12. The traditional Girl Scout party will be broadcast on NBC Radio March 12, 1:30-2 p.m. Host will be Ralph Edwards, who will present an all Girl Scout cast including Debbie Reynolds, motion picture star, who is active in scout work.

In an interview on Chronoscope on Wednesday, CBS-TV, 11-11:15 p.m., the 30,000 men who serve as committee members and program advisors to girl scouting will be represented by Walter Rothschild, president of Abraham & Straus, New York. Another CBS-TV show, Mama, will salute the scouts on Friday with a script in which the 13-year-old Dagmar Hansen will be depicted as a Girl Scout in 1916. More than 100 other network programs will carry Girl Scout spot announcements during the week.

Plans to feature Girl Scout slides, teleps and spot announcements on tv are also being carried out. Special scripts about girl scouting and its founder, Juliette Low, have been written and distributed by BMI, RCA Thesaurus and SESAC.

WFLA-TV Tampa, Fla., which began fulltime programming Feb. 21, held its first program telecast Feb. 14. It featured the city's famed Gasparilla Parade, an annual mock invasion of the city by the pirate crew of Jose Gaspar, who sailed Tampa waters in the early 1800's. At the coronation ceremonies that night were (l to r): first row, George W. Harvey, general manager; Emily Moody, women's editor; Paul Jones, program manager; Walter Brown, audio control; second row, Jack Wilson, cameraman; George Manno, director; Bob Hancock, property man; standing, Carl Berquist, producer; Wally Pritchard, video control, and Charley Hartman, cameraman.
Five More Appointments Announced by WXIX (TV)

FURTHER additions to its staff of WXIX (TV) Milwaukee, CBS ooh uhf outlet, which went on the air Feb. 27 [BVT, Feb. 28], were announced last week.

Theodore F. Shaker, sales manager, announced the appointment of three account executives—William C. Goodnow, formerly sales manager of WCAN Milwaukee; Arthur J. Harris, former sales executive at WCAN-TV there, and James J. Dunham, previously with KSOO Sioux Falls, S. D.

Other appointments last week involved Guy Runnion, formerly with KABC-TV Los Angeles, as news director, and Robert H. Van Roo, former Milwaukee Sentinel reporter, as assistant to By Colvig, WXIX promotion-publicity director. Mr. Runnion formerly was news director at KMOX St. Louis and is a veteran of 22 years in broadcasting. His appointment was announced by Leon Drew, WXIX program manager.

Shaffer Named Sales Head, Chaseman Joins WITH Staff

GEORGE S. SHAFFER, who has been with WITH Baltimore since its inception, has been appointed general sales manager of the station, according to an announcement by R. C. Embry, WITH executive vice president.

Mr. Shaffer, who additionally is vice president of Maryland Music Corp. and Industrial Electronics Inc., is the first representative of the station to pass the $2 million mark in local sales.

Also announced was the addition to THE WITH staff of Joel Chaseman, formerly sports and public service director of WAAM (TV) Baltimore, who will be host of his own show. The Joel Chaseman Show is scheduled to run Monday through Saturday, 2-6 p.m. and will feature music, sports, news and guest stars.

50% of KDRO-AM-TV Bought For $40,000 by J. A. Dear

IN HIS first broadcast venture, J. Albert Dear, who holds interests in various daily newspapers, has purchased a 50% interest in KDRO-AM-TV Sedalia, Mo., for $40,000.

Mr. Dear, president of Dear Publications & Radio Inc., Jersey City, N. J., said he has under contract the purchase of a half-interest in the stations in which the former sole-owner,

Milton J Hinlein, will maintain 50% interest and continue as the active head. Mr. Dear, also treasurer of the Sedalia Democrat Co. (Sedalia Capital and Democrat) told BVT he had offered to buy into the stations "in order to keep tv in Sedalia."

He said the offer was made when Mr. Hinlein some months ago made known an intention to suspend operation of ch. 6 KDRO-TV, which has been on the air since last July. Mr. Hinlein said the affiliation with Mr. Dear would "improve the operation of KDRO and eventually succeed in bringing to our viewing public the best television obtainable anywhere."

The agreement, consummated nearly a fortnight ago, is subject to FCC approval. Broker was Allen Kander, Washington.

In addition to the Sedalia holding, Dear Publications has an interest in TV,-TV Atlanta and WBRK-AM bids; a minority interest in WAAM (TV) Baltimore; and a 25% interest in the Elizabeth City (N.C.) Tribune; Gatiipello (Ohio) Tribune and Gatea Times; New Kensington (Pa.) Dispatch, and Wheaton (Ill.) Journal.

Deters, Hornsby Promoted In Vic Diehm Station Shift

ARTHUR DETERS, president and general manager of WIDE Biddeford, Me., a Vic Diehm Assoc. station, additionally has been named executive assistant to Mr. Diehm following the resignation of Lambert B. Beeuwes, general manager of the group's Boston outlet, WDVA. Mr. Beeuwes will announce his future plans at a later date. Mr. Deters will maintain offices in Biddeford and Boston.

Mr. Diehm also announced the promotion of Len Hornsby, local sales director of WDVA, to the position of station manager. In addition to his new duties, Mr. Hornsby will continue in his sales capacity.

Storer Uses TelePrompTer

INSTALLATION of TelePrompTer equipment in all Storer Broadcasting Co. tv stations was completed last week as WGBS-TV Miami signed for the new equipment. TelePrompTer installations also have been made at WXEL (TV) Cleveland, KPTV (TV) Portland (Ore.), WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta and WBCG-TV Birmingham, according to Herbert W. Hobler, vice president of TelePrompTer National Sales Corp.

Mr. Hobler said that since a new TelePrompTer model was introduced seven months ago, sales have been consistently ahead of production.

Boise Call Letter Changes

CHANGES in call letters of KDSH Boise, Idaho, to KBOI, and of KBOI (TV) to KBOI-TV, have been announced by Westerman Whillock, president and general manager of Boise Valley Broadcasters Inc., licensee of both stations. FCC approval of the changes followed the Commission's authorization to move KBOI-TV from Meridian, Idaho, to Boise. Both stations are affiliated with CBS.
KHF Names Parks
SHERWOOD R. (SHERRY) PARKS, since 1948 in charge of sales at KVGB Great Bend, Kan., has been appointed sales manager of KHF Wichita, effective March 1. Frank V. Webb, vice president and general manager, has announced.
Mr. Parks, a Kansas native, started in radio in 1939. He attended college at Port Arthur, Tex., and was with the Air Force during World War II.

Young Promotes Machcinski
PROMOTION of Stephen A. Machcinski Jr., sales manager of Adam J. Young Jr. Inc., New York, station representative, to general sales manager and coordinator of radio and TV sales, was announced last week by Adam J. Young Jr., president.
Mr. Machcinski had been with the Young organization for nine years, serving in a number of capacities until he became sales manager.

REPRESENTATIVE PEOPLE
Wilbur M. Fromm, TV promotion supervisor, NBC Spot Sales, N. Y., appointed advertising and promotion director.

Dawson And Greenberg Named at WBBM-AM-TV
APPOINTMENTS of Thomas Dawson and Alfred N. Greenberg as sales promotion managers of WBBM-TV and WBBM Chicago, respectively, were announced a fortnight ago by H. Leslie Atlas, vice president of CBS Central Div. and general manager of the network's o&o stations.
Mr. Dawson formerly was assistant promotion manager of KHI-TV and the Don Lee Network in Los Angeles. Prior to that association he was western division director of client service for American Research Bureau and research director at KTTV (TV) Los Angeles.
Mr. Greenberg goes to WBBM from Topics Publishing Co., New York (Food Field Reporter, Drug Trade News). Before that he was sales promotion director of WSGN Birmingham, Ala.

WHOT Names Two to Sales
WHOT South Bend, Ind., last week announced the addition of two executives to its sales staff—the appointment of Robert E. Laflon as sales promotion manager and Bernard L. Thomas as account executive. The appointments were announced by William T. Hamilton, a sales manager of South Bend Broadcasting Corp. (Notre Dame U.) Mr. Laflon has been advertising and promotion manager of McCaffery Co., Wenthinghouse distributor, for the past four years. Mr. Thomas was account executive at WHFB Benton Harbor, Mich., and previously announcer-salesman at WJVA South Bend.

Grogan Rejoins WNEW
JACK GROGAN, most recently with N. W. Ayer & Son, was named program manager of WNEW New York last week, succeeding Bill Kaland, who resigned a few weeks ago [BWT, Feb. 21].
Mr. Grogan joins WNEW today (Monday), marking a return to the independent station which he left in 1951 to make a world tour after five years as production chief. After his overseas journey, Mr. Grogan became program manager at WNBC (now WRCA) New York and later headed the program department at WNET (TV) (now WRCA-TV) New York. He then assumed production duties with William Esty Co., followed by a similar association with Ayer.

Thompson to Free & Peters
APPOINTMENT of Hal Thompson, formerly of KFJZ Fort Worth, as head of Free & Peters' office in that city, was announced last week by the station representative firm. Mr. Thompson first joined KFJZ in 1932 where he served on the sales staff. In 1936 he moved to WFAA Dallas and returned to KFJZ in 1948.

KTLA (TV) Ups Chambers
STANLEY H. CHAMBERS, assistant sales manager of KTLA (TV) Hollywood, has been appointed national sales manager, it was announced last week. He will assume liaison duties between KTLA and Paul H. Raymer Co., the station's national representative. Robert Mohr remains station sales manager.

WKBN-TV Boosts to 178 Kw
WKBN-TV Youngstown, Ohio (ch. 27), has announced that it has increased its power to 178 kw visual and 89 kw aural by installing more efficient transmission line equipment, including a six-and-one-eighth-inch transmission line running to the top of its 540-ft. antenna tower.

REPRESENTATIVE APPOINTMENTS
WTVO (TV) Rockford, Ill., appoints Headley-Reed Tv, N. Y.
WSAN Allentown, Pa., appoints H-R Representatives Inc., N. Y.
Within our coverage area there's a spendable annual income of more than a billion dollars. Unquestionably the best advertising medium to reach this market of more than 1,300,000 people is—
Eisenberg Resigns From CBS
To Open Research Company

DR. PHILIP EISENBERG last week resigned his research post with CBS to form a new company, Motivation Analysis Inc., with offices at 1140 Elberon Ave., Elberon, N. J.

Dr. Eisenberg was research psychologist at CBS for the past 11 years after serving as occupational analyst for the War manpower Commission and as psychology instructor at Brooklyn College.

Associated with him at Motivation Analysis will be Miriam Eisenberg, who will serve as field supervisor, and a staff of interviewers, analysts and consultants in personality tests, motivation research, advertising media and marketing problems.

Adams, Thomson Form Communications Law Firm

FORMATION of a new Washington law firm of Adams & Thomson, comprising Albert F. Adams, formerly with Bergson, Adams & Borkland, and William Thomson, formerly with the Washington law office of George O. Sutton, was announced last week.

Mr. Adams has been in private practice in Washington since he was graduated from Wash-

ABC, NBC FACE NABET STRIKE THREAT

THE National Assn. of Broadcast Employees & Technicians (NABET) (CIO) last Thursday said a nationwide strike against ABC and NBC is "imminent" after NABET membership rejected a new contract negotiated early this year.

Cliff Rothery, NABET president, said the union would try to negotiate disputed issues. No date has been set for the strike. The contract raises wages 15%.

In dispute are wage scales of non-technical employees, jurisdiction over tv film production and editing, a job security provision and length of the contract (three years).

An ABC spokesman issued the following statement:

"George Maher, executive secretary of NABET, has advised us as well as NBC, that the NABET membership has not ratified the new agreement. Mr. Maher has also told us that pending a resolution of the matter nothing will occur which will disrupt program service."

A NABET official in New York, confirming that the sentiments expressed in the statement issued by ABC were those of the union, labeled press reports of the imminent of a strike as "completely erroneous" and said that negotiations with NBC and ABC were expected to be resumed shortly.

FILM TALKS CONTINUE AS STRIKE DATE NEARS

NEGOTIATIONS will continue this week on the contract dispute between the Motion Picture Film Editors Local 776, International Alliance of Theatrical & Stage Employees, and the Alliance of TV Film Producers (among three independent producer groups), union officials told_horizontal_rule

Less than one month remains of the 60-day strike notice given ATFP last January. Also served similar notice at the same time were Walt Disney Productions (ABC-TV Disneyland) and Allied Artists Productions (Interstate TV Corp.).

The main issue in the dispute is not pay, union executives insist, but whether experienced sound effect and music editors are entitled to the top "supervisory" pay rate. Since most such editors require no supervision, they should receive the top rate, union negotiators contend.

Management spokesmen want only one editor in each studio's department to receive the "supervisory" rate.

Additionally, tv producers, together with most other independent Hollywood film producers, are not presently covered by any contract, union spokesmen point out, since the Local 776 contract expired Oct. 25. Moreover, the independents have also failed to adhere to

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THE BALLAD OF DAVY CROCKETT

RECORDED BY

BILL HAYES . . . . Cadence
MIKE STEWART & JIMMY LEYDEN Little Golden
FESS PARKER . . . . Columbia
RUSTY DRAPER . . . . Mercury
STEVE ALLEN . . . . Coral
THE VOICES OF WALTER SCHUMANN . . Victor
BURL IVES . . . . . Decca
JAMES BROWN . . . . . MGM

PUBLISHED BY WONDERLAND MUSIC COMPANY, INC.

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the basic IATSE agreement covering all crafts,

which the major studios signed last fall, the

union continues.

Meanwhile, Local 776 last week announced

the re-election of Sherman Tood as president,

Robert Joseph as secretary, Walter Feldman

as treasurer, and Ving Hershon as sergeant-at-

arms. John Lehners remains business repre-

sentative. Gene Fowler Jr. and Tom Neff will

participate in a run-off election for the Local

776 vice presidency.

In addition to announcing plans for a system

of annual awards for best tv music editing, to

be established in the future, the Cine-Music

Div. of Local 776 elected Sid Sidney as presi-

dent, Harry King as vice president, Evelyn

Kennedy as secretary, Joe Glastman as treas-

urer, and Ving Hershon as public relations

chairman.

WGAW Sets Live Tv Demands;
Negotiations Begin March 15

DEMANDS for writers working on live tv

presentations, formulated by Writers Guild of

America, will be presented to networks at

negotiations starting March 15, it was an-

nounced in Hollywood by Fenton Earshaw, 

president of the tv branch of WGAW West.

The demands, which were undisclosed, were

unanimously approved by membership at the

WGAW tv branch meeting in Beverly Hills.

Frances Inglis, executive director of WGAW, 

flew to New York to correlate the live tv de-

mands of WGAW and WGA East.

Lee Berg, West Coast live tv negotiations

chairman, and Morgan Cox, in charge of film

tv matters, are in the east to serve on the net-

work negotiations committee to secure a min-

imum basic agreement.

