In less than a year, Winston became one of the top-selling cigarettes in New England! Local spots on WJAR-TV played an important part — and continue to play it — in the record-breaking sales climb of this new filter cigarette.

Local TV is your best buy for sales in a hurry — and repeat sales in the long run. WJAR-TV programs more live, local shows than any other TV channel in New England. It pays to make the sale on WJAR-TV!

Client: R. J. Reynolds Tobacco Co. (Winston Cigarettes)
Agency: William Esty, New York City
Pioneers in a wide variety of food products such as flour, cereals, pie and cake mixes, General Mills make a vital contribution to our nation's health and high standard of living. Food elements recognized as essential to good nutrition are distinctive of these products. The Havens & Martin, Inc., Stations are distinctive, too, for their pioneering experience in providing a wide variety of high standard programming fare. As a result, The First Stations of Virginia, WMBG-AM, WCOD-FM and WTVR-TV, have created entertainment and cultural habits for a vast audience of unusual loyalty. Join with confidence the growing list of advertisers who use Richmond's only complete broadcasting institution to reach one of the South's richest areas.
Of the Nation's 100 Metropolitan County areas, Wilkes-Barre, Luzerne County ranked 65th. Scranton, Lackawanna County 99th. Yet the combined retail sales of these two major Pennsylvania markets covered by WBRE-TV, exceeded those of the Nation's 40th retail sales market, San Bernardino, California.

In addition to this impressive fact, WBRE-TV with a million watts covers 17 of the 67 counties in Pennsylvania, having a combined retail sales equivalent to the Nation's 12th market, Baltimore, Md.

WBRE-TV is the "POWERHOUSE" of Northeastern Pennsylvania . . . serving over *225,000 sets with the most powerful programming . . . local, regional and national!
begorra
it's a
buy...

WGAL-TV
LANCASTER, PA.
NBC • CBS • DuMont

Channel 8 Mighty Market Place
Harrisburg
York
Hanover
Gettysburg
Chambersburg
Waynesboro
Frederick
Westminster
Carlisle
Sunbury
Martinsburg
Reading
Lebanon
Pottsville
Hazleton
Shamokin
Mount Carmel
Bloomsburg
Lewisburg
Lewistown
Lock Haven
Hagerstown

You can count on this wondrous salesmanship
on super-powered WGAL-TV every day of
the year. You can count on it because
WGAL-TV has a positively amazing influence
over a tremendous number of people—
more than three million people—who have an
effective buying income of $5 billion every
year. And, WGAL-TV is the one station that
reaches this vast, responsive market.

BEGORRA, IT'S A BUY!

STEINMAN STATION
Clair McCollough, Pres.

Representatives:
MEEKER TV, INC.
New York
Los Angeles
Chicago
San Francisco
POLITICKING • High cost of political campaigning, notably on TV, has aroused members of Congress to point where there's talk of legislation that would require TV stations to allot specified portions of sustaining time to qualified candidates during campaigns. Complaint is that, with TV as indispensable medium, candidate with biggest purse is likely to win.

THAT COMR. Frieda B. Henwood, whose seven-year term as member of FCC expires next June 30, is working quietly but avidly for reappointment was evident in Washington last week. She reportedly has been contacting senators of both parties. There has been no assurance, however, that her reappointment will be forthcoming or that she could be confirmed, if nominated. High Democratic quarters heavily discount her chances. Vacancy must be filled by Democrat.

FOR THE RECORD • Fact that nomination of George C. McConnaughey as chairman of FCC was reported favorably by Senate Commerce Committee with Democrats joining in does not mean that all is sweetness and light for Ohioan. Rough questioning to which he had been subjected was for purpose of building record so that it can be used as Democratic campaign fodder in event that becomes desirable during 1956 Presidential election year. Confirmation, nevertheless, is expected this week.

KEVIN SWEENEY, whose super-selling job as head of Radio Advertising Bureau (formerly Broadcast Advertising Bureau) has won plaudits throughout radio, will wind up his commitment for two-year tenure on Dec. 31. Mr. Sweeney has no plans but it's 100-1 shot that he'll be selling radio somewhere.

OUT OF THE PARK • Way things shape up, its Game of the Week major league baseball telecasts may turn up with one of largest station lineups of all programs on CBS-TV. In addition to 76-78 stations ordered by Falstaff Brewing Corp. for sponsorship of Saturday afternoon series on network basis, CBS-TV is making same games available to other affiliates (except those in area of home team being telecast) for local sale on co-op basis. At present rate of clearances, officials expect 140- to 145-station lineup by time series starts with spring training game between New York Giants and Cleveland Indians in Dallas April 2. Currently, largest CBS-TV network is for Jack Benny Show and Private Secretary, approved by American Tobacco on 165 stations (including 15 Extended Market Plan outlets).

WASHINGTON counsel for applicants for Buffalo ch. 7 rushed to Buffalo over weekend upon flash that NBC was buying ch. 17 WBUF-TV there (story, page 72). With WBNF-TV a CBS basic and WGR-TV seen taking ABC when it loses NBC to WBUL-TV, there was speculation that ch. 7 group would merge. They've spent estimated $100,000 on litigation to date.

ANOTHER YEAR • George Goodyear, president of WGR-TV (ch. 2) Buffalo, which stands to lose its NBC-TV affiliation by virtue of network's planned acquisition of WBUL-TV, says that under its contract, ch. 2 station will continue to ride NBC network until mid-1956. There will be no change in station policy of providing "maximum service to area," he asserts.

IF NETWORKS were denied option time, they would be faced with complete overhauling of their structures, Frank Stanton, president of CBS Inc., told CBS affiliates in hitherto undisclosed closed circuit last Feb. 10. He said under such circumstances CBS might become a "Keystone Network, if you will, with little programs but no coaxial cable." He added that such programs could be sold to stations, advertisers or even for use on subscription tv, if latter became order of day. Moreover, he feels network would have to re-examine whole question of what to do about subscription tv and that if CBS discontinued network operation but had company-owned stations, "maybe the thing to do is go for subscription tv."

HYDRAHEADED HARRY • NBC's $312,000 acquisition of uhf ch. 17 WBUL-TV Buffalo (story, page 72) caught wave in Washington about ubiquity of Harry M. Plotkin, whose well publicized "Memorandum" for Senate Interstate Commerce Committee delved deeply into uhf question. Arnold, Fortas & Porter, Mr. Plotkin's firm, represents WBUL-TV in transaction. Firm also is opposing NBC acquisition of WKBN-TV New Britain (ch. 30) for $600,000 on behalf of client, WHC-TV New Haven (ch. 8). Mr. Plotkin, as Senate committee special counsel, had commented that uhf fared worse in markets where there were two or more uhfs (Buffalo has two vs. one air).\n
RECENT SURVEY made by one of largest entities in television-electronics field indicates that public still owes about $700 million in installments on tv receivers. It's estimated that public has invested overall $13.5 billion in tv sets, tubes, antennas, etc., with figure destined to skyrocket as color sales gain momentum.

PASTE THIS IN YOUR HAT • It's definite that Democratic national convention will not be held week of July 23 in Chicago, but some dates tentatively set by Chairman Paul Butler. With Republicans meeting in San Francisco week of Aug. 20, only dates left are August 6 or 13, with odds favoring latter date which would mean Chicago and San Francisco conventions would run strictly back-to-back, compelling problem of network coverage of San Francisco convention.

A WAY OUT • One simple method to overcome impact of Court of Appeals decision finding FCC multiple ownership rule invalid has been suggested by one industry attorney: All FCC has to do is revise wording of multiple ownership rule to make it read that it "will not grant without a hearing any application for more than seven stations . . . ."

UNBILL ED session at NARTB office today (Monday) will appraise plan to develop primer of radio facts, showing medium's strength and coverage. Idea was submitted to Radio Board at January meeting, with directors asking for special study. Robert D. Swezy, WDUS New Orleans, is behind idea, contending that radio management and salesmen now operate out of morass of factual confusion.

COLOR PROBLEMS • Possible color telecasting from either Chicago or San Francisco in coverage of respective Democratic and Republican conventions, to be held August 1956, now appears as an even more difficult challenge than first anticipated. Color telecasts would require even greater extra studio space and also special lighting. Extra studio area in Chicago, already limited, is bit better than in San Francisco, while problem of additional lighting for halls, if color is used, for coverage of floor proceedings is equally vexing in both cities.

WHEN Roger Clipp, general manager of Wフィル-AM TV Philadelphia, assumes added duties as executive head of WBNF-AM TV Binghamton, N. Y., under proposed Triangle Pub. Co. ownership (story, page 72), he will be in familiar territory. He married Binghamton's former Marjorie Allerton, has spent considerable time there.
Tradition can be beautiful, romantic, age-old, historic, glorious, grand,
of long standing, time-honored, cherished, respected and venerable.

It can also (and this is no cliche) be a trap.

Take radio, for instance, in New Orleans, for instance. Bound by tradition
one can easily and unprofitably overlook this: The fastest-growing
station (WTIX) was eleventh among eleven stations just 18 months ago.
Then, thanks to Mid-Continent management, programming, ideas and
excitement, it took only 10 months for WTIX to hit the top in audience—
and ever since WTIX has run first or second consistently. Current
first place all-day average; 18.9%.*

A new New Orleans listening tradition is in full bloom. A new time-
buying habit, too, is taking shape—as advertiser after advertiser
discovers the salutary effects of scrutinizing tradition.

Freshen up your New Orleans picture. Talk to national reps. Adam J.
Young, Jr., or WTIX General Manager Fred Berthelson.

*2-Month Average Hooper Radio Index, 7 a.m.—6 p.m., Mon.-Fri., December, 1954-January, 1955

Mid-Continent Broadcasting Company
President: Todd Storz

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

WHB, Kansas City
Represented by
John Blair & Co.

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

New Orleans 16, La.
CBS-TV Conclave Plans Programming Revisions

PLANS for deep, basic changes in CBS-TV programming concepts to present more favorable features against network competition was discussed at top secret session of selected affiliates with network executives in New York Friday.

Details withheld pending contact with clients, presumably over weekend, but it was evident that network is in mind shifts in schedule for long pull, first of which probably would become effective in September.

Initial emphasis is understood to surround 7-8 p.m. EST programming. Speculation also centered upon realignment tied into possible or ultimate restructuring of Art Godfrey and other name talent, but there was no confirmation.

Meeting, labeled "urgent" and called on short notice, was agreed to strategy outlined by J. L. Van Volkenburg, CBS-TV president, and chief aide. Before plan is announced, not only clients but affiliates advisory board will be consulted with notice to all affiliates probably by close clock telecasts.

Plan is far broader in scope than programming and encompasses long overall network service and planning.


For CBS-TV in addition to Mr. Van Volkenburg; Hubbell Robinson, Vitapix-Guild president in charge of programs; Oscar Katz, director of research; Charles Oppenheim, vice relations director; John P. Cowden, operations director, advertising and sales promotion; and Ed Shurick, national director of TV station relations.

NCAA Mails New TV Plan For Coming Football Season

NCAA Friday mailed out 1955 football television plan, reportedly calling for combination schedule of eight national and five regional dates and allowance for regional sponsorship of telecasts in four zones of country.

Plan is more liberalized than last year's but still provides for administrative and other control by NCAA TV Committee under E. L. (Dick) Romney, Mountain States commissioner and committee chairman. Plan, to be announced today (Mon.), must be approved by two-thirds majority of NCAA members voting in referendum.

A Big Ten source indicated odds are Western Conference will accept plan today at meeting of faculty representatives and athletic directors on premise that "half a loaf is better than none." This is despite reports, however, from other sources close to both NCAA and Big Ten that limitations on regional card would be rejected in favor of its own plan. Four-or-five game schedule regionally, said to be inadequate by Big Ten for package designed to attract regional advertisers.

PABST SHIFTS

PABST BREWING Co. switching its Wednesday night fights from WABC-TV to ABC-TV June 1. Agency is Warwick & Legler, New York. Agency spokesman said Pabst decided to switch to ABC-TV rather than accept proposal of CBS-TV, which has carried bouts for past five seasons, under which boxing program would be presented two out of three weeks, starting in fall. Arrangement with ABC-TV will permit Pabst to continue weekly telecasts, starting at 10 p.m. Wednesdays. Last show on CBS-TV will be May 25.

Southern Baptist Group Plans $3 Million for TV

RADIO-TV budget of $3 million to be allocated by Southern Baptist Convention for religious programming, as was learned Friday. News conference to be held by Rev. Paul Stevens, head of Radio-TV Commission of Baptist group, tomorrow (Tues.) in New York, expected to reveal further details of expanded plans. Included is construction of $100,000 radio-television center in Fort Worth for completion by end of summer; filming of 30-minute TV film series at center (pilot film to be shown Tuesday), and new purchase of additional stations (contract with NBC Radio, via Westheimer & Block, St. Louis, through Reggie Schuelbel Inc. for its half-hour The Baptist Hour, Sun., effective March 20.

WINCHELLE'S NEXT

QUEERED for comment on Walter Winchell's statement that he had received offer to produce shows for NBC-TV following his split with ABC (see story, page 98), NBC spokesman said Friday afternoon, "Manie Sacks (RCA and NBC vice president and general manager of RCA Victor Record Div.) has had a couple of informal discussions with Mr. Winchell. Nothing has developed beyond this stage."

Sen. Homer E. Capehart (R-Ind.) invited to appear on Walter Winchell's ABC simulcast yesterday (Sun., 9-9:15 p.m. EST) to "examine" him on any phase of news commentator's involvement in stock market tip he aired on his Jan. 9 program [AT DEADLINE, March 7]. Mr. Winchell Friday night wired Senator, member of Senate Banking Committee probing this year's stock market, saying: "Ask me any questions you wish and I will let the American people be the judge."

Sen. Capehart said late Friday he thought he would accept Winchell invitation.

• BUSINESS BRIEFLY

CLEANER PROSPECT G. N. Coughlan Co. (Tops-Copper强者), West Orange, N. J., through Riedle & Freelee, Paterson, N. J., considering radio-television campaign and is investigating participation shows.

TOILETRIES CAMPAIGN Shulton All Spice, N. Y. (toiletries), through Wesley & Assoc., N. Y., placing annual summer campaign effective April 4 for 13 weeks in about 40 markets.

ESSO IN SOUTH Esso Standard Oil Co., N. Y., through Marshalk & Pratt Div. of Mac-Erickson, N. Y., buying six-week radio spot campaign in Carolinas and Virginia starting March 24.

BAKERY'S FIRST TV Kitchen of Sara Lee Inc. (baked goods) buys Chicago track relays on 15 ABC-TV stations March 26, 8:30-11 p.m. CST. Sponsorship marks company's first use of network television. Agency: Cunningham & Walsh, Chicago.

Frank E. Mullen Resigns Vitapix-Guild Presidency

FRANK E. MULLEN, president of Vitapix-Guild Programs Inc., resigned Friday. His resignation was accepted "with regret" by John E. Terra of Petzer Stations, Vitapix-Guild board chairman. Mr. Mullen had headed corporation since last October. Vitapix-Guild is one of units set up in Vitapix Corp. and Guild Films Co. actions last fall to produce and distribute film programs. Mr. Mullen, a consultant, agreed to continue in that capacity with Vitapix-Guild but desired more time for his west coast business. Edward A. Hall, V-G executive vice president, will handle executive duties.

At New York board meeting Friday, Vitapix-Guild elected Kenyon Brown, KWFT-TV Wichita Falls, Tex., to succeed Mr. Mullen as corporation president, with Mr. Hall elected executive vice president.

Radio, TV Stations Hurt By Rain, Heavy Winds

WINDS up to 98 miles per hour, in two separate Friday storms, knocked four TV stations and one radio station off air upwards of 45 minutes. Dust storm in Colorado with gusts of 90 m.p.h. tore down $60,000 tv tower at Denver and shut down KOA-TV five hours.

WENS (TV) Pittsburgh, ch. 16, 500-foot tower was toppled with damage about $115,000. In nearby Braddock, WLOA's tower fell causing $15,000 damage. KDKA-TV Pittsburgh was off 45 minutes due to power failure and some damage to its tower was also reported.

In Connerville, Ind., $100,000 roof of Philco factory building was blown away.

In emergency action Friday afternoon, FCC granted special temporary authority to WENS to program on ch. 13 during hours educational WENS (TV) Pittsburgh was on air. Conn. Frieda B. Hennock dissented. STA is effective until April 1.
When the WFAA Early Birds have a birthday, everybody celebrates.

Folks all over the Southwest will join in the week-long festivities March 28-April 3, when the nation’s oldest live breakfast show completes its 25th year on the air.

And as a special Silver Anniversary bonus, the Early Birds have doubled their air time. The 16-person cast of this locally produced show now starts an hour earlier — at 6 a.m. — to bring the Early Birds’ special brand of “good morning” to their thousands of loyal fans all over Radio Southwest.

This loyalty creates a warmly receptive atmosphere for your advertising. Sales messages on the Early Birds reach all members of the family when they’re all together; they sell everything from food products (Morton’s has been a sponsor for 10 years) to shaving cream (Mennen’s, 7 years).

When you advertise on the WFAA Early Birds, you sell to the whole, big profitable WFAA area, because in the Southwest, the “Birds” belong to everyone.

Ask the Petry man for more information.
TODAY'S IMPACT

TELEVISION's impact underlined again in report Friday from NBC-TV that some 100,000 pieces of mail had been received by network following appeal by Dave Garroway on Today (Mon., 7-9 a.m.). Mr. Garroway last Monday asked audience to donate "at least a dime" toward fund for Mrs. Carl Altonberg of East Meadow, L. I., and her seven children, after learning that her husband had been killed in auto accident while trying to assist another injured motorist. Network said 25 mail bags received contained estimated $1,500 to $2,000 each.

NARTB Names Probe Group For Tv Tariff Study

NARTB subcommittee was named Friday to lay out plans for investigation of tariffs for transmission of tv programs. Group was named at meeting of new Television Transmission Tariffs Committee formed on instructions from NARTB TV Board at Florida meeting in January. It will meet in New York within week.

Full committee agreed "on importance and urgency of this problem to all segments of the industry and on future action to be taken." Chairman of committee as well as new sub-committee is Richard Salant, CBS. Attending Friday meeting in Washington, besides Mr. Salant, were Frank Marx, ABC; John Bachem, DuMont; Joseph A. McDonald, NBC; Chris J. Witling, Westinghouse Broadcasting Co.; A. James Ebel, KOLN-TV, Lincoln; Neb.; W. D. (Dub) Rogers Jr., KJDB Lubbock, Tex. Absent were Harold Essex, WSJS-TV Winston-Salem, N. C., and Lee B. Walles, Storer Broadcasting Co. Mr. McDonald was alternate for Joseph V. Heffernan, NBC.

ABC Gets Schlitz Rights

DISTRIBUTION rights for 52 Schlitz Playhouse of Stars tv film programs acquired by ABC Film Syndication Inc., George T. Shupert, president, announcing today (Mon.). Series appeared on CBS-TV for year, ending last November. According to Mr. Shupert, series can be used as summer replacement or fall programming. As summer show, series can be bought in 13 film segments, divided in categories of romance-drama, action-adventure, suspense-drama or mystery-drama, ABC said.

UPCOMING


WHAS-TV Shift Opposed

PROTEST of tower move planned by ch. 11 WHAS-TV Louisville was filed with FCC Friday by ch. 18 WLEX-TV Lexington, Ky. Pleading requests deferment on proposal of WHAS-TV to build 2,003-ft. tower 2 mi. north of downtown, Lexington, it proposed plan to limit tv tower sites to five miles radius of principal market [B&T, March 7, Feb. 21].

Liebman Signs With NBC-TV

MAX LIEBMAN, producer-director of NBC-TV's Saturday and Sunday color spectaculars, signed to five-year contract for his services both on spectaculaires and other related functions. Mr. Liebman, signed originally by NBC-TV in January 1949, will have produced 20 spectaculaires this season.

Toll Tv Group Changes Name

CHANGE in name of Joint Committee on Toll Tv to Committee Against Pay-as-You-See Radio and tv station announced earlier has been scrapped. Although there is no change in officers or personnel (see story, page 60). Committee also announced that Dr. Dallas Smythe, director of Institute of Communications at U. of Illinois, has been commissioned to conduct series of research studies into economic impact and implications of subscription tv as compared to "free airwaves" policy currently in effect. Don has joined Robert S. Taplinger Assoc. New York, to handle public relations activities of committee. Mr. Walsh recently was with Robinson Hannagan Assoc., New York, and previously was newspaperman in Boston and Providence.

Illinois News Session Stated

DISCUSSIONS on equal access to news for radio and television will highlight agenda of Illinois News Broadcasters Assn. at meeting April 2 in Springfield, Ill. Bill Small, WLS Chicago and association president, announced Friday. Meeting follows AP freedom of information clinic previous day. State legislature and radio-tv newsmen will explore "opening doors for broadcast news," reviewing proposal in Illinois Legislature to open committee sessions as public hearings. Among speakers scheduled are Glen Farrington, WTAX Spring- field; William Ray, NBC Chicago, and Al Rowe, WSOY Decatur. Sen. George Drach, Illinois Senate majority whip, will outline views on bill to liberalize libel laws with respect to political statements by candidates on radio-tv.

WGAL-TV Files Protest

WGAL-TV Lancaster, Pa., operating on ch. 8, petitioned FCC last week to protest proposed by ch. 38 WRTV (TV) Asbury Park, N. J., that it be allowed to operate low power tv there on ch. 8 [B&T, Jan. 17]. WGAL-TV claimed proposed WRTV operation would cause interference and reduce its service area.

Milwaukee Plea Filed

BID for new tv station on ch. 31 at Milwaukee filed with FCC Friday by Business Management Inc., operator of WFOX and owner by Joseph A. Clark. No other application seeks for facility.
the week in brief

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Emmy awards presented before nation-wide tv audience. NBC gets 13, CBS 12, ABC 7.

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Out of scientific truth comes STIRRING TV DRAMA, thrill-packed with romance, adventure, suspense! A fresh, new approach...
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ZIV-TV Proudly Presents the BIG NEW IDEA IN TV Programming!
and so sensational you’ll win NEW VIEWERS week after week!

Wire, phone or write today for an audition of TV’S HOTTEST NEW SHOW!

AN EXCITING NEW KIND OF TV SHOWMANSHIP!

Every week a brilliant new cast works for you... stars like William Lundigan, Richard Arlen, Jess Barker, Don DeFore, Marie Windsor, Peggy O’Connor, Warren Stevens, Basil Ruysdael, Ellen Drew, Bruce Bennett, Tom Drake and a galaxy more.

Every story based on scientific facts dramatically demonstrated by your host TRUMAN BRADLEY, famed network news commentator and Hollywood personality.
RATINGS LIKE THESE
BRING QUICK RENEWAL!

- 30.2 in CINCINNATI
  Beats My Favorite Husband, Our Miss Brooks, Godfrey and Friends, Fireside Theatre, This Is Your Life, Burns and Allen. ARB—September, 1954

- 26.5 in HOUSTON

- 33.8 in SAN ANTONIO

- 29.8 in DETROIT
  Beats Robert Montgomery Presents, Kraft TV Theatre, Our Miss Brooks, Groucho Marx, Robert Blue Ribbon Bouts, Two for the Money (Herb Shriner). ARB—August, 1954

- 59.8 in RICHMOND
  Beats Godfrey's Talent Scouts, Our Miss Brooks, Groucho Marx, What's My Line, This Is Your Life, Two For The Money (Herb Shriner). ARB—August, 1954

- 27.0 in MINNEAPOLIS-ST. PAUL
  Beats Godfrey's Talent Scouts, Our Miss Brooks, Groucho Marx, Twist of the Town (Ed Sullivan), Ford Theatre, Burns and Allen, Kraft TV Theatre. ARB—July, 1954

HURRY! Here are some of the markets already renewed!

- Wilkes-Barre
- South Bend
- St. Louis
- Binghamton
- Grand Rapids
- Erie
- Johnstown
- New York City
- Lansing
- Memphis
- Buffalo
- Philadelphia
- Los Angeles
- Chicago
- Detroit
- Cleveland
- San Francisco
- Baltimore
- Washington, D. C.
- Cincinnati
- Minneapolis
- Kansas City
- Dallas
- Houston
- Seattle
- San Antonio
- Toledo
- Huntington
- New Haven
- Louisville
- New Orleans
- Denver
- Wheeling
- Dayton
- Atlanta
- Columbus
- Oklahoma City
- Des Moines
- Milwaukee

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THE BEHIND-THE-SCENES DRAMA OF OUR LAW ENFORCERS IN ACTION!

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Starring Hollywood's Dynamic
DAVID BRIAN

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Let us show you how the ZIV Sales Plan can put "Mr. District Attorney" to work for you. Write, phone or wire TODAY!
motivates the sale. And some of the people spending more time in network radio.
increased its weekly time on CBS Radio by and Bristol-Myers, each by forty-five
by a half-hour....All on CBS
Give your $SALE$s that punch in PORTLAND, OREGON

THE BIG PICTURE!

KLOR

ABC TELEVISION NETWORK
OPERATING WITH A FULL 238,000 WATTS
246,000 TV SETS IN USE

for availabilities call...

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CHICAGO NEW YORK LOS ANGELES
ATLANTA SAN FRANCISCO

S. JOHN SCHILE
Gen. Mgr.
HENRY A. WHITE
Pres.

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Bay area...

... use one of
America's 2
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The Personality Station
... 1260 k.c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
Bryant 9-0000

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
Randolph 6-0712
PETER PAN

"IT was wonderful . . . and beautiful . . . and wonderful and . . . beautiful." That's what the seven-year-old daughter of this reviewer said about "Peter Pan" in color on NBC-TV last Monday night.

It was indeed wonderful and beautiful. Television can take a bow once again for a rare privilege—that of presenting this warm version of the immortal fantasy of the boy who wouldn't grow up.

NBC estimated on preliminary data that 65 to 73 million people saw the spectacular—what NBC President Sylvester L. Weaver called the No. I event of the year.

The superb performance left virtually nothing to be desired. Mary Martin was the epitome of Peter Pan. Cyril Ritchard brought the delicious eleganties that the British do so well to the character of Capt. Hook. Of the others—all of whom spun their whimsical characterizations to the fullest—the gleeful grotesqueries of Sondra Lee as the bouncy Princess Tiger Lily made a marked impression on the younger viewers as well as the adults who still believe in fairies.

Charming, imaginative sets, delightful dance numbers and the songs and singing of Miss Martin, Mr. Ritchard and the others added up to a memorable evening at the theatre. "Daddy, it's almost like being at the theatre," the nine-year-old daughter murmured. And that thought was inescapable.

Probably the most engaging of the technical details was the aerial ballet of Miss Martin and the Darling children. The wires were visible—at least on the color show—but they detracted not a whit from the imagery of star-dusted mortals. A special word of praise must be said for Miss Martin’s finale—swooping and soaring for what seemed a full three minutes as the credits flashed by. It was a breathtaking curtain call.

Surely, the color enhanced the fairy tale qualities of this ethereal classic. There were audible comments from both children and adults at the "beautiful colors." But to a more sophisticated adult, on whom perhaps, not enough star dust had fallen, the color values seemed a trifle harsh and garish. What also troubled this viewer were the changes in color values as cameras moved in or away from a scene or when cameras changed. It looked as if color stability was still something devoutly to be wished for.

The 12-year-old summed it up in succinct, male fashion when he said after the show: "Boy, it was neat. But that color still needs improving."

In black-and-white, it is reported by all hands, the magic of the performance came through in all its sheer delight.

Perhaps the best judgment on the performance was the behavior of the four youngsters who attended the show at this reviewer’s color set. They were enthralled throughout. They were hushed, they were giddy, they were noisy and they were properly moist-eyed—all at the proper time in the story. Peter’s call for them to give that weeping look to revieve the sinking Tinker Bell fell slightly flat. The children did not seem to realize, until too late, that he was calling on them to participate. Otherwise they lived the play. And that is the best review of all; how the spectators feel about a performance.

A vangrant thought flashed through this reviewer’s mind as he sat bewitched before this superlative production: If this is what free television is offering, what more can subscription tv give that would be worth paying for?

Last week’s performance of the four-month Broadway hit has an interesting sidelight: The tv performance was in lieu of the normal road-show. It seems the complexity of the production, plus the large cast, prohibited the usual cross-country tour. So, tv to the rescue; in place of one-night stands for the regular six-week to two-month tour, a single, nationwide telecast of the original cast. This could mean a change in legitimate theatre logistics.

The charm of the play and the production was carried over into the commercials. Fords, Mercurys and Lincolns were promoted in a variegated and original manner. RCA, too, used imagination in presenting its albums.

All in all, tv can be proud of the evening of March 7—and NBC can feel even more proud that it brought this to pass.

Production costs: $300,000

Network: NBC-TV (March 7, 7:30-9:30 p.m.)


Starring Mary Martin (as Peter Pan), Cyril Ritchard (as Capt. Hook and Mr. Darling), Kathy Nolan (as Wendy), Robert Harrington (as John), Joseph Stafford (as Michael), Heller Halliday (as Lisa), Sondra Lee (as Tiger Lily) among others.


Lyrics by Carolyn Leigh, music by Mark Charlap, additional lyrics by Betty Comden and Adolph Green, additional music by Jule Styne, conductor Louis Adrian, orchestral arrangements by Albert Sondrely, incidental music by Trade Rittman, Elmer Bernstein.

THE EMMY AWARDS

TELEVISION made its big bid for prestige last Monday night when the Academy of Television Arts & Sciences presented the seventh annual Emmy awards—for the first time on a national network (see story, this issue).

For several years television has advanced the cause of motion pictures by broadcasting the presentations of Oscars, and it certainly was time to do as much for its own Emmy awards. Unfortunately production flaws marred the first Emmy broadcast.

Happiest note of the show was the choice of performers to run it. Steve Allen, whose Tonight show was pre-empted by the Emmy affair, did a comfortable job as mc, with as-
than ever before, it's advertising that
who make the most sales are now
In the last six months General Motors has
an hour and a quarter. General Foods
minutes. Campana and Liggett & Myers,

Since the beginning of October, the above companies—along with Milner
Lewis House, Mutual Benefit, Consolidated Cosmetics, Brown & Williamson—
of five additional hours on the CBS Radio Network. More than half of this
nighttime radio. And a good part of it is being invested in the network's
shows..."The Amos 'n' Andy Music Hall," "The Tennessee Ernie Show,"
Products, Corn Products,
have bought a total
new time is in
new five-night-a-week
"The Bing Crosby Show."
IN REVIEW

Sponsored by Scott Paper Co., Aluminum Ltd. of Canada, Norcross and Zenith Radio Corp. as part of the March 6 release of Omnisbus on CBS-TV, Sun., 5-6:30 p.m. EST.

Composer: William Schuman.
Librettist: Jeremy Gury.

Musical Conductor: Samuel Krachmalnick.
Staged by Elliott Silverstein; director: Ted Danielewski (for Omnibus).

Cast: Danny Scholl, Elise Rhodes, George Irving, Rufus Smith, Nathaniel Frey, Bruce Renshaw, Mort Marshall, with chorus and dancers.

Unfair to Small Fry
EDITOR:
The incident I am about to relate not only proved amusing to me but again hit me between the eyes, confirming the tremendous impact of this thing called television.

Last evening about 7:30 as I was in the living room playing with our youngest, my six-year-old came racing out of the door where the television set is located and advised me that we are being very unfair in having announcements for good things to eat in the evening when it's impossible for him to eat. In checking the schedule, I learned that at 7:30 we had a potato chip 20-second announcement.

Until I can re-schedule all "good things to eat" into the daytime schedule so my boy can eat it when it "looks so good," it looks like I will stay in the dog house.

Lloyd D. Loers, Sales Manager
KGLO-AM-TV
Mason City, Iowa

Likes Interview Technique
EDITOR:
I just want to compliment you on the Weaver interview.

I think this is a wonderful technique and I get more out of it than I do reading or hearing some prepared speech.

A good piece of work.

Bob Dillon, Vice President
KRNT Des Moines, Iowa

Radio vs Network Radio
EDITOR:
When Robert Saroff [NBC executive vice president], or anyone else for that matter, discusses the radio networks, I wish he would use the word "network" every time he uses the word radio. Otherwise, casual hearers and readers of such statements as the one Mr. Saroff made to the Minneapolis Sales Executives Club [BW, March 7] may deduce that all radio is sick, thrown on the ropes by television.

Actually, WDIA and many other aggressive radio stations throughout the country have shown constant improvement in the last 10 years in both size of audience and gross income. WDIA and other stations like WITH Baltimore, WONE Dayton, WHDH Boston, WWDC Washington and a host of others have used the same formula of independence, entertainment, local community service, showmanship and promotion to make constant progress during a period when some have paid tribute to television with only a sign of sadness for the imaginary passing of radio.

When we talk about the networks, let's be sure no one can possibly Confuse them with radio, 1955 American style radio. There's really no comparison.

Bert Ferguson
Manager
WDIA Memphis, Tenn.

Top Secret Addresses
EDITOR:
Is your station address a top secret?...

People write to radio and television stations and oftentimes address the envelopes to just the station call, the city and then mail it. What do the mail clerks do with such mail? Often the station is well known and the letters will get there quickly, but those which are less well known are often delayed. Not all telephone books contain the stations by call and not all directories. That applies to large cities always.

We clerks who work mail on the trains can only put such mail in the box we mark "Hards." Some of those never get "home" but become "dead letters."

When you wonder why people do such things I suppose it is because the station announcers tell us that it is "Station so-and-so" and name the city. . . . Certainly the station addresses should be available, at least the zone. It just seems to me—and a lot of other mail clerks—that stations should consider these things. Whether addresses or zones or both is up to the stations.

The question remains: Is your station address a top secret?

Leon W. Kettling
Postal Transport Clerk
Toledo, Ohio

[EDITOR'S NOTE: Mr. Kettling's letter reinforces that of Linnea Nelson [Open Mikes, Feb. 21] urging stations to include zone numbers when giving their addresses. Since then NBC has run the boxed notice "No Zone = Delay."]

NEW POWER!

NEW SOUND!

NEW SPOT!

(950 on Hoosier dial)

Yes, Indiana's most popular down-to-dusk station has been beaming music and news every half hour to its satisfied, responsive audience . . . and now . . . with a giant 5000 watt punch . . . it blankets an immense new territory! The most ultra-modern sound transmission available, plus listeners who listen and listeners who buy—makes WXLW the best time-buy in all Hoosier land!