Also at the Beverly Hills meeting, the WGAW

tv branch approved a 1½% deduction from all

tv film income for the motion picture relief

fund.

SAG Members Study Terms
Proposed for Tv Commercials

PRODUCERS may make or edit only one

longer or shorter version of the same com-

mercial under the new three-year contract covering

filmed tv commercials now before the Screen

Actors Guild membership for ratification.

These terms apply to commercials made on or

after March 2, 1955, and to commercials made

under the old contract but edited after that date.

Other gains made by SAG in the new con-

tract are: off camera players and singers, sound

track of which is integrated into other com-

mercials, will be paid re-use payments for each

commercial used; an increase of 10% in all

guaranteed use payments for group singers in

class A program commercials; recording session

for solo singers is reduced from four to three

hours.

Also, producers must file production reports

with SAG’s office within 48 hours after engage-

ment and duplicate copy to the agency with

delivery of commercial, but not later than 30

days after completion of the player’s services.

The wage scale for puppeteers who operate

hand or string-manipulated puppets shall be

included in the term “player” and covered in

this contract.

Maximum use periods remain the same as in

the present contract. A player may notify agen-

cy or sponsor in writing at any time before 60

days of expiration date that he wishes use of

the commercial discontinued. Otherwise the

agency may continue to use the commercial on

the same terms and conditions.

Advertising agencies agreed to insert details

on each voucher which accompanies a check

for use and re-use of commercials in order

that the player can identify the commercial to

which it pertains and the kind of use paid for.

SAG negotiations with representatives of the

Alliance of Television Film Producers, Film

Producers Assn. of New York and various un-

affiliated tv film producers became deadlocked

shortly after starting Feb. 1 [BT, Feb. 21].

AFTRA Says Langley ‘Unfair’;
Drops Charge Against Dawne

ROLLY LANGLEY and Rolly Langley Produc-

tions, Hollywood, were declared unfair by the

American Federation of Tv & Radio Artists

last week for alleged failure to pay host-m.c.

Richard Arlen for his services on two programs.

The programs in question are KJI-7 TV Holly-

wood’s Lie Detector Derby and KNXT (TV)

there’s My Big Moment, now both off the air.

In another action, the Hollywood AFTRA

chapter removed Dawne Industries Inc., Los

Angeles (Tint ‘n’ Set hair preparations), from

its unfair list.

NLRB Rules Against KFSD-TV

KFSD-TV San Diego, Calif., has been ordered by

the National Labor Relations Board to cease

threatening employees with reprisals because of

union activities, restricting employees from en-

gaging in union activities on company property

during non-working time, or “unlawfully” aid-

ing the National Assn. of Broadcast Employees

& Technicians. The ruling upheld a trial ex-

aminer’s decision and set aside an election

held last April.

All 3-Speeds
without Adapters

FAIRCHILD

530 Direct-Drive TRANSCRIPTION TABLE

With the Fairchild 530 Transcription Table, accurate playback

speeds, including 45 rpm, are guaranteed by direct-drive. This elimi-

nates inefficient “adapters” and insures day-by-day reliability.

Just a flick of the

switch, even when

the motor is running,

and you can perform

all record and trans-

cription reproduction

at one table. And, to

complete the picture,

Fairchild 202 viscous

damped 3-way arm

allows your choice of

stylus size and lateral

or vertical reproduc-

tion.

CONVERT

Out-moded Equipment

The drive used in the Fairchild

530 is also available in kit form

for easy conversion of your pres-

cent system to 3-speed operation.

Fairchild 530 is especially effec-

tive in converting RCA 70 Series

tablets.

WRITE FOR ADDITIONAL INFORMATION TODAY!

FAIRCHILD RECORDING

4 EQUIPMENT

TENTH AVENUE, WHITESTONE, N. Y.
THE CURTAIN of quiet that NBC has hung around its plans for "a new national radio programming service" to shore up slipping revenues was lifted partially last week by Executive Vice President Robert W. Sarnoff. He announced that NBC Radio is formulating an around-the-clock weekend series into which an advertiser presumably may buy to fit his needs, large or small, and at the same time, without revealing details of the planning, he gave a glimpse of the broad type of radio service the network expects to provide as part of what has been dubbed its "operation redesign."

Speaking before the Minneapolis Sales Executives Club last Wednesday, Mr. Sarnoff—who a fortnight ago added direction of the radio network to his other responsibilities—said radio networks (1) "must provide the sort of radio service which the public wants today and can't get from any other source" and (2) must become available to all national advertisers, big and little, "through sales patterns flexible enough to meet each advertiser's particular marketing needs."

After outlining the projected weekend around-the-clock programming—which at least some affiliates interpreted as foreshadowing a broad measure of weekend simulcasts and/or audio tapes from TV shows—Mr. Sarnoff said:

"We're rebuilding our radio service in other directions as well; again in an effort to move from the beaten track, to give the people more reasons to use their sets more."

"We're putting on shows like Conversation, an informal, across-the-table discussion featuring prominent figures from the arts and sciences—men whose minds and views are interesting to the public. We've developed a series called Biographies in Sound—hour-long profiles of men like Winston Churchill, Ernest Hemingway, and women like Gertrude Lawrence. This series moved the critic for the New York Times to offer thanks to NBC 'for an exciting demonstration that radio can still be very much alive.'"

"Beyond that, we're concentrating on news analysis in depth—through programs which probe behind headlines to show the background and significance of the news."

"Finally, we intend to include in our radio service a talent workshop—a place where television can develop its new stars by giving them a chance to work before a national radio audience."

He said that "this briefly is our plan for adapting network radio's great powers to meet its new requirements. It is intended to perpetuate radio as a national communications service and as an efficient, flexible advertising instrument for American business."

Voicing confidence the plan will succeed, he stated that, if it does, "the depressing downward trend of network radio revenue should be arrested." He noted that "with increased revenue, network radio can improve and expand its program service," and added: "This is not a promise that the future holds—not only for us but for all networks who realize that to change is to survive."

NBC is keeping strict silence on most of the specifics of its plans, as yet, its affiliates, but there were reports last week that under consideration is one whereby all affiliates except those in two- or three-score top markets would be allowed to pick and carry what NBC Radio programs they want, commercial or sustaining, in return for payment of a fee, plus line charges, to the network.

This report was nowhere confirmed officially, and by some NBC officials it was denied pointblank. It also was noted that NBC President Sylvester L., (Pat) Weaver Jr., who last week was winding up a European vacation, had said flatly in a recorded interview with B&TV that plans do not involve the "press-assoc.-type concept" of being paid for services rendered [B&TV, Feb. 28].

Stressing the post-tv change in listening habits which has moved radio from the living room into other rooms throughout the house and made it a personal medium which people are using "wherever they are," inside or outside, Mr. Sarnoff in his Minneapolis speech cited NBC's present programming of "large uninterrupted blocks of time with new services that will bring more listeners—and new listeners—to the NBC stations."

"Our transition to these new forms has been gradual and steady," he said, leading into a description of the format of the weekend series:

"Now we're exploring a logical extension of the new patterns for a special weekend network service—exciting to the audience and effective for the advertiser."

A Weekend Full

"What we have in mind is a continuing flow of radio entertainment and information beginning Saturday morning and running around the clock till late Sunday night. It will be a service that for the first time wipes away the artificial barrier between radio and television and brings the radio listener exposure to the great television stars. It will tell the news when it happens anywhere in the world, from Moscow to Minneapolis; it will present live reports from backstage Broadway, and famous figures from all fields of endeavor; it will include comedy, drama, and sports."

"He did not disclose when the weekend series will start, but other authorities indicated it would be "before summer." There was no indication as to how many affiliates the network expects to have in its around-the-clock lineup. The format is yet to be worked out, officials said, but there appeared little doubt that it would fit the description given by Mr. Sarnoff in his reference to the long, uninterrupted blocks already being programmed: "no single advertiser could support such a program block by himself. But it can be supported by a number of advertisers, each buying the amount and type of advertising space he needed." He continued:

"With these realistic advertising opportunities..."
opening up, agencies and advertisers are beginning to give a sober second thought to the continuing values of network radio.

"They're getting back to the businesslike basis of comparing radio today with other media they can buy today—instead of comparing radio with what it was 15 years ago. And we're beginning to see the results. In 1954, 48 different advertisers signed for new business on the NBC Radio network—and about half of them invested in the new advertising operations I've described."

Personal Radios

Mr. Sarnoff displayed a transistorized, pocket-sized radio, "put together experimentally by RCA scientists," and said "the personal radios of the future will only complete the changes in listening habits that have already set in." Changes which already, he said, have led to the situation where, out of a total of 129 million sets, 100 million "are situated away from direct competition with the television set."

Asserting that "it's logical that as the listening habits change, the advertiser's use of radio should change, too," he said that networkable for many reasons to adjust quickly to "meet the new requirements," had "caught the first impact of television's competition for advertisers and audiences," while individual stations were flexible in their advertising patterns: "have just begun to feel those effects."

He said Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, is a "charter member" of the "let's-do-something-about-the-networks school," and that "so is the entire NBC organization." He continued:

"For one thing, we know that radio has certain unique values as a communications and advertising medium. We are building on these values to create the sort of a new service needed by the radio audience and the radio advertiser in a television age."

"Now, what are some of these special values of radio?"

"Well, for the public it's a medium of convenience, offering information and entertainment which can be enjoyed without concentration. It is the ideal vehicle for music for the news flashes which it may provide with unmatched swiftness; for the type of evenly paced drama and information and cultural shows that can be absorbed whether the listener is occupied, or whether he is just relaxing. It is perfect for the presentation of ideas and discussions of issues. It can provide a variety of specialized services, not readily available through any other medium."

"And matching these values for the public are some unique values for the advertiser. First of all, radio gives the advertiser the great force of a personal salesman, with a voice that can reach millions and move them to action. This is a quality which no other medium—except network television—can offer the advertiser."

"But network radio has the added attraction of furnishing this personal salesmanship at the lowest cost. In advertising on NBC Radio today, an advertiser can get national exposure, through the new sales techniques we are developing, for as little as 96 cents per thousand impressions. Just compare this with magazine costs—which run about $3 per thousand impressions for the best read national publications."

"So we see that network radio has the twin qualities of selling impact—and low cost. If it is programmed to meet the new listening needs, and if it is used efficiently by the advertiser, it can deliver a huge audience for his sales messages—because there is still a tremendous amount of radio listening spread throughout this country."

"In total, that listening comes to about 42 billion hours per year, to be as exact as one can. Repeatedly, surveys have confirmed that more than 90% of all American homes with radios have one or more sets tuned in every week. Even in homes with television—and this is significant—90% of the people listen to radio at one time or the other during the week."

"And, finally, network radio is the ideal running mate for network television. By adding radio to his television buy, the advertiser can achieve national saturation, with far less duplication than any other combination of media would permit."

"The problem, then, is one of adaptation—moderating the operation so that the built-in values can go to work. For radio networks, this job has two related aspects:"

"First, they must provide the sort of radio service which the public wants today and can't get from any other source. That was the role which made the networks great when radio was the only broadcast medium. But times have changed, and the service must keep pace. By providing such a service, networks will win back more of the huge audience now using radio."

"Second, network radio must have its nationwide audience available to all national advertisers—big and little. And it must do so through sales patterns flexible enough to meet each advertiser's particular marketing needs."

"There should be a place on the network for the advertiser who wants the identity and prestige and loyal audience following of his own evening program—like The Telephone Hour, or Dragnet or Groucho Marx."

"However, a company manufacturing green berets for women to wear on St. Patrick's day doesn't need a year-round evening program to do its sales job. Its requirements can probably be met through selective radio advertising, appealing to the nation's housewives and concentrated in the weeks prior to St. Patrick's. Such a national advertiser can buy the schedule he needs in the printed media—why shouldn't network radio be able to accommodate him, too?"

"There should also be a full range of opportunities on radio networks for all other types of national advertising operations: from the client who wants to accumulate maximum circulation by spreading his messages throughout the weekly program structure, to the company..."

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**Look at These Facts About WOW-TV Omaha**

- **Coverage**: 100,000 Watts (Max. Power) covering 51 counties in Nebraska, Iowa, Missouri, and Kansas. (See coverage map above)
- **Circuit**: Omaha - Channel 6
- **Bandwidth**: 500 kHz (10 MHz at 87.5 MHz)
- **Power**: 100,000 watts (Max. Power)
- **Frequency**: 580 kHz
- **Channels**: 6, 7, 10
- **Population**: 500 million
- **Size of Market**: 400,000 families with 2 billion dollars to spend.

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**Contract** making KFDM-TV Beaumont, Tex., a primary CBS-TV affiliate, effective in April, is checked by Ed Shurick (l), national director of CBS-TV station relations, and these KFDM-TV executives (l to r): Howard H. Fry, secretary-treasurer; D. A. Cannon, president; and C. Blokey Locke, exec. vice president and general manager.
that needs the concentrated impact of a big one-time advertising explosion."

Mr. Sarnoff said, "The time for the networks to move forward" in the new directions "is, and must be, now." He noted that there are 33 million tv sets in American homes, and estimated that tv this year "will collect total advertising revenues of $1.3 billion." And if tv's strength now is "that of a Jack Dempsey, it's strength tomorrow will be that of a Paul Bunyan."

For tomorrow promises color television on a truly national scale."

He predicted the number of color tv sponsors will be quadrupled three years hence and that there will be 10 million color sets in U. S. homes by the end of 1960.

"But this world of color should not obscure our vision of those portable radios in the other rooms," he said. "For if we activate them with the type of entertainment, informaion and special interest programs that the public wants, then we shall have the perfect complementary medium for television—black-and-white or color. If we adapt network radio properly in the age of television—then both NBC and Minneapolis will be renewing their radio charter for many years to come."

ABC's Kintner Cites Radio-Tv Obligations

ROBERT E. KINTNER, ABC president, last week cited the broadcasting industry's three major obligations to the listener and viewing public: (1) "to produce top-rated shows to appeal to as many millions of people as possible;" (2) "programming for minority groups"—groups which favor musical, ballet and discussion types of programs, and (3) "program specialized groups"—shows aimed specifically at women or children, for instance.

Mr. Kintner made his remarks to the 46th annual dinner of the Easton (Pa.) Area Chamber of Commerce. His talk was carried by: WGLV (TV) Easton, WEEU-TV Reading, WPTA-TV Harrisburg and radio stations WEEU and WEST.

In another facet of his speech Mr. Kintner said that there should be no censorship of programs because of juvenile delinquency factors.

"The causes of juvenile delinquency do not come out of the radio and television networks, but they come out of the home environment," he said that when programs are being presented which are too mature for the young child the solution is to keep the child from seeing the show and not the curtailing of the broadcast.

The ABC president also pointed out that the networks have an obligation to the advertisers. If there were no advertisers the networks and programming in general would dry up from lack of operating funds, he continued.

As to the network's future plans Mr. Kintner said there would be an emphasis placed on "family programming." The network wants the kind of shows that can be enjoyed by all members of the family group because the larger the family is the greater is its buying income.

In his discourse Mr. Kintner touched upon: the saturation of population that is possible through the combined radio-tv media; the high cost of network production and maintenance of service, and the need for still more programs in the news and public discussion field.

Comedian Tom Howard Dies

TOM HOWARD, 69, former quizmaster on the radio-tv show It Pays to Be Ignorant and veteran vaudeville and stage comedian, died Feb. 27 in Long Branch, N. J., following a heart attack. He entered radio in 1943 with It Pays to Be Ignorant, a parody on all quiz programs, and continued the program until two years ago when he retired.

Mr. Howard is survived by his wife, the former Harriet Berg; a daughter, Ruth Howard Hoyt, who wrote the script and gags with her father for the radio-tv show, and a son, Thomas Jr., who is a radio writer.

NETWORK PEOPLE

Lester Vail, director, CBS-TV Meet Millie, named program producer-director, succeeding late Frank Galen.


Mel Epstein, motion picture producer-director, to CBS-TV Hollywood as producer.

E. D. Leslin, former associate producer, ABC-TV Ray Bolger Show, to CBS-TV Hollywood as co-producer, proposed Harte of Honolulu series.


Paul M. Kipper, formerly radio-tv commercial editor, Gotham Recording Corp., N. Y., to ABC as sales presentation writer.
Wick, James, Hartman
Elected by CBS-Columbia

THREE new vice presidents of CBS-Columbia Inc., Long Island City, N. Y., were elected last week, according to an announcement by Seymour Mintz, president of the CBS set manufacturing division. They are: Merle S. Wick, administrative vice president; Will James, vice president in charge of operations, and Robert K. Hartman, vice president in charge of the government and industrial division.

Mr. Wick has been financial administrator for the company in charge of financial, accounting and general office administration. In his new position, he will be responsible for all administrative procedures.

Mr. James, who has been director of operations, will be responsible for all plant, manufacturing and purchasing operations.

Mr. Hartman, who was director of government operations, will be responsible for the expansion and development of CBS-Columbia’s new government and industrial electronics division.

Community Operations Div. Established by Jerrold Corp.

ESTABLISHMENT of a Community Operations Div. was announced last week by Jerrold Electronics Corp., Philadelphia, one of the major manufacturers of community television equipment.

The new division will handle franchise contracts, insurance, bonding, work crew organization, construction supervision, promotion, business operations and technical engineering for construction and maintenance.

William H. Miller is manager of the new division. Others are Robert J. Tarlton, community constructions; Barbara Loomis, planning supervisor; Claire Ostrau, field management representative, and Earl Fletcher, engineering supervisor.

DuMont Grosses $93 Million

ALLEN B. DUMONT Labs’ gross income in 1954 totaled $92,843,000 and its net earnings $7,597,000, including a profit of $6,727,000 after capital gains tax on the sale of WDTV (TV) Pittsburgh to Westinghouse Broadcasting Co. DuMont reported Thursday following a board meeting. The $7,597,000 net earnings represented $3.17 per share of common stock, the report noted, while earnings from operations were placed at $870,000, or 32 cents per share of common stock.

American Absorbs Berlant

INTEGRATION of Berlant Assoc., Los Angeles tape recorder manufacturers, into a group of firms controlled by American Electronics Inc., was accomplished by vote of the directors of the Berlant firm and those of Electroflow Corp., an American Electronics subsidiary. The new firm, Berlant Instruments, although expanding into automation, computer and instrument applications of magnetic recording, will continue to manufacture the Berlant and Concertone lines of tape recorders.

S-C Net Sales Drop in 1954, Earnings Up 19% Over 1953

NET SALES last year for all Stromberg-Carlson Co. divisions, including $63,509,429, slightly less than the record $65,241,861 sales of the year before, Robert C. Tait, president, announced last Tuesday. S-C owns WHAM-AM-TV and WHFM (FM) Rochester.

At the same time, the board declared a dividend of 56 1/4 cents per share on 4 3/4% convertible preferred stock, payable April 1 to stockholders of record at the close of business March 15. Dividend of 40 cents was declared on common stock, payable March 31 to stockholders of record March 15.

Mr. Tait said net earnings for the year, after charges and taxes, amounted to $1,981,754, an increase of 19% over the 1953 net.
and earnings, which were placed at record highs [BtoT, Feb. 28].

Westinghouse claimed it was "first to manufacture" color TV sets on an assembly-line basis and to "market them across the nation." The company introduced its 15-inch color receiver last spring and late in the year came out with two 19-inch color models.

The "two major events" which marked activities in 1954 of the company's wholly-owned subsidiary, Westinghouse Broadcasting Co., were the purchases of KPIX (TV) San Francisco, and later, WDTV (TV) Pittsburgh (now KDRA-TV). The acquisitions were made, the report said, because of investment value and their "increasingly greater earnings potential" to add to the company's opportunity to increase its "identification and prestige in metropolitan areas."

MANUFACTURING PEOPLE


Frank J. Healy, vice president-operations, Sylvania Electric Products Inc., N. Y., and in charge lighting div., elected director of company.

W. E. Laswell, distributor merchandising and sales activity supervisor, south western regional sales staff, Motorola Inc., Chicago, appointed southeastern district regional sales manager, headquartering in Atlanta, Ga., succeeding Dale Andrew.


Robert L. Werner, vice president and general attorney, RCA, N. Y., named co-chairman, radio-TV div., 1955 fund campaign, Legal Aid Society.

Raymond W. Durst Jr., 21, methods dept., Hallicrafters Co., Chicago, and son of firm's president, died Feb. 27.

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EDUCATION

Illinois Institute Slates Educational TV Conference

POSSIBILITIES of educational television will be canvassed for some 300 representatives of 27 different institutions at a two-day conference in Chicago March 24-25.

The conference, conducted by the Illinois Institute of Technology, will include on the agenda such topics as production techniques, operation of community stations, conditions in the television industry and participation in TV programs.

Purpose of the session is to familiarize professional educators with the medium preliminary to the kickoff of Chicago's proposed WTTW (TV) as a non-commercial station this fall. Discussions are tailored to help them produce "interesting and worthwhile shows." It will be the second Chicago area conference of its kind sponsored by IIT, according to Dr. Mentor L. Williams.

Chicago Educational Television Assn., licensee of WTTW, has raised $815,000 out of $1.2 million needed to operate the station through 1955-56.

RCA Awards Six Fellowships

ANNOUNCEMENT of six RCA fellowship awards to young scientists and graduate engineering students for the current academic year was made last week by Dr. C. B. Jolliffe, RCA vice president and technical director. The fellowships range from $1,800 to $2,700, part of which is specified for tuition and university fees.

Purpose of the fellowships, according to Dr. Jolliffe, who is also chairman of the RCA education committee, is to provide assistance for predoctoral graduate students who display outstanding ability in fields of study related to radio, tv and electronics. More than 70 men and women have received RCA fellowships since the awards were first given in 1947.

Shakespeare on WDAF-TV

U. OF KANSAS CITY has inaugurated an 18-week series, You and Shakespeare, on WDAF-TV Kansas City, Mo. The course, taught by Carolyn Benton Cockeafar, professor emeritus of the university, may be viewed for college credit if application is made to the school. Educators from the university have presented one other telecourse, You and the Low.

Northwest Radio-TV School Opens Branch in Washington

WASHINGTON, D. C., branch of the Northwest Radio & Television School has been opened, it was announced last week by W. A. Sawyer, director, and Edward R. Sawyer, director, director. Offices and classrooms will be located in the 1627 K St. N.W., studios of WWDC, which will vacate them May 1 to occupy new quarters. Resident classes will begin on about that date. Harry R. Shank is resident registrar and will occupy offices at the WWDC address immediately, accepting registrations for the May term.

In announcing the opening, Mr. Sawyer said, "We believe that many residents of the Washington metropolitan area will want to take advantage of this opportunity to receive professional training for careers in one of the nation's most dynamic, growing industries."

Mr. Sawyer has leased necessary equipment from WWDC owners and in-school training will be offered in the studios. The school offers specialized vocational training in broadcast media and operates a free nationwide placement service for graduates. Former FCC Commissioner George E. Sterling is consultant to Northwest in its technical training course. Northwest was founded by Mr. Sawyer in Portland, Ore., in 1946 and also maintains resident schools in Los Angeles and Chicago.

KETC (TV) Sets Credit Course

COLLEGE accredited television course, "The Religions of Man," will be presented by educational KETC (TV) St. Louis, it was announced jointly by Ethan A. H. Shepley, chancellor of Washington U. there, and Shelby Storck, KETC general manager. The course will run for 15 weeks and one hour of college credit will be awarded to those who successfully complete the course. Registration fees are $17 for those who intend to take the course for credit and $4 for those who will follow the course, but are not interested in obtaining college credit. Both fees include the course syllabus.

KHLV-TV Slates Art Series

THIRTY-MINUTE educational series titled Through the Ages will be produced by Kearney State Teachers College, Kearney, Neb., through the cooperation of KHLV-TV there, which is making its facilities available to the school. The weekly series, a chronological study of the major cultures including special demonstrations by students on art techniques, will be directed by William A. King, teachers college professor of art.

EDUCATION SHORTS

KFRE Fresno, Calif., is cooperating with Fresno State College in presenting for fifth time complete closed-circuit tv workshop class for college credit. Course being taught by Keith Mealey and Ed Frech of KFRE, assisted by Edwin Lombard and Merlyn Burris of Fresno State.

Dr. Franklin Dunham, radio-TV chief, U. S. Office of Education, to conduct six-week educational radio-TV workshop (June 20-July 30), U. of Southern California, also conducting radio-TV programming course during same period.

RCA Institutes Inc., N. Y., awarded 307 diplomas to students at commencement exercises for courses completed in radio-TV broadcasting, servicing, advanced technology and radio-telegraph operating. Total of 52% of winter term students were World War II and Korean War veterans.

Page 96 • March 7, 1955
BRITISH 'GAG' EVOES CHALLENGES

Agreement prohibiting airing of political discussions on topics two weeks before they come up for debate in Parla-
ment is said to be strangling British Broadcasting Corp.

GENTLEMEN'S AGREEMENT between Eng-
land's two major political parties and the
British Broadcasting Corp. that prohibits the
airing of political discussions on topics two
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ament is currently being challenged.

The challenge, designed to do away with the
two-week gag, comes from newspapers of
various political faiths and some members
of both parties. They claim the restriction is
strangling BBC. The Observer said the BBC
should not "meekly renew the agreement, which
makes it less free than the press and the public
at large. . . ." The newspaper said "It should
compel the government to impose the restric-
tion [by law] and to accept the blame for doing
so."

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This current controversy came to light about
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show revealed that the program had been
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The gentlemen's agreement dates back to
1948, when Labor Party leader Clement Attlee
was Prime Minister. The Churchill govern-
ment, it was understood, now will enact the
necessary law, making it apply with equal force
to the commercial television system due to
begin operating next October.

Critics of the restriction have suggested that
the party leaders want to control the way issues
are presented to the public and, in particular,
the persons who present them.

In addition to the gentlemen's agreement, the
parties have imposed a limited panel of party
regulars from which speakers for quasi-political
panel shows are selected. This came about, it
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The two men were cut down to one appearance
per month each.

Annual CARTB Meet
Scheduled March 21-23

CANADIAN broadcasters will hear their U. S.
colleagues on numerous industry problems at
the 30th annual meeting of the Canadian Assn.
of Radio & Television Broadcasters at the Cha-
teau Frontenac Hotel, Quebec City, March 21-23.

News, television and sales will highlight the
problems to be discussed at panel sessions of
the annual meeting.

One of the items slated for the closed busi-
ness session on March 22 is the adoption of
a special by-law increasing the number of
directors from 14 to 19, with a quorum of 10.

The new directorate will have one tv director
from each of the five regions and two radio
directors from each of the Atlantic and Pacific
regions, three radio directors from each of the
French-language and Prairie regions, and
four radio directors from the Central Canada
region.

Included in the roster of speakers are John
Karlo, CBS vice president, who will talk on
"Radio's Resurgence" on March 21; Thomas
O'Neil, MBS president, who will address
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A news panel on March 21 will discuss news
handling by four Vancouver newsers. Sales
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ing program allocation and sustaining pro-
grams.

The Bureau of Broadcast Measurement will
hold a research presentation on March 20 as
to the reliability and future of the BBM, and
will have its annual meeting on March 22.
CARTB elections will be held on March 22,
and presentation of awards at the annual dinner
on March 21.

Bell of Canada to Build
Toronto-Vancouver Network

BELL TELEPHONE of Canada Ltd., Mon-
real, is expected to build a microwave tv net-
work from Toronto, Ont., to Vancouver, B.
C., for rental to Canadian Broadcasting
Corp. First stage, from Toronto to Winnipeg,
Man., is already under construction. The joint
communications setup of the Canadian Na-
tional Telegraphs and Canadian Pacific Tele-
graphs, is expected to have the microwave net-
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Completion of the Toronto-Winnipeg service
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INTERNATIONAL

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Canada's Advertising

The Canadian government in 1954 spent $5,015,859 in advertising, with the Dept. of National Defence accounting for more than half the total with $2,828,482. Nine advertising agencies handled $3,900,000 of the government advertising and the remainder was placed direct. Second highest departmental advertising expenditure was by Northern Affairs, which spent $940,047. Finance came third with $666,704, followed by Labor, $148,730, and Trade Commerce, $142,730. No media breakdown was supplied.

CARTB Forms Pioneers Club

PIONEERS CLUB has been formed by the Canadian Assn. of Radio & Television Broadcasters for those who before Dec. 31, 1951, had been 25 years in active service in the broadcasting industry. The CARTB already has its Quarter Century Club, and the Pioneers Club will have a limited membership of those who celebrated their quarter century of service prior to the end of 1951. A total of 21 persons will be presented with Pioneers Club certificates at the annual CARTB meeting, March 21-23, in Quebec.

WAB Meets June 27-30

Plans are being completed for the annual summer meeting of the Western Assn. of Broadcasters at Jasper Park Lodge, Jasper, Alberta. WAB President Sid Boyling, CHAB Moose Jaw, has announced that the convention will be held from June 27 to 30, and that business meetings would be held on June 28 and 29.

INTERNATIONAL PEOPLE

Corrine Noonan, formerly promotion manager, CHED Edmonton, Alta., to J. J. Gibbons Ltd. (adv.), same city, as radio-tv and publicity director.

John K. Rooke, assistant features editor, Canadian Broadcasting Corp., national tv news service, appointed features editor, succeeding Harry Rasky, resigned to form film producing firm.

INTERNATIONAL SHORTS

CHEX-TV Peterborough, Ont., has issued first rate card effective March 1 with class A hourly rates starting at $200 and one-minute announcements at $40. Station will have 200 kw video power, 156 kw audio and antenna height of 400 ft. Station is affiliated with Peterborough Examiner. Telecasting is to start mid-March.