ASK YOUR JOHN PEARSON MAN

WXLW

INDIANAPOLIS

THE HOOSIER STATE'S
GOOD-TIME DAY-TIME STATION

Page 16 • March 14, 1955
Announcing

WSFA and WSFA-TV
MONTGOMERY, ALA.

Now Affiliated with

WKY and WKY-TV
OKLAHOMA CITY, OKLAHOMA

The same policy of operation that makes WKY-TV outstanding in Oklahoma, now guides the management of WSFA-TV in Montgomery. Years of TV experience assure advertisers of maximum results . . . PLUS the fact that WSFA-TV serves a remarkable, booming Southeast area which is enjoying widespread industrial and agricultural expansion.

WSFA-TV operates on full 316,000 watts — from 1,040-ft. antenna, 21 miles south of Montgomery!

WSFA-TV serves Central and Southern Alabama, Southwest Georgia and Northern Florida.

WSFA, NBC Affiliate, Represented by HEADLEY REED CO. • WSFA-TV, Channel 12, NBC Television, Represented by KATZ AGENCY, INC.
KIKA-TV
CHANNEL 2
in Pittsburgh, the nation's 8th market. 1,134,110 TV homes. Retail sales over $5 billion. Western Pennsylvania's pioneer TV station.

WPTZ
CHANNEL 3
in Philadelphia, the nation's 3rd market. 1,947,322 TV homes. Retail sales over $6½ billion. Eastern Pennsylvania's pioneer TV station.
in San Francisco, the nation's 7th market. 1,059,055 TV homes. Retail sales over $5 billion. Northern California's pioneer TV station.

in Boston, the nation's 6th market. 1,267,223 TV homes. Retail sales over $6 billion. New England's pioneer TV station.

Your National Spot Campaign Is Not Complete Without The Westinghouse Stations

WBC's magic numbers work sales magic for advertisers. Maximum power, low channel numbers mean better coverage. Big and growing numbers of TV homes mean huge markets. And they're rich markets... as you can see from the figures in the big numbers. So let WBC's magic numbers work their sales magic for you. Start by dialing the number of your nearest WBC television station for availabilities. Or, call Eldon Campbell, WBC's National Sales Manager. His number is PLaza 1-2700, New York City.
THERE ARE PEOPLE in Washington, surprising as it may seem, whose aim is to cut down red tape. Most of these rarities—and you may be sure they are rare specimens—are at the Bureau of the Budget, the President's management staff. One of them keeps his eyes on the FCC and its forms and questionnaires.

He is David Ellison Cohn, 55-year-old newspaperman turned management expert, who is responsible in no small measure for many of the condensations and eliminations in the FCC's demands on broadcasters for financial records, personnel reports, ownership records, affiliation contracts, application forms, etc.

In the last five years there has been a concerted effort to whittle down the complexity and volume of such reports. It's been pretty successful, too. For example, in two years of work, 19 application forms (containing 379 individual pages) have been reduced to seven (encompassing a mere 52 separate pages).

In 1953, the annual financial report was revised to require its submission only every third year—at renewal time—and its more than 15 pages was cut down to a single sheet. It was revised in another, more important way. Previously, the Commission required the accounting information to follow an FCC form; now the station submits its own balance sheet without having to translate it to FCC standards.

This is just one example of how extensive such a review of existing forms can be. But even beyond that, the work has paid dividends in other directions.

The stocky Mr. Cohn, who wears horn-rimmed glasses and whose hair is thinning and gray, was born in New York City Nov. 11, 1900—"18 years before Armistice Day"—of parents who went north from South Carolina just before the turn of the century. He was educated in New York grade and high schools.

In the summer of 1919, Mr. Cohn returned to the family homestead in the town of North Carolina. There he worked as a reporter on the weekly Launces (S. C.) Advertiser. By April of the next year, and for seven years thereafter, Mr. Cohn was with the Columbia (S. C.) Record, successively as reporter, state news editor, telegraphic editor, advertising solicitor, advertising manager, business manager and member of the board of directors.

In 1927, after purchasing control of the weekly Colhoun Times, in St. Matthews, S. C., Mr. Cohn took over as editor and publisher. He also ran the job printing business associated with the weekly. In addition, Mr. Cohn became a partner (and finally owner) of an advertising agency in Columbia. It was while engaged in this advertising endeavor that Mr. Cohn began getting interested in statistics. Both the printing plant and the advertising agency performed several jobs compiling, editing and publishing statistical and economic briefs for clients who included public as well as private agencies.

It was then that Mr. Cohn served on a part-time basis as statistician and chief of the rates division of the South Carolina Power Rate Investigating Committee.

So notable was his work that Mr. Cohn was appointed chief of the rate section of the South Carolina Public Service Commission.

He remained with the state PSC until 1934, when the late Frank R. McNinch, then chairman of the Federal Power Commission (later an FCC chairman), brought him to Washington as an FCC statistician. In the nine years, Mr. Cohn was with FPC, he also served as chief of publications and finally as chief of statistics.

In 1943 Mr. Cohn moved over to the Bureau of the Budget. He has been there ever since—one of the experts in the Office of Statistical Standards, assigned to coordinate the statistical activities and research practices of federal agencies in the utilities and communications field.

Naturally, he does not take personal, sole credit for cutting down and making more effective the myriad reports big government requires from utilities and communications companies. Most of the work and the recommendations come from spokesmen for the interested industries and businesses. Mr. Cohn feels that he is the coordinator, taking suggestions and comments from business and the agencies involved and having representatives of both parties work out a satisfactory solution.

Broadcasters all speak highly of his work.

Ben Strouse, WWDC Washington, chairman of the broadcasters committee of the Advisory Council on Federal Reports, wrote: "Dave has been for years the key between our committee and the industry when it comes to forms and he has done a job far beyond the call of duty."

E. K. Jett, WMAR-TV Baltimore and a member of the broadcasters committee, said: "If one person is to be singled out for a word of praise, it should be Dave Cohn who has cooperated and assisted in every way possible."

Mr. Cohn is married to the former Janet Pearlstone of St. Matthews. They have one daughter, Mrs. Arnold Fine. They live at Washington's Dorchester House, but also maintain a home in St. Matthews, where the family raises cattle and has a potato farm. Mr. Cohn keeps busy—outside working hours—with home movies (there is one granddaughter), a stamp collection and an occasional round of golf. Until quite recently, he was a weekly squash and tennis player.

Mr. Cohn is a member of the American Statistical Assn., the American Trade Association Executives, the Washington Trade Association Executives, National Press Club and the Washington Hebrew Congregation. He is a Scottish Rite Mason.
profitable pipe line!

No advertising message is any stronger than the medium you entrust with its transportation. The logistics of productive advertising demand two great essentials (which, we'd like you to know, WSAZ-TV is impressively able to supply). One of these is a market of abundant prospects with handsome ability to buy what you sell. The other is the best possible medium to get their attention, win their loyalty, and influence their preferences—in short, a profitable pipe line from you to people you want as customers. WSAZ-TV commands nearly half-a-million TV homes of such prospects in the uncommonly large five-state area we reach—a region rightfully described as the industrial heart of America. When you route your advertising via WSAZ-TV, you enlist the one and only super-efficient medium linking you directly with all of this four-billion dollar market. Something is bound to happen. And it does—day after day and year after year—as WSAZ-TV's big roster of satisfied advertisers will testify. For a profitable pipe line into our land of boom payrolls and eager customers, just put yourself in touch with any Katz office.

Typical of the many outstanding industries that contribute to the economic growth of WSAZ-TV's five-state area is Nitrogen Division, Allied Chemical & Dye Corporation, at whose South Point, Ohio, plant this scene occurs.
A 45 KW Klystron-equipped transmitter and a contoured 24.2 gain helical antenna gives this Wilkes-Barre, Pennsylvania station the maximum power allowed by the FCC. WILK-TV is the first to operate such a combination to attain a full megawatt and provide more integrated signal strength than any other UHF station. G.E. salutes its foresight and pioneering spirit in taking this momentous step to high power.

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

WATTS ERP

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

1. 45 KW transmitter with a 25-gain helical antenna.
2. 23 KW transmitter with a 50-gain antenna. Compare the coverage curve for this equipment combination, with the needs of your terrain.

EITHER power package is available. Let your Consultant recommend which is best for you. Facts and figures will be placed in the hands of your Engineer or Consultant. Check the advantages you get with either package. Then make a note to call your local G-E District Manager today... or write direct to: General Electric Company, Broadcast Equipment, Section X235-14, Electronics Park, Syracuse, N. Y. In Canada, write: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.

GET THESE ADVANTAGES WITH EITHER POWER PACKAGE

1. Demonstrated dependability. Components of the G-E 12 KW transmitter, proved in use in 38 operating stations, have been incorporated in both the 23 and 45 amplifiers.
2. Adaptable to existing space—cubicles may be arranged in practically any manner.
3. Can be installed in existing UHF stations without loss of air time.
4. Personnel safety provided by door-operated high-voltage interlocks and grounding switches.
5. Automatic protection against loss of air time—overload protection—high-speed AC and DC relays shut down transmitter in event of power surges. Two-shot plate recloser puts transmitter back on air when overload has cleared.
6. Capable of transmitting NTSC color.
7. Known tube costs. Klystrons are leased by G.E. to the user at a standard rate that decreases with number of hours used. No capital investment for Klystrons.
8. Simple antenna design. Maximum reliability—the G-E UHF helical antenna needs only one feed point per bay. Standard antenna can be contoured or directionalized to meet your specific requirements.

Progress Is Our Most Important Product

GENERAL ELECTRIC
**FRANK CARVELL**

on all accounts

The lack of oil derricks among Manhattan's skyscrapers doesn't deter Frank Carvell from pursuing an existence that helps transform Conoco's black gold into real gold.

Mr. Carvell, timebuyer with Benton & Bowles, New York, on its diversified products group, lives as close to "Conocoland" as possible, although Gotham is as far from it as the Mississippi is from the Atlantic.

To the uninstructed, "Conocoland"—the territory of the Continental Oil Co., Houston (Conoco gasoline and oil), one of the largest accounts handled in B&B's diversified products group—tacks in an area roughly extending west from the Mississippi to the Rockies, north to Canada and south to the Gulf. Mr. Carvell, who has been on the account ever since the agency was appointed in January 1953, predates this association with B&B less than a year, for come this St. Patrick's Day, he will have been with the agency three years.

Continental's buying in the broadcast media is spot. For Mr. Carvell it has meant studies of "Conocoland" for additional and specific markets where spot can be used. In radio, particularly, this entails recommending stations delivering vast coverage in areas where TV penetration is either not yet existent or quite low.

Special campaigns—such as the introduction last fall of a new, double-duty motor oil or the purchase in the fall of 1953 of "TCP" rights from the Shell Oil Co.—require extra effort along the line and from the timebuyer's office.

Mr. Carvell also handles radio-TV activity of the "white goods" line of appliances for Crosley Div. of Avco (Douglas Edwards With The News on CBS-TV) and Benton & Hedges (for Parliament cigarettes).

Mr. Carvell, who was born Nov. 22, 1920, in New York, points to his investment in radio-TV, $15 to be exact—"the best $15 I ever spent," he says. That was the fee in 1948 when he was the only member of that year's City College of New York graduating class to take the student examination sponsored by the American Assn. of Advertising Agencies. It landed him a job as assistant timebuyer with Pedlar & Ryan, New York. Later, he was associated as assistant timebuyer with Biow Co., New York, and then Marshak & Pratt, same city, as timebuyer. In 1943-44, Mr. Carvell was in the service, following three years as assistant to the business liaison manager with the old New York Sun.

His wife is the former Gwen Lynch. They have twin daughters, Susan and Lynn, 3, and live in Tappan, N. Y.
What do you look for when you buy Chicago radio? You begin, naturally, with blanket coverage and strong rating story. WMAQ's kind of coverage and ratings.

But then you look for the added values — the special individual ways in which a station can do a bigger job for advertisers. And WMAQ gives advertisers a greater sum of extra values than any other radio station in Chicago:

- More than 40 important awards during the past five years alone — vivid evidence of WMAQ's pre-eminent position in broadcasting and advertising.
- Program personalities of proven audience appeal in every category of popular programming.
- A first team of crack news reporters whose names are household words far beyond their own Middle West.
- A proud record of long-time sponsors who have been successfully selling their goods and services on WMAQ for as long as 19 years.
- A 30-year record of service to public and advertisers — the longest-established Chicago station.
- Finally, a management whose keynote is:

THE PAY-OFF IS AT THE POINT OF SALE

And the application:
the most complete and active merchandising service in all Chicago radio, featuring the spectacular "Chain Lightning" plan.

By any accounting, WMAQ's sum of added values means money-in-the-bank for every WMAQ advertiser.

WMAQ
50,000 WATTS CLEAR CHANNEL

NBC RADIO IN CHICAGO
a service of RCA

REPRESENTED BY NBC SPOT SALES

*A service mark of NBC
DON'T "PICK BLIND"
IN SHREVEPORT!

LOOK AT KWKH'S HOOPERS!

Despite local competition from six other radio stations, Hoopers show that 50,000-watt KWKH is the BIG Shreveport favorite, morning, afternoon and night. And remember—Metropolitan Shreveport represents only about 15% of KWKH's coverage.

<table>
<thead>
<tr>
<th>TIME</th>
<th>KWKH</th>
<th>STATION B</th>
<th>STATION C</th>
<th>STATION D</th>
<th>STATION E</th>
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<tr>
<td>Mon. thru Fri. 8:00 A.M. - 12:00 Noon</td>
<td>38.1</td>
<td>18.5</td>
<td>6.2</td>
<td>16.0</td>
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<td>Mon. thru Fri. 12:00 Noon - 6:00 P.M.</td>
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<td>21.2</td>
<td>9.2</td>
<td>5.1</td>
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<td>Sun., thru Sat., Eve. 6:00 P.M. - 10:30 P.M.</td>
<td>54.6</td>
<td>11.2</td>
<td>8.5</td>
<td>24.0</td>
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JAN.-FEB., 1954 — SHARE OF AUDIENCE

LOOK AT KWKH's SAMS AREA!

In addition to local preference, S.A.M.S. credits KWKH with coverage of 22.3% more daytime radio homes than the four other Shreveport stations combined. Cost-per-thousand-homes is actually 46.4% less than the second Shreveport station!

KWKH
50,000 Watts • CBS Radio

A Shreveport Times Station
TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

The Branham Co.
Representatives
Henry Clay
General Manager
Fred Watkins
Commercial Manager
ANOTHER TV FREEZE?
FCC staff wants vhf processing stopped for study of uhf problems, and FCC itself may act this week

THE top chiefs of the FCC staff last week recommended a vhf tv freeze.

The recommendation was made in order to maintain the status-quo in television until the Commission can make up its mind on what to do for uhf.

Most imminent action, it was apparent, is "selective" de-intermixture.

The freeze proposal, for no definite length of time, was made last Tuesday at a special Commission meeting, called hurriedly on twelve hours notice.

No action was taken, but the Commission is scheduled to meet again today (Monday) on this subject.

The last tv freeze went into effect Sept. 30, 1948, and lasted until July 11, 1952. It was originally expected to last "six to nine months."

The Commission also heard a motion by FCC Comr. Frieda B. Hennock that all tv be moved to the uhf region of the radio spectrum. Miss Hennock also proposed a 10-year transition period for existing vhf stations to move to permanent uhf assignments, during which time dual vhf-uhf operation would be permitted.

She Locked a Second

Miss Hennock's motion failed for want of a second.

The staff recommendation suggested that the FCC cease processing all vhf applications for new stations or changes in facilities of existing stations—including those still in hearing status.

The recommendation was signed by Broadcast Bureau Chief Curtis B. Plummer, Chief Accountant William J. Norfleet and Chief Engineer Edward W. Allen Jr. It was "noted" by General Counsel Warren E. Baker.

The freeze would apply only to those vhf applications involving cities within 50 miles of a uhf community.

The radical proposal was part of a continuing look into the problems of uhf in which the FCC has been engaged ever since the Potter Committee hearings last year and more recently in attempting to answer the Senate Commerce Committee's request for comments on the Plotkin and Jones reports.

Move toward "selective" de-intermixture took another step forward at the Tuesday meeting when Economics Division Chief H. H. Goldis submitted a list of 22 intermixed vhf-uhf cities where there was at least one vhf available for de-intermixture in order to make the communities—all having a population of 100,000 or more—all uhf, or predominantly uhf.

The 22 cities were listed as:

- Hartford, Conn., Fresno, Calif., Peoria, Ill., Madison, Wis., Evansville, Ind., Raleigh, N. C., Springfield, Ill., all of which have one vhf allocated and not yet granted.
- New Orleans, Norfolk, Va., Toledo, Ohio, Knoxville, Tenn., Richmond, Va., Jacksonville, Fla., Sacramento, Calif., Chattanooga, Tenn., Mobile, Ala., Wichita, Kan., Charlotte, N. C., Beaumont-Port Arthur, Tex., Roanoke, Va., Orlando, Fla., and Corpus Christi, Tex., all of which have two vhf channels allocated, with one already assigned—except Corpus Christi where both vhf channels are still ungranted.

During the last year there have been nine petitions for de-intermixture. Seven of these have been denied. Three of these have petitions pending for reconsideration.

The nine cities, with the vhf channels involved, are:

- Evansville, chs. 7 and 9; Peoria, ch. 8; Madison (Wis.), ch. 3; Hartford, ch. 3; Corpus Christi, chs. 6 and 10; Waco (Tex.), ch. 10; Raleigh-Durham (N. C.), chs. 5 and 11; Tyler (Tex.), ch. 7, and Schenectady (N. Y.), ch. 6.

No final action has been taken on the Corpus Christi and Schenectady requests. The Evansville, Peoria and Hartford petitioners have asked for reconsideration of the Commission's action in denying their proposals.

The freeze proposal—euphemistically referred to as a "chill" by Commission staffers—was drawn up March 4 for presentation to the Commission at the March 8 meeting. It was proposed, the staff said, "in order to maintain the status quo and to avoid aggravating the uhf situation, thereby preventing further deterioration of this service during the interim period when remedial action is under study."

The proposed freeze order would ban all FCC action on any application for a new vhf station where the principal city or the transmitter is located within 50 miles of another city where a uhf station has been authorized.

Hold Up Vhf Changes

It would also hold in abeyance any application from an existing vhf station asking for power boost, increase in antenna height or a move of antenna site toward the uhf community—where the principal city or the transmitter is located within 50 miles of another city where a uhf station has been authorized. The proposed notice also called attention to the fact that all other vhf applications would be acted upon on a case-by-case basis, but action would be withheld where a grant might be "inconsistent" with the purpose of the freeze.

All hearings involving vhf channels for cities within 50 miles of another community in which uhf stations have been assigned—or where the proposed transmitter of any applicant is within
50 miles of the uhf city—would be suspended. There were as of the end of February, 55 uhf hearing cases, involving 146 uhf applicants. As of that date, there were 17 new station applications pending, of which 10 involved uhf channels, and 36 facility changes applications pending, of which the majority were uhf stations.

For complete text of the freeze recommendation see below.

In its discussion of possible de-intermixture, the Commission was informed that there are 40 metropolitan areas with a population of 100,000 or more where one uhf and one or more uhf channels are assigned. In all seven of these cities, the Commission was told, the uhf channel has already been granted.

The Commission also was told that there are 41 communities which have two uhf and one or more uhf channels. In 14 of these cities, one of the uhf channels has been granted. In one instance where the city has two uhf channels, neither has been granted.

This makes 22 cities where a uhf channel is still ungranted, the Economics Chief said.

Mr. Goldin also gave the following information:

In commercial uhf and one or more commercial uhf assignments allocated—In the first 100 markets, there are 18 in this category, with 13 having uhf on the air, two with uhf granted but the air assigned to a vhf with no uhf granted. In all markets having a population of 100,000 or more, there are 40 in this category, with 28 having the uhf on the air, five with the uhf granted and seven with the uhf still ungranted.

Two commercial uhf and one or more commercial uhf assignments allocated—In the first 100 markets, there are 31 in this category, with 14 having both uhf on the air, five having one uhf on the air and one uhf granted, none with both uhf granted but not on the air, 12 with only one uhf granted and none with no uhf granted. In all markets having a population of 100,000, there are 41, with 21 having both uhf on the air, five having one uhf on the air and the other uhf granted, none with both uhf granted but not on the air, 14 with only one uhf granted and one with no uhf granted.

Three Approaches to Committee

At the same March 8 meeting, the staff submitted three approaches by which the FCC might answer the Senate Commerce Committee's call for comments on the points raised by the Plotkin-Jones memorandum.

One approach, the staff said, would be to answer all the points raised in both memoranda, including the desirability of the repeal of the 10% excise tax on uhf channel receivers, de-intermixture, the need for a network investigation, etc. A second suggested approach was that the Commission acknowledge that it is studying the problem and report in detail what it planned to do when it had made up its mind. A third suggested approach was that the FCC tell the Senate committee what it intended to do regarding de-intermixture, including the proposal to institute a freeze on uhf applications

The staff recommended that a combination of the first and third alternatives be used. This also was presented over by the FCC pending further study.

In discussions within the staff and among commissioners, going back to shortly after the Feb. 21 hearings last year, several moves were pointed to as having been initiated to alleviate the inferior position of uhf operators. Among these were (1) the revision of the tv multiple ownership rule to permit single owners to own seven tv stations, of which not more than five may be uhf; (2) permission to operate stations on allocated channels without requiring local origins (the quasi-satellite idea); (3) the proposal to permit small town tv grantees to operate with 100 w power and no minimum antenna height, and (4) the proposal to authorize subscription television.

Shortly after the Commission authorized the "satellite" operation of stations, initially for uhf channels only, it changed its thinking and made several grants to uhf operators for this kind of operation.

The multiple ownership rules were struck down only a few weeks ago by the District of Columbia Court of Appeals as being in conflict with the Communications Act provision that the Commission must hold a hearing when it cannot grant an application. The FCC is asking the Supreme Court for permission to appeal this decision.

Arguments to maintain the existing allocation plan run along the lines of refusing to take any action to worsen uhf stations' position, such as, it was learned, refusing to permit uhf channel "drop-in," in a manner that increases and antenna height boosts. The only possible move, it is agreed, is selective de-intermixture.

One, both on the staff and on the Commission, hold that the present allocation plan should be junked and that a surgical revision of tv allocation be undertaken. This proposes, it is understood, to move all tv to the uhf band, or reallocate the entire country to eliminate all intermixture, or accomplish a general de-intermixture by reducing spacing and cutting back on uhf power and antenna heights.

At one point during the past few months the Commission staff termed the move of all tv to the uhf frequencies as "impractical," "unwise," likely to cause a disruption of tv service as to make the solution "unworkable." Miss Hennock's belief in the efficacy of this violent cure for uhf's ills is no secret. She is known to have had this recommendation in mind for a long time and to have been reading it for submission to the Senate Commerce Committee [CLOSED CIRCUIT, Feb. 28].

The possibility of a move of all tv to the uhf band was first broached officially by then FCC Chairman A. Wayne Coy during the 1948-1952 freeze.

There is also a feeling among some commissioners and staff executives that the only way the network position in television can be properly explored is through a full-scale investigation. This would require a $100,000 appropriation from Congress, it is felt in some quarters. Most FCC executives doubt that the Commission has the power to regulate networks without legislation from Congress. It can be reported, however, that conversations have been held with the Dept. of Justice.

Suggestions in the Plotkin-Jones memoranda

HERE are texts of FCC staff proposals to freeze uhf pending study of the tv allocation situation.

March 4, 1955

INTER-OFFICE MEMORANDUM

FOR: Special Agenda (LIMITED DISTRIBUTION)

TO: The Commission

FROM: Chief, Broadcast Bureau; Chief Engineer; Chief Accountant

SUBJECT: Proposal for maintaining status quo of the uhf situation during the interim period when the Commission is considering possible remedial action.

RECOMMENDATION: For discussion

1. During the last discussion of the uhf situation by the Commission, it was noted that it would take some time for the Commission to consider possible steps to alleviate the uhf problem and to implement the steps the Commission decides to take in the matter. It was suggested, therefore, that it would be in order for the Commission to consider means for maintaining the status quo of the uhf situation during the interim period when the Commission is considering possible remedial action and during the time necessary to implement the steps the Commission determines to undertake. It was suggested that the staff prepare a draft of language which the Commission could issue, noting that it had adopted a policy of suspending action in certain areas in order to maintain the status quo and to avoid aggravating the uhf situation, thereby preventing further deterioration in this service during the interim period when remedial action is under study.

2. Attached hereto is a draft of a notice of the Commission's proposed policy in the television field geared to maintain a status quo with respect to the uhf situation. By the notice the Commission would announce that it was suspending certain uhf hearings and that it would take no action on applications for new stations and modifications for uhf channels in certain instances. This matter is presented to the Commission for discussion.

/s/ Curtis B. Plummer Chief, Broadcast Bureau

/s/ Wm. J. Norbeck 3/7

Chief Accountant

/s/ E. W. Allen Chief Engineer

NOTED:

/s/ Warren E. Baker General Counsel

Attachment

HMShulkind: HSCopewithwalt:fs/ 16604

INTERIM POLICY ON PROCESSING OF VHF TELEVISION APPLICATIONS

The Commission has viewed with some concern the status of the uhf television service. During hearings recently held by the Subcommittee on Communications of the Senate Commerce Committee in a thoroughgoing review of the uhf situation, considerable testimony was adduced concerning the economic problems currently facing the uhf stations. Two reports recently prepared by special counsel to the Committee have served to point up the difficulties in this field. The problems in the uhf are exceedingly complex and need not be discussed here in detail. However, in brief, they stem from the inability of the uhf to meet uhf competition, primarily because of lesser coverage, lack of uhf sets, and insufficient or inadequate programming.

It is concerning with the serious difficulties now facing the uhf stations in so far as they serve to obstruct the Commission in meeting its obligations under the
that intercity transmission charges for tv stations has been too big a burden for the smaller tv stations, particularly the uhf outlets, are audible by Commission staffs. They pointed to the fact that the complexity Bell System rates have been constant since 1948, while rates for tvx and interstate toll charges were permitted to be increased in 1955.

Also, proposals to permit tv stations in remote areas to build and operate their own intercity relays is calculated to give some relief, these staff members say. At the same time, they point to the action by at&t two weeks ago in offering a cheaper, off-the-air interconnection for tv stations.

The Plotkin-Jones reports were initiated last summer, when Harry Plotkin, former FCC assistant general counsel, and Robert F. Jones, former FCC commissioner and previously Ohio congressman, were chosen to conduct a study of tv's problems, including the uhf plight and network regulation. Mr. Plotkin was chosen to represent at that time the Democratic minority. Mr. Jones was then Republican chairman of the Senate Commerce Committee, Sen. John Bricker (R-Ohio). With the advent of the 84th Congress, Sen. Warren Magnuson (D-Wash.) became chairman of the committee and it was to him that both Mr. Plotkin and Mr. Jones reported their recommendations.

WAS BROACHED TO FCC

Communications Act to afford television service to all the people of the United States and to provide a fair, efficient and equitable distribution of television broadcast stations to the several states and communities. In endeavoring to meet these objectives, the Commission has attempted to provide one or more television services to all parts of the country and one or more stations in each community. However, in light of the present circumstances, the Commission has concluded that a study should be undertaken to determine whether the current rules and policies are, in fact, serving to promote these objectives. It is apparent, in this connection, that while this study is underway, additional vhf transmitters in uhf areas would only serve to aggravate the situation and would make more difficult any subsequent revisions in the rules and policies that might become necessary.

In view of the foregoing, the Commission has concluded that until further notice, requests for television authorizations on channels 2 through 13 will be considered in accordance with the following procedures:

1. New Applications

Applications pending before the Commission and those hereafter filed for permits to construct new television stations on channels 2 through 13 will not be acted upon by the Commission where the vhf transmitter or the principal community to be served is located within 50 miles of another station whose uhf station has been authorized. (For purposes of the procedures established by this notice, where measurement is to be made to a city, measurement shall be made to the point described by the city coordinates set forth in the United States Department of Commerce publication entitled "Air Line Distances Between Cities in the United States", or if this publication does not specify such coordinates, the reference point shall be the point described by the coordinates of the main post office of the city involved.)

2. Modifications

Applications pending before the Commission and those hereafter filed for modification of existing authorizations for stations on channels 2 through 13 will not be acted upon by the Commission where the transmitter or the principal community to be served is located within 50 miles of another uhf station has been authorized in those cases where the following action is requested:

- Increase radiated power
d. Increase effective antenna height

- Move antenna site in the direction of the uhf community.

Similarly, applications for vhf stations the transmitters of which are now located more than 50 miles from a community in which a uhf station has been authorized and which propose a transmitter move to a site within 50 miles of the uhf community, will not be acted upon by the Commission. All other applications and requests will be considered on a case-to-case basis and action thereon will be withheld where it appears that a grant would be inconsistent with the purpose of this notice.

3. Hearing Cases

All hearings involving any application for channels 2 through 13 in which final decisions have not yet been issued and where the principal communities to be served or the transmitter sites specified of any of the applications are within 50 miles of another community in which a uhf station has been authorized are suspended until further notice.

TOP USER OF TIME ON THE NATIONWIDE TV AND RADIO NETWORKS LAST YEAR WAS PROCTOR & GAMBLE CO., PURCHASER OF MORE THAN $36 MILLION WORTH OF NETWORK TIME (AT GROSS RATES, BEFORE DISCOUNTS) P & G ALSO WAS THE NETWORK'S BEST CUSTOMER IN 1953, WHEN IT SPENT MORE THAN $29 MILLION.

Estimates based on publishers information bureau's compilations on radio-television network gross billings place the soap firm's 1954 network total about 25% ahead of 1953.

In addition, P & G:

- Spent nearly twice as much as the second-ranking network advertiser, Colgate-Palmolive Co. (with nearly $19 million).
- Ran 68% ahead of the first half of 1953 in its advertising expenditures for space in magazines and Sunday newspaper supplements as well as for broadcast network time during the opening six months of 1954, as reported by leading national advertisers inc. in a half-year compilation based on piB figures.

Combining P & G and Colgate-Palmolive Co. network billings, the two soap manufacturers rocked up to $44,944,376 for the year in radio-television network time, compared with $45,901,158, a year before, or an increase of nearly 20% in combined gross billings.

A third soap maker in the combined top ten-Lever Bros.-spent $11,685,803, or approximately 10% more in 1954 for network time than it did in 1953.

In general, the combined top ten lineup for last year was similar in makeup to that of 1953, except that the number of tobacco firms was reduced from three to two (liggett & myers tobacco co. dropped out of the 1954 top ten list) and auto firms increased from one to two (chrysler corp. has joined general motors in the listing).

Gillette Co. marked the year by rising a
GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR DECEMBER AND FULL YEAR 1954 COMPARED TO 1953

<table>
<thead>
<tr>
<th>Product Group</th>
<th>December 1954</th>
<th>Full Year 1954</th>
<th>December 1953</th>
<th>Full Year 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Forestry</td>
<td>$41,905</td>
<td>$769,898</td>
<td>$29,188</td>
<td>$1,185,824</td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>22,334</td>
<td>489,483</td>
<td>19,955</td>
<td>1,223,368</td>
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<tr>
<td>Automotive, Auto Access. &amp; Equip.</td>
<td>857,174</td>
<td>9,632,928</td>
<td>905,699</td>
<td>10,025,398</td>
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<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>139,114</td>
<td>2,955,109</td>
<td>205,702</td>
<td>1,895,798</td>
</tr>
<tr>
<td>Bldg., Materials, Equip. &amp; Supplies</td>
<td>73,145</td>
<td>1,604,902</td>
<td>136,024</td>
<td>1,557,965</td>
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<tr>
<td>Consumer &amp; Soft Drinks</td>
<td>207,152</td>
<td>2,664,403</td>
<td>213,091</td>
<td>2,513,335</td>
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<tr>
<td>Consumer Services</td>
<td>75,792</td>
<td>1,727,821</td>
<td>223,733</td>
<td>2,372,790</td>
</tr>
<tr>
<td>Food</td>
<td>1,564,671</td>
<td>17,888,000</td>
<td>1,594,640</td>
<td>17,315,419</td>
</tr>
<tr>
<td>Entertainments &amp; Amusements</td>
<td>757</td>
<td>26,750</td>
<td>9,856</td>
<td>23,610</td>
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<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>369,724</td>
<td>5,115,874</td>
<td>593,279</td>
<td>4,960,370</td>
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<tr>
<td>Hosiery</td>
<td>134,643</td>
<td>1,649,930</td>
<td>107,524</td>
<td>1,119,296</td>
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<td>Household Equip. &amp; Supplies</td>
<td>284,672</td>
<td>3,029,728</td>
<td>373,650</td>
<td>4,961,610</td>
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<td>Household Furnishings</td>
<td>130,901</td>
<td>1,854,867</td>
<td>1,631,807</td>
<td>2,372,290</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>530,160</td>
<td>7,003,944</td>
<td>994,344</td>
<td>1,451,297</td>
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<tr>
<td>Insecticides</td>
<td>272,904</td>
<td>2,916,680</td>
<td>245,715</td>
<td>2,244,175</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>225,033</td>
<td>1,640,296</td>
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<td>Office Equip., Stationary &amp; Supplies</td>
<td>122,555</td>
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<tr>
<td>Political</td>
<td>181,963</td>
<td>473,417</td>
<td>297,053</td>
<td>460,330</td>
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<tr>
<td>Publishing &amp; Media</td>
<td>35,709</td>
<td>632,333</td>
<td>52,979</td>
<td>603,453</td>
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<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>157,644</td>
<td>1,972,736</td>
<td>248,268</td>
<td>2,488,712</td>
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<tr>
<td>Retail Stores &amp; Direct by Mail</td>
<td>37,700</td>
<td>226,254</td>
<td>237,799</td>
<td>332,256</td>
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<tr>
<td>Smokers' Supplies</td>
<td>1,02,805</td>
<td>10,501,952</td>
<td>1,48,377</td>
<td>15,800,407</td>
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<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>1,213,769</td>
<td>14,899,972</td>
<td>1,353,228</td>
<td>15,007,927</td>
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<tr>
<td>Sporting Goods</td>
<td>278,799</td>
<td>3,920,302</td>
<td>328,530</td>
<td>3,515,345</td>
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<tr>
<td>Tastebuds &amp; Toilet Goods</td>
<td>1,227,803</td>
<td>18,166,342</td>
<td>23,622,182</td>
<td>20,607,022</td>
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<tr>
<td>Transportation</td>
<td>315,315</td>
<td>3,828,770</td>
<td>1,170,148</td>
<td>1,786,910</td>
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<td>Miscellaneous</td>
<td>850,510</td>
<td>9,453,006</td>
<td>612,617</td>
<td>6,235,184</td>
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<td>TOTALS</td>
<td>$11,187,227</td>
<td>$137,641,169</td>
<td>$14,184,792</td>
<td>$160,394,544</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau.