Canadian Broadcasting Corp., commercial dept., announces new class B network time rates effective April 1 for CFPL-TV London, Ont., $370 per hour; CKCO-TV Kitchener, Ont., $350 per hour, and CFCM-TV Quebec City, Que., $230 per hour.

The Smart Buy in Milwaukee

860 KC

Adam J. Young Jr., Inc., Not! Reps.

Broadcasting • Telecasting
**COOKING FOR THE SMALL FRY**

COOKING SHOW designed for the small fry of the household is a new Saturday program of WGN-TV Chicago. Based on the theory that most children find the kitchen fascinating and love to cook, the program explains cooking equipment, terms and expressions, methods of preparing food and recipes and safety rules. Titled Let's Cook, the series is conducted by Alma Lach. Tots also are shown how to make "little desserts."

**PETER THE PARAKEET**

PETER, a parakeet in Oklahoma City, won his owners a $100 U. S. Savings Bond when he said "KTOW My Favorite Music Station" after KTOW there offered the prize to anybody who would teach their parakeet that statement. Peter was taught to say the slogan in a week. He was taken to the station and coaxed in front of a microphone to make his speech, which was tape recorded for additional use.

**SCOUTS TAKE OVER WMPS**

AS PART OF the kickoff of Boy Scout Week in Memphis, Tenn., over 20 scouts took over the regular staff and personality jobs at WMPS there for a full day to promote the interests of the week.

**'YOUR INCOME TAX'**

AID for those swamped by income tax problems will be supplied by MBS on Your Income Tax. Six consecutive Thursday programs from March 10 through April 14 have been scheduled at 7:15-7:30 p.m. EST. Internal Revenue Commissioner T. Coleman Andrews will appear on the first program and bureau expert Ernest J. Grayson will appear thereafter. Harry Wismer of MBS will pose typical problems of interest to the taxpayer.

**'NEWSPAPER OF THE AIR'**

NEW SERIES of weekly, half-hour programs utilizing tape recordings of propaganda broadcasts from Iron Curtain countries and including roundtable discussions of controversial issues has been inaugurated by WINS New York. Designed to appeal to the more than one-third of a million college students in the New York metropolitan area, Sunday Newspaper of the Air is written, directed, produced and announced by members of Long Island U.'s undergraduate radio workshop, an activity of the Dept. of Journalism.

"Miss Perwinkiel! Will you please stop listening to that KRIZ Phoenix dance music!"

**FREE! EXCITING FILMS ON CANADA**

Canadian Pacific offers 13 different 16 mm. subjects to all U.S. TV stations

Take your choice of these highly entertaining outdoor prints on spectacular Canada! Running times vary from 11 to 32 minutes for flexible scheduling! Popular subjects include Canadian hunting, fishing, hiking, riding, camping, touring, cruising, golfing, skiing! Order now!

<table>
<thead>
<tr>
<th>TITLE</th>
<th>MINUTES</th>
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</thead>
<tbody>
<tr>
<td>Canadian Pattern</td>
<td>32</td>
</tr>
<tr>
<td>Shining Mountains</td>
<td>18</td>
</tr>
<tr>
<td>Banff's Golf Challenge</td>
<td>21</td>
</tr>
<tr>
<td>Jackiep Journey</td>
<td>20</td>
</tr>
<tr>
<td>Snowtime Holiday</td>
<td>19</td>
</tr>
<tr>
<td>High Powder</td>
<td>22</td>
</tr>
<tr>
<td>West Coast Playground</td>
<td>12</td>
</tr>
<tr>
<td>Klondike Holiday</td>
<td>22</td>
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<tr>
<td>Canada's Tackle Busters</td>
<td>21</td>
</tr>
<tr>
<td>Canada's East Coast Playground</td>
<td>20</td>
</tr>
<tr>
<td>Alaska and the Yukon</td>
<td>11</td>
</tr>
<tr>
<td>Riding High</td>
<td>18</td>
</tr>
<tr>
<td>Happy Voyage</td>
<td>17</td>
</tr>
</tbody>
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For films and complete information contact: P. T. Cole, Public Relations Officer, Canadian Pacifc, 581 Fifth Ave., N. Y. 17, N. Y. Plaza 9-4433.
'HOME, SWEET HOME'  
SEVEN-DAY weekly Italian situation comedy, Casa Serena ("Home, Sweet Home"), has been added to the WATV (TV) Newark, N. J., Italian-language schedule. The daytime serial chronicles the humorous aspects of the daily lives of an Italian family of artists—husband, wife and mother-in-law. Gino Caimi, an Italian stage actor, writes and directs the show, also playing the role of the husband.

WWRL BROCHURE  
BROCHURE which analyzes Spanish-Puerto Rican market data and ways the market can best be served through use of time on WWRL New York has been issued by the station. The presentation includes a partial list of agencies using Spanish-language broadcasts on WWRL, station program data, a breakdown of the Spanish-Puerto Rican population in New York City and merchandising features offered by the station.

'MUSICAL NITECAP'  
RESPIRE from ordinary late-hour feature movie programming is offered viewers of KNXT (TV) Hollywood's Musical Nitecap, a new live half-hour weekend series. In the 11:30 p.m.-midnight time slot, the program offers music, dancing, singing and personality interviews, with Dave Willock as host-m.c.

STATIONERY PROMOTES KCRB  
KCRB Chanute, Kan., is using official stationery with a six-color border showing home, farm, shop and office situations where radio is being listened to while work is being done. The bottom of the stationery says, "You can listen to KCRB and do something else."

WGAN-AM-TV REPORT WRECK  
CAMERAMAN from WGAN-TV Portland, Me., were the only tv cameramen on the scene to report a train crash which occurred five miles east of Augusta, Me., WGAN-AM-TV reports. The wreck occurred at 9:15 p.m. and WGAN-AM-TV dispatched a reporter and two cameramen to the scene with portable lighting equipment. The newcomers phoned bulletins into the station after walking to the nearest telephone a half a mile away. A total of 11 bulletins were aired by the stations between 10:20 p.m. and 1 a.m. The next day the stations aired tape recordings and showed films taken at the scene.

DISC SHOW MINUS MUSIC  
WHOM New York has started a new type of disc m.c. show on Sundays, 12 midnight-2 a.m., which uses no music—only words. The show features Bunny Roberts as a disc m.c. telling "homey" stories, reading poetry and quoting philosophical remarks.

TV TOY MERCHANDISING PLAN  
EXTENSIVE tv toy retail merchandising plan is under preparation in connection with the cooperative sponsorship of WOR-TV New York's Merry Mailman program by the Darling Stores chain of juvenile outlets. Called "Darling Stores Blue Ribbon Plan," it offers toy manufacturers the opportunity of co-sponsoring Merry Mailman (Mon.-Fri., 6-6:45 p.m. EST) with the chain stores, and the benefit of Darling's merchandising efforts, which include daily listings of manufacturers in the stores' newspaper advertisements; special in-store displays; premium giveaways supplied by Darling, and personal appearances by the Merry Mailman in stores carrying the toy manufacturers' products. The plan will be launched March 1.

KXO AND DOLLAR DAYS  
KXO El Centro, Calif., is buying time for the merchants of the city by purchasing free parking time for citizens of the Imperial Valley capital during its Dollar Days, a bargain sales event staged annually by El Centro's retailers. In connection with the station's purchase of parking time from the city, KXO sent letters to the merchants expressing hope the promotion would catch the interest of the valley, produce-growing center of California, and explaining it would be wise to advertise on the station which covers the majority of the area. KXO points out 99% of the residents of Imperial Valley have radios and spend on an average of over 30 hours per week listening.

HIGH SCHOOL RADIO DAY  
KMMO Marshall, Mo., staged High School Radio Day in cooperation with the Cooperative Occupational Education classes of Marshall High School in which 47 students sold, wrote and announced commercials starting at 6:15 a.m. until 5:45 p.m. signoff. The station split the proceeds with the class, which used its money to pay expenses to Kansas City to study industry and retail stores. Both KMMO and the school believe it was one of the most important public relation events either has undertaken and plans are being made for the same project in 1956.

FREE SOIL TEST  
FUNK BROS. SEED Co., Bloomington, Ill., through its agency, The Biddle Co., same city, is offering customers of its new product, Funk's Lawn Seed, a free on soil chemical test with a purchase of a five-pound carton of the seed or a test at cost for purchasers of the one-pound container. Television is the heart of the campaign with the test market primarily consisting of WCIA (TV) Champaign, Ill., on which one-minute spots are being run through April 1. Four mailings are being sent to 5000 prospective dealers throughout Illinois. Easel displays, window streamers and tie-in ad mats are provided dealers, with class A dealers being supplied 3- x 6-ft. imitation grass mats and flats of grass seed growing to enhance spring lawn seed displays. The campaign is being backed with newspaper ads in several Illinois cities. If the spring campaign is as successful as early indications hint, Biddle reports, the program will be expanded during the fall selling season with an all-out drive in the spring of 1956.

'FIGHTING WORDS'  
CONTROVERSIAL quotations are the feature of a half-hour tv panel show on CBLT (TV) Toronto and the CBC microwave tv network. Fighting Words is an unrehearsed verbal exchange about controversial quotations sent in by viewers. The panel of experts includes a number of well-known Canadian educators, novelists and musicians. Moderator is drama critic Nathan Cohen.

Page 100 • March 7, 1955
For the Record

Station Authorizations, Applications
(As Compiled by B • T)

February 24 through March 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases & standards changes and routine roundup.

Abbreviations:

FCC Commercial Station Authorizations
As of Jan. 31, 1955 *

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,674</td>
<td>525</td>
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<tr>
<td>CPs on air</td>
<td>12</td>
<td>29</td>
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<td>CPs not on air</td>
<td>101</td>
<td>19</td>
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<tr>
<td>Total on air</td>
<td>2,836</td>
<td>554</td>
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<td>Total authorized</td>
<td>2,707</td>
<td>551</td>
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<td>Applications in hearing</td>
<td>137</td>
<td>5</td>
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<tr>
<td>New station requests</td>
<td>127</td>
<td>5</td>
</tr>
<tr>
<td>New station bids in hearing</td>
<td>76</td>
<td>0</td>
</tr>
<tr>
<td>Facilities change requests</td>
<td>137</td>
<td>8</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>696</td>
<td>67</td>
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<tr>
<td>Licenses issued in Jan.</td>
<td>8</td>
<td>0</td>
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<tr>
<td>CPs deleted Jan.</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary through March 2

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed CPs</th>
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<tr>
<td>Fm 543</td>
<td>526</td>
<td>27</td>
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</tr>
</tbody>
</table>

FCC Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

| Commercial | 223 | 317 | 540 |
| Educational | 18 | 18 | 36 |

Total Operating Stations in U. S.:

| Commercial | 392 | 55 | 411 |
| Noncommercial on air | 8 | 3 | 11 |

Applications filed since April 14, 1952:

| Commercial | 533 | 337 | 934 | 1,272 |
| Educational | 57 | 29 | 28 | 51 |

Total | 1,010 | 337 | 562 | 1,329 |

1 One hundred-twenty-seven CPs (26 vhf, 101 uhf) have been deleted.
2 One applicant did not specify channel.
3 Includes 34 already granted.
4 Includes 627 already granted.

Actions of FCC

New Tv Stations...

APPLICATION


RCA Tubes in stock at ALLIED!...

IMMEDIATE DELIVERY


RCA-891R. Forced-Air-Cooled Triode. RCA-891R, $385

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and effort.

Allen Kander

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242

Broadcasting • Telecasting
March 7, 1955 • Page 101
Existing TV Stations . .

**APPLICATIONS**

**WRBL-TV** Columbia, Ga.—Columbus Best. Co., granted mod. of CP for ch. 4 to change ERP to 100 kw, visual 70 kw, aural; change transmitter location to Crawford Rd., 31/2 miles west of Phenix City, Ala.; antenna height above average terrain 520 ft. Granted Feb. 25; announced March 1.

**KMAU (TV)** Wallauk, Hawaii—Hawaii Best. System granted mod. of CP for ch. 3 to change ERP to 5.8 kw visual, 2.9 kw aural. Granted Feb. 25; announced March 1.

**KBTV (TV)** Provo, Utah—Mid-Continent Telecasting Inc., granted mod. of CP for ch. 7 to change ERP to 245.5 kw visual, 137.5 kw aural; antenna height above average terrain 1,170 ft. Granted Feb. 25; announced March 1.

**WBID-TV** Detroit, Mich.—Woodward Best. Co., granted mod. of CP to change from ch. 62 to ch. 50 (686-692 Mci); ERP 1.000 kw visual, 500 kw aural; change transmitter and studio location to Penobscot Bldg., 645 Griswold, Detroit; antenna height above average terrain 640 ft. Granted Feb. 25; announced March 1.

**KYTV (TV)** Springfield, Mo.—Springfield TV Inc, granted mod. of CP for ch. 3 to change ERP to 100 kw visual, 30 kw aural; antenna height above average terrain 520 ft. Granted Feb. 25; announced March 1.

**WGBI-TV** Scranton, Pa.—Scranton Best. Inc., granted mod. of CP for ch. 22 to change ERP to 1,000 kw visual, 27 kw aural; antenna height above average terrain 1,170 ft. Granted Feb. 25; announced March 1.

**WPRO-TV** Providence, R. I.—Cherry & Webb Best. Co. granted STA to operate on a commercial basis (ch. 12) in accordance with BPTC-223 except as amended to allow 970-990 Mci for 0.4 degree beam tilt mounted atop 358 ft. self- supporting tower. Commission may be reconsidered if a petition for NPRR-FM tower, overall height 433 ft. above ground, with transmitter output powers to be adjusted for ERP of 216 kw visual and 158 kw aural; authorization to expire Sept. 5 is subject to such action as the Commission may be required to take, if any, as a result of final determination of appeal by Channel 16 of Rhode Island. Granted Feb. 25; announced March 1.

**CALL LETTERS ASSIGNED**

KENV-TV Anchorage, Alaska—Midnight Sun Best. Co., ch. 4 changed from KFIA (TV).

**KKBV-TV** Honolulu, Hawaii—Hawaiian Best. System Ltd., ch. 2.

**KMAU (TV)** Wallauk, Hawaii—Hawaii Best. System Ltd., ch. 3.

**KBOI (TV)** Boise, Idaho—Boise Valley Besters Inc., ch. 2. Changed from KBOI (TV).

**WX1 (TV)** Milwaukee, Wis.—Columbia Best. System Inc., ch. 18. Changed from WOKY-TV.

**New Am Stations . .**

**APPLICATIONS**

Danielson, Conn.—Hyland-Hynes Best. Co., 1590 kw visual, 100 kw aural. Post office address box 58, Danielson. Estimated construction cost $18,500, first year operating cost $50,000, revenue $93,000. Principals include Pres.-Gen. Manager Joseph M. Corcoran (51%), sec.-treas.-37.5%, president Robert Clark Jr. (35%), attorney, and Eleanor Corcoran (15%), school board. Granted Feb. 25.