LEADING RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR DECEMBER 1954

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertising</th>
<th>% Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Forestry</td>
<td>22,334</td>
<td>90.0%</td>
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<td>Apparel, Footwear &amp; Access.</td>
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<td>Automotive, Auto Access. &amp; Equip.</td>
<td>2,664,403</td>
<td>113.3%</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>2,955,109</td>
<td>117.0%</td>
</tr>
<tr>
<td>Bldg., Materials, Equip. &amp; Supplies</td>
<td>1,604,902</td>
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<td>2,130,911</td>
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</tr>
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<td>26,750</td>
<td>129.8%</td>
</tr>
<tr>
<td>Household Equip. &amp; Foods</td>
<td>26,749,412</td>
<td>132.2%</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>5,115,874</td>
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</tr>
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</tr>
</tbody>
</table>

Source: Publishers Information Bureau.
MICHIGAN'S SARAN WRAP GOES NATIONAL

Good Michigan raw materials have been transformed by The Dow Chemical Company's product research and marketing ability into a new "best seller" in grocery stores — fabulous Saran Wrap! Dow makes 600 other chemical products, employs thousands of Michigan citizens.

WOODland-TV is big territory!

Dow's rapid growth to a position of prominence in the chemical industry, has stimulated the growth of Western Michigan as a whole. Dow ... and other nationally famous companies throughout WOODland-TV ... have made this a big market, in every sense of the word.

WOOD-TV's constantly expanding facilities are the natural outcome of this sound area development. First station in the country to deliver 316,000 watts from a tower 1000' above average terrain, WOOD-TV gives you all the important communities like Midland, Muskegon, Battle Creek, Lansing and Kalamazoo — plus the primary trading center of Grand Rapids. For top coverage of this rich Western Michigan market, schedule WOOD-TV, Grand Rapids' only television station!
STATIONS PROTEST NSI DATA, CLAIM RADIO IS SABOTAGED

Low ratings shown by Nielsen Station Index reports on Los Angeles and Philadelphia listening bring widespread criticism from radio stations, which may seek the aid of RAB and SRA.

CHARGES that radio is being short-changed almost to oblivion by A. C. Nielsen Co.'s first two electronic automation Index (NSI) reports resounded on both coasts last week.

In the spreading complaints against the two studies, which cover radio-tune-in in the Philadelphia and Los Angeles areas, there were indications that at least some of the critics will ask both Radio Advertising Bureau and Station Representatives Assn. to lend a hand in the controversy.

Chief fault attributed to the Philadelphia and Los Angeles NSI reports was lack of accuracy. Some station spokesmen contended that the numbers could not be trusted.

Several station spokesmen estimated independently that the average the audiences shown in the two NSI reports were approximately one-half the size of those reported by Pulse Inc. On the other hand, these observers maintained, Nielsen figures on daytime TV audiences are substantially more than those of any other service.

The Nielsen company's position, as outlined by an executive when informed the initial reports were drawing fire, was that Nielsen and the other services "are not measuring the same things and are not measuring them in the same way"; that NSI measures listening over an eight-week period and provides data on cumulative listening which often shows audiences far larger than the rating for a single quarter-hour would indicate; that the Nielsen measurements were given via the Audimeters and Recordimeters and Audiloggs (special diaries), as opposed to "measurement by recollection."

Draw Complaints

Draw complaints are expected to continue, and Nielsen officials have already told those stations involved. One industry executive said he had been told by an outspoken critic that, based on these two reports, it appeared that "Nielsen is researching radio right out of business."

Another critic said that at the end of a radio presentation to an agency one of the agency officials said—"but have you seen the new NSI reports?"

(In addition to the Philadelphia and Los Angeles NSIs, which cover November-December 1954 periods, the Nielsen company last week issued two others, one for Boston and one for San Francisco, but details of those had not become generally known.)

At least one critic made an analysis, quarter-hour by quarter-hour, of the NSI findings of percentage of home-tune-in in Los Angeles as compared to Pulse findings there. This showed that, for Monday-Friday, in the 6 a.m. to noon period, total radio audience as reported by Nielsen was greater than Pulse; between noon and 6 p.m., 23 to 57% below Pulse, and from 6 p.m. to midnight Nielsen reported audience figures from 0.5 to 70.6% less than Pulse.

In only five quarter-hour periods of the week, according to this analysis, did Nielsen figures give Los Angeles radio a larger audience than Pulse. These were the five consecutive quarter-hours from 8:45 to 10 a.m. on Sunday; in these the Nielsen-audience superiority ranged from 3.2 to 20.7%.

Great Deviation

Greatest deviation between the NSI and Pulse reports was in the 6:30-6:45 a.m. Sunday period, where the audience reported by Nielsen was 84.8% less than recorded by Pulse.

While the principal criticism aimed at the NSI studies was that they "under-cut" the size of radio audiences generally, several specific points in the reports were singled out for criticism. These included:

- Largest (36%) age group in the audience of a morning program giving stock market reports consisted of children between 4 and 11 years of age. Nielsen spokesmen noted the program broadcast at 8:8:15 a.m. consisted of both news and stock reports; was preceded and followed by musical programs, and that while it was true that approximately one-third of the audience consisted of children, it was conversely true that approximately two-thirds were not children.)

- The Los Angeles NSI showed no measurable listening, that is, the number of homes tuned in was below NSI minimum reporting standards (in the Sunday 6:15-6:30 a.m. period, although 7,200 homes were listed as having sets in use during the preceding quarter-hour and 10,000 homes with sets in use during the 15 minutes following.

- At least one prominent station was shown as having no measurable audience at noon on Sunday. Another station was credited with none for an 11 p.m. newscast. At least four stations in Los Angeles Philadelphia were given blanks in a 6:6:15 p.m. period.

- At 11:45 p.m. to midnight on two nights in Los Angeles, only one station was credited with an audience large enough to meet NSI minimum reporting standards, while from 11:15 p.m. to midnight on one night in Philadelphia only one station had a reportable audience in each 15-minute period.

A similar divergence between Pulse and NSI data appears in Boston. The two sets of audience figures are fairly close during the morning hours—a 24 Pulse to a 21.2 NSI at 11 a.m. is typical—but as the day goes on the gap widens. At 1 p.m. a 22 Pulse is matched against a 27 Nielsen; at 2 p.m. Nielsen is 21.5, Nielsen 11.9; at 3 p.m. it's Pulse 22.4, Nielsen 12.6, at 6 p.m. it's 24 to 19, and at 8 p.m. Pulse reports a 19.4 audience while Nielsen finds only 8.2.

The reactions of those challenging the NSI reports were such that it appeared almost certain they would seek to enlist the aid of RAB and SRA. Just what position those organizations would take, assuming they do get such requests, could not be ascertained immediately.

PM Gives Up 'Lucy' To General Foods

Cigarette firm will substitute 'intensive tv spot campaign' plus use of other media, including radio.

A MAJOR shift in Philip Morris Co.'s tv alignment was disclosed last week.

Effective June 27, the tobacco firm will terminate a four-year association with the highly-rated I Love Lucy program on CBS-TV and General Foods will pick up PM's successor, an alternating sponsor with Procter & Gamble Co.

The Monday 9-9:30 p.m. EST period was occupied until last year by Philip Morris as the sole sponsor. Thereafter it was shared on an alternating week basis with Procter & Gamble after the signing of a two-year contract by P&G and Philip Morris with stars Desi Arnaz and Lucille Ball at a price reported above $8 million [BUT, Dec. 27, 1954].

General Foods' alternating sponsorship, it was understood, entailed the company assuming the remainder of Philip Morris' contract, which was understood to contain customary 13-week options. Its agency is Young & Rubicam.

The General Foods contract includes summer sponsorship of a film show to be produced by Desilu Productions and starting on CBS-TV in July. Consequently, General Foods' sponsorship of the regular Lucy series will not start until next fall.

Philip Morris, however, said that while it was dropping Lucy next June, its plans call for an "intensive tv spot campaign" soon to be launched as part of a new major advertising effort.

That campaign, to begin April 1, will make use of Sunday supplements, magazines as well as maintenance of radio and tv schedules.

Philip Morris also said that its sponsorship of Public Defender on CBS-TV and My Little Margie on CBS Radio, as well as participation in Tennessee Ernie on CBS Radio, will be continued. Agency for PM is Biow-Beirn-Toigo which the tobacco firm noted is working with its sales and merchandising departments in preparing "comprehensive new promotion plans."

As explained by Roger Greene, PM's advertising director, the termination of the Lucy contract "will enable Philip Morris to utilize its advertising dollars with greater flexibility and with greater balance between the various media."
THE "EMMY"

THAT WASN'T AWARDED

We are delighted, of course, that six major "Emmies" were awarded last Monday night to shows and stars appearing on ABC-TV.

What delights us even more is the caliber of all network award winners. It seems to us that the recognition of every one of them was well earned and thoroughly deserved.

But if we had an "Emmy" of our own to present, it would go to television for its exciting progress in the last year... in bold concept, in creative programing, in imaginative production, and for the artistry of its many wonderful performers.

Our sincere thanks to the Academy of Television Arts and Sciences for our "Emmies"

Best News Reporter or News Commentator: John Daly
Best Actor Starring in a Regular Series: Danny Thomas (Make Room for Daddy)
Best Variety Series, Including Musical Variety: Disneyland
Best Situation Comedy Series: Make Room for Daddy
Best Dramatic Series: United States Steel Hour
Best Individual Program of the Year: "Operation Undersea" Disneyland

Our warm congratulations to CBS and NBC for their "Emmies"

Best Cultural, Religious or Educational Program: Omnibus; Best Children's Program: Lassie; Best Daytime Program: Art Linkletter's House Party; Best Actor in a Single Performance: Robert Cummings ("Twelve Angry Men" on Studio One); Best Male Singer: Perry Como; Best Supporting Actor in a Regular Series: Art Carney (The Jackie Gleason Show); Best Supporting Actress in a Regular Series: Audrey Meadows (The Jackie Gleason Show).

Television's Outstanding New Personality: George Gobel; Best Sports Program: Gillette Cavalcade of Sports; Best Guest, Audience Participation or Panel Program: This Is Your Life; Best Actress in a Single Performance: Judith Anderson ("Macbeth" on Hallmark Playhouse); Best Female Singer: Dinah Shore; Best Actress Starring in a Regular Series: Loretta Young; Best Mystery or Intrigue Series: Dragnet.

ABC TELEVISION NETWORK
SPRING SPOT BUYING INTENSIFIES WITH MORE CAMPAIGNS BEING SET UP

Among many drives being set up are those for Tintex, Anacin and C-P's new toothpaste, Brisk.

THE SPRING flood of spots is beginning in earnest this week with Park & Tilford, for Tintex, starting a schedule in 300 markets to lead the heavy seasonal flow that saw nearly a dozen other advertisers reading spot campaigns.

Joining Park & Tilford in placing early spring national spot orders were: Colgate-Palmoilve Co. (Brisk), Anacin, Crucible Steel Co., Tasty Baking Co., Camel cigarettes, Standard Brands (Blue Bonnet margarine), Armstrong Tire & Rubber, Hawley & Hoops, Colgate-Palmolive Co. (Kan-Kil), General Foods' Post Cereals and Gunther Brewing Co.

Tintex on 300 Stations
Park & Tilford (Tintex), New York, effective on various dates depending on the market, will run its spot schedule on 300 radio stations starting in mid-March and extending until June. In addition, the firm has bought sponsorship of a five-minute, three-times-weekly show on ABC Radio, Besy Myerson's Almanac, 3:25-3:30 p.m., Mondays, Wednesdays and Fridays. The show is directed at women audiences. In addition, New York, is the agency for Tintex, which annually places a spring and fall radio campaign.

Colgate-Palmolive's newest product—a toothpaste called Brisk—which may be Colgate's answer to Procter & Gamble's Gleam and Crest, has started a tv spot campaign in three cities: Omaha, Louisville and Richmond.

Whitehall Pharmacal Co.'s Anacin, through its agency, John F. Murray Inc., New York, is currently renewing all of its spots on about 400 radio stations, effective March 31, to run for another 26 weeks.

Crucible Steel Co., is preparing a radio spot campaign for 52 weeks in a half dozen markets to start within the next 30 days. G. M. Basford, New York, is the agency.

Tasty Baking Co., will co-sponsor the radio and tv coverage of the Philadelphia Phillies during the 1955 baseball season through N. W. Ayer & Son, Philadelphia.

The company has contracted for a one-third segment of every other game broadcast and telecast on 18 radio stations and two television stations.

Camel cigarettes, through William Esty Co., New York, is placing five one-minute weekly, daytime spots in several Negro markets, starting March 31.

Standard Brands, New York (Blue Bonnet margarine), has placed a radio spot campaign in 10 markets, effective March 2, for 13 weeks. Ted Bates Inc., New York, is the agency.

Armstrong Tire & Rubber Co., West Haven, Conn. (Armstrong tires), will use a spot announcement campaign similar to last year's in 60 television markets and about 12 scattered radio markets, starting April 15. Contracts run 13 or 26 weeks.

Hawley & Hoops, Newark, N. J. (M & M candies), through Ted Bates Inc., New York, is increasing its tv spot coverage by adding approximately 25 stations to its current list.

Colgate-Palmolive Co., New York (Kan-Kil, bug killer), through Street & Finney, New York, will use 98 radio stations starting April 11, for 22 weeks. In addition nearly 50 television markets will be used starting in May or June.

General Foods, New York (Post Cereals division), will launch a television spot announcement campaign in mid-April in about 12 to 14 markets in the Central time zone, Contracts, placed through Benton & Bowles, New York, are for indefinite periods.

Gunther Brewing Co., which will introduce its first label change since shortly after repeal of prohibition, has launched a radio and television campaign.

The tv campaign will be carried on Gunther's two daily news programs and five weekly half-hour programs on Baltimore's three stations. In Washington, D. C., the brewery will sponsor a daily sports show, one thir-eweekly news show, Monday night fights and a dramatic show. Seven more tv stations in five cities in the marketing area will carry tv spots. The radio spots will be heard in markets in addition to Washington. Charles Mathieu & Co., New York, is the agency for Gunther.

$228 Million Spent Selling Autos in '54
AN ESTIMATED $228 million, amounting to $41.21 per new car sold, was spent on advertising during 1954 by the nation's new car dealers, the National Automobile Dealers Assn. announced last Friday. The association represents 40,000 franchised new car dealers — about 90% of such dealers in the U. S.

The advertising expenditure was for radio, tv and other media and was exclusive of dealer outlays for factory cooperative advertising on national tv programs, newspapers, etc. The average dealer advertising budget in 1954 was $5,478.

Plans for 1955 were outlined at a luncheon meeting in Washington earlier in the week by Rear Admiral Frederick J. Bell, USN (Ret.), executive vice president of the association.

He distributed a copy of the recently-adopted NADA code of ethics. One of the items in the code requires member dealers to advertise accurately.

An NADA spokesman later said the association has received complaints from a number of dealers asserting that the "wheel 'em, deal 'em" type of advertising employed by certain car dealers was making it difficult for them to advertise honestly.

$64,000 Question' Bought By Revlan From Cowan Inc.
REVLON Products Corp., New York, currently co-sponsoring Danger and Public Defender, both on CBS-TV, has bought a new package, a half-hour network program, The $64,000 Question, from Louis G. Cowan Inc., New York, through William H. Weintraub Inc.

Mr. Cowan bought the tv rights to the program, which is similar to the radio show Take It or Leave It, from Milton Blow, head of
Presenting in New Orleans...
Complete studios exclusively for color telecasting
Located immediately adjacent to our main studios
12,000 additional square feet for **COLOR** telecasting
STRINGERS: WBZ-TV’S SECRET TO NEWS SUCCESS

HOW A PRIZE-WINNING OPERATION GETS THAT WAY

By F. E. (Dinny) Whitmarsh

News Director, WBZ-TV Boston

PEOPLE in the news business are not noted for their modesty. I’m certainly not. And when the Radio & Television News Directors Assn. gave us their 1954 trophy for outstanding news coverage—the highest award of its kind in television—nobody was less surprised than I was.

Pleased? Certainly. But not surprised. I firmly believe we have the finest television news setup in the country, with the exception of the networks. I would believe it even if we hadn’t received that trophy. Our station news staff is small but, so far as we know, we have the largest group of independent correspondents anywhere. We cover five New England states with 16mm motion picture film from 34 stringers and a staff cameraman, in addition to three regular newsreel photographers who work the area for the news services to which we subscribe. We run 10 to 12 local film clips a day—local meaning any place in our coverage area.

People in New England have thought well of us for some time. But that trophy focused attention on us outside of New England and brought on a wave of written and verbal requests for information on just how we do it. Maybe I can answer some of those questions now.

First, I think you must realize that the most important factors in building a successful television news operation are education and patience.

Let me explain that by pointing out that we didn’t always have a widespread, smooth-functioning news gathering system. We certainly didn’t that day in June 1948 when we went on the air as New England’s first commercial television station.

I had been in the news business for years, six of them as news director of WBZ-WBZA Radio. But television news was something different. We had to develop our news operation the hard way.

At first, we thought we had a logical formula. We simply had a commercial photographic studio produce us a local newsreel. The result was disappointing from a content point of view and mighty expensive. We never tried it again.

So for nearly two years, our news shows consisted largely of national news on film, supplied by the regular news services, and a few local still shots, with the announcer on camera the rest of the time, reading a radiotype summary of the day’s happenings.

Throughout that period, we were bombarded with still photographs from publicity sources. We never used them.

But in each instance where the publicity source was likely to have recurring stories that would be worthy of inclusion in a television news show, or where the particular stunt itself had good visual attraction, we called the source and suggested that if he would furnish us with 16mm film, we might include a clip on one of our newscasts.

How It Began

One of our first local pieces of film, provided us with our first stringer. When the Commonwealth of Massachusetts opened its largest reservoir to limited fishing, an outboard motor manufacturer sold the state a quantity of the outboards for a state-operated boat livery. He also sent us a kit of still photos showing pretty girls operating the motors, a line of boats with the motors attached, etc.

We politely but firmly rejected the stills, called the manufacturer and suggested that he send us a film taken on the reservoir with the motors in operation. He immediately had the film shot by an independent photographer. That photographer later began to hang around our news room, watching for tips from which he might shoot a small piece of film and sell it to us for a fee.

He was doing pretty well, but about the same time a cameraman who worked assignments for the theatre newsreel trade came in to sell us his services. When we discovered that the two men often were competing for the same story, we suggested a territorial agreement.

The two finally agreed on a partnership and formed a little business called Acorn Films. Today Acorn employs eight full-time men and has a dozen other part-time cameramen who chase fire engines, police cars, etc. All of these men are available to us as stringers. Acorn also processes all our news film.

But two years after we first went on the air, we had only the two original stringers, Ernest Blackman and Jack Rien. We still had a long way to go.

One thing we did was prepare, with the help of the station’s film manager, detailed instructions on how to shoot 16mm film. This we sent to every source we thought might be interested and suggested that they send us film according to our specifications. This was necessary in order to achieve standardization. We had been getting 16mm, 8mm, positive, negative, color—everything under the sun. But we wanted 16mm negative and for our purposes, we wanted it shot at 24 frames per second. On television the standard 16 frames per second shows up as rapid, uneven motion.

Meanwhile, we were expanding our stringer list. When a neighboring state asked us to use some still photographs of their recreational areas, we again suggested 16mm motion picture film. Because New England is tourist-conscious and I believe that recreational facilities can be legitimate news, I made a trip to the state’s tourist bureau offices to discuss the matter with the bureau’s publicity chief.

He, in turn, talked things over with an independent still photographer, who borrowed a Bolex camera and shot an acceptable piece of film of a town’s anniversary celebration. The photographer continued to shoot publicity film but also began to handle
for adventure in the exciting corners of the world...

THEY WATCH "THE FALCON"

Millions of TV viewers are watching Charles McGraw’s outstanding performance as star of “Adventures of THE FALCON,” NBC Film Division’s great half-hour syndicated film series.

And millions of movie fans are now acclaiming this fast-rising young star as rugged, handsome Commander Wayne Lee in “The Bridges at Toko-Ri.” Many, many more have just met him face-to-face during his triumphant coast-to-coast personal appearance tour.

As THE FALCON, McGraw is an undercover agent for the government. His assignments take him all over the world. Wherever he goes, the action is trigger-fast!

and in every corner of America . . . against any competition . . .

THEY WATCH “THE FALCON!” In city after city, “THE FALCON” has won top ratings for his sponsors—even against strong competition. Here are the latest ARB figures:

In Memphis “THE FALCON” outrated “Make Room For Daddy” 22.9 to 18.8.

In St. Louis “THE FALCON” outrated “Willy” 25.2 to 7.8.

In Springfield, Mo. “THE FALCON” outrated “Break The Bank” 30.4 to 27.2.

In San Francisco “THE FALCON,” featured as a strip show, sold out Monday through Friday at 11 p.m. It topped the feature films previously run at that time by 129%, and rated over 4 times higher than its nearest competitor.

before you buy a syndicated television program . . . WATCH "THE FALCON"

Your NBC Film Division salesman will be glad to arrange a private screening. Call him today.

NBC FILM DIVISION

serving all sponsors • serving all stations

30 Rockefeller Plaza, New York 20, N. Y.
Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.
In Canada: RCA Victor, 228 Mutual St., Toronto;
1551 Bishop St., Montreal
news assignments for us. Now he is one of our busiest stringers, Dick Hand.

On another occasion when a good story broke in a city 50 miles from Boston, I phoned a former newspaper colleague of mine and asked him if he could borrow a 16mm camera and shoot some film for me. He agreed and has since developed his own film business and become one of our regular stringers.

Once a university in our coverage area approached us with a request that we send our mobile unit to cover their commencement. I explained why this was impossible and suggested they find a student who was sufficiently acquainted with a 16mm camera to film the commencement highlights for our use. They did.

Not only did that boy become our correspondent for that area, but the university itself broadened its audio-visual department to include a course in 16mm photography, and at least three graduates of that course have become WBZ-TV stringers in their home towns.

That has been the story on repeated occasions. We have rarely gone out and recruited cameramen. Almost all of them we have come to know in the course of trying to cover a specific story.

In any large municipality, there are a number of freelance photographers who haunt railroad stations, fire departments, police stations and airports, taking photos which they attempt to sell. If a television news director can take the time to visit these spots himself, he can find out who these freelancers are. Then it is a relatively simple matter to convert the better still cameramen to 16mm movie film.

Contacts Begin to Snowball

This way a station's stringer contacts will begin to snowball. We found that as one independent became a more or less frequent contributor, others tried to get into the act. By the time we hired our staff cameraman, Don Volkman, three years ago, we had 14 or 15 stringers and in the past three years the number has grown steadily. We also have been able to become highly selective.

We have maintained constant relations with publicity sources. Never a day goes by that we aren't requested to cover some event that is basically publicity. Most of the time we refuse to provide the coverage.

But we always point out that we will be glad to look at any film the publicity seeker will furnish us on a first-run basis. If it has good news value and unusually good visual attraction, it may find a place in our news programming.

Educating sources to give us movie film rather than still photos is a constant problem but fundamental to establishing good film coverage. As we have found so often in the past, good publicity is essentially good film publicity and uses often can be trained to become a valuable news correspondent.

Another excellent source of potential cameramen is the ever-growing fraternity of amateur photography hobbyists who own 8mm cameras. Even though we can't use 8mm film, we're glad to see a hobbyist who rushes to us with footage on some news story he has stumbled on. As soon as we convince him that he might be able to sell us an occasional piece of film, properly shot, he will trade his 8mm equipment for 16mm equipment and we have another stringer to call upon.

A bonus for the station in these correspondents who start out as photography "bugs" is that they usually retain an unbounded enthusiasm and aren't easily discouraged if their early efforts aren't accepted.

Stringers in Unlikely Places

We have some of our correspondents in pretty unlikely places. They include a radio announcer, a mountain guide, a ski resort official, a college professor and a boys' club worker. One, a credit manager for a Boston store, started taking fire pictures just for the fun of it. He has his car rigged up with a police radio receiver, a fire department receiver and a 110-volt outlet for his floodlights, and he spends his evenings hopping around the city at fires and accidents. Sometimes he will get a wonderful shot of even a one-alarm fire, simply because he often beats the fire department to the scene. We couldn't afford that kind of coverage on an assignment basis but he enjoys it and sells us a good bit of footage in the bargain.

People are much impressed by the fact that we have a correspondent within 30 minutes traveling time of almost any point in our coverage area. That situation simply evolved from our constant efforts to cover our territory. In the process, we picked up cameramen in four states and 21 cities and towns.

The greatest number, of course, are in Boston. But elsewhere in Massachusetts, we have cameramen in Needham, North Easton, Beverly, Danvers, Fairhaven, Worcester, Shrewsbury, Quincy, Plymouth, Melrose, Wellesley and Cambridge.

We also have men in Maine (Orano, Lewiston and Portland), New Hampshire (Manchester, Peterborough, Franconia, Claremont and Lebanon), and Rhode Island (Providence). Our New Hampshire stringers give us coverage in Vermont.

All film shot by stringers must go to me or the news editor on duty, and we make the final decision as to what and how much, if any, will be run and when and where it will be.

Our prestige as a station plays an important role in another important aspect of our operations—our financial arrangements with our stringers. When we were first getting started, there were some cameramen who thought they could get Hollywood prices for TV film. We cleared this hurdle fast.

We pay fair prices for film, as indicated by the number of stringers who work for us. We also recommend their work to others, enabling the cameramen to pick up additional good-paying assignments. Being able to say that he has shot film for WBZ-TV is an excellent advertisement for any cameraman, and the experiences of our stringers bear out that statement.

At WBZ-TV a simple story, easily obtained, will bring a correspondent $10 to $15 plus in some cases replacement of film. A more difficult or exclusive story involving more effort, skill or travel will bring a higher payment.

Among our stringers, there is a remarkable loyalty to the station and, I like to believe, a personal loyalty to me. I have never had a correspondent fall down on an assignment unless it was physically impossible for anyone to get the pictures we wanted. I would say not more than a half dozen of our stringers are great cameramen, but all of them are capable and adequate. Above all, they get what we want and get it fast.

I have a camera, too, which I use in emergencies. But let me point out that I am not a great cameraman. I don't believe a

DURING the recent Charlestown prison riot in Boston, WBZ-TV and the Boston Record-American hired a construction crane, from the bucket of which WBZ-TV Cameraman Don Volkman and Record-American photographers were able to train their cameras on scenes inside the prison walls. From the crane bucket Mr. Volkman got the only pictures of the rebellious prisoners leaving the cell block in which they had barricaded themselves.
STAFF CAMERAMAN Don Vollman of WBZ-TV, who covered the Boston prison story from the crane bucket pictured on the opposite page, edits some of the film sent in by one of the station’s 34 “stringers.” The station had 14 or 15 stringers covering various beats before a staff photographer was hired.

AL SMILGIS, one of the 34 “stringer” news cameramen for WBZ-TV, checks his 16mm camera while listening to reports on his police and fire radios (under dashboard). Beside him are floodlight and cable which he plugs into a special 110-volt power outlet located on the dash beside the glove compartment.

ERNEST BLACKMAN, one of the original members of Acorn Films, was on the spot with a specially-equipped auto to film damage of the 1953 Worcester, Mass., tornado for WBZ-TV. Acorn’s eight full-time and dozen part-time cameramen are regular “stringers” for the television station’s news operation.

news director should try to be both. He should be the guy who runs the news operation, makes the assignments and decisions and takes the responsibility.

I have a telephone at my bedside and I’m on call at all times. But one thing a news director must remember is that he can’t be everywhere. If a news story breaks early in the morning when Jack Chase is on duty or late at night when Don Flaherty is the only one around, they have free reign to call any and as many stringers as they think justified without consulting me first.

That correspondent gets to wherever the story is breaking, gets his film and the important facts and rushes the film to Boston by the fastest means available. It’s processed and put on the air as soon as possible.

Many times our stringers will be on their way to cover a story before we know anything about it or while we are still trying to notify them. That self-starting instinct is one of the principal ingredients of a true news hound, and our correspondents know we want the story first.

There’s one mild word of warning I should pass along. Before you start to deal with two score or more photographic correspondents, stock up heavily on aspirin. Give the average normal human being a camera and he becomes a Rembrandt with a Rembrandt’s temperament. Cut one frame from his film and he will scream in anguish. Disagree with him on a potential story and he will sulk for a week. Attempt to tell him the angle at which you would like a shot made and he will roar like a wounded bull.

But you can offset these outbursts by treating him fairly. Rap his knuckles if he gets out of line, show him you can be just as independent as he, but don’t hold a grudge against him. And don’t give anybody grounds for accusing you of favoritism. If the man’s film is good and tells the story, it doesn’t make any difference who he is. We want that film and we’re ready to pay for it — within the limits of our regular scale.

We devote 14% of our air time to news and we use film for everything but last-minute breaks. Only then will we use an occasional still shot. But we can have fresh local film for our more than 60 news shows a week because we have educated our news people to give us their best shots on motion picture film and we have patiently developed a staff of stringers who quickly recognize good spot news, shoot it and then advise us that the footage is on its way.

Maybe all this doesn’t sound like a simple guide to setting up a television news operation. If so, it’s because there is no simple way to do it. You work, you wheedle, you cajole, you threaten, you hammer away at the idea that getting the picture—seeing the picture in every story he covers—is the most important thing a television cameraman must remember.

But you, in turn, must remember that you are dealing in people. Your operation, in the final analysis, will be no more successful than your ability to get people to work with you or for you. It is the man who gives you that great news coverage, not the camera.
Authenticity

Intrigue

Locale

the first show of its

the first sales plan of its

CAPTAIN GALLANT of the

starring Buster Crabbe...

Name star

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

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

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

FREE: A complete, integrated sales plan!

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

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

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

Television Programs of America, Inc.

477 MADISON AVENUE, N. Y. C. • PLAZA 5-2101

A look at the conference-room clock showed it was 10:33 a.m., give or take a few seconds. The President went about his business as though it were an ordinary news conference—if any such session can be described as ordinary—after saying: "Well, I see we are trying a new experiment this morning. I hope it doesn't prove to be a disturbing influence. I have no announcements. We will go directly to the questions."

As he spoke, two 16mm television newsreel cameras and one 35mm theatre camera recorded visual and aural versions of the entire scene. This marked the first time in history that one of the headline-making Presidential news sessions had been both photographed and taped.

That evening the entire nation, plus neighboring nations, saw two-thirds of the morning's question-answer session as reporters threw questions at the Chief Executive. They saw excerpts on newsreel programs and the whole package, as edited by the White House, and shown on TV networks.

The first TV pickup was carefully labeled an "experiment" by the President and by his news secretary, James C. Hagerty. Now, eight weeks later, the conference is no longer an experiment. Instead, it is an accepted practice—a routine procedure so normal that everyone wonders why it wasn't done long ago.

Journalism and electronics have teamed to bring these impromptu and unrehearsed news sessions to everyone having access to a television or radio set.

In a short two months a number of trends and portents are developing:

- Presidential news conference telecasts are here to stay—at least as long as Ike is in the White House. He couldn't drop them now if he wanted to, many newsmen feel.
- Most of the advance fears that hamming reporters would grab the show were groundless.
- Predictions that the President would twist the proceedings into sheer propaganda devices haven't been borne out.

By J. Frank Beatty

- The conferences have become an important educational medium for the nation.
- Now that their wish has been granted, some TV networks and stations are making scant use of one of the most important news sources made available in the history of electronic journalism.
- Only a tiny trickle of censorship charges has developed as a result of cuts in the film and these are generally branded "nonsense" by those who cover the conferences and watch the White House editing pattern.
- Many newspaper reporters are still unhappy about the idea, but grudgingly concede it has merit even if their written stories have more competition.
- The quality of questions asked by reporters has improved, though a few of the 200-plus won't let a session pass without getting in a query even if it's dull. One pro-motion-minded newspaper group wants its people to ask at least one question at every conference.
- The conferences will positively not be live in the foreseeable future, unless a new formula is worked out.
- President Eisenhower likes the whole idea.
- So do members of his staff, though a few fear it might be overdone.
- Public reaction is highly favorable.
- Radio and printed media are getting better coverage because they, too, can quote the President directly.
- The room used for the news conference is a technical mess, as well as an artistic freak, but the telecasts will be improved gradually.
- If any major remarks are ever censored out of the film, newsmen will have one of the juiciest stories in months and they will have a transcript to work from in reporting the deleted portion.
- The average viewer, watching the repertorial-Presidental exchanges on the screen Wednesday evenings, will give little thought to the long planning behind this simple recording of a news event—on the surface no different from other on-the-spot television coverage.
- And the average broadcaster, whose facili-
ties may be offering a limited amount of coverage to his viewers, is possibly wondering why it took so long to arrange and what finally influenced the decision.

When he held his first news meeting with reporters on Jan. 21, 1955, James C. Hagerty, Presidential news secretary, said that TV coverage of news conferences would be arranged as soon as plans could be made. Exactly two years later the promise was carried out.

In that two-year period, a group of network TV-radio representatives discussed many plans with Mr. Hagerty and Murray Snyder, his assistant. Both are newsmen of long experience and both believed the public was entitled to see and hear what goes on as the President throws himself upon the mercy of 200 news hawks.

The President appeared on television several times in modified versions of the FDR fireside chats. He was effective and obviously sincere, if several levels below the FDR or Barrymore forensic techniques. A rather elaborate and noble experiment was attempted June 3, 1954, when the President and several Cabinet members held a simulcast sort of miniature Cabinet meeting. The simulcast was carefully planned, with BBDO lending production help. It was informative and interesting, and it made both government and media history. More important, it showed the limitations of a small room and the shortcomings of some government officials cast in professional productions.