Enterprise, Ore.—V. B. Kenworthy & Paul E. Walden d/b/a Eastern Ore. Co., 140 kw visual, 250 kw in limited hours. Post office address 1400 N. KIDO. The Dales, Ore. Estimated construction cost $10,900, first year operating cost $10,900, revenue $10,900. Principals include Paul E. Walden (50%), president; Joseph M. Corcoran (51%), sec.-treas.; Robert B. Clark Jr. (15%), attorney, and Eleanor Corcoran (15%), school board. Granted Feb. 25.

**Existing Am Stations . .**

**APPLICATIONS**

**WTIM Taylorsville, Ill.—Moyer Best. Co.** granted request to sign off at 6 p.m. April through August. Granted Feb. 24; announced March 1.

**KCHU (AM)** Rialto, Calif.—Radio Inc. granted permission to sign off at 6 p.m. for the months March through Sept., except where carrying schedule. Granted Feb. 25; announced March 1.

**WESO Southbridge, Mass.—WESO Inc.** granted mod. of CP to change main studio location to 231 Main St. Granted Feb. 21; announced March 1.

**APPLICATIONS**

**WFIQ Sunner, S. C.—Radio Station WFIQ Inc.** seeks CP to change from employing directional antennas day and night to light on only 1196 kw. Granted Feb. 23.

**KILL Lubbock, Tex.—Radio Station KILL Inc.** seeks CP to change from directional antennas day and night to light on only 1196 kw. Granted Feb. 23.

**WJXW Sturgeon Bay, Wis.—Door County Radio Co.** seeks CP to change from 1060 kw 230 to 1260 kw 1 kw. Granted Feb. 21.

**Existing FM Stations . .**

**APPLICATIONS**

**WRBL-FM** Columbia, Ga.—Columbus Best. Co., granted CP to change ERP to 25 kw; change transmitter location to Crawford Rd., 31/2 miles west of Phenix City, Ala.; antenna height above average terrain 570 ft. Granted Feb. 25; announced March 1.

**Ownership Changes . .**


**KCSI Broken Bow, Neb.—Custer County Best. Co.** granted involuntary transfer of control (60.5%) to Georgi A. Crawford, ex-tenant of the estate of Bud Crawford, deceased. Granted Feb. 26.

**APPLICATIONS**

**KFXM San Bernardino, Calif.—Leo Bros. Best. Co.** seeks voluntary transfer of control to Herberta Lee (50%) as heir of J. Clifford Lee, deceased. Granted Feb. 23.

**WRR Rockford, Ill.—Rock River Best. Co.** seeks voluntary transfer of control to A. W. Wall through sale of 1/2 interest and partial release of debts from Jon F. Lohmer for $1,500. Granted Feb. 24.


**KICX Winfield, S. C.—KICX Inc.** seeks voluntary relinquishment of negative (50%) control by Massey-Grayson Corp. granted permission to donate 435 shares of KICX for 63,000 shares of Grayson Enterprises for $100,000. Principals include Pres.-Gen. Manager Joseph M. Corcoran (51%), Pres. John M. Massey (19.5%), vice-gen. manager Clifford Lee (19.5%), auto dealer. Granted Feb. 21.

**WVTV Wytheville, Va.—Wythe County Best. Co. seeks voluntary assignment of license to A. M. Gates Jr. d/b/a Wythe County Best. Co. Granted Feb. 24.**

**Hearing Cases . .**

**INITIAL DECISION**

**WAIV New Haven, Conn.—Bay Shore, N. Y.—**-Courts Examiners' decision issued initial decision looking toward denial of the applications for temporary authority to operate an FM station on 1300 kc, 1 kw, DA, daytime only, in New Haven, Conn. Granted Feb. 24.

**WMBV Bay Shore, N. Y.—**-to change facilities of station WAVE New Haven, Conn. Granted Feb. 24.

**WAFU Fulton, Ky.—Ken-Tenn Best. Corp.** seeks voluntary transfer of control to Warren L. Moxley for the purchase of 50% for $1,500. Moxley is former theatre operator. Granted Feb. 21.
February 24 Decisions

**ACTIONS ON MOTIONS**

By Hearing Examiner James D. Cunningham on Feb. 23

Denied motion of Massachusetts Bay Telecasters Co. of Mass.-Directed all parties or their attorneys to appear for a pre-hearing conference on March 4 in re application (Docket 11251; BP-2460).

W SCR Sterling, Ill., Blackhawk Bctg. Co.-Directed all parties or their attorneys to appear for a further pre-hearing conference on March 21; in re application (Docket 11146; BP-2356).

By Hearing Examiner Annie Neal Hunting on Feb. 23

WAPY McComb, Miss.-Southwestern Bctg. Co. of Miss.-Directed all parties or their attorneys to appear for a pre-hearing conference on March 4 in re application (Docket 11120; BP-2460).

KOUL-TV Galveston, Texas, Gulf TV Co.-Ordered that depositions requested by Houston Consolidated TV Co. be taken during week of March 4-11 and completed and filed with the Secretary of the Commission on or before March 22; on March 22, 1955, take responsibility for any failure to complete depositions during week March 14-19, inclusive, to be completed and filed with the Secretary of the Commission on or before March 22, and further hearing to be held March 26 in re (Docket 11201; BP-2460).

By Hearing Examiner Thomas H. Donahue

Upon oral request of St. Louis Telecast Inc., et al, applicants for ch. 11 in St. Louis, Mo., ordered the recording to be reopened to receive evidence in a stipulation, signed by all parties, dated Feb. 14, covering all facts sought to be included in the stipulation, to be added by the parties under an issue inserted for determination in this proceeding by the Commission Memorandum Opinion and Order of Dec. 2, and the record was thereupon closed. (Action of Feb. 25).

**February 24 Applications**

**ACCEPTED FOR FILING**

WFIG Sumter, S. C., Radio Station WFIG, Inc.-Construction permit to change from employing Directional Antenna on night and day (DA-1542) to Directional Antenna for night use only (DA-N) (12060).

**MODIFICATION OF CP**

WRBS (FM) Bay Shore, N. Y., Great South Bay Bctg. Co.-Modification of construction permit (BP-1873, which authorized new fm station) for extension of completion date (BMH-4662).

**REMOTE CONTROL**


**February 25 Decisions**

**ACTIONS ON MOTIONS**

By Hearing Examiner William G. Butts

Wellsville, N. Y., Radio Services of Wellsville-Granted motion to exchange applications in the above case re application filed on April 11, 1955, for hearing date extended from March 15 to April 18, and a further conference shall be held on April 8, re application for a new fm station (Docket 11186). (Action of Feb. 25).

Paducah, Ky., Columbia Amusement Co.-Denied motion for extension of time from Feb. 27 to March 4 in which to file proposed findings in re application for a new tv station (Dockets 10978-79). (Action of Feb. 25).

By Hearing Examiner Vanney N. Litvin on Feb. 24

Chief Broadcast Bureau-Granted request for continuation of time from March 12 to March 25 in which to file proposed findings in re application for ch. 6 (Dockets 10978-79). (Action of Feb. 25).

**February 28 Applications**

**ACCEPTED FOR FILING**

WDAZ Philadelphia, Pa., Max M. Len Inc.-Modification of construction permit (BP-4508) as modified, which authorized operation of am station in frequency, increase power, install new transmitter and directional antenna, including night use and right-of-way (DA-2) and change transmitter location for extension of completion date (BMH-4780).

**RENEWAL OF LICENSE**


**REMOTE CONTROL**


KPLC Lake Charles, La., Calcasieu Bctg. Co.-(BMP-585).


WCBY Roanoke Rapids, N. C., WCBC Inc.-(BMP-650).


WMHF Lewistown, Pa., Lewistown Bctg. Co.-(BMP-894).

WJOT Lake City, S. C., Lake Bctg. Corp.-(BMP-650).


**RENEWAL OF LICENSE**

March 1 Decisions

**BROADCAST ACTIONS**

By the Broadcast Bureau

**Actions of Feb. 25**

- **Licensed Grant**
  - **WDSK-FM Cleveland, Ohio, Civic Beasts Co.—**Licensed grant for tv broadcast station; ch. 271 (102.1 mc), 9.52 kw, U (BLU-1019).

- **WEWS (TV)** Cleveland, Ohio, Scripps-Howard Radio Inc.—Licensed grant covering changes in facilities of tv broadcast station (BLCT-247).

**March 1 Applications**

- **ACCEPTED FOR FILING**
  - **Remote Control Returned**
    - **KNTX** Palestine, Tex., Palestine Beasts Corp.—Remote control (return) not clear.

- **Renewal of License**
  - **WFRS-FM Alexander City, Ala., Piedmont Service Corp.—**(BRH-17).


- **License for CP**
  - **WPAB-FM Fort Worth, Tex., Carter Pub. Inc.—**License to cover CP (BPF-1929) as mod. which authorized changes in licensed station (BLIH-1033).

- **WIAN (FM)** Indianapolis, Ind., The Board of School Commissioners of the City of Indianapolis—License to cover CP (BPED-246) as mod. which authorized new educational station (BLIH-168).

- **Application Returned**
  - **Spruce Pine, N. C., Toe River Valley Beasts Co.—**(BRH-566).
  - **Spruce Pine, N. C./For new station on 1470 kc, 1 kw, daytime hours only. Exhibits dated after Section 1.**

- **Modification of CP**
  - **WNXV-TV Macon, Ga., Macon Television Co.—**Mod. of CP (BPCT-1247) as mod. which authorized new tv station to extend completion date (BPCT-2883).

**March 2 Decisions**

**ACTIONS ON MOTIONS**

**By Hearing Examiner James D. Cunningham**

- **Boston, Mass., WJBK-TV—**On joint motion of WHDH and other applicants, extended from March 4 to March 15 the filing date for filing proposed briefs by each applicant in re ch. 9 (Dockets 1083 et al.), and continued hearing conference scheduled for March 11 to 14. At this conference the examiner will announce a new schedule of dates for filing briefs and other documents.

Chief Broadcast Bureau—Petition for continuance in re applications of WMED Atlantic City, N. J. (Dockets 11045-46), from March 1 to March 22.

**By Hearing Examiner Annie Neal Huntting**

- **WAPF McComb, Miss., Southwestern Beasts Co.**

  - **On motion of applicant, continued prehearing conference now scheduled for March 5 to March 10 (Docket 11231).**

  - **By Hearing Examiner Basil P. Cooper**

    - **Upon agreement by all parties, rebuttal findings and conclusions on behalf of each applicant in proceeding re ch. 13 Indianapolis, Ind. (Docket 8609 et al.), shall be filed on or before April 7; counsel shall file on or before April 15 all party briefs, which may file joint motion to correct the record on or before April 15 (WIRC filed such motion Feb. 22), and the date for filing rebuttal findings and for additional motions to correct the record is April 1.**

**By Hearing Examiner Hugh B. Hutchison**

- **March 28**

  - **Dallas, Tex., Texas Star Beasts Co., KTRH Houston, Tex.—**Gave notice of a prehearing conference to be held March 30, in re applications for am facilities (Dockets 8258, 8703).

- **March 2 Applications**

  - **ACCEPTED FOR FILING**
    - **Modification of CP**
      - **WSVY Mt. Airy, N. C., Mt. Airy Beasts Inc.—**Mod. of CP (BP-8031), as modified, authorized increase power, change hours of operation, increase power transmission, new location and make changes in the antenna system for extension of completion date (BP-797).

      - **WRNG Grandy, Va., Virginia-Kentucky Beasts Inc.—**Mod. of CP (BP-8019) as modified, which authorized new standard broadcast station for extension of completion date (BP-797).

  - **Remote Control**
    - **WCCP Savannah, Ga., Dixie Beasts Co.—**(BR-670).

    - **WCXT Bowling Green, Ky., The Daily News Beasts Co.—**(BR-672).

    - **KCIJ Shreveport, La., Southland Beasts Co.—**(BR-671).

    - **WKKH La Crosse, Wis., WKHH Inc.—**(BR-671).

    - **License for CP**
      - **KPLA (FM) Los Angeles, Calif., Don C. Martin et al./for School of Radio Arts-License to cover cp (BP-8019) which authorized new fm station (BLIH-1034).**

    - **KWKP-FM Pou Kane Reu, N. Y., Dutchess County Beasts Corp.—License to cover CP (BP-8019) which authorized new fm station (BLIH-1034).**

  - **Renewal of License**
    - **WDSU-FM New Orleans, La., WDSU Beasts Corp.—**(BRH-625).
    - **KWMK-FM Shreveport, La., International Beasts Corp.—**(BRH-596).
    - **KRMF-FM Shreveport, La., T. B. Landor et al./d/b as Radio Nation Network Corp.—**(BRH-625).

  - **Modification of CP**
    - **WICU-TV Bridgeport, Conn., Southern Connecticut and Long Island Television Co.—**Mod. of CP (BPCT-882) as mod. which authorized changes in facilities in existing tv station to extend completion date to 1-5-55 (BPCT-2867).

    - **WBK-TV Detroit, Mich., Steger Beasts Co.—**Mod. of CP (BPCT-662) as mod., which authorized changes in facilities in existing tv station to extend completion date to 1-5-55 (BPCT-2867).

    - **WRN-TV Columbus, Ohio, The Dispatch Printing Co.—**Mod. of CP (BPCT-882) which authorized changes in facilities in existing tv station to extend completion date (BPCT-2867).

    - **KGBY-TV Battle Creek, Mich., Barryton Beasts Inc.—**Mod. of CP (BPCT-1071) as mod., which authorized new tv station to extend completion date to 1-5-55 (BPCT-2867).

- **BROADCASTING • TELECASTING**

**Pacific Northwest Regional $35,000.00**

Here is an ideal opportunity for the good manager to own and operate his own station. Stable market, located in the fastest growing section of the United States. Excellent equipment and good fixed assets. If you have a proven sales record and as little as $10,000.00 we can handle the balance of financing.