Another Cabinet meeting, with the whole group participating, took place last Oct. 25. Here, again, a small room prevented good TV pickups. Backs of heads filled frames from time to time, and perspectives were grotesque. Even worse, one Cabinet member missed a cue.

While the President was an obliging participant in his official telecasts, he never was at ease under a formal setting. During his first news conferences he had many rough moments as shrewd newsmen slipped him penetrating and often loaded questions. At times he missed some of the loaded ones.
FOREMOST PRODUCERS OF TELEVISION FILMS!

THE LIFE OF RILEY
(Hal Roach Studios for NBC)
starring
WILLIAM BENDIX

AMOS 'N' ANDY
(Hal Roach Studios for CBS)
starring
ALVIN CHILDRESS
SPENCER WILLIAMS
TIM MOORE

MY LITTLE MARGIE
(Hal Roach, Jr. - Reelcraft Feed for Scott Paper Company)
Starring
GALE STORM
CHARLES FARRELL

PUBLIC DEFENDER
(Hal Roach, Jr. for Philip Morris)
starring
REED HADLEY

PASSPORT TO DANGER
(Hal Roach, Jr. for ABC Syndication)
Starring
CEasar ROMERO

HAL ROACH Studios
ALL Facilities Under One Roof

STU ERWIN SHOW
(Hal Roach, Jr. - Reelcraft Feed for L and N Cigarettes)
starring
STU and JUNE ERWIN

YOU ARE THERE
(A CBS Production)
Produced by JAMES FONDA
Narrated by
WALTER CRONKITE

WATERFRONT
(Hal Roach Productions, UTP Syndication)
Starring
PRESTON FOSTER

IT'S A GREAT LIFE
(Replica for Oshkosh)
starring
MICHAEL O'SHEA
BILL BISHOP
JAMES DUNN

SO THIS IS HOLLYWOOD
(Arrowhead Productions for Test)
starring
MITZI GREEN
and VIRGINIA GIBSON

ROCKY JONES, SPACE RANGER
(Hal Roach Productions, UTP Syndication)
starring
RICHARD CRANE
a deficiency he has overcome with experience. Now he handles them deftly, as a rule, and he has learned the Roosevelt-Truman trick of making them backfire or turning them into a roomwide laugh.

One of the familiar sights of early conferences was the beautiful red neck the President acquired when he was asked an especially embarrassing question.

In two years of official bowing and handshaking and speech-making, plus the training acquired in news conferences, the President has acquired the calm outward demeanor that comes with White House experience. That, of course, was an element in the final decision to permit telecasting of news sessions.

The President was anxious to let the public get close to the operation of the government and the Chief Executive. His staff wanted the conferences telecast. Politically-minded advisors thought it would be good for the party. The medium itself—broadcast executives and the newsmen—was ready, though concerned about details. The public would have a new educational service. Cameramen drooled at the prospect of capturing the President's lively facial expressions in the informality of a news conference.

Adams Spearheaded It

Despite this agreeable atmosphere, little was accomplished. Then one day in January, Sherman Adams, assistant to the President, made this observation at a staff conference: "We've been talking about letting television in. Let's try it."

Within a matter of hours, Mr. Hagerty was making this statement to reporters:

"Tomorrow at the press conference they are going to try an experiment. We are going to permit the tv newsmen and newshound cameras into the press conference room."

He made another statement that is the key to the whole situation:

"We want the White House to remain in control of the spoken words of the President."

A few muttered cracks from reporters included this, "I wonder if there is some way we can work sponsors in here. Are you fellows going to say, 'Wait, Mr. President, until I get in some film, say on behalf of Gunther beer."

Mr. Hagerty took it up with a comment that is likely to be found in every journalism textbook a decade from now. He said:

"I don't think it's quite as laughimg a matter as that. All media of information, including television staffs, have a right to cover the President."

And then he served up a clincher that nobody has been able to unloose:

"This is the second half of the 20th Century."

Behind Mr. Adams' suggestion were two technical developments that overcame annoying obstacles to conference telectasts. First was the development of the ultra-fast Eastman Tri-X film, permitting good reproduction with modest lighting—and if there's one thing that irks the President, it's stage lighting.

The other development was the Auricon 16mm camera with 1,200-ft magazines, enough to cover 32 or 33 minutes (conferences seldom last over a half-hour).

Thus the technical blocks appeared less formidable, and there seemed nothing to prevent tv from the President's news-making exchanges.

The President showed only slight awareness of the rear-room trappings as the first teletcast conference got underway with a query from Robert E. Clark, INS reporter, on communist attacks in the northern China Sea. He handled questions easily.

That evening the nation saw Presidential news reporting in the manner of the second half of the 20th Century.

What is the reaction?

Mr. Hagerty told Bt there has been practically no unfavorable comment from the press—except for the "live pickup," he said. "The only guide in cutting this is: Is it newsworthy? We like the telecasts and don't plan any changes."

As cutter-in-chief, he knows that the eyes of a thousand newsmen, and many thousand politicians, are on him as he makes his decisions. That doesn't worry him at all. If a mikes cries "censorship," he shrugs it off and refuses to give a detailed, defensive explanation of why a particular item was cut. Local-interest stuff is first to go. At times the President's informal comments crash rhetorical barriers, but Mr. Hagerty isn't worried if conversational grammar isn't up to Shakespearean standards.

Newsmen are acutely aware of the fantastic hazards that might result every time the President utters a word, particularly in a rapid-fire exchange. They know that a misplaced syllable could start an international holocaust. "The President has controlled the reporting of the President's answers through the three Administrations in which informal questioning has been allowed. Direct quotation of the President has been allowed only by specific permission, but his words can be used without quotation and attributed to him in the third person.

Hence the requirement that the conferences be filmed. This set up a special group of production and distribution problems. Across the back of the square, high-ceilinged Indian Treaty Room in the Executive Offices are two platforms, elevated slightly. One accommodates cameras, film cameras and related gear, plus a 35mm movie camera for theatre newsmen. The other platform is used by still photographers, who consume stacks of film in the half-hour sessions.

The sound is picked up by the Signal Corps, flanked by a State Dept. public address operator. The two units have 10 mike standards around the room, each with two mikes. Three more mikes, miniature Altec-Lansing models, are placed unobtrusively in front of the President. The Signal Corps feeds the audio to the tv and theatre cameras; records on a tape; feeds another tape on the White House grounds via wire, and lets Ward & Paul, with their photographic team that serves newsmen with transcript, take a checking copy on a dictating machine.

Tv film cameras use about an f6.5 lens opening in room lighting that runs around 90 foot candles. Lighting is provided by four 1,500 w mazda units and two 500 w baby spots attached to a high gallery ralling about 20 feet above the floor. This high source of light annoys the networks but suits the President.

Video pickups are bad at times. Ten mikes aren't enough for 200 reporters, with occasional p.a. feedback inevitable when questions are asked. When gain is up, shutter noise of the still cameras and slamming of plateholders is aggravated. The television aerials, on the other hand, open easily. The television camera is housed in a heavy quiet; it has to change reels every 12 minutes, since it eats up film at the rate of 90 feet per minute.

A system of pooling has been devised for the video pickups. NbC-TV and Telenews are teamed on one camera, CBS-TV and UP Movietone on the other. Members of each team take turns providing crews and gear.

As soon as a conference is over—about 11 a.m.—the NBC-TV-Telenews film is sent by messenger to Capital Film Labs and the CBS-TV-Movietone film to Byron Inc., both private laboratories. The Byron schedule goes like this: 11:15 film can arrives; 12:15, master negative developed; 1:15 master positive developed; 2:2:15, duplicate negative ready.

Since there is some loss in quality in turning out a duplicate negative, the pool making the video pickup is entitled to the master negative.

"kills' of 2:15 p.m."

By 2:15 Mr. Hagerty has read the official transcript of the conference. He marks "kills" on this transcript. The "kills" are read by a network representative to all networks on a conference call. The films are individually edited and the killed portions are returned to the White House.

The laboratories then start production of duplicate films from which the killed parts have been removed. Byron produces as many as a hundred copies by 5 or 5:30 p.m. These are distributed, mostly by air, and it's normal for a print that left the laboratory at 5:30 to be in New York around 7, with portions used on the network news programs between 7 and 8.

Several steps are being taken to improve the quality of the pickups. The Signal Corps has plans for microphones hung from the ceiling. This should help the audio, which at times has been so bad that bits of the film were practically unusable.

Another flaw centers around video blanks during lens-changing intervals. On the March 2 conference, as delivered to the public by DuMont network, these disconcerting blanks appeared a half-dozen times. With careful production the blanks could have been filled by dubbed-in shots, a routine studio operation. The next conference CBs-TV plans to use a zoom lens to eliminate lens-turning entirely. This will involve lighting problems, some network newsmen feel, and they will watch the experiment with interest.

From a pictorial standpoint, the pickups have been somewhat monstrous because the President has been held in the center most of the time. This has been due to the fact that most reporters are seen from the rear or at best from a sharp angle, aggravated by top lighting. It narrows down to a choice between technical quality and audience interest in the newsmen, with the latter likely to win out in the end.
A NEWSPAPER photo, published the day after the Chicago mayoralty primary Feb. 22, showed Mayor Martin H. Kennelly and Morris B. Sachs, his running mate and local clothier-charity figure, sobbing bitterly in each other's arms over defeat by the regular Democratic Party organization.

Graphic and moving as the cut was, the Kennelly personality was never better captured than by television in the days immediately preceding the election. The mayor's tv campaign, though a losing one, was handled by an old hand in the highly specialized art of the filmed political pitch.

Toni Ames, head of Ames Television Productions, which functions also as an agency in placing time, has probably negotiated more political film (and radio) commercials than anyone else in Chicago since she got into the business in 1938. According to conservative estimates, she has produced and placed something short of 2,000 such spots or programs for Republicans and Democrats alike (she will handle opposing tickets but not both candidates for the same office).

Miss Ames is, in a sense, a "protege" of the late Sen. Arthur Vandenberg. A native of Grand Rapids, Mich., she became interested in politics through his Grand Rapids Herald with which she was associated. She later attended the U. of Illinois (Class of '36), majoring in English and writing for the university's Siren humor magazine.

In 1938, while engaged in puppetry (she used to show "Hansel and Gretel" to PTA and other women's groups), Miss Ames availed herself of the opportunity (without compensation) of writing radio speeches for the late Gov. Henry Horner. She also wrote for the Democratic party organ, The Truth, and for Scott Lucas, who sought and acquired a U. S. Senate seat.

The following year, Miss Ames visited New York where she became enthralled with television as shown at the World's Fair. She decided that politics and television go hand in hand and her career was launched. She bought a seven-inch tv receiver and found it necessary to convert current by attaching to an ice-box converter: "It exploded but nothing happened to the set."

In 1948 Miss Ames prepared radio spots and films for Gov. William Stratton in his campaign for treasurer, which she claims (Continued on page 48)
The TV film show with a COMPLETE merchandising package!

Write for FACTS
Reid H. Ray Film Industries
2269 Ford Parkway
St. Paul, Minnesota

LATE last month another milestone in TV history was passed when Societe Suisse de Radio Diffusion telecast its first Mr. District Attorney program. The pictures were the same as those seen by American viewers of this Ziv serial, but this time all the words were spoken in French.

That telecast, according to Ziv Television Programs, marked the first time that an American TV film had been provided with a French soundtrack for use in Europe. It also marked the European debut of the first of four Ziv TV shows which are now being provided with French, German and Italian soundtracks for telecasting in France, Belgium, Switzerland, Germany, Holland and Italy.

Finally, Mr. District Attorney's French-speaking introduction to Swiss televiewers marked the second step toward the achievement of a goal set by Ziv three years ago. The first step was taken more than a year ago, when Ziv programs began a Spanish cycle of telecasts on Latin American stations. Full achievement of the TV film company's purpose will be attained only when the Far East has been added, extending Ziv TV film coverage to globe-circling proportions.

This international operation had its inception early in 1952, following a conclusion reached by Ziv top management that the same principles applying to syndicated television film in the United States could also apply to foreign distribution. That is, the cost of dubbing in a foreign language soundtrack could be spread out among advertisers in foreign countries just as the cost of producing the film in the United States could be spread out among domestic advertisers.

After arriving at this conclusion, Ziv accumulated, via questionnaires, all pertinent data relating to the interest of foreign countries in scheduling American television film programs. On the basis of attitudes expressed by the operators of foreign television stations and the heads of foreign government agencies involved with television, Ziv decided that there was a definite desire for its TV products out of the United States, provided that they were in the language of the country in which the program would be telecast.

Then, Ed Stern, head of Ziv's international division, made an extensive trip abroad in order to acquire a working knowledge of the problems faced in these markets.

The first problem faced in international distribution was that of dubbing in foreign language soundtracks on the film. To get started, Ziv set up a Mexican company, took over studio and laboratory facilities, and began lip-syncing the programs into Spanish. At the same time, work was begun on translating the program promotion kits into Spanish for use by Latin American advertisers.

Next, Ziv started in on the most difficult phase of any business—selling. A sales training group was set up under Mr. Stern's direction, and, following conclusion of the training phase, Ziv began an extensive sales campaign in Latin America.

The campaign resulted in the complete sellout of all Ziv productions set for international release.
SOON 1,000,000 WATTS... to better cover the all UHF Scranton, Wilkes Barre, Hazleton area, the nation's 28th market.

BETTER PROGRAMMING... all of the top CBS shows are on WGBI-TV.

LARGER AUDIENCES... Pulse reports a steady gain in share of audience... shows WGBI-TV with the largest number of viewers for any one time period of any station in the area.***

MORE POWER... Ratings are up... but costs are still low. Now is the time to buy WGBI-TV. Establish your TV franchise in the all UHF Northeastern Pennsylvania market.

Talk to your BLAIR-TV man today

* CP granted February 1955
** '54 Sales Management - total of two metropolitan city areas
*** Nov. Telepulse report
national distribution in every television market in Latin America with the exception of Brazil (due to the Portuguese language problem) and Argentina.

One of the biggest problems faced by Ziv’s international division was in achieving acceptance of film programming by sponsors, agencies and stations. To the average foreign viewer, a filmed television program was considered in the same light as an old motion picture. An educational sales campaign to sponsors, agencies, and stations was necessary before the programs were accepted as up-to-date television fare.

However, with the successful completion of the educational campaign, Ziv found such well known companies as General Electric, Westinghouse, Ford, Procter & Gamble, American Airlines, British-American Tobacco Co., Longine-Wittnauer, Azteca Chocolate Co., Ethyl Standard Oil, Goodrich, General Foods, Bordens and others willing to sponsor Ziv programs.

The Latin American operation originally included six shows: Cisco Kid, Boston Blackie, The Unexpected, Yesterday’s Newsreel, Mr. District Attorney and Favorite Story. Within the past two months two additional Ziv shows have been translated into Spanish for South America: I Led Three Lives and Science Fiction Theatre.

These programs are now being seen in such Latin American markets as Mexico City, where Cisco Kid is sponsored by Ethyl Standard Oil; San Juan, where Boston Blackie is sponsored by Ford Motor Co.; Havana, where Richard Hudnut sponsors Favorite Story; Caracas, where Nescafe sponsors Mr. District Attorney, and Bogota, where Radiodifusora National is telecasting The Unexpected. Each of the other Ziv shows is also being telecast in these markets.

Evidence that human nature is much the same the world around is shown by the fact that every Ziv program that has come up for renewal in Latin America has been promptly renewed for another year. The first audience rating made by an American research firm in Latin America found that in San Juan four Ziv shows were among the top 15 out of 95 on the air.

Thus encouraged, Ziv is now moving into Europe as well, with $2 million earmarked for financing the distribution of its programs complete with French, Italian and German soundtracks. Four programs—Cisco Kid, Boston Blackie and Favorite Story, as well as Mr. District Attorney—are already scheduled for European showing. All four are expected to be on the air in Italy soon.

In Germany, Favorite Story, carrying a German language soundtrack, is expected to be on the air by late spring of 1955 over North Deutschland Radio. Although there are, at present, only 70,000 television sets in West Germany, Ziv entered the German market in anticipation that when completely revitalized, Germany might have upwards of 7,500,000 television sets in a few years.

As in Germany, there are relatively few sets in Italy at present. Here, too, Ziv is banking on an upsurge of interest in television following the introduction of Ziv’s high quality filmed shows.

A new company, Ziv International of France, has been formed to distribute the television film series in France. Branches of this company will be set up in Holland, Belgium and Switzerland for distribution in those countries. Head of the French company is Joseph Brandel, formerly a director of Philips of Holland and until recently president of Eden productions of France. In France, Ziv plans to dub in 78 half-hour shows spread out over three series this year. These programs will be telecast in French in Belgium, France and Switzerland, and in German in Holland.

Although French film officials estimate that there are only 170,000 television sets in France, and just a handful in Belgium, Switzerland and Holland, Ziv feels that its investment in time, money and effort will assist in the development of the embryonic television industry in these countries by making high quality programming available at costs to fit the budgets of foreign stations.

European television has just begun to open up, believes Ziv, and it is now too early to talk about profits. The cost of dubbing in the foreign language soundtracks is far beyond the present market potential, but Ziv feels that the money now being poured into Europe represents a sound long range investment . . . one that will pay off well.

The one untapped area in international television for Ziv is the Far East. Here, too, the firm intends to conduct an exploratory survey of the market for American television programs. Japanese particularly, is on the agenda for the future. The phenomenal growth of the Japanese television market and their large purchases of American products, indicates that before long, Japan will be a healthy market for Ziv tv programs.

FILM MAKER
(Continued from page 45)

were the first political tv spots in Illinois.

Last fall, Miss Ames prepared and placed announcements (ranging from 10 seconds to five minutes) for both parties on radio and television stations—in Cook County and all 103 other counties and for the GOP. The Republican announcements were televised in Moline, Rock Island, Decatur, Springfield, Peoria, Champaign, Harrisburg and St. Louis. (Among those whose activities she handled: Joseph Meek, GOP candidate for U. S. Senator.)

Miss Ames' way with a film spot and her savvy, palatable public relations ideas were reflected last fall in a film titled "You Can Blame It on Me—I Voted Republican," which was designed as an answer to the Democrats' "Don't Blame Me—I Voted Democratic."

Under Miss Ames' guidance, Mayor Kennelly concentrated on television with very little radio. She prepared a series of 15 programs plus spots, concluding with a special pre-election eve telecast. The film clips stressed the "Don't dump Kennelly" theme. She also turned out a special vote fraud program titled, "How Your Vote Will Be Stolen."

Miss Ames, quite naturally, feels film is the only answer for the aspiring politician ("It protects him against bloops and permits him to handshake in one locality while being on film in another"). And, she points out, the films can be processed in a day!

Miss Ames is a producer and timebuyer combined, but farms out the actual filming process to any one of a number of Chicago studios, including Kling Film Productions. She describes Ames Television Productions as a "servicing organization." Ames also sells film programs (like It Makes Sense, which just completed a run on WBKB (TV) Chicago, and Yank Builders, which has run in the East).
WICHITA SURVEY

KTVH Leads with ARB, too!

7 OUT OF 10 Leading Film Shows ARE ON KTVH

7 OUT OF 10 Leading Network Shows ARE ON KTVH

Pulse Report, November 1954, also gives KTVH credit for being the leading television station in the area with 10 out of 10 leading film shows and 10 out of 10 leading network shows.

The area Pulse and the ARB in Wichita prove what Windy has been saying — "KTVH does the job in Wichita and provides a bonus area of 14 other important communities."

Windy says, "Buy KTVH and cover Central Kansas."

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

VHF 240,000 WATTS

KTVH, CBS BASIC-DUMONT 12

Represented Nationally by H-K Representatives, Inc.

March 14, 1955 • Page 49
TO FILM
A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing success into focus.

MITCHELL The only truly Professional Motion Picture Camera
WEST COAST RADIO-TV PLANS BASEBALL

Western broadcasters are lining up sponsors for extensive coverage of Pacific Coast and major league games.

BASEBALL on the West Coast is headed for another banner radio-TV season with disclosures last week of a second attempt at the earlier nationwide estimates of a near $50 million season for baseball broadcasting (B*TV, March 7).

Early West Coast radio-TV baseball coverage survey shows extensive coverage, both of Pacific Coast League and major league games, with major league re-creations also finding favor in West Coast radio. However, despite encouraging early sales, the sponsor picture remains uncertain and will probably continue so until shortly before play starts next month.

KJJ-TV Hollywood will offer home games of both Hollywood Stars and Los Angeles Angels, with Eastside beer (Pabst Brewing Co.), Los Angeles, through Warwick & Legler Inc. there, buying a third of the PCL season starting April 5 and ending Sept. 11.

KSTV Seattle's weekday offers CBS-TV's Saturday live major league telecasts (B*TV, March 7), as yet unsponsored. The starting date depends on sale, with games to replace the educational Psychology on TV at the April 2 season start if an advertiser is found, or after the program's conclusion in May, if no advertiser is immediately available. A similar situation prevails on other Columbia TV Pacific Network stations where Falstaff beer (through Dancer-Fitzgerald-Sample) is not taking the game.

L. A. Radio Plans

Los Angeles radio coverage is firmer, with Lucky Lager Brewing Co., San Francisco (through McCann-Erickson Inc., there), sponsoring half of KMPC Los Angeles Angels season, plus four exhibition games.

Up to last week, Lucky Lager, a strong baseball advertiser last year (B*TV, April 12, 1954) has also purchased full KAYA San Francisco spring major league re-creations, half of KMPC's major league re-creations and some other participations.

KFWB Hollywood's entire Hollywood Stars season has been bought by Seven-Up Bottling Co., of Los Angeles (through Mogge-Privett Inc. there), plus four exhibition games.

Major league radio re-creations will be offered on 45 Don Lee Broadcasting System stations on a cooperative basis for a Monday-Saturday afternoon-two-hour edited edition from April 11 to Sept. 25.

Another entry into this field is KMPC Hollywood (see above), which will feed similar re-creations of east coast major games to 11 other Southern California stations, including KIST Santa Barbara, KUDU Ventura, KYOR Blythe, KROF Brawley, KREA Indio, KWTC Barstow, KPAS Banning, KABB San Diego (to open by season start), KERO Bakerfield, KCSB San Bernardino and KCOY Santa Maria.

KAYA San Francisco will offer major league re-creations this year and approximately five other Northern California stations will release KAYA afternoons major league re-creations on a cooperative basis, with an evening version on KAYA alone purchased by Lucky Lager.

In San Diego, KSDF-TV will offer Saturday PCL Padre home games, with Snowflake Baking Co. there (through Phil Moore & Associates, San Francisco) as partial sponsor and full sponsor of a preceding quarter-hour program and some spot announcements.

Full season coverage (home and away) of KSJO San Diego Padres game is sold out, with third to Ford Motor Co. (J. Walter Thomson Co., Los Angeles); Goebel Brewing Co., Oakland, and Home Federal Savings & Loan Assn., San Diego.

Some confusion exists in San Francisco area tv coverage. KSFN-TV San Francisco, uhf station which last season carried weekday San Francisco Seals and Oaks baseball games, has announced it will repeat this year, although coverage remains unsold. KPIX (TV) San Francisco, which last season carried Saturday Seals and Oaks home games announced sales to Thom McAn shoes (the Hartfield Finance Corp. However, KVOX (TV) Stockton has announced it will telecast just-unsponsored Wednesday and Sunday games of both Oakland Oaks and Sacramento Solons.

Radiowise, KSFO San Francisco will present the full Seals season, with half sold to Rainier Brewing Co., San Francisco. KLFK Oakland Oaks full season has been sold to Goebel Brewing Co., same city, the Beavers, French, Dorrance & Smith, San Francisco.

Sacramento Solons season has not yet been sold by KFBK, that city, which only last week signed contracts with new team management.

In Portland, KPTV (TV), which finds no takers for the Beavers games last year, said no coverage has been offered by the station this year. KWJJ Portland spokesman said the station presumably would repeat last year's coverage, although yet unsponsored.

KTVW (TV) Tacoma and KQLE Seattle have sold a quarter of the Seattle Rainiers 86-home-game package to Seattle Packing Co.

Other western baseball sales: Budweiser beer buys half of Pioneer League Billings (Mont.) Mustangs season on KOOK Billings; Falstaff Brewing Co., San Jose, Calif., through Dancer-Fitzgerald-Sample, San Francisco, buys the full San Jose Red Sox season on KSJO that city.

Augmenting earlier reports of plans in the East, it was announced last week that in Pennsylvania WIP will feed an 18-station tri-state network in New Jersey, Delaware and Pennsylvania, with a telecast schedule of 30 weekend games scheduled. Sponsors on the WIP lineup will be Atlantic Refining Co., a leading baseball sponsor for a score of years; Ballantine beer and Tasty Baking Co.

Berend to Join W&L

FRANK A. (But) BEREND, assistant to John K. West, vice president in charge of NBC's Western Div., Los Angeles, will join Warwick & Legler, that city, in an executive capacity, on May 1.

Mr. Berend has been with the NBC Western Div. for the past 13 years. He was Western Div. sales manager for the network and prior to that was advertising director of the Pontiac Div. of General Motors, Detroit.

Dunford Joins Durstine

JOHN T. DUNFORD, formerly with Marshall & Pratt Co., New York, has been appointed director of media, in charge of all broadcasting and print media, at Roy S. Durstine Inc., same city, it was announced last week. Before his association with M&P, Mr. Dunford was with Robert Conahay Inc.
Most complete money program ever offered

Great new pre-tested time for RCA Thesaurus

At last, a plan that will really spark a station's sales drive... put more sponsored time on the air than ever before. It's the most complete... most thorough plan ever developed to make the toughest prospects pick your station... make current sponsors boost their budgets and your income.

And, there's actual proof that this outstanding program works... because it's been tested in markets of all sizes. Store traffic was increased... sponsors reported sales up in every case. It'll work for you and your sponsors, too... whether your station has been in business for years... or is just getting set to go on the air.

Look at what's back of this program... the exclusive advantages and economies that make your station's services more saleable than any other local advertising medium:

"Shop at the store with the mike on the door" plan includes 'can't-miss' features like these...

... BIG NAME THESAURUS STARS

Famous entertainers will plug the plan over your station... tell everyone listening to look for quality, service and value in the stores that are tied in with the promotion.

Nelson Eddy, host of the popular Penthouse Party, tells your sponsors' listeners about "Shop at the Store."

Sammy Kaye, who makes America 'Swing and Sway,' has a message for listeners.

Wayne King, undisputed King of waltz time, comes to town every day.

Hank Snow, top country-music name, joins your staff.

George Melachrino, leader of the famous Melachrino Strings, talks to sponsors' customers.

Freddy Martin, famous Coconut Grove maestro, is on call all 'round the clock.
making merchandising and promotion by any transcription library.

plan sells local radio subscribers

HERE ARE JUST A FEW MORE FEATURES OF THIS EXCLUSIVE THESAURUS PLAN:

FREE NEWSPAPER AD ART for your sponsors’ use over their own store names. Ad mats for your station’s use.

FREE STORE DECALS to give advertisers who participate. They’ll build business for your sponsors . . . prestige for you.

FREE STATION SALES BROCHURE goes with you when you’re out selling time. It gives details on the plan . . . provides you with a hard-working, effective sales tool.

STATION OPERATING MANUAL tells you all about the plan . . . how to make it work for your profit. It answers all your questions about the complete, money-making operation.

THESAURUS SUBSCRIBERS! WATCH YOUR MAIL FOR FULL “SHOP AT THE STORE” DETAILS!

SEND FOR FREE BROCHURE AND COMPLETE THESAURUS INFORMATION, IF YOU ARE NOT A THESAURUS SUBSCRIBER.

Mail coupon to any of the conveniently located offices listed here. Or, save time by calling or wiring and asking for your copy.

NAME_________________________ TITLE_________________________

STATION_________________________

STREET_________________________

CITY_________________________ ZONE_______ STATE_______

RCA radio corporation of america

recorded program services

RCA VICTOR RECORD DIVISION

630 Fifth Avenue, New York 20, N. Y. — JUdson 2-5011
445 N. Lake Shore Drive, Chicago 1, Ill. — WHitehall 4-3530
1016 N. Sycamore Ave., Hollywood 38, Cal.—HOLlywood 4-3171
522 Forsyth Building, Atlanta 3, Ga. — lAMar 7703
1907 McKinney Avenue, Dallas 1, Tex. — Riverside 1371
Maubert St. Georges
Dies in Paris at 67

MAUBERT ST. GEORGES, 67, head of the advertising agency bearing his name, died last Monday of a cerebral hemorrhage in the St. James Hotel, Paris, while on a visit there.

Mr. St. Georges, born in Paris, attended schools in London and also studied at the Sorbonne. Until he was 35, he traveled to various parts of the world. He was an infantryman and pilot in World War I.

Later he came to the U. S where he taught school and worked on the old World newspaper in New York. He began his advertising career in 1923 with N. W. Ayer & Son after traveling for several years and working on the World in New York.

In 1939 he formed an agency in partnership with Stanley J. Keyes. They were associated for 14 years until Mr. St. Georges retired as chairman of the board. In 1954 he came out of retirement to form his own agency.

Surviving are his widow, Miriam, and two sons, Joseph and Laurent.

A&A PEOPLE

Edward A. Cashin, vice president and account supervisor, and Robert L. Foreman, vice president and radio-television dept. manager, BBDO, N. Y., elected directors.

C. B. Donovan appointed vice president of media relations, media dept., Charles W. Hoyt Co.; D. H. Humm named radio-television timebuyer; Mary Kilgallen named spacebuyer; Marion McDonald appointed assistant space and timebuyer.


Lee Frierson, vice president, director and plans board member, Ruthrauff & Ryan, N. Y., to Roy S. Durstine, same city, in executive capacity.

David Y. Bradshaw appointed manager, radio-television dept., Young & Rubicam, N. Y.

Noel D. Turner, formerly with Needham, Louis & Brorby, Chicago, to Griswold-Eshelman Co., Cleveland, as creative director and consumer operations manager.

Virginia Piechocki appointed production manager and media buyer, Dick Bradley Adv., San Diego, Calif.; Sonya Kloce named promotion manager and copy supervisor; Frederick C. Whitney named public relations director; Alfred Perper appointed merchandising director; Dorothy Bradley appointed business manager; Jean Freyer named assistant public relations director.

Robert S. Connibear, assistant general sales manager, Dr. Pepper Co. (soft drinks), Dallas, Tex., appointed general sales manager; A. G. Spalding & Bros. (athletic goods), N. Y.

Max Brown, sales manager, Fels & Co. (Fels-Naptha soap), Philadelphia, appointed sales director; Henry Elyer succeeds Mr. Brown.

David H. Simonds, product advertising manager, Bolta products div., General Tire & Rubber Co., Lawrence, Mass., appointed advertising and merchandising director, succeeding Sol Sackel.


### LATEST RATINGS

#### NIelsen

<table>
<thead>
<tr>
<th>TOP 10 TELEVISION PROGRAMS</th>
<th>Two Weeks Ending Feb. 15, 1955</th>
<th>Number of TV Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank Program</td>
<td>Homes</td>
<td></td>
</tr>
<tr>
<td>1. I Love Lucy (F &amp; O) (CBS)</td>
<td>16,904</td>
<td></td>
</tr>
<tr>
<td>2. Bob Hope Show (NBC)</td>
<td>16,506</td>
<td></td>
</tr>
<tr>
<td>3. I Love Lucy (P. Morris) (CBS)</td>
<td>16,124</td>
<td></td>
</tr>
<tr>
<td>4. Toast of the Town (CBS)</td>
<td>15,388</td>
<td></td>
</tr>
<tr>
<td>5. Jackie Gleason Show (CBS)</td>
<td>14,592</td>
<td></td>
</tr>
<tr>
<td>6. Dinah Shore (ABC)</td>
<td>13,942</td>
<td></td>
</tr>
<tr>
<td>7. Academy Award Nominations (NBC)</td>
<td>14,806</td>
<td></td>
</tr>
<tr>
<td>8. The #1 Show (CBS)</td>
<td>14,253</td>
<td></td>
</tr>
<tr>
<td>9. Dragnet (NBC)</td>
<td>14,257</td>
<td></td>
</tr>
<tr>
<td>10. You Bet Your Life (NBC)</td>
<td>14,079</td>
<td></td>
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</tbody>
</table>

### Gen. Mills Buys on Disney

PURCHASE BY General Mills of segments of Walt Disney's scheduled daily Mickey Mouse Club on ABC-TV, starting Oct. 3, was officially announced by the company last week. General Mills has bought 30 minutes of the full one-hour kids' series on Mondays, Wednesdays and Fridays for its Wheaties, Cheerios, Sugar Jets and Betty Crocker Brownie Mix.

Knox Reeves, Minneapolis, is the "producing" agency for General Mills, and handles its Wheaties and Betty Crocker mixes. William Esty Co. services Sugar Jets; Dancer-Fitzgerald-Sample handles Cheerios.

### Y&R Moves Publicity Dept.

YOUNG & RUBICAM, New York, has leased the 19th floor at 41 42d St., that city, to house its public relations and publicity department, which will move over the weekend from its present ninth-floor quarters at 285 Madison Ave. The radio-television publicity department remains at 285 Madison but will be moved from the ninth to the 3d floor. The agency occupies eight whole floors and space on three additional floors at 285 Madison.

### Hirshon-Garfield Names Five

IN AN AGENCY expansion, Hirshon-Garfield, New York, last week named Bruce Roberts vice president in charge of client relations; Paul Kennedy, vice president in charge of creative services; Lee Garfield, secretary and assistant director of creative services; Julius Greenberger, production manager, and Frank Vecchio, traffic manager.

### National Guard Asks Bids

NATIONAL GUARD, with $500,000 advertising budget serviced for two years by Ruthrauff & Ryan, New York, has invited agencies to bid for the account. The move is one that the National Guard takes every two years.

### Stark to Harris & Whitebrook

JOAN STARK, formerly chief radio-television timebuyer for William H. Weintraub agency, has joined Harris & Whitebrook's New York office as the agency's New York representative. Miss Stark will handle the radio and tv spot buying for Golden Gift Co., Miami.
"THE MOST"... TED STEELE

This modern teenage colloquialism sums-up TED STEELE's performance over WOR-TV, Monday thru Friday, 3:00-6:00 PM.