**Appraisals • Negotiations • Financing**

**BLACKBURN - HAMILTON COMPANY**

**RADIO-TV/NEWSPAPER BROKERS**

**WASHINGTON, D. C.**

James W. Blackburn
Cobble Hill, N. Y.
Washington Bldg.
Sterling 3-48412

**CHICAGO**

Ray V. Hamilton
Philip Jackel
Tribune Tower
235 Montgomery St.
Exbrook 3-5071-2

**SACRAMENTO**

William T. Stubblefield
San Francisco 2-2848

Page 101 • March 7, 1955
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Function</th>
<th>Address</th>
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<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>Executive Offices</td>
<td>1735 Da Sales St., N.W. ME. 8-5411</td>
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<tr>
<td></td>
<td>Offices and Laboratories</td>
<td>1339 Wisconsin Ave., N.W. Washington D.C. 4-2414</td>
<td></td>
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<tr>
<td>JAMES C. MCNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash. 4, D.C.</td>
<td>Phone District 7-1205</td>
<td>Member AFCCE *</td>
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<tr>
<td>A. D. RING &amp; ASSOCIATES</td>
<td>30 Years' Experience in Radio Engineering</td>
<td>Pennsylvania Bldg., Republic 7-2347</td>
<td>Washington 4, D.C.</td>
<td>Member AFCCE *</td>
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<td>GEORGE C. DAVIS</td>
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<td>501-514 Munsey Bldg. Sterling 3-0111</td>
<td>Washington 4, D.C.</td>
<td>Member AFCCE *</td>
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<td>Craven, Lohnes &amp; Culver</td>
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<td>MUNSEY BUILDING, DISTRICT 7-8215</td>
<td>Washington 4, D.C.</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>FRANK H. McINTOSH</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>1216 WYATT BLDG.</td>
<td>Washington D.C.</td>
<td></td>
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<td>Metropolitan 8-4477</td>
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<td>KEAR &amp; KENNEDY</td>
<td></td>
<td>1302 18th St., N.W. HUDSON 3-9000</td>
<td>Washington 4, D.C.</td>
<td></td>
</tr>
<tr>
<td>LYNN C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
<td>1311 G ST., N.W.</td>
<td>EX 3-8073</td>
<td>Washington 5, D.C.</td>
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<tr>
<td>GEORGE P. ADAIR</td>
<td>Consulting Radio Engineers</td>
<td>Quarter Century: Professional Experience</td>
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<td></td>
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<td>Radio-Television-</td>
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<td>Electronics-Communications</td>
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<td></td>
<td></td>
<td>1610 Eye St., N.W., Wash. 6, D.C.</td>
<td>Telephone 3-2200</td>
<td>Member AFCCE *</td>
</tr>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
<td>3738 Kanawha St., N.W., Wash., D.C.</td>
<td>Phone Emerson 2-8071</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Box 2468, Birmingham, Ala.</td>
<td>Phone 6-2924</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td></td>
<td>815 E. 83rd St.</td>
<td>Hiland 7010</td>
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</tr>
<tr>
<td>VANDIVERE, COHEN &amp; WEA</td>
<td>Consulting Electronic Engineers</td>
<td>612 Evans Bldg., NA. 8-2698</td>
<td>1420 New York Ave., N.W. Washington 5, D.C.</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>LOWELL R. WRIGHT</td>
<td>Aeronautical Consultant</td>
<td>Serving the radio &amp; tv industry</td>
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<tr>
<td></td>
<td></td>
<td>on navigational problems created</td>
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<td></td>
<td></td>
<td>by antenna towers</td>
<td></td>
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<td></td>
<td></td>
<td>Munsey Bldg., Wash. 4, D.C.</td>
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<tr>
<td>TO ADVERTISE IN THE SERVICE DIRECTORY</td>
<td>Contact</td>
<td>BROADCASTING • TELECASTING</td>
<td>1730 DESEAS ST., N.W., WASH. 4, D.C.</td>
<td></td>
</tr>
</tbody>
</table>

March 7, 1955 • Page 105
RADIO

Situations Wanted—(Cont'd)

No substitute for experience. Ten years announcer, negro. Terrific months, Armed Forces Radio Service.

Announcer, eighteen months small station experience. Prefer midwest or southeast. Box 574G, B-T.

Announcer: General staff, Ambitious, dependable family man, limited experience, prefer midwest or southeast. Box 575G, B-T.

Experienced announcer available. All phases broadcasting; cross board operation, newscasts, commercials. DJ. Pleasing voice and personality. Box 576G, B-T.

Versatile disc jockey wishes job within 100 miles radius of New York City. Available immediately. Box 577G, B-T.

Sports director 5000 watt network wants to relocate due to management change. 8 years experience, radio and television. Married, family. Prefer Minnesota or Iowa but will consider all offers. Box 579G, B-T.


Announcer, negro. Terrific disc jockey presentation and voice experience. Tape available. Box 585G, B-T.

Experienced negro staff announcer. DJ. Strong commercial background. Fluent Spanish, excellent, political voice. 3rd ticket. Tape on request. Box 586G, B-T.

Announcer, mature, reliable. Excellent on commercials, good DJ. Engaging personality. Tape. Box 591G, B-T.

Baseball, all sports, experienced, immediate, permanent, staff man, college grad. Car. Box 592G, B-T.

Experienced, versatile announcer with excellent references. Five years radio, two years tv in eastern metropolitan market. Will accept right position. Box 593G, B-T.


Authoritative news, strong commercials, pleasing voice. Thoroughly trained. Also public relations. Tape. Box 595G, B-T.

Staff announcer, personality deejay, news and control board operations. Light experience. Free to travel. Box 596G, B-T.


Top staff voice—DJ. Heavy sportscasting and play by play available. Former minor league umpire. Box 602G, B-T.

Announcer: 2 years, strong news and commercial delivery. Veteran. Box 604G, B-T.

Staff—heavy news—selling commercial—DJ. Light experience. Forrest 7-788, Bridgeport, Conn. Box 605G, B-T.

Experienced staff man, mainly DJ, news, some sports, special events. Tape. Box 606G, B-T.

New radio personality available. Third class ticket. Prefer south or southwest. Desert, farm. Excellent training. For details write Box 607G, B-T.

All-around staff announcer. Strong on news, commercials, heavy duty sports. Friendly DJ style. Location, anywhere. Box 608G, B-T.

Midwest graduate. Handle board, news, DJ, copywriting, all phases. Desires position as announcer in Midwest. Will relocate. Tape and resume on request. Gus L. Christie, 624 West Aline Ave, Chicago, Illinois.

Staff announcer. 25, married, veteran, strong midwest background, more important than salary. Walt Dimarco, 14 North Washington Street, Territorial City, Oregon. After 5 p.m. Box 611G, B-T.


Baseball, play-by-play, DJ, versatile, 2 years experience. 25, married, yet employed. Good references. Phone 2196 between 7 p.m. and 9:30, Pete Franklin, WRCB, Ashville, North Caroli na.

All around experienced staff man. News, DJ shows, special events. Average commercial, DJ, Edith Johnson, 401 W. North Street, Danville, Ill., 6-297FW.

Versatile announcer—strong on news, sports, commercials. Program minded. Two years experience, as morning man. Desire return to middle Atlantic states for permanent position. Family. References tape, photo and resume on request. Ken Johnston, 561 E. Third, Crosset, Arkansas.

Announcer—married—heavy news, commercial, play-by-play, DJ. Fred Mann, 9 R. Mrs. R. Schwartzmann, 1501 Grand Avenue, Bronx 23, New York. Phone: Littlow 7-7935 after 9.

Attention all stations: Available April first—day—night—third ticket—seem network show—sports—special events. Contact Chris Martin, Box 28, Logan, West Virginia. Phone; 5268-R.

Recent MBS graduate desires announcing position. Strong on news, commercials and music. Audition tape, photo and resume on request. Will travel. Ralph Schmiegljen, 1813 Courier Avenue, Berwyn, Illinois.

Announcer—experienced—news, DJ, related commercials. Married, veteran, available immediately. Bill Steele, 146-19 Jasmine Avenue, Flushing 52-72, N.Y.


Technical

Engineer, presently chief, wants position in home state, Florida. Experienced all phases radio. Applications. Box 598G, B-T.

Engineer, 1st phone, v/m, studio, recordings and remotes. Box 599G, B-T.

Engineer—good practical engineer. Many years experience, construction, maintenance and operation. Experience in doherty amplifiers and directional. Desires permanent position with progressive organization. Box 594G, B-T.

1st class engineer. Currently chief of 250 watt radio station for several small cities. Desire to relocate in far west or southeast. Family, reliable, present employer available, references. Can do some combo. Available immediately. Box 599G, B-T.

Engineer—first phone, two years experience, studies, school, age 23, married. Northeastern locale preferred. Box 595G, B-T.

Engineer, 1st class license, 7 years experience, employed, married. Permanent job desired. Not combo man, Prefer small medium sized, ground Piedmont, North Carolina. Box 574G, B-T.

Engineer, first phone, employed at present by 250 watt station; would like to progress to larger outfit. Prefer northeast. Box 610G, B-T.

Production-Programming, Others


Program director available for independent operation that sells radio. Ten years experience. Box 552G, B-T.

Newman—ten years radio. Legwork, rewrite, authoritative radio-television delivery. Box 553G, B-T.


"Local news is the most important service a station can offer," Newman specializing in local news. "I feel the "boom," have proven record and better than usual references. Desires permanent, responsible job in new-vital market. Box 666G, B-T.

TELEVISION

Help Wanted

Salesmen

Outstanding v/s sales opportunity. We're looking for that 1-in-1000 aggressive young television time salesman to grow and prosper with one of America's most respected TV Stations (CBS), newspapers and radio operations. He'll be set up on an attractive commission arrangement with an opportunity for substantial earnings in a dynamic, 100,000 population, midwest community. If you have ambition, imagination, drive and radio or tv experience—if you want to move ahead with a wide-aware team—write immediately outlining your background and qualifications. Box 539G, B-T.

Announcers

Dominant vht television-radio operation, large city network for top draw announcer, who can do both tv and radio. Send us your story and we'll telephone you if you look good. Box 510G, B-T.

HELP!

If that is what you need—HELP—you should be interested in Placement Department. We offer you graduates who can double in several capacities. They are not "specialists", but have been thoroughly trained by professionals for a combination of jobs, using standard commercial equipment in our studios.

- Announcers (Tv & Radio)
- Camera Men
- Continuity Writers (Tv & Radio)
- Floor Men
- Salesmen
- Sales Service Men
- Traffic Assistants (Tv & Radio)
- Film Editors
- Projectionists
- Artists
- (Comm. lettering & Design)

Remember, our service is FREE. We are not an employment agency. We supply you with job opportunities that are found by us in our contacts with our schools and others. We do not promise that a job can be secured. If you are not satisfied, we will refund your money.

NORTHWEST RADIO & TELEVISION SCHOOL
1211 N.W. 21st Avenue
Portland 9, Oregon
with schools in HOLLYWOOD • CHICAGO • PORTLAND
Situations Wanted—(Cont’d)

Situations Wanted

Managerial

Manager or assistant, 25 years radio and tv. Family man. Reference. Box 438G, B-T.

Salesman

2 years sales development department leading station representative. 19 years previous agency experience. One year in representative job. Wishing to bring national point of sales experience to bear upon station promotion. Box 586G, B-T.

Announcers


Technical

Technician: Am, fm, tv experience. 18 months vhf-tv transmitter maintenance. Prefer coast. Box 584G, B-T.

WANTED

Top-rated, sponsored newscaster—colorful, distinctive, exhibits wide range of news-sense; intelligent appearance; thoroughly experienced. Available immediately. Box 439G, B-T.

Programming-Productions, Others

Television production experience in major midwest market. Relocate—are you looking for a people-oriented, efficient operation? Box 491G, B-T.

ARE YOU:

1. Top Personality
2. Good Air-salesman
3. Customer Ceous
4. Experienced DJ
5. Publicity Savvy
6. Full-time Thinker
7. Executive Styled

Right answers to 7 will get you 11... means you qualify for opportunity in big market profits with expansion plans at WSRS. Send complete background and tape to Mr. Kashfnder, WSRS, Cleveland 18, Ohio. For appointment phone Yellow-stone 2-0095.
SALESMAN

Dominate Midwest AM-TV operation. in one of the first twenty markets, forming separate sales staffs, has opening for aggressive local salesman selling 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 442G, B&T

Offer
RESPONSIBILITY for: distinctive programing effective announcing professional production

BUT NOT just a desk job

BECAUSE personal participation is essential

PAY $6000.00 plus Network station in metropolitan Southeastern market.

Box 555G, B&T

SITUATIONS WANTED

Production-Programming, Others

NEWSMAN

Four and a half years experience, two and a half years news director of One KW local news station. University graduate in Journalism. Highest references, including present employer. Seeks challenging position larger station with future.

Box 542G, B&T

TELEVISION

Help Wanted

Managerial

TV STATION MANAGER WANTED

Must be a man who is strong on sales with a thorough knowledge of TV management problems. Prefer man with background in medium or small market operation with a proven record. This is an excellent opportunity in a VHF station for man who has know-how and will work. Please submit detailed background in first letter. All replies completely confidential.

Box 589G, B&T

WANTED

TV SALES MEN

WFRV-TV, Green Bay, Ch. 5, 100 KW station seeks experienced TV salesman, one to be local sales manager. Write WFRV-TV, Bellin Building, Green Bay, Wis. On the air this spring. Tell all.

For Sale

Stations

SITUATIONS WANTED

Production-Programming, Others

WANTED

Producer for VHF television station in large Southern city. Should be strong on ideas and able to direct staff in getting 'em on the air right.

Box 616G, B&T

10%  $15,000

VHF Station Owner Desires to sell 10% for $15,000 Cash. Black Ink In Several Months. Please Describe Yourself Fully (In Confidence). Box 587G, B&T

Equipment

TV TOWER

369 FT—IDECO B2 heavy-duty, three leg, self-supporting. New 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.

WANTED

2:30-3:30 p.m., on 1460 kHz.

WANTED

WANTED National TV Service Men.

FOR THE RECORD

UPCOMING

March 7: Seventh Annual Awards Dinner, Academy of Television Arts & Sciences, Hollywood.
March 7: RAB Clinic, New Orleans.
March 7: BMI Clinic, Washington Duke Hotel, Greensboro, N. C.
March 7-12: National TV Service Men's Week.
March 8: RAB Clinic, Shreveport, La.
March 8: BMI Clinic, Alvarado Hotel, Albuquerque, N. M.
March 8: Advertising Executives Club meeting, Atlantic Athletic Club, Midland, Calif.
March 8: RAB Clinic, Dallas, Tex.
March 9: RAB Clinic, Patrick Henry Hotel, Roanoke, Va.
March 10: Deadline, Entries for Payne Communication Awards, U. of Illinois, Urbana, Ill.
March 10: RAB Clinic, San Antonio, Tex.
March 10: BMI Clinic, Hotel Adolphus, Dallas, Tex.
March 10-12: Louisiana Assn. of Broadcasters meeting, New Orleans.
March 11: RAB Clinic, Corpus Christi, Tex.
March 11: BMI Clinic, Roosevelt Hotel, New Orleans.
March 12: BMI Clinic, Stonewall Jackson Hotel, Clarksburg, W. Va.
March 12: Tenth Annual Michigan State College Radio & Television Conference (one day for educators), East Lansing, Mich.
March 15: NARTB Regional Meetings Committee, NARTB Headquarters, Washington, D.C.
March 15: Deadline, Entries for George Polk Journalism Scholarship, Long Island U., Brooklyn, N. Y.
March 15-18: Missouri Broadcasters Assn. meeting, Colonial Hotel, Springfield.
March 16: BMI Clinic, Hotel Hayes, Jackson, Mich.
March 16: BMI Clinic, Colonial Hotel, Springfield, Mo.
March 18: BMI Clinic, Blackhawk Hotel, Davenport, Iowa.
March 18: BMI Clinic, Netherland Plaza Hotel, Cincinnati.
March 18-19: Atlanta Advertising Institute, Emory U., Atlanta.
March 21: CARTB Annual Dinner, Chateau Frontenac, Quebec City, Canada.
March 21: RAB Clinic, Albuquerque, N. M.
March 21: BMI Clinic, Emerson Hotel, Baltimore.
March 21: BMI Clinic, Cornhusker Hotel, Lincoln, Neb.
March 21-23: Canadian Assn. of Radio & Television Broadcasters meeting, Chateau Frontenac Hotel, Quebec City.
March 21-24: Institute of Radio Engineers Convention, Kingsbridge Armory, Bronx, N. Y.
March 22: RAB Clinic, Amartillo, Tex.
March 23: RAB Clinic, Oklahoma City

WANTED

Equipment

WANTED

One used Camera Chain, preferably DuMont. Need additional studio TV equipment. Contact Lloyd R. Amoo, Station KJVB-TV, Valley City, North Dakota. Phone 1560.