"THE MOST" selling local personality—he sells his program, sells himself, sells his sponsors products.

"THE MOST" efficient local participating program on New York television—THE TED STEELE SHOW (3:00-5:00 PM) delivers 1,000 homes for only $.99.*

"THE MOST" popular program with New York teenagers—TEEN BANDSTAND (5:00-6:00 PM) tops such big name favorites as "Dragnet" and "I Love Lucy."

Here are the results of the recent independent survey which asked teenagers, "What is your favorite television program"...**

<table>
<thead>
<tr>
<th>TED STEELE'S TEEN BANDSTAND</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dragnet</td>
<td>78,686</td>
</tr>
<tr>
<td>Toast of the Town</td>
<td>24,395</td>
</tr>
<tr>
<td>Jackie Gleason</td>
<td>19,757</td>
</tr>
<tr>
<td>I Love Lucy</td>
<td>11,702</td>
</tr>
<tr>
<td>Eddie Fisher</td>
<td>9,120</td>
</tr>
<tr>
<td>Perry Como</td>
<td>4,875</td>
</tr>
<tr>
<td>Hit Parade</td>
<td>4,572</td>
</tr>
<tr>
<td>Dance Time</td>
<td>2,692</td>
</tr>
<tr>
<td>Medic</td>
<td>1,700</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Join the list of important advertisers who are already getting "THE MOST" out of their TV advertising via TED STEELE.

- Art Instruction Courses
- Barbizon
- Bonnie-Brite Wax
- Bonzoni Macaroni Products
- Clearasil
- Coca-Cola
- Doan's Pills
- Drano
- Ehlers' Coffee
- Endust
- Energine
- Family Circle Magazine
- Friend's Beans
- Grand Union Stores
- Gravy Master
- Guardsman
- Furniture Polish
- Haley's MO
- King Sano
- Cigaretes
- Little Be-Pizza
- Dr. Lyons
- Maybelline
- No LaC
- Ready Gravy
- Sheffield Farms
- Dairies
- Sho Chowder & Minced Clams
- Sparib Sauce
- St. Joseph Asprin
- Starlet
- Tip Top Bread
- Toni
- Wearaver Aluminum Foil
- Wink-O-Pad
- Winder
- Zippy Liquid Starch

Contact WOR-TV about low-cost participations or the many advantages and economical cost of program sponsorship.

THE TED STEELE SHOW
Monday thru Friday, 3:00-5:00 PM

TEEN BANDSTAND
Monday thru Friday, 5:00-6:00 PM

WOR-TV Channel 9
1140 Broadway, New York. Longacre 4-8000

*Based on February New York Telepulse and one time cost for a one-minute announcement.

**Teenage Survey Service, January 1955—interviews with 9400 students in New York Metropolitan public, private and parochial schools.

March 14, 1955 • Page 55
Exciting things are happening on NBC Television—and exciting things are going to keep right on happening. Last year, NBC pioneered new patterns of network television programming. Here are a few achievements of this pioneering:

**THE SPECTACULARS.** These 90-minute, full color extravaganzas have become national talkpieces. Example—2 LIFE covers. They have succeeded in reaching on the average an audience of more than 11,000,000 homes. Nine Spectaculars have won Top Ten ratings.

**THE GEORGE GOBEL SHOW.** The search for fresh new talent brought George Gobel to NBC Television. Before the season was half over, this young man with the new style had become one of America’s top comedians; his turns-of-phrase a part of the language.

**MEDIC.** These authentic dramas of the world of medicine have won for the program award after award, as well as the flattery of industry-wide imitation and national recognition.

**TONIGHT.** The last hours of the day were revitalized by Steve Allen. For sponsors, the program offers an opportunity to talk to vast, adult, Class A audiences at Class C rates, for the last impression that lasts.

This season the average NBC Television nighttime
IN

DICATIVE

program has delivered over 500,000 more homes than the next network.

**NBC** Television is now pressing ahead with plans for next season. Last year's originality will be continued and extended, and there are dozens of new ideas, all designed to move television forward in pace, originality, liveliness—excitement!

We don't say “wait till next year,” because you don’t have to wait—sponsors can become part of this new, living television *today*. Meanwhile, tomorrow’s planning is in full swing. For the wise advertiser, NBC’s present is imperative—and indicative of the future.

We're selling more food in hungry San Diego.

27% more than in 1951 for a 1953 total of $183,855,000! (Sls. Mgt. 1952-54)

More than is sold in Miami, Indianapolis or New Orleans!

We've got more people, making more, spending more and watching Channel 8 more than ever before!

KFMB TV 8
WRAATHER-ALVAREZ BROADCASTING, INC.
SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market
KWTV Cameraman Devises New Film Rig

Shoulder saddle arrangement permits one cameraman to handle sound-on-film operation while remaining mobile.

KWTV (TV) Oklahoma City last week unveiled a new one-man-operated rig designed to permit a cameraman working alone to do the nearly impossible news film job of getting local spot events recorded sound-on-film.

Several pieces of comparatively bulky photographic equipment have been consolidated into an aluminum shoulder saddle, lined with sponge rubber and worn over the photographer's right shoulder. The unit was designed and built by Staff Photographer Bill Horton. He has applied for a patent.

Using an Auricon Cine-Voice, the photographer attaches wet cell batteries to the rear of the saddle and an audio control panel to the front. The camera itself is mounted on a platform bolted to the top of the saddle.

Audio is monitored by a dictaphone-type earpiece, cutting down the usual headset size. The finder unit is cantilevered up and in front of the photographer's right eye.

The power is controlled by a thumb- or foot-pressed button attached to the aiming and steadying handle. In short, the right hand aims and actuates while the left hand controls audio.

Power is boosted to 110 volts by means of a vibrator contained in a case attached just above the batteries. The special batteries are cut-down Frezzo Light power units.

Primary benefit of the rig is its use in situations where sound-on-film is needed, but space and circumstances do not allow the standard tripod arrangement.

According to KWTV News Director Bruce Palmer, the shoulder saddle puts the sound-on-film news photographer on an almost even competitive basis with the cameraman using the much smaller and more portable silent motion picture camera.

Savage, Cole Appointments Announced by Guild Films Co.

APPOINTMENTS of David Savage as assistant to the president of Guild Films Co. and John J. Cole as western division sales manager were announced last week by Reub Kaufman, Guild Films president.

Mr. Savage also will continue to serve as Guild's liaison official with the Vitapix Corp., with which the film production and distribution company has a working agreement. He joined the company in 1950, where he was director of film procurement. He previously had served in a similar post with CBS.

Mr. Cole, who will report to Manny Reiner, sales director of Guild, joins the company from Motion Pictures for Television, the firm from which Guild recently assumed $13 million worth of feature film contracts for television.

Mr. Cole had worked for MPTV since 1952 and had served as central division manager in Chicago and western division manager in Hollywood.

Last week Guild moved into new headquarters offices at 460 Park Ave., New York 22. A spokesman said Guild will have more than 15,000 square feet of space with 62 offices and will operate under a 10-year lease involving a $750,000 rental. Vitapix Corp. has its own offices in the same building.

Two Procker V.P.'s Resign, Form Pyramid Productions

FORMATION of Pyramid Productions by Everett Rosenthal and Leonard Loewethan, vice presidents of Procker Television Enterprises Inc., was announced last week. Messrs. Rosenthal and Loewethan have resigned from Procker to establish the new tv production firm, which will be located at 1 East 57th St., New York, effective week 21.

Pyramid will specialize in the creation and production of tv programs, live and on film, for network showing and syndication. Mr. Rosenthal will serve as president and Mr. Loewethan as executive vice president and general counsel. At Procker, Mr. Rosenthal was executive producer of The Big Story, Treasury Men in Action, The Man Behind the Badge, International Police and Pepsi-Cola Short Short Dramas. Mr. Loewethan was general counsel in charge of financing.

Shayon Replaces Rosenthal As 'Big Story' Producer

APPOINTMENT of Robert Lewis Shayon as producer of The Big Story, tv film series, was announced last week by Bernard J. Procker, president of Procker Television Enterprises Inc., which produces the show. Mr. Shayon replaces Everett Rosenthal who has resigned to form his own production company with Leonard Loewethan, formerly Procker's general counsel (see story above). The new general counsel for the firm is Phillips, Nizer, Benjamin & Krim. Mr. Procker announced.

Mr. Shayon was at one time with CBS as writer, director and producer on You Are There. He won a Sylvania award in 1952 for "creative technique in programming" in the tv series, The Whole Town Is Talking.

'Science Theatre' Sales Reach 58 as Three Buy

TOTAL SALES of The Science Fiction Theatre reached 58 last week, according to M. J. Rifkin, Ziv Television Programs vice president in charge of sales, who reported Emerson Drug Co. (for American-Grades Inc.), NBC, and Ziv's new film series, was sponsored by the program in 20 major markets and PicSweet Foods in 11 markets, some of which are in association with Olympia Broadcasting.

Emerson, through Lennen & Newell, will begin Science in early April as a replacement for its Janet Dean, Registered Nurse. Markets include New York, Philadelphia, Washington (D.C.), Baltimore, Detroit, Chicago, St. Louis and Salt Lake City. The firm also bought Ziv's 1 Led Three Lives for showing in San Francisco and Los Angeles and the Eddie Cantor Comedy Theatre in Portland, Ore. PicSweet, purchased Science in Sacramento, Fresno, Denver, Tucson, Los Angeles, San Francisco, San Diego, Portland ( Ore.), Seattle and Salt Lake City (where it co-sponsors with Emerson), Olympia Broadcasting Co., which also is sponsoring the show in some markets in association with PicSweet, has expanded, through Botsford, Constantine & Gardner, Seattle, its original buy of seven west coast markets, to a total of 16 stations. Serutan Corp., through Edward Klettner & Assoc., bought the program in Cincinnati, Dayton and Columbus, Mr. Rifkin said.

VanCoevering Adds 7 Markets

ADDITION of seven new markets, bringing the total to 14 for its Adventures-Out-Of-Doors tv film series, has been announced by VanCoe- vering Productions, Chicago. New markets include: KTXL-TV San Angelo, Tex.; KOOK-TV Billings, Mont.; WJBF-TV Augusta, Ga.; WTWG-TV Greensville, S. C.; WISH-TV Indianapolis, and WKAR-TV (Michigan State College) East Lansing, Mich. According to Al LeVine, VanCoevering sales manager, new merchandising plans—which include color prints for use by sponsors at point of sale or local community showings as well as booklets and sales "helps"—have been responsible for the stepped up sales.

MCA-TV Forms New Unit

AS PART of MCA-TV Film Syndication's "after sale audience promotion" campaign, designed to service clients after sales have been made, Frank McMahon, director of advertising and sales promotion, announced creation of a new station relations department to be headed by Heyward Ehrlich. Mr. Ehrlich, who has served MCA-TV in audience promotion, publicity and merchandising capacities, will be responsible for audience promotion activities for stations carrying MCA-TV Film Syndication's 22 properties.

Howard Berk, who has been with MCA in its publicity department, has been named eastern publicity manager of the film syndication divi-
Technicolor Inc. to Make 21 Films for 'Disneyland'

WALT DISNEY Productions has contracted for 21 ABC-TV Disneyland color films from Technicolor Inc., TI announced in its current annual report. Additionally, Technicolor Inc. has produced two experimental color films, "The Big Team Rolls" for CBS-TV's syndicated Death Valley Days and "Big Little Jesus" for NBC-TV's Dragnet.

An appraisal of the steps to be taken in regard to the future of color TV is being made, the company also reported.

Research on the use of magnetic tape for pictures was expanded during 1954, but the organization believes that it will be "many years" before the method is usable for theatre screen showing.

Trinity Dubs MCA-TV Films

DETAILS of an agreement were announced last week under which Trinity Telefilms Ltd., Paris, will dub French into the 22 properties of MCA-TV Film Syndication, New York. The first series to be dubbed will be I Am the Law.

The agreement was negotiated in Paris by David Stein, head of the Paris office of MCA-TV Film Syndication, and Jean Paul Blondeau, president of Trinity Telefilms. The latter company maintains headquarters at Boulevard Hausman, Paris.

Breweries Expand 'Cantor'

TOTAL SALES on the Eddie Cantor Comedy Theatre have reached 222, largely because of expansion in markets by Griesedieck Bros., St. Louis, and Drewrys Ltd., South Bend, both breweries, M. J. Riffkin, vice president in charge of sales for Ziv Television Programs, has announced. Griesedieck, which originally had purchased the program for St. Louis and Kansas City, has added 12 markets in Missouri, Illinois, Kansas, Arkansas and Indiana. Drewrys has expanded its total list of markets to 14 midwestern cities, including Chicago, Detroit, Indianapolis, Toledo and Fort Wayne.

'Disneyland' Repeats Begin

REPEAT telecasts of 15 Disneyland shows on ABC-TV will begin today, 7:30-8:30 p.m. EST, the same time slot which the regular series has occupied. Disneyland's current advertisers also will sponsor the reruns. They are: American Dairy Assn., through Campbell-Mithun Inc.; American Motors Corp., through Geyer Adv. for Nash-Kelvinator Corp.; the same firm for Hudson Motor Car Co., through Brooks, Smith, French & Dorrance Inc., and Derby Foods through McCann-Erickson Inc.

Seabiscuit, color film cleared for tv, depicting USCAG's port security program, showing what sabotage is and how citizens can lend Coast Guard and other government agencies support in strengthening our country. Available on request to chief, public information div., U. S. Coast Guard, Washington 25, D. C., or Coast Guard district offices.

United Producers-Distributors, Hollywood, has signed contract with Hollywood Film Enterprises, same city, to distribute series of 27 cartoons.

The Photo Enterprises Inc., Waltham Falls, Tex., is releasing a weekly series of 12 quarter-hour, 14-minute-40-second, sound-track narrated tv film versions of "Return to Eden," documentary motion picture telling story of soil conservation districts and land capabilities, including footage representing nearly every county of U. S. Film is available on request of tv version, Allison-Chalmers, tractor div., film library, Milwaukee 1.

Ziv Television Programs Inc., N. Y., has signed John Warren Adams to prepare tv adaptation of Anna Sewell's "Black Beauty," to be used as basis of new film series, expected to go into production shortly at Ziv Tv's new L. A. studios.

FILM PRODUCTION

FILM PEOPLE

Edward R. Beach, vice president and secretary, Benton & Bowles, N. Y., to International Affiliates Inc. (foreign motion picture and tv producer and foreign film producers U. S. representative), N. Y., as vice president and director.

Eugene Shuford to Plucer Studios, N. Y., as vice president in charge of new motion picture and tv division.

Avery Rakov, program manager, WBZ-WBZA Boston - Springfield, Mass., to Master Motion Picture Co. (tv & industrial films), Boston, in executive and production directorship effective today (Mon.).

George Turner, film director, DuMont Television Network, to Tv Inc., N. Y., as executive assistant to vice president and general manager.

Robert F. Metzler, former manager, location dept., 20th Century-Fox, L. A., to NBC Film Div., N. Y., as west coast-produced programs production supervisor.

F. D. Sharkey to Telefine Film Studios Inc., Park Ridge, Ill., as photography director.


Margery Kerr, DuMont Television Network, named New York area sales representative, Guild Films Co., N. Y.

BROADCASTING • TELECASTING
New RCA single-unit Sync Generator takes less than one-third the rack space needed by other sync systems

Smallest, finest Studio Sync Generator ever built!

RCA Type TG-2A

Completely new throughout—and incorporating a revolutionary new multivibrator circuit—Type TG-2A is, we believe, the ultimate in synchronizing generators. It combines all synchronizing functions into a single chassis (includes a Genlock, a Dot Generator, a grating generator, and a regulated power supply). It takes only 21 inches of rack space (one-third that required by other sync generators)—is so compact you can easily install two of these units (one a stand-by) and an RCA changeover Switch MI-26289 in a single rack. It uses fewer tubes than other sync generators (38 miniatures, 2 rectifiers). And, of course, the TG-2A can be operated in conjunction with a Color Frequency Standard.

RCA Type TG-2A’s are now available for all TV stations—VHF and UHF. For technical details and delivery information, talk to your RCA Broadcast Sales Representative.

Only RCA’s TG-2A has these features

- In a SINGLE standard chassis it includes: —a synchronizing generator, Genlock, dot generator, grating generator, regulated power supply
- Entire unit takes only 21 inches of rack space
- Only 4 operating controls
- Adjustable pulse output voltages
- Pulse outputs have sending end-terminations
- Adjustable "front porch" width
- Operates with Color Frequency Standard
- Can be remotely-switched to Genlock operation
- Provides Dot Convergence Pattern
- Fewest tubes of any sync generator (38 miniatures, 2 rectifiers)
- Test jacks for circuit checking
- Pulse widths and delays STABILIZED against tube aging
- Choice of 5 ways to control basic frequencies
- Characteristics more than meet FCC and RETMA standards
from various sources that RCA has already faced up to this fact and is now planning production of tubes similar to the CBS model."

Mr. Bonfig also commented on the limitless horizons of "radionics" and claimed that of all equipment, manufactured for leisure time use, "radionics" gave the public the greatest dollar value in 1954.

**Community Antenna Operators Hold Second Annual Meet**

SECOND ANNUAL forum on community television was to be held last Saturday at the William Penn Hotel, with about 100 community antenna operators from Pennsylvania, Ohio and West Virginia in attendance.

List of speakers included E. Stratford Smith, executive secretary of the National Community Television Assn., Washington; Ralph M. Fras-kin, secretary of the Philadelphia Tax Review Board, and Caywood C. Cooley, assistant to the president; Robert J. Tarlton, chief of construction and operations division, and Robert Vendeland, sales promotion manager, all of Jerroll Electronics Corp. (master antenna), Philadelphia. Jerroll sponsored the forum.

**DeSylva's Capitol Stock Sold**

SALE of 80,025 shares of Capitol Records Inc. common stock owned by the estate of the late George G. (Buddy) DeSylva, with a reported value of over $1.4 million, was approved in Los Angeles Superior Court last week.

The stock will be sold to Electrical Musical Industries Ltd., London, under terms of an agreement to give EM1 controlling interest in Capitol. Sale of the DeSylva stock block, at an agreed price of $13 a share, will give EM1 actual control of Capitol, although the British firm has announced that Capitol will remain an independent operation under its present officers.

**PROGRAM SERVICE PEOPLE**

Hal B. Cook, national sales manager and vice president, Capitol Records Distributing Corp., N. Y., to Columbia Records Inc., same city, as sales director, succeeding Paul J. Wexler, vice president in charge of sales, who will be assigned other duties; Herbert M. Greecasporn, Columbia manufacturing director, additionally assumes duties of technical operations head; William S. Bachman, research and development director, assumes new duties of engineering research director.

Larry Buskett, executive vice president, Club- time Productions Inc. ("voice-track" record introductions), Hollywood, appointed to head new Network Sales Management-Consultant service department.

Milton P. Kayle to Stone Assoc. (radio-tv programs packages and merchandisers), N. Y., as partner, counsel and merchandising executive.

Jesse C. Bogue, Chicago bureau manager, United Press, appointed news editor, central div., Chicago; R. W. Brune, Detroit bureau manager, named Michigan manager.

Lawrence Croliss, producer-director, Master Video Systems Inc., N. Y., named executive producer.

Robert Jay Burton, vice president, BMI, and BMI Canada general manager, named chairman, radio-tv div., 1952 fund campaign, Legal Aid Society.

**ANA MEETING TO START WEDNESDAY**

Three-day closed-door workshop sessions are to take place with agency and industrial leaders giving talks. A wide variety of subjects are listed on the agenda: a visual presentation preview and the unveiling of a new Gallup measuring technique are also scheduled.

NATIONAL advertisers spending a heavy share of the nation's time and space dollars are meeting this week at The Homestead, Hot Springs, Va., to work out ways of getting more for their advertising money. About 450 delegates and their wives are expected to attend.

From the time Paul West, Assn. of National Advertisers president, opens the three-day meeting Wednesday morning, up until a radio-tv session Friday afternoon, these top officials of several hundred major advertisers will take part in a series of workshop sessions.

Many of the conferences, including the radio-tv session, will be held behind closed doors. ANA in recent years has been inviting media, umbrella and agency associations to its annual meetings in New York, but when its members met in the Virginia mountains they want a chance to kick around media and agency facilities in an effort to solve their own problems.

E. G. Gerbic, vice president of Johnson & Johnson and chairman of the ANA board, will preside at the meetings. Mr. Gerbic also is chairman of the ANA Advertising Management Committee.

Speakers in the management discussions Wednesday, will include: William B. Smith, vice president of Thomas J. Lipton Inc., on "Developing Ideas for Sound Advertising Planning"; Howard Marble, Monsanto Chemical Co. public relations director, on "Wanted! Talent Scouts With Divining Rods," and Paul Gerhold, vice president of Foote, Cone & Belding, who will unveil a new research technique for plotting advertising effectiveness.

On Thursday's Agenda

Creative and merchandising techniques will be discussed Thursday. Charles Brower, BBDO executive vice president, will give his ideas of creative merchandising, titled "If I Were an Advertising Manager Today." Art Tatham, president of Tatham-Laird, will discuss ways to meet the challenge of increased volume and pressure on advertising, using automated equipment. George Staudt, advertising and sales promotion manager of Harnischfeger Corp. (building equipment), will cite an outstanding "success story" with consumer and industrial sales promotion and show how creative thinking and planning operated in a competitive market.

Edward Richer, vice president of Grey Adv. Agency, will offer an approach to better merchandising of advertising, and Chandler, "How to Get 33 1/3 More Value From Your Advertising Dollars," David Kutzer, Motorola Inc. advertising and sales promotion director, will present a case history titled "One Plus One Equals 300,000," telling how Motorola and B. F. Goodrich retailers pooled their efforts on a tv program which was parlayed into a traffic-building promotion.

Philip Kelly, vice president and managing director of Chivas Bros., will tell "How to Get Excitement Into Your Merchandising."

The Friday session will be an off-the-record preview of the Joint ANA-AAA Committee visual presentation, "Better Marketing, Better Advertising, Selling, Promotion & Research in the fields of Economic Growth and Marketing." William H. McKennon, vice president of J. Walter Thompson Co. and chairman of the Joint Committee, will preview the offering.

Mr. George Gallup, Opinion Research Corp., will unveil newly-developed and tested techniques which measure the actual sales impact of both print and broadcast media for determining which advertising appeal actually resulted in a sale to a consumer.

Product design will be discussed by John Breen, Raymond Loewy Associates. Barry Ryan, board chairman of Rutherford & Ryan, will offer a dramatic presentation on advertising agencies through William Ransell, Westinghouse executive, who will discuss Russian developments on the basis of personal interviews behind the Iron Curtain.


**NARTB RADIO BOARD HAS 56 NOMINEES**

Fourteen positions will be open. Ballots are to be mailed next week and must be returned by April 7.

FIFTY-SIX nominees for 14 upcoming vacancies in the NARTB Radio Board were selected by the association membership in nominating procedure last week, according to Treasurer C. E. Arney Jr. Final ballots will be mailed to member radio stations March 21, returnable April 7.

The vacancies, which open at the May convention, are: one director for each of the nine odd-numbered districts; two at-large directors for large stations and one each for medium, small and fm stations.

The nominees were picked in two classes and four in three. Mr. Arney said they must decide by March 16 which nomination they will accept. Nominees not desiring to accept any nomination must make their decision by that time, he said.

The list of nominees follows:

<table>
<thead>
<tr>
<th>Dist.</th>
<th>Name</th>
<th>City</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-10</td>
<td>Herbert L. Krist, WXYZ</td>
<td>Waveler, Mass. (incumbent)</td>
<td>Montgomery, Ala.</td>
</tr>
<tr>
<td>11-15</td>
<td>George E. Clinton</td>
<td>WPAB-AM-FM</td>
<td>Forest Park, Ill.</td>
</tr>
<tr>
<td>16-20</td>
<td>George F. Armstrong</td>
<td>WJZ-AM-FM</td>
<td>Baltimore, Md.</td>
</tr>
<tr>
<td>31-35</td>
<td>Eugene Cane</td>
<td>WEBC-AM-FM</td>
<td>California</td>
</tr>
</tbody>
</table>

**TRADE ASSNS.**

**BROADCASTING • TELECASTING**
"A new station for HPL!"

March 14: WGAR, CBS Radio's 50,000-watt affiliate in Cleveland (the nation's ninth market in total retail sales) becomes the 14th major-market station to carry "the most sales-effective participating program in all broadcasting." This coupling of HPL with WGAR is an especially happy one for advertisers because it combines the tremendous pulling power of Cleveland's foremost radio station (WGAR has Cleveland's biggest average share of audience) and a complete HPL program service that gets results every time...everywhere it sells! Now you can buy HPL participations on any one, any combination, or all of 14 of the nation's biggest stations. See about your reservations now.
It's a FIXED race
in the land where TV
means "taint-visible"

No doubt about it, radio's a sure thing in Big Aggie land. 660,950 families are staunch radio fans in the rich, 5-state Great Upper Missouri Valley. TV stands for "taint-visible" in Big Aggie Land; and no one newspaper can stride this wide land day by day like radio. And far in the lead by several lengths is WNAK-570. So whatever media you consider in other markets, there's only one low-cost, high-return way to get your share of the $2.8 billion buying income in Big Aggie Land - and that is WNAK-570.

WNAK-570
Yankton, South Dakota
A Cowles station. Under the same management as KTVF, Channel 9, Sioux City; Iowa's second largest market.
Don D. Sullivan, Advertising Director

TRADE ASSNS.
Ohio; F. E. Lackey, WHOP-AM-FM Hopkinsville, Ky. (incumbent); Robert T. Mason, WMRN-AM-FM Marion, Ohio; and Gene Trace, WBWW Youngstown, Ohio.
Dist. 11—F. E. Fitzsimonds, KFYR Bismarck, N. D. (incumbent), and F. Van Konyenburg, WCCO Minneapolis.
Dist. 13—Ray Herndon, KETH-AM-FM Houston, and Alex Kries, WPAA Dallas.
Dist. 14—William D. Faber, KFRC San Francisco (incumbent), and Alan Turbet, KSFO San Francisco.
Dist. 15—Thomas C. Bostle, KTIM Yakima, Wash.; Richard M. Brown, KPOI-AM-FM Portland, Ore. (incumbent), and Frank H. Logan, KBNB Bend, Ore.

Large Stations (two to be elected)—Ralph Evans, WHO-AM-FM Des Moines, Iowa; Robert B. Hanna Jr., WGY-WGFM (FM) Schenectady, N. Y.; Alex Reese, WFAM Dallas; John N. Out- ler Jr., WSB-AM-FM Atlanta; John F. Fatt, WJR-AM-FM Detroit; and Clyde W. Bemben, KRBD-AM-FM Dallas.


$1 MILLION BUDGET SEEN BY RAB IN '56

Group seeks 100 new members. Meeting names Robert W. Sarnoff to board of directors and executive committee.

RADIO ADVERTISING Bureau's executive committee last week approved a plan that would extend station membership to a level yielding a $1 million budget in 1956 and also gave a go-ahead signal to a series of major research projects that RAB is undertaking.

The meeting in New York last Thursday was highlighted by announcement of the election of Robert W. Sarnoff, executive vice president of NBC, as a member of the board of directors and the seven-man executive committee.

Kevin Sweeney, president of RAB, said the plan for expanding station membership involves bringing 100 new stations into the RAB ranks before January 1956. He said if this goal is attained, income for RAB will be brought up to about $950,000, considering that equalization of rates among present members becomes effective in January.

The first of the RAB research projects will be released in April, Mr. Sweeney said, explaining it will be a detailed study of "the medium which reaches women last before they go out to shop." Mr. Sweeney said that the study involved "extensive field testing" and added that
491,100 REASONS

FOR BUYING KGMB-TV, HONOLULU

In April, KGMB-TV becomes the All-Islands TV Network of Hawaii!

It will bring the nation's top network programs, syndicated and local shows to the Islands of Kauai, Molokai, Lanai, Maui and Hawaii which, added to the Honolulu-Oahu viewers, represents a potential audience of 491,100 persons!

KGMB-TV, with the completion of satellite stations on the islands of Maui and Hawaii, racks up another "FIRST" in Hawaiian TV history. The Pioneer TV Station, FIRST in coverage, FIRST in ratings, FIRST in number of hours on the air, and FIRST in consistent merchandising and promotional support of your products, is now FIRST to reach out and embrace all of the Hawaiian Islands—130,100 families whose buying power, per family, is estimated at $6,099!

KGMB-TV, CHANNEL 9, IS YOUR BEST BUY IN HAWAII!

KGMB-TV
HONOLULU
CBS
FREE & PETERS, INC.
National Representatives
it's the Follow-thru
that Counts!

you can count on
WBNS-TV's
merchandising
Follow-thru

- Spot Store Checks
- Key Buyer Contacts
- Consumer Surveys
- In-Store Feature Displays
- Trade Mailings
- Bus and Truck Signs

WBNS-TV
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK - Affiliated with Columbus Dispatch and WBNS-AM - General Sales Office: 53 North High St. REPRESENTED BY BLAIR TV

TRADE ASSNS.

it should be of "vital importance" to the grocery and food manufacturing trade.

Among other RAB plans outlined by Mr. Sweeney are campaigns directed at radio set and automobile manufacturers which are designed to obtain for radio a $2 million budget from the set industry next year and a 1955 summer budget of at least $1 million from automobile manufacturers.

Joseph C. Baudino, board chairman of RAB, presented citations to Charles C. Caley, WMBD Peoria, Ill., and Robert D. Sweeney, WDSU New Orleans, for serving as "unselfish contributors to the good of the entire broadcasting industry." Last January Mr. Caley stepped down as board chairman of RAB and Mr. Sweeney as a board member.

Members of the executive committee are Kenyon Brown, KWFT Wichita Falls, Tex., chairman; Ward D. Ingrum, KJI Los Angeles; William B. McGrath, WHDH Boston; Adrian Murphy, CBS Radio, New York; Allen M. Woodall, WDAK Columbus, Ga., and Messrs. Sarsoff and Caley.

MAMMOTH EXHIBIT PLANNED BY IRE

This Year's Institute of Radio Engineers convention and radio engineering show March 21-24 in New York has all the earmarks of being a "spectacular" for the nation's electronic engineers.

The exhibition alone, to be located at the Kingsbridge Armory area in the Bronx, already is being described by IRE planners as "the biggest technical show on earth, larger than anything New York has seen since the World's Fair."

More than 40,000 engineers and scientists from the U. S. and abroad are expected to attend. Some 704 engineering exhibits will make up the "show" while 55 technical sessions are slated to be held in two hotels, the Waldorf-Astoria and the Belmont Plaza, in addition to the Bronx location. The exhibitors, accounting for about 80% of the electronic industry's production, will feature latest advances in 23 fields of electronics.

The exhibit will fill Kingsbridge Armory and spill over into a nearby indoor skating rink, called the "Kingsbridge Palace" by the IRE management. Preparations will begin March 13 when the vanguard of a giant truck caravan will arrive from all over the country. Unloading will be at the rate of 100 trucks a day for five days. One and one-half miles of exhibits will be assembled, two lecture halls equipped and a 1 million watt substation installed to feed electricity to the booths. Unpacking and setting up of exhibits will be controlled by a platoon of supervisors and messengers using bicycles which will permit them to reach speedily any of 704 exhibit-booth locations on the armory's 4-acre drill floor. On the night before the convention, headquarters and six additional lecture halls plus 60 feet of registration desks will be set up at the Waldorf-Astoria. By Monday morning, according to planners, visitors will be greeted by a $12 million display of almost every conceivable kind of electronic apparatus and by some 300 electronic experts.

Rawls Takes Over As President Of Arizona Broadcasters Assn.

RICHARD B. RAWLS, KPHO-AM-TV Phoenix, last week was elected president of Arizona Broadcasters Assn., succeeding Charles Garland, KOOL-TV Phoenix. Bill Lindsey, KYMA Yuma, was elected vice president, and
Fourth TV market in Texas!

Among 18 TV Markets in Texas, KCMC-TV serves the 4th in total set circulation – 103,760 TV Homes

KCMC-TV covers a great BILLION DOLLAR AREA

KCMC-TV ranks 7th among all 31 television markets in the 4 Southwestern States.

KCMC-TV
CBS ABC DTN	TEXTARKANA
CHANNEL 6	MAXIMUM POWER

180 Hours Monthly Network Commercial Shows

Represented by VENARD, RINTOUL & McCONNELL
WALTER M. WINDSOR, General Manager
This is Albany, New York: population 247,000. Albany is just one of twenty-two cities in WGY-land with a population over 10,000. Three of these cities, Albany, Schenectady, and Troy, comprise the nation's 33rd market in retail sales. The ENTIRE WGY market includes more than 1,004,750 radio households in 53 counties of eastern New York and western New England. It also includes 200 miles of the New York State Thruway.

You can reach this market effectively with one station when you use WGY.

WGY

A GENERAL ELECTRIC STATION

ALBANY—TROY—SCHENECTADY—plus—53 counties in New York and New England

Represented nationally by Henry I. Christal Co., Inc. New York * Boston * Detroit * San Francisco
BROADCASTING at news.
laid specialists, interest women usually don't of president nation. Jane Dalton, BMI delegation conducting advertising rates.
tervention chairman.
of newspaper editorials participation former
dent, and Bert Arnold, KABQ Albuquerque, was elected treasurer.
FCC Comr. E. M. Webster told the New Mexico group that the number of radio transmitters in the nation will soon reach one million as industrial uses increase. He said some solution to the traffic jam is needed, and charged that some lawyers are complicating FCC's business with "delaying tactics." He urged changing FCC rules to allow non-directional stations to use remote equipment and favored extension of the privilege to directional. He added, "There also may be some merit in the idea of one operator serving two stations."
Comr. Webster was a guest of Wayne Coy, former FCC chairman and now head of KOB-AM-FM, Albuquerque. Mr. Coy served as convention chairman.
NMBA adopted a resolution asking NARTB to intensify efforts looking toward repeal of legislative imposing conditions on political advertising rates.
Broadcasters have unique opportunities to reach the public, aided by the enormous auto and radio-clock circulation, according to Oliver Gramling, Associated Press.
Carl Haverlin, BMI president, headed the BMI delegation conducting clinics around the nation. Jane Dalton, WSFA Spartanburg, S. C., president of American Women in Radio & Television, urged broadcasters to develop commercial programs fitting the needs and interests of women. "It's not how many listeners you have that counts," she said. "It's the number of buyers." Stations with programs that don't interest women usually don't last, she said.
Herbert E. Evans, vice-president-general manager of Peoples Broadcasting Co., urged participation in civic activities; round-up of newspaper editorials every day; public service specialists, and sale of quality programming. John H. Gleghorn, WIBQ Memphis, Tenn., laid down instructions for the guidance of station officials and staff members in handling news.
Elected to NBMA's board were C. O. Kendrick, KFBC Farmington; G. F. Roberts, KTVI Joplin; and James Duncan, KSIS Silver City. Next year's meeting will be held at Santa Fe.

**PHILA. BROADCASTERS ASSN. ELECTS GREEN PRESIDENT**

RAYMOND S. GREEN, vice president and general manager of WFLN (FM) Philadelphia, good music station, has been elected president of Philadelphia Radio & TV Broadcasters Assn. it was announced last week. Mr. Green also is president of Good Music Broadcasters Inc.

Other new officers elected are: vice president, Joseph L. Tinney, vice president and assistant general manager, WCAU; treasurer, John Mahoney, commercial manager, WIBG, and secretary, Robert A. Klein, general manager, WDas.

**HAWKINS NAMED PRESIDENT OF NEW MEXICO BROADCASTERS**

W. LLOYD HAWKINS, KHOB Hobbs-KTNM Tucumcari, was elected president of New Mexico Broadcasters Assn. at its annual meeting last week in Albuquerque. Wayne Phelps, KALG Alamogordo, was re-elected vice president, and Bert Arnold, KABQ Albuquerque, was elected treasurer.

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**SINGLE MEDIUM NOT ENOUGH—SWEENEY**

RAB president tells ad club that duplications are minimized when newspapers and radio are used. Tvb's Treyz says department stores should adapt "store window concept" to television.

NO SINGLE medium can solve a retailer's advertising problems, Kevin B. Sweeney, RAB president, told members of the Washington (D. C.) Advertising Club last Tuesday.

Mr. Sweeney spoke at a supper meeting of about 130 retail advertising executives sponsored by the ad club in cooperation with Washington area radio and tv stations and held at WMAL studios there. Representing Tvb were Oliver Treyz, president, and Norman Cash, in charge of station relations.

Illustrating his talk with slide projections, Mr. Sweeney said there are only 1 to 10 duplications of an advertiser's message when both newspapers and radio are used. Some people are resistant to all advertising, he said.

The RAB executive predicted radio within two years will have 15-20% of the advertising budgets of most major retailers, compared with less than 5% in 1953, and that by 1957 radio will reach more than 60% of its income from retailers.

He admitted that radio had, for "30 years," sold retailers on the wrong type of radio advertising—programming. "We thought they were the same as national advertisers," he said. He recommended spot announcements for retailers, emphasizing that short copy cannot be used on
radio to sell price and item merchandise nor can "dog items" (i.e., inferior merchandise) be sold on radio.

He recommended that the retailer find which audiences he wishes to sell and direct the message to them on radio, by these methods: (1) use announcements, mostly one-minute; (2) schedule announcements before and during peak traffic; (3) use only "item" advertising; (4) coordinate radio ads with newspaper promotion; (5) vary budget with the known amount of business at a given time, and (6) "sell" buyers, department heads and others.

He cited a three-day radio saturation campaign by Macy's department store in New York, for which Macy's spent $22,000 and used 642 announcements on seven stations. He said business for 13 competitors was off 9% during the period, while Macy's volume of business pushed average business up 2% for "the whole town," with one day's traffic at 175,000 people.

He said radio's biggest customers are super-

### TRADE ASSNS.

OLIVER TREYZ (2d l), president of Television Bureau of Advertising and featured speaker at WAAM (TV) Baltimore's fifth annual seminar on advertising, receives the congratulations of Dr. Franklin Dunham, radio-tv director of the U. S. Office of Education. Looking on are Herman Cohen (l), WAAM vice president-treasurer, and Ken Corter, WAAM general manager.

markets and that the medium's business from department stores is becoming larger, although there is "only so much time" that radio has available to sell. He said every major chain store in the U. S. now is in radio or testing it.

Mr. Treyz said that, although national advertisers rank television as the No. 1 medium, tv "stands rejected on Main Street."

He said department stores are still "newspaperizing" their advertising, while newspapers have "lost their grip" on the national advertiser. Their thinking has been "newspaperized" since the days of John Wanamaker, he said.

He said department store sales have been slipping for many years in total share of retail sales; that they are suffering from what TVB calls "aging of the customer"—a malady from which newspaper readership also is suffering.

He cited the closing down of New York's John Wanamaker's as a fact mourned only by the New York press and the city's older people, who had developed the Wanamaker and newspaper habits.

Department stores and newspapers, he said, are failing to get their share of customers and readers from the 1.6 million new families added to the populace every year.

He cited figures to show that among younger persons tv viewing is far heavier than reading of printed media.

Mr. Treyz gave as one answer to proper department store use of television what TVB calls the "store window concept."

This means that the advertiser can finance a

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**MUSICAL CLOCK**

<table>
<thead>
<tr>
<th>STARRING JOHN LASCELLES</th>
<th>6:30 - 9:15 AM — Monday thru Saturday</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Buffalo's oldest service-type wake-up program. Music, time, weather.</td>
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</table>

**THE KEATONS**

<table>
<thead>
<tr>
<th>STARRING JOHN LASCELLES</th>
<th>12:15 - 2:00 PM — Monday thru Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noon time music, humor and interviews. Ideal show to reach Buffalo housewives.</td>
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</tbody>
</table>

**"550 SHOW"**

<table>
<thead>
<tr>
<th>STARRING BOB GLACY</th>
<th>10:30-11:00 PM and 11:30 PM-1:00 A.M. — Mon.-Sat.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top &quot;lates-late&quot; show to reach Buffalo's adult audience with your sales message.</td>
<td></td>
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</tbody>
</table>

**HELEN NEVILLE SHOW**

<table>
<thead>
<tr>
<th>STARRING BOB GLACY</th>
<th>2:10 - 2:30 PM — Monday thru Friday</th>
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</thead>
<tbody>
<tr>
<td>Hints and News for women from Buffalo's outstanding homemaker's counselor. Live audience.</td>
<td></td>
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</tbody>
</table>

**GLACY'S BASEMENT**

<table>
<thead>
<tr>
<th>STARRING BOB GLACY</th>
<th>2:10 - 2:30 PM — Monday thru Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noon time music, humor and interviews. Ideal show to reach Buffalo housewives.</td>
<td></td>
</tr>
</tbody>
</table>

**ALL ON BUFFALO'S FIRST RADIO STATION**

**FREE and PETERS**

**BUFFALO HOTEL LAFAYETTE BUFFALO, N. Y. NBC BASIC AFFILIATE**

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Page 70 • March 14, 1955
Whether it's trout flies — or quality television stations — inherent differences count. The first must offer individual characteristics, tailor-made to a fish's mood. But the other... in a far more complex way... must possess distinguishing traits and standards of service, tailor-made to the particular community it serves.

The relative merits of trout flies happen to concern us only at vacation time. But the individual natures and needs of quality TV stations are our year-'round exclusive preoccupation. Because we concentrate only on these (to the exclusion of any other media)... because we appreciate quality television stations can prosper best through quality representation... and because we try to do our special job better than anyone else — we think that Harrington, Righter and Parsons is different, too. The individual stations listed here share this opinion.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television — the only medium we serve

WAAM
WBUF
WFMY-TV
WTPA
WDAR
WHAS-TV
WTMJ-TV
WMTW
WSYR-TV

Baltimore
Buffalo
Greensboro
Harrisburg
Kansas City
Louisville
Milwaukee
Mt. Washington
Syracuse
START

TRADE ASSNS.

saturation schedule of daytime spots by putting window displays on television, which increases the window's audience by "thousands of per cent and multiplies its sales impact manifold."

He showed color slides of Washington store windows taken the previous afternoon by a still photographer. With such 20-second spots and an estimate by the Department of Commerce to describe the merchandise, the housewife can be induced to "shop" tv ads as she is "thought to 'shop' newspaper ads," he said.

Mr. Cash urged department store advertisers to hire full-time television directors.

Big Ten Group Refuses To Disclose Tv Plans

THE BIG TEN's Tv Committee met in Chicago Wednesday but had no official comment on NCAA's reportedly amended football tv plan. The group did announce, however, that it has called a meeting of Western Conference faculty representatives and athletic directors for today (Monday).

William Reed, assistant Big Ten commissioner and member of its tv unit, explained the action was paced to coincide with the NCAA timeline.

"We are restrained from disclosing either the substance of the plan or the recommendations of the Big Ten committee until the NCAA makes the details public Monday. This secrecy is contrary to our wishes but we are bound by agreement," Mr. Reed said.

Denies Drastic Action

Mr. Reed denied the summons for Monday's meeting indicated any "drastic" Big Ten changes. Whether it would accept the NCAA plan as modified was debatable Thursday, but indications were that it would. The Western Conference appeared to have won at least two concessions—one providing for a maximum of one national and one regional appearance per team and another permitting sponsorship of regional games and direct negotiation by schools and conferences with advertisers and networks.

Another questionable feature of the amended NCAA plan was whether it would afford enough latitude in scheduling for advertisers to be attracted to a regional state of games on four Saturdays.

Meanwhile, a resolution that would permit the U. of Illinois to televise football and all other sports events it wishes has reached the floor of the Illinois state legislature and been placed on the calendar for future discussion. Authorities point out the resolution is not binding and actually means nothing because the university reportedly has that power already.

NARB Committees to Meet

TWO NARB committees will meet in Washington this week to discuss upcoming association meetings. The Regional Meeting Committee, which will schedule the abbreviated series of eight autumn meetings in place of the usual 17 district meetings, will meet Tuesday. Co-chairmen are E. K. Hartenbower, KCMO Kansas City, Radio Board vice chairman, and Cassondell Arnow, WNYR-TV Norfolk, Va., Tv Board vice chairman.

The convention committee will meet Wednesday. It will review development of plans for the May 22-26 convention in Washington. Its co-chairman is Henry B. Clay, KWKH Shreveport, La., Radio Board chairman, and Clair R. McCollough, WICAL-TV Lancaster, Pa., Tv Board chairman.

END

GOVERNMENT

NBC BUYS CH. 17 WBUF-TV;
WNBF-AM-TV TO TRIANGLE PUB.

NBC becomes first network to get limit of five vhf and two uhf stations allowed by FCC as it pays $312,000 for Buffalo outlet, now back on air. WFLM-AM-Tv operator pays $3 million to Clark family for WNBF holdings.

NBC last week bought ch. 17 WBUF-TV Buf-

falo, N. Y., becoming the first network and second station operator to acquire the limit of stations permitted by the FCC.

The FCC rule limiting multiple ownership to seven tv stations (five vhf and two uhf) was ordered expunged by the U. S. Court of Appeals last month [BT, Feb. 28], but the Commission is appealing the decision to the U. S. Supreme Court.

NBC announced it paid $312,000 for the Buf-

calo station. The sale is subject to FCC approval.

At the same time, WBUF-TV announced it was resuming telecasting Wednesday night following temporary suspension [BT, Feb. 28].

NBC earlier acquired ch. 30 WKNB-TV New Britain, Conn., for $600,000, subject to FCC approval. The network already owns its five vhf outlets. With the purchase of WBUF-TV, it also becomes the owner of a uhf station in a two-vhf-station market, the situation cited in the Potkin Report as "mostdiffi-
cult" for the uhf operator [BT, Feb. 7].

Other major transfer actions reported last week included:

Sale of WNBFTV AM at Binghamton, N. Y., by John C. Clark Sr. and family for $3 million to Walter H. Annenberg's Triangle Publications Inc., owner of WFLM-AM-FM-TV Philadelphia and publisher of the Philadelphia Inquirer, subject to Commission approval. WNBFTV is on ch. 12.

Filing of application with FCC for approval to sell of ch. 11 share stations WTN-C-TV and WMIN-TV Minneapolis-St. Paul, plus WTCN, to Harry M. Bitter for $3.1 million [BT, Jan. 31].

FCC consent to sale of half-interest in ch. 4 KTVF (TV) Sioux City, Iowa, by Dietrich D. Dicks for $160,000 to Co., operator of KSCI there, pursuant to merger agreement whereby Perkins withdrew from ch. 4 tv contest, permitting grant of KTVF. Mr. Dicks earlier sold KCOM there (now KMNS) to William F. Johns family for $120,000 [BT, Dec. 6, 1954].

FCC approval to assignment of permit for suspended ch. 27 WTVO-TV Norfolk, Va., to adman Temus R. Bright for $95,000 (story page 88).

Signifying withdrawal of the Clark interests from radio-tv after 25 years in the field, the WNBFTV sale also disclosed that Roger W. Clipp, general manager of Triangle's WFLF radio and tv properties, is to be named executive manager of both the WFLF and WNBF interests under a proposed Triangle radio and tv division. He presently is vacationing in Bermuda.

Cecil D. Mastin, with the Clark group for some 25 years and vice president of WNBFTV radio and tv, expects to retire when the sale to Triangle is consummated. He was a part of Triangle is paying $3 million cash for the WNBFTV properties. Assets acquired include current assets of about $600,000, of which some $325,000 is in cash. The sale was reported. Net worth of the WNBF holdings total about $950,000, it was stated.

In connection with its purchase of WBUF-TV

Buffalo, NBC announced the acquisition as "proof of NBC's faith in uhf as a broadcasting medium." NBC indicated full promotion of uhf station would be permitted by FCC but it would follow FCC's approval of the purchase. Application is to be filed with the Commission shortly, it was expected.

The present NBC-TV affiliate at Buffalo is ch. WGR-TV. Its contract with NBC-TV runs "over a year," it was reported, at which time it would be terminated if the network then owns WBUF-TV. WGR radio is an NBC outlet. CBS-TV's outlet in Buffalo is ch. 4 WBNF-TV, a pre-freeze station.

There were reports a month ago of prelimi-

nary talks looking toward sale of the WGR stations in a price range of $5.8 million. Said to be interested were Storer and Westhouse [Closed Circuits, Feb. 21, 14].

Storer Broadcasting Co., operator of five vhf tv stations, already has its limit of two additional uhf stations and was the first to acquire the FCC maximum. It has ch. 27 KFTV (TV) Portland, Ore., the first tv in that city and an NBC-TV affiliate, and ch. 23 WGBS-TV Miami, also airing NBC-TV shows.

CBS is understood to be still shopping for its second uhf outlet. It owns ch. 19 WXIX (TV) Milwaukee. CBS hasn't acquired its full quota of vhf outlets, but owns vhf in New York, Chicago and Los Angeles, has bought WSTV-AM Steubenville, Ohio (pending FCC consent) and is applying for St. Louis ch. 11.

When NBC takes over WBUF-TV the sta-

tion's pending reallocation petition to substitute ch. 8 for ch. 17 would be abandoned, NBC stated. The channel swap involves multiple changes of channels in other cities in that area, including Canada.

WBUF-TV suspended operation in mid-Feb-

uary after service of a year-and-a-half. The station's return to the air last week was made possible by the announcement of a new buyer.

Principal WBUF-TV owners, Sherwin Gross-

man and Gary L. Cohen, are expected to be retained by NBC to manage the station, it was anticipated by the network.

Mr. Grossman said the "primary motive of WBUF-TV has been to operate in the public interest. In October 1954 it became apparent to us, due to economic reasons, that western New York was on the threshold of losing 75% of its television channels, plus $17 million in uhf set conversions. . . . Through this sale to NBC, not only will the large majority of tv channels be insured for future generations, but the investment already made in uhf will be protected."

"It makes us extremely happy that the fate of uhf in western New York will rest in the hands of NBC, the company which has done the most in the development of television and uhf. We feel confident that they will continue to act in the public interest as they have for so many years." NBC indicated the purchase price of $312,-

000 does not include real estate. The network said it probably would use the WBUF-TV studio facilities on a temporary basis. WGR-TV has a long-term lease with the present WBUF-

Broadcasting • Teletesting
THE HEARST CORPORATION

announces

that on March 8, 1955

it assumed operation of

Television Station WTVW,

Channel 12, Milwaukee, Wisconsin

WTVW will be operated at the same high standard of service to its community and its advertisers as are other Hearst Corporation stations.

WBAL ................. NBC Affiliate
WBAL-TV .............. NBC Affiliate
WISN ................. CBS Affiliate

316,000 watts

WTVW

I. E. Showerman, Manager

Nationally Represented by Edward Petry & Co.
Learn How to Pull Together

Saw a kid go by the Clarion office on a brand-new coaster wagon yesterday—and it reminded me of when my brother and I were about forty years younger.

Our folks weren't poor, but there wasn't enough to buy two wagons for Christmas. We got one between us. Dad made a rule that we each could have it for a week—but the boy with the wagon was responsible for keeping the kitchen wood-box filled.

Seemed a bargain to Bud and me—at first. But soon we discovered it was no more fun playing alone than working alone. It wasn't long before we were sharing the wagon in return for sharing the chores.

From where I sit, you can't enjoy a privilege yourself if you're going to deny it to others. There are some folks who want the right to enjoy their favorite beverage—but would deny me my right to an occasional glass of beer. I doubt if such people get their full "share" of happiness, though.

Joe Marsh

Supreme Court Denies Request in Pa. 1230 Kc Case

SUPREME COURT last week denied a request by the Easton (Pa.) Express to participate in oral arguments in the nine-year-old Allentown-Easton 1230 kc case. The Supreme Court gave no reason for its action.

Case involves the FCC appeal against a federal circuit court decision which reversed its decision granting the Easton application for the radio station and denying a competing application for the same frequency by Allentown Broadcasting Co. [BT, March 7]. The latter operates WHOL Allentown on the 1230 kc wavelength following a 1948 FCC decision. The courts reversed this decision and in 1953, after a new hearing, the Commission made its final decision in favor of the Easton newspaper, reversing the examiner's decision. This was then appealed by WHOL, and it is the court's decision in this which the Commission is carrying to the Supreme Court.

TV owners for studio facilities then.

The sale agreement was concluded Wednesday in New York by Mr. Grossman and Joseph V. Heffernan, NBC financial vice president.

NBC sources estimated that uhf set conversions in the Buffalo market run about 125,000 out of a total of 400,000-450,000 sets.

Agreement for the sale of the WNBF radio-ty properties was signed in Binghamton Tuesday by Mr. Clark for WNBF and Mr. Clipp for Triangle. The sale was negotiated by Howard E. Stark, station broker.

Buys All Stock

Triangle buys all of the stock of Clark Assoc., licensee of WNBF-AM-TV and owned chiefly by the Clark family. Clark Assoc. is the successor to the Wiley B. Jones Agency, advertising firm founded about 1900. Although retiring from radio-tv station ownership, the Clark family will continue its interest in Clark-Cleveland Inc., Binghamton pharmaceutical concern which makes and markets Fastteeth, dental plate paste, and Triquenct, acne relief. Latter is promoted on radio and tv.

In the Minneapolis application, it was disclosed that WTCN-AM-TV and WMIN-TV are sold to Consolidated Television & Radio Broadcasters Inc., licensee of WFBM-AM-TV Indianapolis and of WEOA Evansville, Ind., and parent company of WOOD-AM-TV Grand Rapids and of WFDF Flint, Mich. Harry M. Birner Sr., former publisher of the Hearst-owned Pittsburgh Sun-Telegraph, is chairman of Consolidated while Harry M. Birner Jr. is president of the company.

The $3,022,212 purchase price includes $1,815,000 for WTCN-AM-TV, owned by Robert Butler and associates, and $1,207,212 for WMIN-TV, owned by N. L. Bentsen and associates. The latter also owns KELO-AM-TV Sioux Falls, S. D., and have 10% interest in WRFW Eau Claire, Wis. They sold WMIN-AM-FM St. Paul to the W. F. St. Johns last year.

One Application

Only one application was filed with FCC covering purchase of WTCN-AM-TV. It was accompanied by a letter from WMIN-TV explaining the latter would cease operation when FCC approved the purchase and modified WTCN-TV's permit to allow it to become a fulltime outlet.

Broadcasting • Televesting
TO: ADVERTISERS AND AGENCIES

WOAI-TV CLEARLY AND OVERWHELMINGLY THE STATION VIEWERS AND ADVERTISERS PREFER IN SAN ANTONIO. OF TWELVE HIGHEST RATED SAN ANTONIO TV PROGRAMS, TEN ARE SEEN ON WOAI-TV.

SPOT AND LOCAL ADVERTISERS BUY A TOTAL OF 46 QUARTER-HOUR OR LONGER PROGRAMS WEEKLY IN THIS MARKET. THEY HAVE PLACED 30 OF THE 46 ON WOAI-TV.

VIEWERS PREFERENCE CONFIRMS WOAI-TV DOMINANCE SIX OF SEVEN EVENINGS, SUNDAY, AND EVERY WEEKDAY AFTERNOON. FOLLOWING THE PATTERN ESTABLISHED BY WOAI RADIO, THE 6 AND 10 P.M. WOAI-TV NEWSCASTS COMPLETELY DOMINATE THE LOCAL TV NEWS PICTURE.

THIS OVERWHELMING PREFERENCES BY 241,513 TV SET OWNERS (2/10/55) CLEARLY DEMONSTRATES THAT WOAI-TV HAS SUPERIOR PROGRAMMING, A SHARPER, CLEARER PICTURE, SEEN OVER A WIDER AREA.

INVESTIGATE THE POWERFUL NEW WOAI-TV PACKAGE PLANS.

CONTACT US OR NEAREST PETRY OFFICE IMMEDIATELY FOR SPECIFIC DETAILS AND AVAILABILITIES.

WHATEVER YOU DO, BE SURE YOUR SAN ANTONIO CAMPAIGN IS ON THE STATION MOST PEOPLE WATCH MOST.

WOAI-TV CHANNEL 4 SAN ANTONIO, TEXAS.

JANUARY 1955 TV HOOPERATINGS.
FCC INTENDS TO CALL LAMB AS WITNESS

Broadcast Bureau indicates it may call others before resting its case on WICU (TV) renewal. It says request for immediate decision is premature.

INTENTION of the FCC Broadcast Bureau to call Edward Lamb and "possibly several additional witnesses" before concluding its case in the license renewal hearing involving Mr. Lamb's WICU (TV) Erie, Pa., was made known by the bureau last week in its formal opposition to the plea for prompt decision made by WICU [BT, March 7].

The petition for immediate ruling is premature, the bureau advised Hearing Examiner Herbert Sharzman, who has scheduled oral argument on the motion Wednesday.

The Broadcast Bureau also opposed WICU's petition to FCC to delete from the renewal hearing issue No. 2 dealing with charges by WICU that Commission personnel caused at least one bribe to be offered to obtain false testimony against Mr. Lamb.

The bureau said the bribe allegation, made by WICU in its court suit last summer to stop the FCC hearing, "is false in its entirety." The bureau added, "For clearly, whether such a representation formally made in a judicial proceeding was responsibly or irresponsibly made may well have a bearing upon the qualifications of the applicant to continue to hold a broadcast authorization."

In a collateral action last week, a federal grand jury in Washington indicted Mrs. Natvig of Miami Beach on nine counts of perjury involving her testimony in the WICU renewal hearing. The chief charge was that Mrs. Natvig falsely accused ex-FCC attorney W. R. Powell Jr. with pressing her to alter or give untruthful testimony against Mr. Lamb. She made the accusation against Mr. Powell when she recanted her original testimony linking Mr. Lamb with communist activities [BT, Feb. 14].

A grand jury also charged Mrs. Natvig with falsely testifying that she never told the Broadcast Bureau she was a member of the Communist Party in Cleveland in the mid-1930s. The indictment listed six counts charging that Mrs. Natvig testified falsely about statements or matters involving Broadcast Bureau counsel and three counts alleging she testified falsely about statements to the FBI at Miami.

Mrs. Natvig was expected to be arraigned Friday morning in Washington before District Court Judge David A. Pine.

Mr. Powell, formerly chief of the Broadcast Bureau's Renewal and Transfer Div. and principal bureau counsel in the Lamb case, resigned from FCC in January to join the legal staff of NARTB. He presently is at home recovering from a heart attack.

Mrs. Natvig was the first of two key witnesses in the WICU renewal hearing to recant. The second was ex-communist Lowell Watson, who said he testified falsely last fall when he related Mr. Lamb had given him money in the early 1930s for Communist Party causes [BT, Feb. 28]. He claimed he had been coached, conditioned and misled by FCC counsel. His testimony also has been sent to Justice Dept.

WICU Says 'No Evidence'

In its petition to Examiner Sharzman for immediate decision, WICU contended the Broadcast Bureau failed to produce any evidence which would disqualify Mr. Lamb as a licensee. WICU said nothing had been disclosed which merited reply and requested that its renewal license be granted.

The Broadcast Bureau opposition contended the examiner "is without authority to grant the relief sought in the pending motion." Rather, the motion should be made to FCC itself, the reply said. It pointed out that pursuant to FCC rules the Commission directed the examiner to receive evidence on specific issues and on the basis of such evidence to prepare an initial decision. "The motion before the examiner provides a substantial departure from this procedure," the reply contended.

Assuming the examiner did have authority, the Broadcast Bureau continued, the WICU motion "would be premature." The reply explained that "upon careful review of the record, it is the position of counsel for the Broadcast Bureau that the present state of the record raises a substantial question respecting Issue No. 1 [whether Mr. Lamb lied when he said he never had communist ties] concerning which Mr. Lamb would appear to have personal knowledge and concerning which Mr. Lamb should be called to testify."

The reply continued, "In view of this posture of the record, and in order that the ultimate decision with respect to this issue may be based upon a record containing definitive testimony by Mr. Lamb upon the matters involved, it is necessary that Mr. Lamb be called as a witness with respect to Issue No. 1. It may well be that the testimony by Mr. Lamb will serve to dispel presently outstanding questions but
New 3-Vidicon Film Chain, 2 Projectors Added to Color TV Equipment Available

GPL has designed, developed and put into commercial production triple-Vidicon telecine equipment with no limitation on the amount of light really needed for color film. The 3-Vidicon chain is compact, reliable, and precision balanced for color fidelity. Built for tomorrow's color, it has none of the light limitations inherent in the flying spot.

For commercial work, or research and test, GPL announces two new telecine projectors, in both 16 mm and 35 mm size. These projectors incorporate GPL color research, plus all the mechanical reliability and precision parts of the famous Simplex line.

The new film chain and projectors supplement the full line of GPL-Wickes color TV signal generating and test equipment for telecasting, research, production and educational work.

Color equipment is available in complete packages for station conversion, or individual units to your needs. Specifications on request.

General Precision Laboratory

The GPL-Wickes equipment available for prompt delivery includes:

- Interlace Signal Generator
- Color Bar Generators
- Color Coder
- Convergence Dot Generator
- Multi-Burst Generator
- Amplitude Linearity Tester
- Video Distribution Amplifiers
- Pulse Distribution Amplifier
- Regulated Power Supplies
- Vector Display Equipment
- Envelope Delay Tracer
- Color Video Monitor
- Phase Correction Networks
- Crossover Filter

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

March 14, 1955 • Page 77
McCONNAUGHEY BID PASSES COMMITTEE

Nomination of FCC chairman was reported out without objection. Final approval by full Senate seen by Bricker.

Nomination of George C. McConnaughy to the FCC was reported to the Senate for confirmation Thursday, a day after it cleared the Senate Commerce Committee by voice vote.

The nomination was put on the Senate's executive calendar, but whether it was to come to a vote last Friday was uncertain, since that body was preoccupied with a big legislative problem—the controversial proposal to cut income taxes.

The 11 members of the committee present at the Wednesday closed meeting reported the nomination of the appointee FCC chairman "without objection" and with no discussion. Members, however, reserved the right to oppose or support the nomination on the floor. "That's the normal procedure," said Committee Chairman Warren G. Magnuson (D-Wash.).

Sen. John W. Bricker (R-Ohio), who reported the nomination to the Senate from the committee Thursday, had said earlier, according to a spokesman, that he expected Chairman McConnaughy to be confirmed with only a few senators, if any, voting against him.

Sen. Magnuson, too, said he thought the nomination would go through if there is no "abnormal opposition," although he added, "I don't know what's going to happen." He said it was "only right" for the committee to act, since the nomination has been "hanging fire so long." Sen. Magnuson added that he had not made up his mind how he would vote.

Two Democratic and two Republican committee members were absent from the Wednesday session on the McConnaughy nomination. They were Senators James H. Burnet (Mich.), Mike Monroney (Okla.), and Price Daniel (Tex.) and Republicans John M. Butler (Md.) and Charles E. Potter (Mich.). Sen. Monroney left his proxy votes with Sen. Magnuson on condition he could oppose confirmation on the floor if he wished.

It marked the second time the McConnaughy nomination had got as far as the Senate calendar. Mr. McConnaughy was approved by the committee—Democrats abstaining from a vote—at a special session of the Senate last fall following a hearing, but confirmation was blocked on the floor by Democratic leaders (Feb. 15, 1954).

Mr. McConnaughy again went before the committee late last month to undergo a grueling barrage of questioning by Democrats [BT, Feb. 28], with the decision delayed, according to Sen. Magnuson, "to let the dust settle."

The FCC chairman, who has been serving under a recess appointment by the President since Oct. 4, 1954, was championed at both hearings by Sen. Bricker, a fellow Ohioan and "life-long friend." Sen. Bricker, now ranking Republican on the committee, was its chairman during the GOP-controlled 83d Congress.

Chairman McConnaughy would serve the remainder of the seven-year period which began July 1, 1950, and which was last vacant last year by the resignation of Comr. George E. Sterling [BT, Sept. 13, 1954].

St. Louis, Andalusia
Tvs Granted by FCC

TWO new tv stations, at St. Louis, Mo., and Andalusia, Ala., were granted by the FCC last week.

St. Louis ch. 36 was granted to Signal Hill Telecasting Corp., permittee of ch. 54 WTVI (TV) Belleville, Ill. (St. Louis area). The grant is subject to condition that no operation commence until the ch. 36 permit is surrendered.

When Signal Hill applied for the ch. 36 facility it informed the Commission that if they receive the ch. 36 facility it will surrender its ch. 54 permit and change its call letters to KTVI (TV) [BT, Feb. 14].

Signal Hill will take over all of the now-defunct KSTM-TV facilities, the application disclosed. KSTM-TV surrendered its permit for ch. 36 last year in order to participate in the St. Louis ch. 11 hearing. Use of the KSTM-TV facilities would permit Signal Hill to centrally cover the St. Louis area and also put a Grade A signal into Belleville. The change to the lower shf channel would save Signal Hill approxi- mately $20,000 a year in operating expenses, the application disclosed.

Signal Hill will operate the ch. 36 facility with an effective radiated power of 214 kw visual and 112 kw audio with antenna height of 590 ft. above average terrain.

At Andalusia, a new noncommercial educational tv station on ch. 2 was granted to Alabama Educational TV Commission, permittee of ch. 7 WEDM (TV) Munford and ch. 10.
WSFA-TV
MONTGOMERY, ALA.

Announces the Appointment
of
THE KATZ AGENCY, INC.

As National Sales Representative
Effective Monday
February 28, 1955

WSFA-TV, CHANNEL 12 • NBC TELEVISION
AFFILIATED WITH WKY & WKY-TV • OKLAHOMA CITY, OKLA.
### COMPARATIVE NETWORK TV SHOWSHEET

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## Symphony

- **CBS**: "What's New, Pussycat?" by Cole Porter
- **Network**: "Here's Hollywood" by Jerry Lewis
- **DuMont**: "The Big Story" by Robert E. Sherwood

## Chicago Symphony Orchestra

- **CBS**: "The Great Gatsby" by F. Scott Fitzgerald
- **Network**: "The Art of the Screen" by Orson Welles
- **DuMont**: "The Sound of Music" by Richard Rodgers and Oscar Hammerstein II

## Chicago Symphony Orchestra (continued)

- **CBS**: "The Great Gatsby" by F. Scott Fitzgerald
- **Network**: "The Art of the Screen" by Orson Welles
- **DuMont**: "The Sound of Music" by Richard Rodgers and Oscar Hammerstein II

## Monday - Friday

### Ten O'Clock News

- **Network**: "The CBS Evening News" by Edward R. Murrow

### Monday - Friday

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<tr>
<th>Time</th>
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<td>Swift &amp; Co. Cola</td>
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## Time Schedule

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<td>6:30 PM</td>
<td>Swift &amp; Co. Cola</td>
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<tr>
<td>6:45 PM</td>
<td>No Network Service</td>
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<td>The Life of Riley</td>
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## Broadcast Time Schedule

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### Broadcast Schedule

- **CBS**
- **NBC**
- **ABC**
- **DuMont**

### Schedule Details

- **CBS**: "Two Minutes, Mr. President" by Rod Serling
- **NBC**: "The Living Room" by Robert E. Sherwood
- **DuMont**: "The Man from U.N.C.L.E." by Irwin Allen

### Notes

- **CBS**: "Garrow Plays M. - Thu. 2:30-3:30 p.m.
- **NBC**: "The Adventures of Superman" by Siegel & Shuster
- **DuMont**: "The Adventures of Superman" by Siegel & Shuster

### Special Events

- **CBS**: "The Ed Sullivan Show" with guest stars from "The Addams Family"
- **NBC**: "The Jack Benny Show" with special guests from "The Honeymooners"
- **DuMont**: "The Andy Griffith Show" with special guests from "The Beverly Hillbillies"

### Television Schedule

- **CBS**: "The Twilight Zone" by Rod Serling
- **NBC**: "Dragnet" by Jack Webb
- **DuMont**: "The Dick Van Dyke Show" by Carl Reiner

### Time Information

- **CBS**: "T.U. - 11:00 p.m.
- **NBC**: "The Tonight Show" by Steve Allen
- **DuMont**: "The Late Show" by Jack Paar

### Programming Information

- **CBS**: "The Steve Allen Show" by Steve Allen
- **NBC**: "The Jack Paar Show" by Jack Paar
- **DuMont**: "The Jack Benny Show" by Jack Benny

### Network Information

- **CBS**: "The Ed Sullivan Show" with special guests from "The Addams Family"
- **NBC**: "The Jack Benny Show" with special guests from "The Honeymooners"
- **DuMont**: "The Andy Griffith Show" with special guests from "The Beverly Hillbillies"
DEFINE FCC RIGHT, ANPA ASKS COURT

Filed in support of McClatchy Broadcasting Co. appeal against Sacramento tv ch. 10 grant, brief urges that court affirmatively rule that Commission has no authority to discriminate against newspaper applicants in granting licenses.