Employment Service

March 7, 1955 • Page 109
HEARTS and FOLLOWERS!
WHIO-TV mails were flooded with home-made valentines from the small fry! It seemed like almost all the kids in the WHIO-TV viewing area wanted to be the valentines of Uncle Orrie and Nosey, the Clown on Tic-Toc Toy Shop. And now, just like clockwork, Tic-Toc Toy Shop is the leading mail pulling show on WHIO-TV. The little time tellers know when the little hand is on five and the big hand is on six, it's time for their favorite kiddie's show. And do they love it... the kids take part in the program... in the games... in the stories... and the commercials. If you're a time-teller... and a time buyer... you know the correct time if you're participating in Tic-Toc Toy Shop on WHIO-TV, Monday through Thursday 5:30-6:00 P.M. Another top rated show on the top-rated station.* Check all the details with our national clock-watcher, George P. Hollingbery.

*DECEMBER PULSE—Gives WHIO-TV the first six of the top ten shows and ten of the first fifteen.

Channel 7 Dayton, Ohio
ONE OF AMERICA'S GREAT AREA STATIONS
TELESTATUS

March 7, 1955

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 (1) stations that are operating as commercial and educational outlets, and (2) grantees. Triangle (•) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, uhf or vhf, report separately. Their city of origin is shown. Coverage areas 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 (•) are grantees, not yet operating.

ALABAMA

Birmingham—
- WABT (13) NBC. ABC, DuM: Blair: 306,318
- WBNO-TV (50) ABC, CBS, DuM: Katz: 304,288
- WJLB-TV (46, 12/10/52-Uncertain
- WECC (10) 5/13/54-Unknown
- Decatur—
- WSMS-TV (23) CBS, NBC; Walker: 26,230

Dothan—
- WTVY (9) Young: 7/2/54-Unknown (granted Jan. 26)

Mobile—
- WALA-TV (10) ABC, CBS, NBC: Headley-Reed: 101,100
- WKBW (TV) (8) See footnote (c)
- The Mobile Board of Control: 5/22/54-Unknown
- Montgomery—
- WCVN-TV (20) ABC, CBS, DuM: Rayner: 52,200
- WSFA-TV (12) NBC, Katz: 14,262

Munford—
- WEMD (1)

Selma—
- WSBL (8) 5/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
- KVIE (12) NBC, DuM: Rayner: 116,370

Phoenix—
- KOOL-TV (10) ABC, Hollinger: 116,370
- KPHO-TV (5) ABC, DuM: Katz: 116,370
- KTVP (3) ABC: Weed

Tucson—
- KOPO-TV (13) CBS, DuM; Hollinger: 36,013
- KVOA-TV (4) ABC. NBC: Rayner: 36,013

Yuma—
- KYA (11) NBC, DuM: Grant: 25,122

ARKANSAS

El Dorado—
- KKBZ (10) 6/24/54-Uncertain

Fort Smith—
- KYRA-TV (22) ABC, CBS, NBC, DuM: Pearson: 29,600
- KENCA-TV (5) Rambeau: 6/3/54-Uncertain

Jonesboro—
- KBTM-TV (8) 1/19/53-Unknown

Little Rock—
- KARK-TV (4) ABC, DuM, Petry: 97,261
- KYTV (11) Brinn: 1/10/54-Uncertain
- KATV (1) (See Pine Bluff)

Pine Bluff—
- KATV (7) ABC, CBS, Avery-Knodel: 91,389

Texarkana—
- KCMA-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
- KBAR-TV (29) ABC, DuM: Weed: 87,000

Total stations on air in U. S. and possessions: 421. Total cities with stations on air: 261. Both totals include KJU-JX Targets (XVTV) (TV) Los Angeles, as well as educational outlets that are operating. Total sets in use 33,878,375.

* Indicates educational stations.

Cities NOT interconnected to receive network services.

(a) Two Buffalo, N. Y., tv stations, in addition to above, have been reported to the following set counts in Canada: WBEN-TV, 421,017; WGRY, 225,160.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205, 544 on July 15, 1952.

(c) The following stations have suspended regular operation but have not turned in a count: WKBW, 5/13/54-Unknown; WKTV, 5/13/54-Unknown; WJLB, 5/13/54-Unknown; WABT, 5/13/54-Unknown; WBNO, 5/13/54-Unknown; WCVN, 5/13/54-Unknown; WCVN, 5/13/54-Unknown; WCVN, 5/13/54-Unknown.

(d) Wood County, Ohio, tv station, has received initial decrement favoring it for ch. 12, which is currently operated by WTVY, Alhambra, Mass.

(e) Merger of WJLB-TV New York, W. Va., with WJLB-TV Green Bay, Wisconsin has been FCC approved, pending surrender of the former permit.

BROADCASTING  TELECASTING
<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Network</th>
<th>Frequency</th>
<th>Power</th>
<th>Coverage Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hartford</td>
<td>WCWH</td>
<td>(34)</td>
<td>1290 kHz</td>
<td>50</td>
<td>East Side</td>
</tr>
<tr>
<td>Waterbury</td>
<td>WKNB</td>
<td>(9)</td>
<td>1490 kHz</td>
<td>300</td>
<td>Southwestern</td>
</tr>
<tr>
<td>Miami</td>
<td>WCNE</td>
<td>(53)</td>
<td>1490 kHz</td>
<td>500</td>
<td>Northeast</td>
</tr>
<tr>
<td>Stanford</td>
<td>WSTF</td>
<td>(27)</td>
<td>1490 kHz</td>
<td>500</td>
<td>South</td>
</tr>
<tr>
<td>Waterbury</td>
<td>WATR</td>
<td>(53)</td>
<td>1490 kHz</td>
<td>1500</td>
<td>Northeast</td>
</tr>
<tr>
<td>Wilmington</td>
<td>WDEL</td>
<td>(12)</td>
<td>1490 kHz</td>
<td>2500</td>
<td>Northeast</td>
</tr>
<tr>
<td>District of Columbia</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>WMAJ</td>
<td>(7)</td>
<td>1490 kHz</td>
<td>500</td>
<td>Northeast</td>
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<tr>
<td>WOCX</td>
<td>(68)</td>
<td>24/54/Unknown</td>
<td></td>
<td></td>
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<tr>
<td>WBCY</td>
<td>(4)</td>
<td>NBC, NBC Spot</td>
<td>500</td>
<td>250</td>
<td>Southeast</td>
</tr>
<tr>
<td>WTOP</td>
<td>(9)</td>
<td>CBS, CBS Spot Ska</td>
<td>672</td>
<td>2500</td>
<td>Southeast</td>
</tr>
<tr>
<td>WTTG</td>
<td>(6)</td>
<td>DuMont, H-B</td>
<td>625</td>
<td>5000</td>
<td>Southeast</td>
</tr>
<tr>
<td>WTCW</td>
<td>(20)</td>
<td>11/5/54/Unknown</td>
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<td></td>
<td></td>
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<tr>
<td>Clearwater</td>
<td>WPOT</td>
<td>(32)</td>
<td>12/2/53/Unknown</td>
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<td></td>
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<tr>
<td>Daytona Beach</td>
<td>WMFJ</td>
<td>(2)</td>
<td>7/8/1/1/1/55</td>
<td></td>
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<tr>
<td>Fort Lauderdale</td>
<td>WITV</td>
<td>(17)</td>
<td>ABC, DuMont</td>
<td>14500</td>
<td></td>
</tr>
<tr>
<td>Fort Myers</td>
<td>WINK</td>
<td>(11)</td>
<td>ABC, CBS</td>
<td>11725</td>
<td></td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJHP</td>
<td>(26)</td>
<td>ABC, DuMont</td>
<td>15600</td>
<td></td>
</tr>
<tr>
<td>WBBR</td>
<td>(4)</td>
<td>ABC, DuMont</td>
<td>373040</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>WTVJ</td>
<td>(23)</td>
<td>NBC, Katz</td>
<td>WMFL</td>
<td>553500</td>
<td></td>
</tr>
<tr>
<td>WTVJ</td>
<td>(17)</td>
<td>ABC, DuMont</td>
<td>43200</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>Boca Raton</td>
<td>WBOB</td>
<td>(6)</td>
<td>CBS, ABC, NBC, DuMont</td>
<td>25000</td>
<td></td>
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<tr>
<td>West Palm Beach</td>
<td>WECF</td>
<td>(3)</td>
<td>11/5/54/Unknown</td>
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<td></td>
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<tr>
<td>Albany</td>
<td>WLAL</td>
<td>(10)</td>
<td>ABC, NBC, DuMont</td>
<td>Burn-Smith</td>
<td>65000</td>
</tr>
<tr>
<td>Atlantic</td>
<td>WAGA</td>
<td>(5)</td>
<td>CBS, DuMont</td>
<td>450180</td>
<td></td>
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<tr>
<td>WLIW</td>
<td>(11)</td>
<td>ABC, Croswell</td>
<td>460420</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WQXU</td>
<td>(62)</td>
<td>22/517</td>
<td>WSB-TV</td>
<td>(2)</td>
<td>NBC, Petry</td>
</tr>
<tr>
<td>Augusta</td>
<td>WJDF</td>
<td>(6)</td>
<td>ABC, NBC, DuMont</td>
<td>Headley-Reed</td>
<td>52500</td>
</tr>
<tr>
<td>WWRD</td>
<td>(12)</td>
<td>CBS, Headley-Reed</td>
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For the record:

Hartford—
WCHF (34) 1290/25-Unknown
WQWV (18) ABC, DuMont, H-B; 201200
New Britain—
WOXS (30) CBS, Bolling 218122
New Haven—
WELI-TV (50) H-R; 6/24/53-Unknown
WNHC-TV (8) ABC, CBS, NBC, DuMont; Katz 328307
New London—
WNLC-TV (6) 12/31/52-Unknown
Newport—
WCNE (53) 12/5/53-Unknown
Stamford—
WSTF (27) 3/27/53-Unknown
Waterbury—
WATR-TV (53) ABC; Stuart 155300

DELAWARE

Wilmington—
WDEL-TV (12) NBC, DuMont; Meeker 205011

DISTRICT OF COLUMBIA

Washington—
WMAL-TV (7) ABC; Katz 80000
WOOK-TV (66) 2/24/54-Unknown
WRC-TV (4) NBC, NBC Spot Ska; 701000
WTOP-TV (9) CBS, CBS Spot Ska; 672000
WTTG (6) DuMont, H-B; 625000
WTTV (20) 10/21/54-Unknown

FLORIDA

Clearwater—
WPOT (32) 12/2/53-Unknown
Daytona Beach—
WMFJ-TV (2) 7/8/1/1/55
Fort Lauderdale—
WITV (17) ABC, DuMont; Bolling 145600
Fort Myers—
WINK (11) ABC, CBS; McGilvra 11725
Jacksonville—
WJHP (26) ABC, NBC, DuMont; Perry 15600
WBBR (4) ABC, CBS, DuMont; CBS Spot Ska; 373040
WTVJ (23) Stars National; 8/12/63-Spring 25
Miami—
WTVJ (23) NBC, Katz
WMFL (32) 12/5/53-Unknown
WTHI-TV (26) 11/12/53-Unknown
WTVJ (4) CBS, NBC, DuMont; Free & Peters; 306000

A close look at facts...

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

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

118,000 UNDUPlicated WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

Represented nationally by:
The Bolling Co., New York & Chicago

Page 112 • March 7, 1955

Broadcasting • Telecasting
### MISSISSIPPI

<table>
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<tr>
<th>City</th>
<th>Radio Stations</th>
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<td>Hannibal</td>
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<td>Festus</td>
<td>KSWM, KFBO</td>
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<td>Cape Girardeau</td>
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### MISSOURI

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### NEW HAMPSHIRE

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### NEW JERSEY

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### NEW YORK

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### NORTH CAROLINA

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### SOUTH DAKOTA

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### SOUTH DAKOTA

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### WISCONSIN

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### WISCONSIN

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### WYOMING

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Rhode Island

Providence—
_WJAR-TV_ (16) ABC, CBS, NBC, DuMont; Weed: 1,604,092
_WHEF (14) ABC, Raymour: 82,000
_WPRO-TV_ (12) Blair; 9/2/53-Unknown (grant-
ed STA 9/2/53)

South Carolina

Anderson—
_WAIM-TV_ (40) CBS, Headley-Reed; 127,000
Camden—
_WACA-TV_ (15) 6/3/53-Unknown
Charleston—
_WCSC-TV_ (5) ABC, CBS, Free & Peters; 128,600
_WISN-TV_ (2) NBC; H-R: 32,000
Columbia—
_WCOS-TV_ (25) ABC, DuMont; Headley-Reed: 400,000
_WISN-TV_ (10) NBC, DuMont; Free & Peters: 136,000
_WNOK-TV_ (67) Raymur: 76,000
Florence—
_WHTV_ (8) CBS, NBC, ABC, DuMont; CBS Spot
Site: 111,940
Greenville—
_WHBC-TV_ (4) NBC; Weed: 443,850
_WGVL_ (23) ABC, DuMont; H-R: 110,000

Spartanburg—
_WSPA-TV_ (7) CBS; Hollingsbery: 11/28-53-
Unknown

South Dakota

Rapid City—
_KOTA-TV_ (3) 12/5/54-6/4/55
Sioux Falls—
_KFLO-TV_ (11) ABC, CBS, NBC, DuMont; Raymur:
115,387