CLEAR-CUT determination that the FCC may not "discriminate" against newspaper owners in granting broadcast licenses was asked by the American Newspaper Publishers Assn. last week.

In an amicus curiae brief, filed with the U. S. Court of Appeals in Washington in the Sacramento (Calif.) ch. 10 case, ANPA ranged itself with McClatchy Broadcasting Co. in fighting the FCC's grant of the Sacramento vhf channel to Sacramento Telecasters Inc. [BWT, Feb. 28].

The FCC last year overruled an examiner's initial decision favoring the ch. 10 grant to McClatchy. It found that McClatchy is engaged in newspaper publishing. The McClatchy newspapers are the Sacramento Bee, Fresno Bee and Modesto Bee. McClatchy owns KFBK Sacramento, KMI-AM-FM-TV Fresno, KBEE (FM) Modesto, KERN Bakersfield and KOH Reno (Nev.). McClatchy has purchased KBOX Modesto for $75,000, subject to FCC approval, and has sold KWG Stockton to its program manager and a local physician for $75,000, the FCC approving last week.

This ownership, the Commission ruled, was counter to its diversification of the media of communications policy, and made it necessary to authorize the Sacramento channel to Sacramento Telecasters, owned primarily by John H. Schacht, president-general manager of KMOD Modesto.

ANPA, representing 790 daily and Sunday newspapers, asked the court to strike down this FCC policy. It asked the court to affirmatively rule that the FCC has no authority to discriminate against newspapers in owning broadcast stations.

Only last month, ANPA pointed out, the Court of Appeals ruled that the FCC could not "freeze into a binding rule" a limitation on multiple ownership. This was the decision in the Storer Broadcasting Co. appeal against the Commission's multiple ownership rule which saw the court topple the Commission's numerical limitation rule on single ownership [BWT, Feb. 28].

"Yet this is exactly what the Commission has done through the application of its diversification policy," ANPA said.

'No Power'

The ANPA brief, submitted by attorney Elisha Hanson, continued:

"The Commission has no power under the Communications Act to differentiate between applicants for the purpose of arriving at a general policy with respect to a particular class.

"In announcing the diversification policy, the Commission demonstrated its confusion between public policy and public interest. In doing so, it sought to appropriate the policy making powers of Congress and to erect a policy in substitution of the one written by Congress in the Act—namely equality of right and opportunity."

Referring to the examiner and the Commission's decisions, ANPA pointed out that "McClatchy was found never to have engaged in monopolistic practices; never to have evidenced monopolistic tendencies, and not to have a monopoly of media for mass communications in the area."

Arguing that the FCC's decision was arbitrary and capricious and violated due process, ANPA said:

"... the Commission's decision flowed from its policy of preferring a non-newspaper applicant to a newspaper applicant. To accomplish this result it picked and chose among facts, disregarded the overwhelming weight of evidence in favor of appellant, belittled any evidence that did not serve its purpose and finally based its decision on its policy of preference. To reach the decision it reached, it had to resort to that policy. Otherwise, had it complied with the Act, it could not have reached it."

The Commission overstepped its bounds, ANPA declared, when it "attached over-riding importance to its doctrine of diversification despite the fact that the principle stated reason
Chances are you'll WANT the largest square mile coverage of any Texas radio station. . . .

With KENS you'll GET 105 counties in the .5 Millivolt area, including 4,271,400 people (1,171,100 families) with an annual buying income of $5,845,696,000.

The powerful 50,000 watt daytime voice of KENS on 680 KC, dominates the tremendous oil-rich, cattle-rich, farm-rich growth area of South Texas lying between Houston—Waco—San Angelo—Del Rio and Brownsville. With KENS you cover a 109,737 square mile area at an astonishingly low cost per thousand! Get details now.
for the existence of the policy, namely monopoly, or the threat of monopoly, is not present." The nature of the business engaged in by an applicant is but one factor to be appraised, ANPA said.

"Finally, after such evaluation, the Commission is required to base its final decision on which applicant will furnish the best service in the area proposed to be served—not on a policy or rule of the Commission favoring one type of an applicant over another and virtually proscribing the latter type if the former is financially qualified," ANPA concluded.

This was in reference to the 1951 Scripps-Howard case where the court upheld the Commission's right to consider newspaper ownership as one factor in making a determination as to which of two applicants it could grant.

Over the objections of the FCC, the court early this year authorized ANPA to enter the Sacramento case as a "friend of the court."

The McClatchy brief, filed last month, raised the question whether the FCC can use its diversification policy to bar an applicant from a grant even though it is found preferable to the competing applications in all other respects.

The FCC in 1944, following a three-year investi-gation, announced that although it was not going to bar newspapers from broadcast sta-tion ownership completely it would consider newspaper ownership in line with its policy of discouraging monopoly of communications and of encouraging diversification in the ownership of broadcast stations.

Since then, the Commission has more and more used the diversification policy—which in-cludes other broadcast ownership also—in making grants where more than one applicant is involved. However, it has usually implied that newspaper or other station ownership is only one factor among criteria on which a deci-sion is based. Other factors—local ownership, integration of ownership and management, past performance, civic activities of principals, program proposals, staffing, equipment, etc. In the last two years, in the majority of final after-hearing TV decisions, newspaper-owned ap-plicants, or those with newspaper connections, have been denied grants. All have either filed appeals in the appellate court in Washington or are planning to do so (see "Diversification: Its Case History," B&TV, Nov. 1, 1954).

In only two instances recently—Tampa (Fla.) Tribune for Tampa-St. Petersburg ch. 8 and Biscayne Television Corp., comprising a merger of Cox and Knight newspaper-radio inter-ests, for Miami ch. 7 [B&TV, Jan. 24]—has the Commission favored newspaper connected ap-plicants.

The Sacramento appeal is considered the bellwether of such cases. On the outcome may depend the continuance or discontinuance of the Commission's avowed intention of giving a non-newspaper applicant—or a non-broad-caster—the edge in contested hearing cases.

Delinquency, Monopoly Funds
Approved by Rules Committee

THE SENATE Rules Committee last week ap-proved S Res 61, asking $250,000 for investiga-tions by the Senate Judiciary Committee's Anti-Monopoly Subcommittee, and S Res 62, asking $154,000 for the Judiciary's Juvenile Delinquency Subcommittee.

Sen. Harley M. Kilgore (D-W. Va.), chair-man of both the parent Judiciary Committee and its anti-monopoly unit, has proposed for the latter group a probe of "monopolistic prac-tices" in communications.

The juvenile delinquency unit, of which Sen. Estes Kefauver (D-Tenn.) is chairman, expects to hold additional hearings on television program-ming and on motion pictures and will issue a special report on TV programs as a possible factor in child delinquency.

The resolutions now go to the Senate for action.

5-MILE-LIMIT WON'T BE RETROACTIVE—FCC

FCC proposal to limit tv antennas to five miles outside the boundaries of the principal city to be covered [B&T, March 7] will not be retroactive, official FCC spokesmen declared last week.

The rule is essentially to prevent "migrations" by existing or future tv stations in secondary markets to envelop a major city, one official said. He said he was referring most specifically to the CBS-WSTV-TV Steubenville proposed move to Florence, Pa., with its transmitter two miles from Pittsburgh. He also mentioned the proposed KSLM-TV Salem, Ore., move to cover Portland, Ore.; WSLA (TV) Selma, Ala., move to cover Montgomery, Ala.; KGEO-TV Enid, Okla., move to cover Okla-homa City, and a KWSF-TV Roswell, N. M., move to establish a regional coverage.

The proposal, if adopted, will have no effect on such existing situations as KGUL-TV Gal-veston, covering Houston; KOVR (TV) Stock-ton, Calif., covering San Francisco; KTVX (TV) Muskogee, Okla., covering Tulsa; WITV (TV) Bloomington, Ind., covering Indianapolis, or WINT (TV) Waterloo, Ind., covering Fort Wayne.

Nor would the proposal involve WSPA-TV Spartanburg, S. C., this official said. Actually, WSPA-TV's original grant on Hogback Mt. is more than five miles from that city; its move to Paris Mt., six miles out of Greenville, S. C., is not to cover Greenville. It would adequately cover Greenville from Hogback Mt., it was pointed out. Paris Mt. is about the same dis-tance from Spartanburg as Hogback, it was said.

House Unit Blocks Move
To Allow Broadcast Coverage

THE HOUSE Rules Committee in a closed session last week turned down a proposal to amend House rules to permit broadcasting and televising of open committee hearings.

The House group, headed by Rep. Howard W. Smith (D-Va.), had held three days of hearings the week before on committee pro-cedures, including a proposal (H Res 99) by Rep. George Meader (R-Mich.) to allow radio-tv coverage of public committee hearings, at the discretion of the committee concerned [B&T, March 7].

House committees follow the rules of the House. They have heard tv broadcasts interpreted by Speaker Sam Rayburn (D-Tex.) to mean that radio-tv should be barred from committee activities. Present practice in the Senate is that individual committees may decide whether their activities are broadcast or not.

Former Speaker Joseph W. Martin (R-Mass.), in the 83d Congress, made an interpretation just the opposite of that made by Speaker Ray-burn, and House committees in 1953-54 were allowed to admit radio-tv at their own discre-tion.

Page 84 • March 14, 1955
HOW TO MIX BUSINESS AND POLITICS

A primary election isn’t much of a show if you want frequency, but everyone knows that there are more radios in this country than MG’s and, what with candidates’ wives and all, considerable interest gets stirred up for that solo go, irregardless.

Philosophical openings aside, we got involved with Sears Roebuck (an outfit with almost as many retail outlets as there are MG’s) during the last primary. The humidity was something fierce, having drifted in from California during an unusual low-type spell. It seemed like a good time to sell de-humidifiers so Sears bought half of the election broadcast on WMT. In case you live in a dry climate, a de-humidifier is a thing that sucks moisture out of basements. (Sounds like nasty work.—Ed.) (It is, but somebody got to do it.)

Sears got rid of eighteen of these items at $100 per, from that one ½ primary—just about enough to pay for the manager’s MG.

The drys won the election.

WMT 600 kc CBS for Eastern Iowa National reps: The Katz Agency
Mail address: Cedar Rapids
(WMT-TV, Channel 2, max. power, CBS, same reps, also gets results)
SALES GO OVER the TOP when your sales message goes to . . .

WKZO-TV (Channel 3) has 100,000 watts of power—has a new 1000-foot tower—offers you 514,000 families within its grade B coverage area!

So more than ever, WKZO-TV can help you go over the top in Western Michigan!

The Fetzler Stations
WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS KALAMAZOO
WJEF — GRAND RAPIDS KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with WMBD — PEORIA, ILLINOIS

100,000 WATTS VIDEO • CHANNEL 3 • 1000' TOWER

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives
DOES ‘EQUAL TIME’ APPLY TO IKE?

Question raised by Sen. Magnuson is whether Democrats should be given chance to answer remarks made by President Eisenhower at weekly news conferences.

WHETHER President Eisenhower’s weekly news conferences, relating to radio and tv, should come under the “equal time” provision of the Communications Act has been posed by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee.

In an interview with B&T, Sen. Magnuson expressed his belief that such a provision, if enacted, would come under the “equal time” provision of the Communications Act.

The Washington Democrat also indicated:

- On multiple station ownership. That it might be incumbent upon Congress to enact legislation setting a limit on the number of radio and tv outlets one entity may own. But this would come, he said, only after the FCC has exhausted all other remedies to retain its numerical limitation rule, including the Commission’s planned appeal to the U. S. Supreme Court.

- On the committee’s network and uhf -vhf probe. The box should come, he said, only after the Commerce Committee expects to hold an initial decision.

Congress will remove it, and (2) will call on major tv set manufacturers to meet with the Commerce Committee within 30 days to attempt to work out an agreement among them to build only all-channel sets. (Asked whether he felt such an agreement might not be considered collusion in violation of anti-trust laws, Sen. Magnuson said he didn’t feel it would be considered, but compliance with a request from the Commerce Committee.)

- On the committee’s network and uhf -vhf probe. That it is likely to call the FCC up for hearing within 10 days to 2 weeks after the Commission’s preliminary report next Friday on the Plotkin Memorandum regarding Progress Report. This would set the beginning of hearings probably sometime in early April. Sen. Magnuson is scheduled to address a council of the religious leaders of the 11 western states March 21 or 22 in San Francisco.

- On the Justice Dept.’s preliminary report last week on questions in the Plotkin Memorandum. He said earlier in the week that he is “pleased” with the attitude of the Justice Dept.

- On the cost of tv political campaigning. That it is entirely too high. Tv, Sen. Magnuson said, has become a “rich man’s medium.”

- On liquor advertising on radio and tv. That the Commerce Committee expects to hold hearings. However, there has been no heavy pressure by the drys for a hearing on the bill (H 923) by Sen. William Langer (R-N. D.) to outlaw liquor advertising, and hearings may be delayed until the second session. (Also see story on page 92 of today’s issue.)

- On a counsel for the network probe. That he has “two or three” candidates under consideration and is checking their backgrounds; that he will make his choice early this week.

Sen. Magnuson on Thursday made public the Justice Dept.’s preliminary report replying to questions directed to the department in the Plotkin document.

The Justice Dept. letter said it could not express a position that whether the FCC’s Chain Broadcasting Regulations should be abolished and networks held accountable under the anti-trust laws. This was in answer to Mr. Plotkin’s question of whether “more effective regulation of free competition” would result if such were the case. This question, the Justice Dept. added, first should be answered by the FCC.

Regulations that “free competition” are antithetical under the free enterprise system, the Justice Dept. said. Since government regulation is essential to limit and select the applicants for entry into the broadcasting business, interpretation of the anti-trust laws in cases involving telecasters “must take into account the fact that entry is regulated by the government.”

Justice said it had joined in a petition to the Supreme Court in 1948 asking review of an appeals court ruling which “intimated that different standards of accountability under the anti-trust laws apply to networks because of the Chain Broadcasting Regulations.” The petition, made on the ground that Sec. 313 of the Communications Act makes the anti-trust laws “fully applicable” to networks, was denied by the Supreme Court. Perhaps that is why Mr. Plotkin implies in his question that if the Chain Broadcasting Regulations were abolished, the networks would be subject to higher standards of accountability under the anti-trust laws “than is presently the case,” the Justice Dept. said.

Commenting on Mr. Plotkin’s question of whether proceedings against any network are warranted under the anti-trust laws, the Justice Dept. said it has been “on the alert” for any network violation of these laws. Justice added: “It would be inappropriate to report upon any particular complaints, but you may be assured that we will continue to investigate any complaints” on violation of anti-trust laws.

The Justice Dept. said it feared the Plotkin Memorandum would act “as a strong inducement to conduct of great importance.” The department, which also had been asked by Sen. Magnuson to comment on the Jones Report, said that since Mr. Jones had concluded that cases should be deferred “until Congress has considered the rules and regulations adopted by the FCC,” there “is no necessity to deal with” the suggestions. Mr. Jones had made no recommendations concerning the Justice Dept.

FCC Grants 4 Am's, 1 Fm, Permit WLEW Changes

FOUR NEW standard stations and one new Class B fm station were granted by the FCC last week.

A full-time am station on 1450 kc with 250 w at Carrizo Springs, Tex., was granted to Ben L. Parker, owner of KBBP Pleasanton and KBLP Falfurrias, both Texas.

Full-time standard station at Hillsdale, Mich., on 1340 kc with 100 w, was granted to Bay Bee Broadcasters Inc. Principals of Bay Bee include E. Harold Munn Sr. and E. Harold Munn Jr., stockholders of WTVB-AM-FM Coldwater and WSTR Sturgis, both Michigan.

New fm station on ch. 236 (95.1 mc) at Chambersburg, Pa., was granted to Rev. James R. Reese Jr. The station will broadcast with an effective radiated power of 4.4 kw and with an antenna height of 135 ft. above average terrain. Grant is subject to condition that program tests do not begin until Rev. Reese severs all connections with WCHA-FM Chambersburg. Rev. Reese is presently responsible for all programming of WCHA.

Meanwhile, FCC by order made effective immediately an initial decision and granted the bid of Progressive Broadcasting Co. for a new 250 kw daytime am station on 1050 kc in Lawton, Okla. This also marked the mutually exclusive application of White Radio Co., Wichita Falls, Tex, which made no appearance at the hearing and was held in default. PBC, by order, also made one immediate grant of its own, its grant of Nov. 3 to Cumberland Valley Broadcasting Co. (WBMC) for a new daytime am station on 960 kc with 500 w in McMinville, Tenn. FCC terminated the hearing and set the order with the effective date of the grant on protests of WAGG Franklin, Tenn., and WMMT McMinville.

FCC also made effective immediately an initial decision and granted bid of WLEB Bad Axe, Mich, to change from daytime operations on 1540 kc with 250 w to full-time operations on 1340 kc with the same power.

WWBZ May Lose License Over Racing Programs

Chief FCC hearing examiner recommends denial of license renewal to Vineland, N. J., station for programming bene-ficial to bookies.

CHARGING that the regular afternoon horse racing program on WWBZ Vineland, N. J., “is susceptible of use by, and unquestionably is helpful and beneficial to, persons engaged in unlawful gambling activities,” Chief FCC Hearing Examiner James D. Cunningham is suggesting an initial denial of license renewal which would deny renewal of license to the station. He took note of WWBZ’s “policy to continue the broadcasting of such information” (racing news). Commenting on the station’s overall programming, the examiner’s decision pointed out that WWBZ aired only one 45-minute educational program in 1953 and a quarter-hour educational show in 1954.

At the end of his decision the examiner said “the Commission will not find in the public interest a radio broadcast operation, any aspect of which is calculated to benefit or aid, even the slightest, the criminal elements or practices. Its policy in this behalf has long since been announced, and it will, therefore, refuse to renew licenses for such operations.”

Referring to testimony that bookmakers had listened to WWBZ in 1950 and 1952, Examiner Cunningham wrote, “The radio receiver, which in these instances was tuned to WWBZ, was not negligently turned on, and the examiner’s decision pointed out that WWBZ aired only one 45-minute educational program in 1953 and a quarter-hour educational show in 1954.”

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New House Unit to Hold Hearings on Tv Tower Limit

CHAIRMAN Oren Harris (D-Ark.) of the House Commerce Committee's new Transportation & Communications Subcommittee has indicated his group hopes to hold hearings on proposals submitted by himself and Rep. Carl Hinshaw (R-Calif.) to limit the height of tv towers to 1,000 feet.

Rep. Harris also said he feels some sections of the Communications Act should undergo revision, but has made no definite plans.

Other members of the new subcommittee are Reps. Peter F. Mack Jr. (D-Ill.), John Bell Williams (D-Miss.), Isidore Dollinger (D-N.Y.), Walter Rogers (D- Tex.), John J. Flynn Jr. (D-Ga.), Charles A. Wolerton (R-N.J.), Hinshaw, Joseph P. O'Hara (R-Minn.), Robert Hale (R-Me.) and James I. Dolliver (R-Iowa).

Langer Not Expected To Drop Bill Prohibiting Liquor Ads

A SPOKESMAN for Sen. William Langer (R-N.D.) said last week the North Dakota probably would not ask for action to be withheld on his bill to prohibit liquor advertising on radio and tv and in other media.

The statement was made after it was revealed that the North Dakota State Senate had killed a proposal in the state legislature aimed at beer advertising. It was said that agricultural interests put up strong opposition to the bill because North Dakota is the leading producer of barley, used in brewing.

North Dakota proposal had cleared the lower house before the barley interests got organized, it was understood.

Chairman Warren G. Magnuson of the Senate Commerce Committee has indicated his committee probably will hold hearings on liquor advertising on radio and tv (see story, page 87). These hearings would be on the current Langer bill (S 923).

FCC Approves Sales Of KWG, WTOV-TV, KENO

SALES of KWG Stockton, Calif.; WTOV-TV Norfolk, Va., and KENO Las Vegas, received FCC approval last week.

KWG was sold by McClatchy Broadcasting Co. for $75,000 to Delta Broadcasting Co., composed of equal partners James E. Lange, KWG program director, and Dr. Lewis B. Saslaw. McClatchy sold KWG in order to purchase KBOX Modesto, Calif., as a companion station to its own KBEE (FM) there. This proposed purchase was designated for hearing a fortnight ago because of overlap with McClatchy-owned KFBK Sacramento and KMJ Fresno (B&T, March 7).

WTOV-TV, which has suspended operations was sold by Commonwealth Broadcasting Corp. to Tim Brite Inc. for $17,500 plus assumption of notes due RCA for $63,000 and $15,000 for equipment and real estate purchased from WAVY Portsmouth, Va., Tim Brite Inc., Hyattsville, Md. (Washington area), advertising agency, is owned by Temus R. Bright and his wife.

KENO was sold by Nevada Broadcasting Co. for $80,000 to newly formed company Nevada Broadcasting Co. Nevada Broadcasting is composed of E. Oonck (37.5%) news editor of KENO and managing editor of Las Vegas Sun; Ralph O. Dow (25%), chief engineer at KENO, and Merl Sage (37.5%), commercial manager at KENO.

Appeals Court Denies KRIC Request Against KDFM Grant

U. S. COURT OF APPEALS last Thursday denied the request of KRIC Beaumont, Tex., for a stay order against the FCC's grant of Beaumont-Port Arthur ch. 6 to KDFM there (B&T, Jan. 31).

Court said it was denying request because a stay would penalize the people of the area. It said it was sure that should KRIC win out on the merits, the fact that KDFM-TV was operating would not prejudice its case before the FCC. However, it requested the Commission not to issue any license, or approve any transfer application, until KRIC's appeal was decided. The court said it would be permissible to issue any temporary authority required to put the station on the air.

KDFM, principally owned by D. A. Cannan, majority owner of KFDX-AM-TV Wichita Falls, Tex., received the FCC's approval last year. Request for oral argument by competing applicants KRIC (Beaumont Enterprise and Journal) and KTRM Beaumont followed. However, before the oral argument, KTRM withdrew. KDFM paid KTRM $55,000 as reimbursement for expenses. Agreement also provided that W. P. Hobby, president of KPRC-AM-TV Houston (Houston Post), would receive 32.5% interest in a new company to be formed to operate the ch. 6 station in Beaumont-Port Arthur. Mr. Hobby was a 10% stockholder in KTRM and held an option for another 25%.

More Music more News more Often

Wcue Akron's only independent...we're home folks

John E. Pearson Co., National Representatives
gee, fellahs,*
thanks!

for awarding an EMMY to
LASSIE as the best children's
Television Program in 1954.

Our thanks to Jan Clayton, George
Cleveland, Tommy Rettig, and Lassie,
of course, who have made
the "Millers" very welcome guests
in millions of homes every Sunday.

And a low bow to our producer,
Robert Maxwell, and his co-producer,
Dusty Bruce.

Television Programs of America, Inc.

* Academy of Television Arts and Sciences
Kefauver Has Second Bill Prohibiting Race Data Use

SEN. ESTES KEFAUVER (D-Tenn.) last week introduced a second bill prohibiting broadcasting and telecasting of gambling information. The first (S 1247) was introduced the week before and prohibits broadcasts or telecasts of gambling information obtained without permission of the person conducting the sporting event [B+T, March 7].

Last week's bill (S 1390) would prohibit broadcasting or telecasting of information on horse racing until an hour after the completion of any given race. Only "special event" races could be covered live.

Sen. Kefauver said his bill "does not prohibit the transmission of racing or sporting information in connection with legitimate news reporting." But it contains identical provisions which met strong opposition from broadcasters last year on grounds they discriminated against the electronic media.

NARTB and the FCC last year objected to a bill (S 3542) introduced by Sen. John W. Bricker (R-Ohio) which would have delayed broadcasts and telecasts of races for an hour after the event and would have limited the number of such transmissions.

The bill finally was rewritten to satisfy broadcasters, but died in the last session of the 83d Congress [B+T, Aug. 23, 16, 1954]. Versions of last year's amended bill have been submitted in the 84th Congress by Sen. Price Daniel (D-Tex.) [B+T, Jan. 31] and others.

Two Uhf's: WCNO-TV, KMIV (TV) Deleted

DELETION last week of ch. 32 WCNO-TV New Orleans and ch. 38 KMIV (TV) Miami, Okla., raises the total number of post-thaw tv stations to surrender their permits to 130. Of this, 104 were uhf and 26 vhf.

In a letter to the FCC, WCNO-TV said it decided to surrender its permit for the ch. 32 facility on the belief that a uhf station in New Orleans would be economically unsuccessful because the city will soon be a two-uhf station market with network affiliations, and the reluctance of national and local advertisers to buy uhf station advertising.

Ch. 58 KMIV was deleted by the FCC for lack of prosecution. KMIV was owned by George L. Coleman (75%), 30% owner of KMBY-TV Monterey, Calif., and Kenyon Brown (25%), one-third owner of KWFT-TV Wichita Falls, Tex.

Broadcast Bureau Reverses, Favors Des Moines Merger

PROPOSAL of competing applicants in the Des Moines ch. 8 tv case to merge would meet approval by the FCC Broadcast Bureau, it was indicated last week. The bureau recommended the surviving application of Cowles Broadcasting (KXNT) be granted, although it earlier had opposed this, favoring competitor Murphy Broadcasting (KSO). Murphy would obtain 40% of the tv merger, selling KSO [B+T, March 7].

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One thousand requests in 180 minutes!

Saturday's TEENAGE JUKEBOX on WIOD now averages more than 1000 telephone requests in 180 minutes—9:00 A.M. to 12 noon.

Phone calls are received from as far away as Palm Beach (60 miles), and regular mail from Louisiana, Nassau, and Grand Cayman Islands, south of Cuba.

We've had to add a Broward County Teenage Jukebox Saturday afternoons (3:00-4:30 P.M.) to take care of the mail requests from Fort Lauderdale and Hollywood.

These JUKEBOX programs are a part of the daily schedule of NBC shows and solid local showmanship that produces RESULTS far beyond the promises of any program rating service. Ask your Hollingbery man for WIOD facts.

James M. LeGate, General Manager

5,000 WATTS • 610 KC • NBC AFFILIATE

National Rep., George P. Hollingbery Co.

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PERSONNEL RELATIONS

NLRB Sets Precedent In 'Times'-WQAN Case

Station gross is below $200,-000 minimum limit needed for government authority to step in. Labor board lumped paper elections and station grosses to get figure above minimum.

A NEW POLICY decision by the National Labor Relations Board, handed down in the NABET-Scranton (Pa.) Times-WQAN case, assumes jurisdiction despite the fact that the combined gross of WQAN and its affiliated WEJL (FM) was placed at $141,000 in 1954. This figure is below the $200,000 minimum set by NLRB.

"This is the first time the NLRB has applied its jurisdiction rule in the case of a station affiliated with a newspaper," according to Charles H. Tower, manager, NARTB employee-relations department. He added, "The board lumped the station and newspaper together, its interpretation being based on the degree of integration between the station and the other facility. This integration is the determining factor."

About four out of five radio stations were freed from NLRB authority last summer when the board set up its $200,000 minimum [B+T, Aug. 19, 1954]. Under the recent interpretation, it appeared that a radio station operating under a pronounced degree of separation from an affiliated or commonly-owned newspaper would not be lumped with the newspaper to establish such authority. The way was left open for broadcasters to de-integrate from newspapers and thus remove properties from NLRB say-40.

In the WQAN case the NLRB held it appropriate for a single bargaining unit to represent eight engineers and five announcers. The newspaper was found to have a gross of more than $1 million annually.

In another ruling covering combination announcers-technicians at KHQ-AM-TV Spokane, NLRB amended AFTRA's certificate at the station, over an IBEW protest, to include combination men.

Writers Set Demands By '52 Wage Pact

DEMANDS on networks for writers working on live tv presentations, in negotiations with networks, agencies and live tv packagers to start this month in New York [B+T, March 7], will be based on the 1952 National TV Committee contract "with considerable revisions."

Executives of Writers Guild of America West confirmed this in Hollywood last week and, while declining further details, did state that the 1952 minimum scales would have to be "entirely revised."

The contract, currently in effect with only "a few" New York advertising agencies, was being negotiated when the now-defunct TV Writers of America won live tv jurisdiction in an NLRB election.

In another field, following theatrical film writer protest that they were not receiving proper screen adaptation or original story credit on NBC-TV Lux Video Theatre, WGAW spokesmen stated that this demand had been formulated several months ago, and that they expected no difficulty in securing producer
There's a BIG DIFFERENCE
between
NEWSCASTING
and
NEWS COVERAGE

You can hear newscasts on any radio station. A newscast can be any announcer's voice reading the latest summary torn from a news machine.

It's news coverage which distinguishes a superior radio station from just another station!

At WSYR a staff of five newsmen produces a complete, distinctive news service. They gather and write the home town and area news. They edit the reports of the national news wires with an experienced eye for news that's important to the 1.5 million population of WSYR's service area. The result: complete news digests, reported ten times daily by men who know news.

Central New Yorkers have come to rely on WSYR for all the news, all the time. This kind of news coverage—like WSYR's distinctly superior geographical coverage—is one of the important reasons for WSYR's head-and-shoulders leadership in the $2 billion Central New York market.
agreement. The weekly *Lux* Video Theatre presents live tv dramatic versions of successful motion pictures.

Also last week, the Guild council postponed until its March 28 meeting any action on a proposed constitutional amendment which would bar communists and sympathizers from Writers Guild of America membership [B&T, Jan. 17]. Previously, the amendment failed to achieve the required two-thirds majority by three votes.

Among 1952 contract provisions were:

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<th>Minimum Scales</th>
<th>Program length</th>
<th>Commercial</th>
<th>Sustaining</th>
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<td>5 min. or less</td>
<td>$400/$300</td>
<td>$450/$350</td>
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Adaptations

Program length | Commercial | Sustaining
---|------------|------------|
5 min. or less | $300/$225 | $350/$275 |
10 min. or less | $600/$450 | $700/$550 |
15 min. or less | $900/$675 | $1100/$825 |
20 min. or less | $1200/$975 | $1400/$1125 |
30 min. or less | $1800/$1350 | $2100/$1650 |
45 min. or less | $2700/$2175 | $3000/$2525 |
60 min. or less | $3600/$2925 | $3900/$3375 |
75 min. or less | $4500/$3925 | $4750/$4175 |

Over 75 minutes—applicable one-hour rate, plus, for each half-hour or fraction thereof over one hour. Difference between applicable half-hour and one-hour rate.

Applicable rate for five 15-minute programs a week for a serial: Commercial, $600; Sustaining, $425.

Self-contained portions of programs

Sketch $250 $175
Lyrics unaccompanied by music 200 150

Thirteen week guarantee: Where a writer is engaged under a 13-week non-cancellable contract, the applicable minimum basic compensation shall be subject to a 10% discount.

on deck, WTCN hits 2nd!

In two years WTCN Radio's Pulse ratings have moved into the second slot in the Upper Midwest's largest and most important market! From 4th place in 1952 to 2nd place in 1954! Keep your advertising eye on the "personality impact" of the stars on "the Station of the Stars" as they make ratings climb even higher!

WTCN radio "the station of the stars"

Minneapolis • St. Paul
1280 kilocycles • 5000 watts • ABC
Represented by John Blair & Co.

'BAIT-SWITCH' CODE ADOPTED IN N. Y.

Twenty-four radio-tv stations in area subscribe to seven point agreement which seeks to put a stop to some of the advertising which has drawn severe criticism in recent years.

IN A MOVE to curb "baite-and-switch" advertising that has come under fire in recent years, 24 radio and tv stations in the New York area last week adopted a set of standards governing the acceptance of advertising from companies which sell "leads" for home demonstration and home selling.

Announcement of this action was made at a news conference last week by Hugh R. Jackson, president of the Better Business Bureau of New York City, which has served as a focal point for meetings among broadcasters over the past several months. Mr. Jackson noted that the code was promulgated by the broadcasters themselves with the BBB providing "leadership" and counsel.

The move by the New York area broadcasters came as the Kings County (Brooklyn) grand jury was in the midst of assembling evidence of alleged "baite-and-switch" advertising on radio and tv by certain advertisers in the New York area [B&T, Jan. 31].

The standards established by the stations provide for the following:

1. Advertising shall not create a misleading impression even though any or all statements or pictures therein, separately considered, are literally truthful.

2. All advertising statements shall clearly disclose the corporation or registered trademark of the company which is actually offering to demonstrate or sell the advertised product or service.

3. All advertisers or prospective advertisers shall, upon request, provide written information concerning the background of the company and its principals, and proof as to its ability to sell and deliver any advertised item and to satisfactorily fulfill all advertising claims.

4. When a price is mentioned in an advertised offering to demonstrate and/or sell any product or service in the home and the advertiser's policy is to offer or demonstrate additional models or types of the same product or service, this fact shall be clearly and prominently set forth in the advertisement.

5. Such disclosure may either be made by (a) stating conspicuously that higher priced grades of the product also will be demonstrated or offered or (b) by quoting the higher price or prices at which other merchandise is being offered. The use of such phrases "as low as $..." or "$... and up," when used without further amplification, shall not be deemed sufficient explanation to the public of the offering of higher priced merchandise than that which is featured.

6. If a guarantee or a free home trial is demanded, or offered, provide written or oral service advertised at a minimum price, no lesser guarantee or home trial shall be offered in connection with higher priced products or services of the same type which the advertiser is offering.

7. Evidence indicating that a specific advertising offer is not bona fide and does not represent a sincere willingness and intent on the part of the advertiser to sell a minimum priced article or service as advertised, shall render the advertising unacceptable. Indications of a pattern on the part of salesmen for such advertisers to discourage the sale of minimum priced merchandise or services through various devices shall constitute cause for the conclusion that the advertised offer is not bona fide.

8. Evidence indicating a pattern by the advertiser or his salesman of engaging in misleading representation as to the quality, value, credit terms, guarantees, basis for cancellation of orders, etc., relating to advertised products or services, shall render the advertising unacceptable.