Tennessee

Chattanooga—
_WDFT-TV_ (12) ABC, CBS, NBC, DuMont; Brans-
ham: 127,246
Mountaineer City Inc. (3) Initial Decision
7/10/54
Jacksonville—
_WDXX-TV_ (7) Burn-Smith; 12/5/53-3/3/55
WQMC (granted SVA Feb. 4)
Johnson City—
_WKJL-TV_ (11) ABC, CBS, NBC, DuMont; Pear-
son: 129,360
Knoxville—
_WATE_ (4) ABC, NBC; Avery-Knodel: 103,979
WBIR-TV (19) Initial Decision 1/5/55
_WTNK-TV_ (36) ABC, CBS, DuMont; Pearson:
85,050

Pennsylvania

Philadelphia—
_WSPD-TV_ (13) ABC, CBS, NBC, DuMont; Katz:
32,000
_WTVO-TV_ (19) 10/29/54-Unknown
Youngstown—
_WFMJ-TV_ (21) NBC, Headley-Reed: 149,000
_WBIZ-TV_ (27) ABC, CBS, DuMont; Raymur:
148,586
Zanesville—
_WZTV_ (18) ABC, CBS, NBC, DuMont; Pear-
son; 45,000

Ohio

Ada—
Pittsburgh—
_WYOU-TV_ (21) ABC, CBS, NBC, DuMont; Ray-
mur; 176,000
_WWLO-TV_ (27) ABC, CBS, DuMont; Raymur:
176,000
Johnstown—
_WJZJ-TV_ (15) 6/3/53-Unknown
Erie—
_WBSE-TV_ (25) ABC, DuMont; Headley-Reed:
400,000
Bethlehem—
_WABC-TV_ (11) ABC, CBS; Free & Peters: 136,000
Eaton—
_WGVL_ (10) ABC, DuMont; Headley-Reed: 86,915
Erie—
_WICC_ (12) ABC, NBC; Meeker: 208,500
_WHEU-TV_ (66) 12/31/53-Unknown
_WSEE_ (50) ABC, DuMont; Avery-Knodel: 58,820
Harrisburg—
_WWJU-TV_ (37) Foord
_WFAP-TV_ (35) CBS, Bolling: 182,002
_WPTA_ (21) ABC, NBC, Headley-Reed: 193,003
Huntingdon—
_WAZL-TV_ (69) Meeker; 18/12-Unknown
Johnstown—
_WARD-TV_ (86) ABC, CBS, DuMont; Weed
_WJAC-TV_ (6) ABC, CBS, NBC, DuMont; Katz:
85,566
Lancaster—
_WAGL-TV_ (8) CBS, NBC, DuMont; Meeker: 602,300
WWLA (24) 5/7-Unknown
Lebanon—
_WLJF-TV_ (18) See footnote (c) (expects to be
back on air April 2)
New Castle—
_WKST-TV_ (46) See footnote (c)
Philadelphia—
_WCUT-TV_ (30) CBS; Spot Sta.: 1,904,948
_WPTL-TV_ (8) ABC, DuMont; Blair: 2,043,972
_WTLC_ (29) 10/1/53-Unknown
_WPTP_ (3) NBC Free & Peters: 1,947,322
Pittsburgh—
_KDKA-TV_ (2) CBS, NBC, DuMont; Free & Peters:
1,154,110
_WANS_ (16) ABC, CBS, NBC; Petry: 478,000
_WLJF-TV_ (63) See footnote (c)
_WQTL_ (47) Headley-Reed; 12/31-Unknown
Reading—
_WEEU-TV_ (23) ABC, NBC; Headley-Reed:
52,000
_WJUM-TV_ (61) CBS; R-R: 210,370
Scranton—
_WARM-TV_ (16) ABC; Hollingsbery: 200,000
_WQPB-TV_ (22) CBS; Blair: 210,000
_WTVI_ (71) Everett-McKinney: 250,000
Supertest—
_Sunbury Bestex, Corp. (38) 2/9/55-Unknown
Wilkes-Barre—
_WBRE-TV_ (20) NBC; Headley-Reed: 220,000
_WLIC-TV_ (24) ABC, DuMont; Avery-Knodel:
243,000
Williamsport—
_WHAK-TV_ (36) Everett-McKinney: 11/13/52-
Fall '55
York—
_WYVW-TV_ (49) DuMont; Forsyte: 87,400
_WSBA-TV_ (43) ABC; Young: 88,000

March 7, 1955 • Page 115

General Custer would rub his eyes in amazement!

Yes . . . things have changed since General Custer set out from Bismarck in the 1870's for the ill-fated battle of the Little Big Horn!

He wouldn't recognize the office buildings and industrial plants which now crowd North Dakota's capital city . . . or the surrounding countryside, once roamed by the Sioux, now dotted with prosperous farms. Today this is the land of agriculture, of oil—and television sets!

And . . . what the good name KFYR has meant to radio listeners for the last 30 years, KFYR-TV (with 100,000 watts of maximum power) now means to increasing thousands of TV-viewers. May we whet your further interest with some interesting facts? We've got 'em, so has Blair-TV, Inc.
CONCLUDING arrangements for 52-week sponsorship by the May Co., Baltimore department store, of Candy Corner, children's variety show carried by WBAL-TV there, are (l to r): Al Ross, WBAL-TV personality; Marx Kaufman, president, Kaufman-Strouse Adv., May Co. agency; Leslie H. Peard Jr., station manager, WBAL-TV. Bert Closter, producer of Candy Corner, and William Mason, WBAL-TV account executive.

CONTRACT between P.O.C. beer and WKBR Manchester, N.H., covering the broadcast of Sports Review (Mon.-Sat., 6:45-7 p.m.) for one year, is concluded by Eileen Sinville of Eileen Sales Inc., distributor of P.O.C. in southern New Hampshire, and Warren H. Journay, station manager of WKBR. L to r: standing, Norman Bailey, WKBR account executive; Thomas J. Palmer, New England representative for P.O.C.; Tom Hussey, WKBR sports director, and Harry Mullen, also representing P.O.C. Miss Sinville is said to be the only woman beer distributor in that section of the country.

ANOTHER sponsor of Kash Box is added to the lineup at KSRO San Diego with this participation contract agreed to by the Piggly Wiggly grocery chain. O. J. Schoen, vice president-general manager of the grocery chain, signs contract with (l to r): Joe Bassard, food merchandising account executive for KSRO; Al Arendt, merchandising director for the Piggly Wiggly organization, and Roy Fouts, buyer for the firm.

TWO weekly half-hour programs on WTVH-TV Peoria, Ill., for Chris Hoerr & Son Co., local distributor for Re-Joyce foods, is agreed to by (l to r): seated, Al Forbes, advertising manager for CH&S, and Chris Hoerr III; standing, Bob Burton, WTVH-TV account executive; Ed Klein, Jackson, Hoerr, Peterson & Hall agency, and Robert L. Jawer, WTVH-TV assistant general manager and sales manager. The company will advertise Re-Joyce coffee, Robin Hood flour and Chicken of the Sea tuna, among other products, on the Tuesday night Kastoon Corner and Saturday afternoon Scoreboard Varieties.

BROADCASTING subscription order blank

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

- 52 weekly issues of BROADCASTING • TELECASTING $7.00
- 52 weekly issues and BROADCASTING Yearbook-Marketbook $9.00
- 52 weekly issues and TELECASTING Yearbook-Marketbook $9.00
- 52 weekly issues and both Yearbook-Marketbooks $11.00

Enclosed Bill

name

title/position

company name

address

city state

March 7, 1955 • Page 117
Was That Tripe Necessary?

If the Chicago Tribune is undertaking to scrap its two television stations, along with television as a whole, it will need better monkey wrenches than the rusty collection it started shying at the visual medium a few days ago.

In a wild tirade, one of its research men cut loose at just about everything that makes television the sort of advertising medium that could provoke such a tirade from a Tribune man. We doubt that anything could be quite as ineffectual as the researcher tried to make tv advertising out to be, except perhaps his own arguments.

The Tribune claim can be answered with facts, and the Tele-

vision Bureau of Advertising, for one, is putting up a strong re-

buttal (see story this issue). We should like here, however, to

examine one or two of the Tribune arguments in particular.

For one thing, the Tribune man makes much of the statistic that there are many more men smokers than women smokers but that Philip Morris' I Love Lucy audience contains 60% more women than men. Suffice it to observe that Philip Morris, in signing I Love

Lucy to a whopping contract two years ago, said it was "looking forward to an all-time high in sales" and, indicating no disappointment, has since renewed. Nor should the predominance of women be unsettling to Procter & Gamble, another judicious advertiser, which joined Philip Morris in the renewal.

Another "point" made by the Tribune man is that although tv cost-per-thousand has dropped, he doubts it ever will go below 7. He's not advertise that this is seven-tenths of one cent per person. Nor does he point up (as TvB does) that the Tribune, like many another newspaper, apparently has contracted a circulatory ailment since television set in. Between November 1949 and November 1954, the daily Tribune dropped 8% in circulation and raised its line rate 23%, so that its cost-per-thousand has gone up 33%. The Sunday Tribune suffered a 13% drop in circulation and boosted the line rate 18%, thereby hiking cost-per-thousand by 36%.

All in all, it would seem appropriate, and more to the paper's own good, for the Tribune to get out of the dismantling business, clean up its monkey wrenches and use them to tighten the nuts and bolts in its own insides.

Lies & Consequences

The FCC is in serious trouble in the Edward Lamb license renewal case—perhaps the most serious in its tempestuous history.

For nearly six months, off-and-on, this back-alley brawl has been going on before an examiner at a hearing room in the Post Office Building, in between the Capitol and the White House. And there have been repercussions at both places, not to mention the Dept. of Justice, which has instituted a grand jury investigation of two turnabout witnesses.

What prompted the FCC to initiate the proceeding has never been publicly disclosed, though the Lamb forces contend its origin is political. At this stage, we have no doubt that the FCC would like to rid itself of the whole messy business.

But it isn't something that it can turn off without explanation. Moreover, the fact that a grand jury investigation has been invoked, plus the knowledge that the eyes of Congress are upon it, places upon the FCC the unpleasant necessity of seeing this thing through.

This spectacle began when the FCC last year authorized a full- press inquiry to ascertain whether Mr. Lamb, a lawyer-broadcaster-industrialist, had failed to disclose in his renewal application for WICU (TV) Erie, Pa., alleged former associations with individuals or organizations identified with the Communist Party. What has happened since last fall, when the public hearings began, has been front page copy. Mr. Lamb has had his innings in Congress and in the courts.

The FCC has looked bad from the start of this bedlam. Its two key witnesses, now being investigated by the grand jury, had pre-

viously been put under doubt by the FCC itself, only to repudiate it under cross examination. There have been strange goings-on otherwise which would not have been countenanced by a court of law.

Perhaps the grand jury will bring some semblance of equanimity out of this babel of lie-hurling. Mr. Lamb understandably wants to clear his name. At this stage, an objective observer must be drawn to the view that the FCC counsel have failed to prove their case. And, as a result, the FCC itself is on trial, in Congress, in the eyes of the public and before that grand jury.

Last week, counsel for Mr. Lamb presented to the hearing ex-

aminer a motion to dismiss the proceeding and renew the WICU license.

Historically, the FCC has always afforded the principals involved in broadcast proceedings for new facilities or for renewals the opportunity to testify in person. Indeed, the FCC in many instances has required such appearances, where possible.) That Mr. Lamb is the directing head of WICU and of his other broadcast operations cannot be questioned. He has been present at many of the sessions. He has demanded the opportunity to clear his

name.

Before the record is closed, Mr. Lamb certainly should be given that opportunity.

Pretty People

Comes now GOP Chairman Leonard W. Hall with the plea that next year the Republicans pick "able," "personable" candidates who can "sell themselves" over tv, because tv has "changed everything about political campaigning."

It is pleasing to learn that Mr. Hall appreciates the importance of the broadcast media in this new electronic political era. But we wonder where he was when the GOP National Committee totally ignored the unanimous pleas of the broadcasters that the two national political conventions in 1956 be held in the same city.

The Right Track

The new bill introduced in the Senate to relieve broadcasters of liability for defamatory statements made by political candidates is not the first attempt to write some sense into what is now a hopelessly added political broadcasting law.

As most broadcasters are painfully aware, the Communications Act now prohibits broadcasters from censoring as much as a word from the speeches of political candidates but does nothing to protect them from libel suits that may ensue.

In past Congresses there have been several attempts to extricate the broadcaster from this be-damned-if-he-does and be-damned-if- he-doesn't position. None has even got to the floor of either house.

Now Sen. John M. Butler (D-Md.) proposes an amendment which would exempt stations from libel suits unless they were willful parties to the libel [B&T, Feb. 28]. Sen. Butler is to be commended for his interest, and, as a temporary expedient, his bill deserves broadcasters' support.

In the long run, however, broadcasters should be given the same rights and responsibilities which other news media enjoy. They should be empowered to use their own discretion in choosing whether to broadcast any given speech.

The newspaper editor must search for libel in whatever he puts in the editorial content of his paper, and the newspaper publisher must be equally careful about the copy in ads.

As mature news media, radio and television should be trusted to make their own decisions, too.
We call this show "Bob Jones" because it is built around a true character named Bob Jones. He's the major domo. Bringing favorite melodies of yesteryear, some by the original artists, some hot off the record-presses. His visualization of the music is unique and fresh... as only this character can make it.

And he has a time slot that is really perfect... 11:15 pm Monday thru Thursday... between top-rated "NEWS, WEATHER, SPORTS" and Steve Allen's "TONIGHT." What you might call a natural!

Meet the man who for the past two years has captivated Baltimore with his original style... loose, lanky, and loquacious. Ladies love his dry humor. Men love his easy-going, relaxed manner. He's the master of underplay, but, brother, CAN HE SELL! He produces a commercial right off-the-cuff, or so it would seem, that's loaded with dynamic sell.

Yes, we admit Bob Jones is a character, and he can put some real character into your sales. Get him on your team with either spot announcements or full sponsorship.

WBAL-TV NBC Affiliate in Baltimore
Represented by Edward Petry & Co.
BIG-LEAGUE COVERAGE—The KMBC-KFRM Team blankets the great Heart of America with a radio signal that's heard and heeded by a tremendous audience of faithful listeners. KMBC of Kansas City serves 83 counties in western Missouri and eastern Kansas. Four counties (Jackson and Clay in Missouri, Johnson and Wyandotte in Kansas) comprise the greater Kansas City metropolitan trading area, ranked 15th nationally in retail sales! KFRM for the State of Kansas, a bonus to KMBC, puts your selling message into the high-income homes of Kansas, 6th richest agricultural state.

OF A BIG-LEAGUE MARKET—The Heart of America market is big-league in every respect. It's big in size—it's big in population—it's big in spendable income. Agriculture, manufacturing, mining, retail and wholesale selling, transportation, oil, insurance and a multitude of other sound enterprises produce a rich vein of wealth that advertisers successfully tap for sales with the KMBC-KFRM radio Team. For time that sells, contact your Free & Peters Colonel for choice availabilities.

DON DAVIS, Vice President
JOHN SCHILLING, Vice President and General Manager
GEORGE HIGGINS, Vice President and Sales Manager