The standards were adopted by all New York area stations except CBS' WCBS-AM-TV New York. A CBS spokesman, Mr. Jackson said, notified BBB that the stations did not accept misleading advertising and consequently they could take no formal action.

Subscriptions to the code are WABC-AM-TV, WOR-AM-TV, WRCA-AM-TV, WPIX-TV, WABD-TV, WEVD, WHOM, WORX, WLIB, WNBC, WOR, WNYW, WQXR, all New York. WAAT-WATV (TV), WNJR and WVNJ, all Newark, N. J., and WPAT Paterson, N. J., WHI Hempstead, L. I., and WWRL Woodside, L. I.

WLEX-TV, KLOR (TV) Schedule Tuesday Starts

TWO tv stations, one a uhf, are scheduled to make their commercial debut tomorrow (Tues- day) to demonstrate their newness.

WLEX-TV Lexington, Ky., the first tv station there, will be affiliated with NBC (basic), ABC and DuMont and represented by Forjoe Tv Inc. The station, on uhf ch. 18, has been...
New daylight DC-7 service between WASHINGTON and SAN FRANCISCO

You won't find faster or finer thru service between the nation's capital and San Francisco. It's by DC-7 — America's fastest passenger plane. Enjoy first class service at regular fare.

LV. WASHINGTON (EST) 12:50 PM
AR. SAN FRANCISCO (PST) 7:35 PM
LV. SAN FRANCISCO (PST) 8:30 AM
AR. WASHINGTON (EST) 7:40 PM

AMERICAN AIRLINES INC.
America's Leading Airline
"Great is TRUTH. Fire cannot burn, nor water drown it" — DUMAS

The Truth About Chiropractic

A Message to the Radio-TV Executives of America

A Report on How Chiropractic, the Second Largest Healing Profession, Serves 32,000,000 Americans—Guards the Health of Top Movie Stars, Athletes, Executives—Achieves Unusual Success in Polio, Arthritis, Mental Illness and Other Afflictions.

Sometimes those who are part of a Great Principle are so pre-occupied with it they fail to pass on the story of its accomplishments.

To a degree, that has been true of chiropractic. Now, we, who serve in this second largest healing profession, intend to bring the message of chiropractic to the leaders of communication . . . you, the Radio-TV executives of America. This is the first of a series of reports. We are going to show how a huge slice of your actual audience depends on chiropractic. Through national surveys, documented statistics, through fact and figures we'll prove successful results in treating diseases which threaten the national health. We will show big industry's belief in chiropractic. We'll present evidence that 550 insurance companies, including major organizations, recognize and utilize this healing method.

Those are some of the things we will present. We will bring you the TRUTH about chiropractic so that you may know how it works to improve the health of America. We believe you will want the facts because your stations perform their service in reporting facts and truth.

If there is particular information you want, write us or send for the book, "The Truth About Chiropractic." NATIONAL CHIROPRACTIC ASSOCIATION, Inc., NATIONAL BUILDING, WEBSTER CITY, IOWA.

3 TRUTHS YOU SHOULD KNOW

550 Insurance Companies Recognize Chiropractic.
1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.
4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.

The Truth About Chiropractic

*One of a Series of Reports
testing since Jan. 20. J. D. Gay Jr., is president; H. Guthrie Bell, secretary-treasurer, and William B. Geas, vice president. Messrs. Gay and Bell control Central Kentucky Broadcasting Co., licensee of WLEX-AM. E. L. Boyles is WLEX-AM-TV vice president and general manager.

KLOR (TV) Portland, Ore., on ch. 12, will be the third video outlet and second vhf there. It will be a primary ABC affiliate. George P. Hollingbery Co. is national representative. KLOR is owned by Oregon Television Inc., with Henry A. White, president, and S. John Schile, general manager. Transmitter and tower equipment is RCA and studio equipment DuMont.

**KVOA-AM-TV Sold To Maizlish, Others**

SALE of KVOA-AM-TV Tucson, Ariz., by John J. Louis to KFWB Hollywood owner Harry Maizlish, and Morton Sidley and Frank Oxarart, general manager and commercial manager of KFWB, respectively, for $500,000, was announced last week.

Agreement calls for down payment of $100,000, with remainder paid off over a period of years.

KVOA, established in 1929, operates on 1390 kc with 1 kw fulltime. It is affiliated with NBC and represented by the Paul H. Raymer Co. KVOA-TV, ch. 4, which began operating September 1953, is affiliated with NBC and ABC and also is represented by the Raymer firm. Mr. Louis, who is the controlling stockholder of KVOA, also controls KVAR (TV) Mesa, KTAR Phoenix, KYUM Yuma, and KYCA Prescott, all in Arizona. Mr. Louis is president of Needham, Lonis & Broby Inc., Chicago advertising agency, and is a principal stockholder of S. C. Johnson & Son Inc. (wax and polishes). No change in KVOA personnel is contemplated, R. B. Williams, president and general manager of the KVOA stations, said last week.

**WTVV (TV) Milwaukee become the property of Hearst Corp. when transfer papers were signed last Tuesday, following FCC approval of $2 million purchase of ch. 12 ABC affiliate [BPT, March 7]. At signing are: Seated (l to r), T. H. Spence, Milwaukee, Hearst attorney; D. L. Provost, Hearst radio-tv vice president-general manager; Thomas E. Allen, former WTVV executive vice president. Standing (l to r), I. E. Showerman, now manager of Hearst-owned WISN Milwaukee and of WTVV; William C. Koplovitz, Washington, Hearst attorney; Maxwell H. Herriott, Milwaukee, attorney for former WTVV owners. Named assistant manager of WTVV was John J. McPartlin, formerly sales manager of NBC-owned WNBQ (TV) Chicago which was managed by Mr. Showerman.**

**WNEW NOW 50 KW ON 24-HOUR BASIS**

WNEW New York last week began broadcasting with a power of 50 kw on a 24-hour-a-day basis. Previously the station had broadcast with 50 kw during the daytime hours and 10 kw at night.

Richard D. Buckley, WNEW station manager, hailed the power increase as "another milestone in the history of New York's leading independent station." He claimed that many advantages would accrue to the station because of the power increase, designed to improve reception of nighttime broadcasts in many fringe areas.

WNEW, according to Mr. Buckley, always has been "very strong" during the daytime, appealing to a predominantly female audience. The boost, he said, should have the effect of increasing nighttime audiences, reaching areas where the station's signal had not penetrated or had been weak. He noted that the February Pulsar showed that in the 6 p.m.-midnight period, a 29% increase in share of audience had been attained by WNEW over February 1954 and said the power boost should strengthen the station's position even more substantially.

The station's recent policy of placing top personalities, such as Art Ford, Jerry Marshall, Lonny Starr, Bill Williams and Ed Locke, in evening and post-midnight segments should build a stronger evening audience for WNEW, according to Mr. Buckley. He expressed hope that the power boost and the strengthened evening program line-up will have the effect of keeping listeners tuned to WNEW for daytime shows.

George Podeyn, Pioneer Broadcaster, Dies at 64

GEORGE J. PODEYN, charter member of Radio Pioneers and general manager of WHJB Greensburg, Pa., died last Tuesday. He would have been 65 last Saturday.

Mr. Podeyn, a native of New York, is credited with being the first man hired to sell radio time. He joined the staff of WEAF (now WRCA) New York in 1923 when it was owned by AT&T and had been in broadcasting since.

Mr. Podeyn became manager of WHJB in 1940.

Surviving are his wife, Fanny Hogan Podeyn, and two sons, George Jr. and Herbert.

Lee, Tait Elected To Fetzer Bcstg. Posts

FETZER Broadcasting Co. announced last week that Carl E. Lee has been elected vice president and managing director, and that Ellisworth Tait was named secretary. Rhea Y. Fetzer was re-elected vice president and public affairs representative.


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Crosley Names Burgess To National Sales Job

JAMES H. BURGESS, director of sales for WLWC (TV) Columbus, Ohio, has been named a national sales representative effective tomorrow (Tuesday) for all the Crosley Broadcasting Co. properties. CBC has announced. Mr. Burgess, with WLWC since 1952, will make his headquarters in Cincinnati.

Charles R. Dodsworth, director of sales at WLWD (TV) Dayton, Ohio, succeeds Mr. Burgess at Columbus tomorrow.

George Gray, a Crosley national sales representative in Dayton, will replace Mr. Dodsworth at the helm of WLWD's sales force.

Hoag-Blair Co. to Restrict Self to 'Middle Size' Cities

NEW sales policy for the Hoag-Blair Co. was announced last week by Robert Hoag, president, under which future solicitations by the company will be directed to stations in cities ranked from 25th to 100th in market size and having approximately 100,000 to 350,000 tv homes.

Mr. Hoag said the company will continue to represent tv stations on its present list, but that the new policy on future solicitations was adopted in order to meet "the increased need for concentration and specialization of effort within the prescribed area of 'middle size' cities."

The first tv station added by Hoag-Blair under its new specialization plan, Mr. Hoag said, is KFEL-TV Denver (ch. 2).

As part of its new concept of operations, Mr. Hoag announced an expansion of Hoag-Blair facilities and personnel. Cal Cass, previously with Adam J. Young and the WINS New York sales staff, has become an account executive in the Hoag-Blair New York office.

Sowell, General Manager, Elected WLAC Vice President

F. C. SOWELL, general manager of WLAC Nashville, Tenn., has been elected vice president of WLAC Inc., it was announced last week by Paul M. Mountcastle, chairman of the board. Mr. Sowell currently is celebrating 25 years in the radio industry. Other officials of the corporation are Guilford Dudley Jr., president, and Truman Ward, director.

Dodson Named to New Post In WKY-AM-TV Reassignment

EUGENE B. DODSON, director of radio operations at WKY Oklahoma City, has been appointed assistant stations manager of WKY-AM-TV, P. A. Sugg, manager of the stations, announced a fortnight ago in a series of reassignments at the stations. The appointments, which were made possible by the transfer of personnel to WKY Radiophone Co.'s newly acquired WSFA-AM-TV Montgomery, Ala., are as follows: Robert Olson, operations director of WKY-TV; Paul O. Brawner, operations director of WKY; John Haberlan, national sales manager of WKY-TV; John Moler, commercial manager of WKY; Carter Hardwick, local sales manager of WKY; Joe Jenkins, production supervisor of WKY-TV; Don Cusenberry, continuity supervisor of WKY-TV; Leland Batten, stage manager of WKY-TV, and Maxine Merris, radio traffic supervisor.

James to Petry Tvl Sales


Mr. James has been with Bates since December 1953. Among accounts he handled were Brown & Williamson Tobacco Co., one of the largest users of spot tv. During 1952 he was time buyer at Ruthrauff & Ryan, handling buying for all accounts and with Dodge and American Airlines his special assignments.

Donegan to WSMB Sales Post

DENNIS V. DONEGAN, former banking executive and most recently radio station account executive, has been appointed local sales manager of WSMB New Orleans, NBC affiliate there. John R. O'Meallie, vice president and general manager, announced last week. Mr. Donegan, a New Orleans native, was at one time secretary and advertising manager of the then New Orleans Broadcasting Co. For eight years he was manager of the Banco Atlantida, San Pedro, Honduras, and was an active member of the New Orleans Board of Trade while engaged in banking activities.
"Whenever I hear anyone claiming that big business is bad for small business, I think of my own case.

"Back in 1932 I leased this Union Oil service station in Venice, California, with $350 my wife and I had saved the hard way. Now at 46 I'm financially independent. But I'd never have made it so soon without the Union Oil Company.

"They taught me how to buy. How to sell. How to service. Even how to hire and train help, and keep my books.

"They'd spend thousands of dollars perfecting new service ideas, then pass 'em on to me for nothing.

"Best of all, people practically took Union's gasoline and motor oil away from me. They were always the finest in the West.

"Well, business was so good I had the station paid for by 1939. Then I started buying real estate around it. Today my net worth's in the six figures. The children are through college and on their own. Marjorie and I are going to travel while we're still young enough to enjoy it. But believe me—I'd never have done half so well if I hadn't been in business with big business!"

Henry McNeil, it seems to us, is the kind of man who would have succeeded with or without our help. But his point is well taken. Big business does help small business.

Union Oil is a typical example. We're the 45th largest manufacturing company in the country, with over $350,000,000 volume in 1954.

But of this $350,000,000, the lion's share—or 75%—is spent with the more than 15,000 small businesses and individuals like Henry McNeil with whom we do business.

YOUR COMMENTS ARE INVITED. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

YOU ALWAYS GET THE FRIENDLY SMILE AND FAMOUS SERVICE AT McNEIL'S

Union Oil Company of California
MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

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COLUMBIA, S.C., to WAGS Bishopville, S.C., as managing director.

J. Grant Sandison appointed sales manager,\n\nWISN Milwaukee.

Bill Carter, formerly manager, WRBC Jackson, Miss., appointed sales manager, WSLI-TV there.

Stanley H. Chambers, assistant sales manager, KTLA (TV) Los Angeles, appointed national sales manager.

Ted Nelson, promotion manager, KIMN Denver, named to head program production and promotion dept., succeeding Ronald J. McCoy, program director, who moves to Intermountain Network, Salt Lake City (see story, page 103).

Curt Hoffman, formerly senior producer, KLZ-TV Denver, appointed program director, KFBB-TV Great Falls, Mont.; Paul Rashers, KFBB announcing staff, appointed KFBB program director.

Don St. Thomas, announcer, KTNT Tacoma, Wash., appointed program director.

Martin Bouhan, program director, WOPA Oak Park, Ill., resigns with plans unannounced.

William T. Romaine, public service director, WSAS Inc. (WSAS-AM-TV Huntington, W.), placed in charge of sales research, tv sales dept.; Bert C. Shimp named WSAS Inc. director of education, public service and public affairs.

The NBC- TV two-hour color spectacular was viewed by an estimated 65 million persons, an audience it was estimated it would take 65 years to reach on Broadway. Newspapers heap acclaim on the show. Repeat may be due around Christmas time.

NBC- TV officials were highly enthusiastic last week as a result of Monday's color spectacular—a two-hour telecast of "Peter Pan." The network had only to record the wide wave of acclaim which followed the next day from radio- tv and theatre critics the nation over, a thought which the network quickly put into action, releasing on Wednesday quotes from nearby two-dozen newspaper critics.

The New York Herald Tribune Wednesday morning editorially commented that "having put on 'Peter Pan' so brilliantly, the television industry is entitled to take its own bows. But it should remember that shows of this type set a high standard for the future and serve to whet a few million appetites for more of the same."

The Herald Tribune called the telecast a "television milestone" and, taking note of the estimated $450,000 budget (including time, talent and production), said, "but oddly enough, it was the show's imaginativeness and ingenuity, rather than its lavishness, that accounted for its triumph."

The newspaper, noting the musical was fantasy "not an extravaganza," said the show's success "indicates that television audiences are capable of as intelligent a response as theatre audiences, provided they are treated with the same respect."

NBC- TV estimated that 65 million persons—the greatest audience ever assembled to watch any event on a single network," viewed the 7:30-9:30 p.m. EST telecast, live on 95 stations (including six in Canada) and via kinescope available to some 105 others. NBC- TV said 51 stations telecast the show in color. The network predicted "final surveys" will show at least 20 million homes were tuned to the program.

Dealers of the Ford Motor Co. and RCA, co-sponsors of the program, and various NBC of-o's and affiliates arranged for groups to see the program in color. Spectator groups in schools, hospitals and various public places saw the special telecast in color and there was at least one report (in Boston) of teachers assigning the program as the only homework for the day. NBC said its switchboard was jammed with congratulatory phone calls, while deliveries of telegrams and flowers swamped the network.

The tv "Peter Pan," the first fresh-off-Broadway production to be seen intact on the nation's home screens, may appear again around Christmas time, it was reported. The reported desire for a repeat was stimulated by the general ovation which greeted the show, it was said.

NBC- TV spokesmen admitted a repeat of the show at the end of the year was possible because the network has an option on Mary Martin's reappearance in the leading role if she's willing and available, and has stored the settings, including the complicated aerial equipment necessary, which can be used again.

About $150,000 of the show's cost was for the NBC TV's vast Brooklyn color studio. It was reported Miss Martin may have received as much as $50,000 for the two-hour performance, and in any event she was said to have received the largest sum ever paid an actor for a comparable live tv performance.

The play also was one of the most expensive production of the season. The company originally played four weeks in San Francisco, eight in Los Angeles and was on Broadway from Oct. 20, 1954, to last Feb. 26. Because of the show's high cost, plus the complicated staging, a road run was deemed impractical to the play producers. The problem of financing and audience coverage was solved by tv. It was noted the cost factor did not permit the play to break even on its Broadway run. NBC- TV estimated Miss Martin would have had to play for 65 years on Broadway to reach the Monday night audience.

WINCHELL AND ABC TO END CONTRACT

Commentator says action stemmed from disagreement over finances and loophole in his libel protection insurance.

WALTER WINCHELL, news commentator and broadcast columnist, will leave ABC no later than next Dec. 25, and perhaps much sooner.

Mr. Winchell said Thursday he had requested and had received from ABC a release from a contract reportedly paying him annually an amount in the six figures for his weekly simulcast (Sunday, 9-9:15 p.m. EST).

Although Mr. Winchell stipulated the contract would be terminated Dec. 25, he also noted that he will attempt to gain agreement from his two sponsors, American Safety Razor Co. and Bayuk Cigars Inc. (alternate week sponsorship), to have the contract canceled in June, when it is up for renewal or option, or if possible even sooner.

The New York Daily Mirror, which publishes Mr. Winchell's syndicated column, quoted him as saying he had received an offer from NBC- TV to produce television shows. The paper reported him as saying he had organized Broadway Stars Inc. some time ago with the idea of producing live and filmed Broadway shows on a program of his own and that he had now put the plan into effect. NBC, he was quoted, was
NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul  Minnesota
ALL RIGHT — 
Let’s Talk About Scorecards!

Perhaps you have seen, recently, railroad advertising featuring a transportation scorecard. You might like now to see another transportation scorecard, filling in some noticeable gaps in the railroad chart.

<table>
<thead>
<tr>
<th>TRANSPORTATION SCORECARD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RAILROADS</strong></td>
</tr>
<tr>
<td>Which form of transportation serves every community in America?</td>
</tr>
<tr>
<td>Which has received enormous land grants (Equal in area to the 13 Original Colonies)?</td>
</tr>
<tr>
<td>Which has huge capital assets yielding large current income as a result of outright public gifts and grants?</td>
</tr>
<tr>
<td>Which form of transportation pays hundreds of millions of dollars annually in special federal taxes on equipment, parts and fuel purchased?</td>
</tr>
<tr>
<td>Which common carrier, rail or truck, is more comprehensively regulated by the Interstate Commerce Commission?</td>
</tr>
<tr>
<td>Which form of transportation, rail or truck, is subsidized — based on the only definitive public study** ever made?</td>
</tr>
<tr>
<td>Which form of transportation is vital to our economy?</td>
</tr>
</tbody>
</table>

An extensive and expensive railroad propaganda campaign has led people to believe that federal regulation of railroads was initiated solely because they were a monopoly. Monopolies can act against the public interest and must be controlled. But the record also shows that railroad competitive practices made regulation imperative—not only in the interest of the shipper and consumer but to protect the railroads against themselves.

American Trucking Industry
American Trucking Associations  •  Washington 6, D.C.

IF YOU'VE GOT IT, A TRUCK BROUGHT IT!
‘Peter Pan’ Rates 48
TRENDEX, reporting on 15 major cities, said last week NBC-TV’s 7:30-9:30 p.m. EST “Peter Pan” telecast Monday had a rating of 48, which it said was larger than the highest TRENDEX rating in February. TRENDEX also noted that two of CBS-TV’s programs competed against the spectacular during that hour—“I Love Lucy” (9-9:30 p.m. EST) and Talent Scouts (8:30-9 p.m. EST)—pulled 26.1 and 22.1, respectively.

The first to offer him a contract Thursday night.
The report was not immediately confirmed by NBC, which had no comment Friday morning.

Mr. Winchell’s column in the Friday Mirror, in the form of a letter to him from his girl Friday, referred to the split with ABC thus: “Happy news your request to be released from all contracts with the ABC network has been ‘regretfully accepted,’ effective not later than Dec. 25th.”

Mr. Winchell explained that the association with ABC was being ended because of disagreement over finances and what he considered to be loopholes in a $1 million insurance policy which was supposed to protect him against libel actions.

After Mr. Winchell’s announcement Thursday night, Robert E. Kintner, ABC president, said the network regretted the termination.

He said: “An honest disagreement in our relations could not be resolved and ABC felt its long and mutually beneficial association with Mr. Winchell required consent to his request for a release from his ABC contract effective Dec. 25, 1954, or sooner if contractual details will permit.”

Mr. Winchell, who last December started his 23rd year with ABC Radio (he began on ABC-TV in October 1933), said he had been notified that the network’s board of directors had agreed Wednesday to release him from his lifetime contract.

Mr. Winchell said that while he had not yet made plans, he expected to stay on the air, either independently or with some other network.

Had Asked Contract Revisions
According to the commentator, he had asked Mr. Kintner last month to revise his contract so as to improve his earnings and to provide him with a foolproof insurance policy against libel actions. On Tuesday, Mr. Winchell reportedly appealed for his release directly to Leonard Goldenson, president of American Broadcasting-United Paramount Theatres Inc., ABC parent company.

Mr. Winchell, in alluding to NBC’s “offer,” indicated he might seek to take his current sponsors with him.

Reportedly, Mr. Winchell currently receives $520,000 annually for his program. The columnist, who an official had refused him 10,000 shares of ABC stock in exchange for a cut in salary after allegedly having promised to do so. Mr. Winchell said he was “unhappy” over the end of his ABC relationship.

Mr. Winchell said that he discovered only recently—and after an $800,000 action brought against him by two men to whom he had referred as “cancer racketeers” was thrown out of court in New York (See Deadline, Feb. 14)—that ABC regarded the coverage in his insurance contract against libel as the insurance company’s obligation rather than that of the network. He said he had asked ABC for a contract to give him network protection or release him.

No reference was made in either Mr. Winchell’s statements nor in ABC’s comment to the commentator’s figuring in a Senate Banking Committee inquiry of the stock market during which it was said that Mr. Winchell broadcast a stock market tip on Jan. 9 which produced the greatest deluge of orders in stock exchange history (See Deadline, March 7).

MORE COLOR SHOWS
EXPECTED IN FALL
Increased color sponsorship, snowballing color set sales also foreseen in near future, Eiges says in Columbus.

NBC-TV hopes to increase its color schedule in the fall season, Sydney H. Eiges, NBC vice president in charge of press, said last week.

Mr. Eiges discussed color tv after a special viewing of NBC-TV’s colorcast of Peter Pan Monday for the Columbus, Ohio, Chamber of Commerce’s Advertising Club, one of many such viewing parties held in various parts of the country.

Mr. Eiges predicted among other things:

- Color tv “will experience an even faster snowballing expansion than black-and-white television, which now boasts a circulation of almost 33 million receivers.”
- Color tv will become the “major broadcast medium of the future, eventually supplanting black-and-white television as the basic television service.”
- NBC will encourage more advertisers to come into color, thus permitting further expansion of color schedules.
- By the end of 1960, 10 million color set sales will have been installed in U. S. homes.
- Advertisers will enter color tv, realizing that it is the tool with which they can "accentuate their leadership, enhance their prestige, revalorize their merchandising and create dealer and distributor excitement.”
- Mr. Eiges also discussed the brand identification factor in color tv, noting that frequently it is color (in package design) alone which motivates a housewife to reach for one brand in preference to another. Home and fashion products will be affected greatly by color tv, and it “may yet establish great nationally known brand names in clothing, something not yet common,” Mr. Eiges said.

He said NBC now has facilities capable of originating 60 hours of color programming per month, a volume that will be increased on March 27 when NBC’s new $3.5 million color studio is opened in Burbank, Calif.

More than 150 stations coast-to-coast (includes NBC and CBS) are transmitting network programs locally in color, he said, estimating that more than 90% of all American tv homes are now within range of color service. Although there now are only about 15,000 color sets in existence, he said, circulation at this stage of development “just does not tell the story of its [color’s] impact upon the audience and its benefits for pioneer users.”

HOW TO TURN A “HOT” PROPERTY INTO COLD CASH:

BUY CESAR ROMERO...
a always a big name—now even bigger!
(Current top-budget motion pictures, plus high-rated tv appearances prove it)

IN PASSPORT TO DANGER...
a high-tension series of world-wide adventure...

TO SELL YOUR PRODUCT
to his vast ready-made audience! Other top advertisers are selling their products with this show. Why don’t you?

CESAR ROMERO, starring in...

PASSPORT TO DANGER
BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

March 14, 1955 • Page 101
NBC Radio New Business Up 165%

Gross business in new billings jumped to $16 million from $6 million, Robert Sarnoff, executive vice president, reports.

As evidence of the “revitalization of national radio” at NBC [BT, March 7], Robert W. Sarnoff, the network’s executive vice president, last week announced that gross billings for all new business signed by NBC Radio during 1954 represented a 165% increase over new business for 1953.

Pointing out that gross billings of new business had risen from $6,165,000 in 1953 to $16,116,000 in 1954, Mr. Sarnoff declared: “This 165% upswing in new radio business not only bolsters our belief that more and more advertisers can be brought into the medium, but it also indicates a vote of confidence by advertisers in the work that has been done in the past year to adapt our network radio service to the requirements of the television age.

“We have consistently believed that huge blocks of audiences are continuing to use radio. And this substantial increase in new business indicates that more and more advertisers share our belief and intend to capitalize on radio’s values.”

Advertisers who purchased new time on NBC Radio during 1954 were:
Dodge Div., Chrysler Corp.; Pharmaco Inc.;

CBS-TV Adds Five Stations To Extended Market Plan

CBS-TV has added five more stations to its Extended Market Plan which is designed to extend network tv to small-market stations, Herbert V. Akreberg, the network’s vice president in charge of station relations, said last week.

With the addition of these stations to the plan, the EMP station list now totals 20, Mr. Akreberg said. All except one station are vhf.

Stations and effective dates of their EMP affiliation are KLFY-TV Lafayette, La. (ch. 10), July 1; WFLB-TV Fayetteville, N. C. (ch. 18), Aug. 1; KTVO-TV Ottumwa, Iowa (ch. 3), Aug. 1; KOTA-TV Rapid City, S. D. (ch. 3), June 1, and WJDM-TV Panama City, Fla. (ch. 7), immediately.

KLFY-TV is owned by Camellia Broadcasting Co. and William Patton is general manager. L. W. Alex is executive vice president of WFLB-TV, which is owned by Fayetteville Broadcasting Inc. James Conroy is president of KBIZ Inc., operator of KTVO-TV. Black Hills Broadcasting Co. is licensee of KOTA-TV and Mrs. Helen Dohmsen is president. J. D. Manly is president of WJDM-TV.

ABC Names Francis To TV Sales Post

Promotion of Vincent A. Francis, general sales manager, KGO-AM-TV San Francisco, to the newly-created position of sales manager for the ABC Television Network’s Western Div., was announced last week by Blooming Chapin, vice president in charge of sales for ABC-TV. KGO-AM-TV are ABC owned and operated stations.

Mr. Francis, whose new assignment becomes effective tomorrow (Tuesday), joined ABC in 1947 as local sales representative for KGO and subsequently was promoted to ABC network sales representative and then sales manager of KGO. In May 1949, when KGO-TV began operation, he was appointed sales manager of the tv outlet, a post he filled until August 1954, when he became sales manager for both stations.

200 Use Co-op Advertising On Seven NBC Radio Shows

Cooperative sponsorship by 200 advertisers for seven programs on 112 stations affiliated with NBC Radio was announced last week by Lad Simmel, manager of cooperative program sales at NBC.

The programs which are available for sponsorship on a local basis in each market are: Wf News Roundup, Pauline Frederick Reporting, Alex Deley—Man on the Go, the second edition of Morgan Beatty—News of the World (11 p.m. EST in eastern and central states only), H. V. Kaltenborn, Grand Ole Opry and Three-Star Extra.

Mr. Simmel reported that banks are the leading users of cooperative shows with 39 financial institutions sponsoring NBC co-op news shows in their own localities. Automobile dealers constitute another large group, Mr. Simmel said, with 32 of them using NBC cooperative programs.

The advertisers include, among others, 17 appliance dealers, 17 food processors and dealers, 12 building supply and hardware dealers, 15 fuel dealers and 11 real estate and insurance companies.

AB-PT Sets Dividends

Board of Directors of American Broadcasting-Paramount Theatres Inc. has declared quarterly dividends of 25 cents per share on outstanding preferred and 25 cents per share on outstanding common stock, it was announced last week by Leonard H. Goldenson, president. The dividends are payable April 20 to stockholders of record March 25.
IMN Appoints Moyer, McCoy To Sales, Production Posts

HOLLY MOYER, formerly general sales manager of the Great Western Network, Salt Lake City, has been appointed national advertising manager of the Denver branch of the Inter-mountain Network, effective today (Monday), Lynn Meyer, IMN president, has announced. Mr. Meyer also announced the appointment of Ronnie McCoy of IMN's KIMN Denver as head of network production, effective tomorrow (Tuesday).

Mr. Meyer was for many years sales manager of KFEL, predecessor of KIMN, and later was an account executive with KNX Los Angeles.

Mr. McCoy, who will be in charge of production of all shows originating from Salt Lake City, will additionally handle a number of entertainment assignments for IN's KALL there.

'Spectacular' to Inaugurate NBC's Color City March 27

DEDICATION of NBC's Color City in Burbank, Calif., will be marked with a 90-minute "spectacular" March 27 entitled Entertainers 1955. The show, scheduled for 7:30-9 p.m. EST, will star Milton Berle, Dinah Shore and Judy Holliday, with Fred Allen as master of ceremonies.

The program will originate from the NBC Burbank studios with remote cut-ins from New York City. Color City brings NBC's investment in Burbank studios to a total of approximately $77 million, expended since 1951, a network spokesman said. With the completion of the project, the Burbank operation will cover 55,900 square feet of studios, dressing rooms, technical facilities, warehouse space and scene development area. The new color studio is reportedly the first to be built specifically for color telecasting.

Entertainment, 1935 will be devoted to the various phases of legitimate theatre, opera, nightclubs, radio and popular and classical music and motion pictures. A tribute to nightclubs as a training ground for fresh talent will be paid during the 90-minute variety show. Mr. Berle is appearing as a representative of vaudeville comedy. Miss Shore will make an appearance and sing in a staged recording session. In connection with the motion picture phase of the show, Ralph Edwards, host of This Is Your Life, will screen a new Adolph Zukor of the movie industry and excerpts of three unreleased Paramount pictures will be shown.

Mr. Allen, in addition to serving as m.c., will appear in a capsule version of one of Dennis Day's radio shows in tribute to network radio and also will recreate some of the highlights of Allen's Alley which were featured on his old radio show, Town Hall Tonight.

CBS Radio Signs Gary Crosby

SIGNING of Gary Crosby, son of Bing Crosby, to an exclusive CBS Radio contract was announced last week by Guy della Crooppa, CBS Radio vice president in charge of network programs in Hollywood. Mr. Crosby will begin work today (Monday) as a member of the cast of the Tennessee Ernie Show (Mon.-Wed.-Fri., 7-7:30 p.m. EST).

Additionally, Mr. della Crooppa said, it is planned to have Mr. Crosby star in the new program, to be launched within a few months, titled Gary Crosby Show. He also will make occasional, exclusive guest appearances on CBS-TV.

POLITICAL CONVENTIONS MAY GET EQUAL COVERAGE

On-the-spot industry inspection team finds hall facilities satisfactory, but availability of housing accommodations and equipment still presents difficult problems.

RADIO-TV facilities for network coverage of the Republican national convention to be held in August 1956 in San Francisco may, after all, measure up to those in Chicago where the Democrats will hold their own convention a week or so earlier.

This general report was brought back by a network delegation returning last week from an on-the-spot inspection of San Francisco's Cow Palace where the GOP has scheduled its convention.

While hall facilities were reported to be satisfactory, including space for construction of studio booths for separate network highlight pickups as distinguished from the pooled floor coverage, hotel accommodations may present a difficult problem, the delegation discovered.

Lines and transportation were considered at par, but still unresolved is whether equipment will be available on the coast to permit duplicate (Chicago and San Francisco) set-ups. Such a situation would alleviate to an extent the cost factor. As of a few weeks ago the networks expected an additional $1 million in the shared convention coverage cost because of the conventions being located in cities so far apart. A duplicate set-up will require only a shift of personnel from Chicago to San Francisco, but if equipment must be taken out of Chicago and brought to California the problem will be complicated because of cost and the short time available. Another factor is the anticipation that some color would be used.

The partial verdict of the network delegation clashed in part with a position taken last week by Paul Butler, Democratic National Committee chairman. Appearing on NBC-TV's Today show, Mr. Butler said the party would have an advantage, primarily because of better TV coverage possible in Chicago.

Meeting in San Francisco were: ABC—Thomas Velotta, vice president and administrative officer for news, special events, sports and public affairs, and Bill Trevorthen, director of engineering operations; DuMont—Rodney Chipp, director of engineering, and Werner Michel, executive producer; CBS Inc.—Sig Mickelson, vice president in charge of news and public affairs; CBS-TV—R. G. (Tommy) Thompson, director of technical operations; NBC—Davidson Taylor, vice president in charge of public affairs, and George McElrath, director of technical operations, and MBS—Milton Burgh, director of news and special events.

RACKET SQUAD

RENEWED BY NINE OUT OF TEN SPONSORS!

It must be good! After just 10 months in syndication, Racket Squad has 90% renewals from a wide variety of big-time advertisers, including brewers, oil companies, appliance manufacturers, chain stores, etc. No wonder... look at the ratings and share-of-audience (ARB, Dec. '54):

<table>
<thead>
<tr>
<th>City</th>
<th>17.7</th>
<th>47.3% share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dayton</td>
<td>20.0</td>
<td>59.5% share</td>
</tr>
<tr>
<td>Seattle</td>
<td>21.5</td>
<td>31.6% share</td>
</tr>
</tbody>
</table>

First-run markets are still available, too. But act fast!

RACKET SQUAD

Produced by Hal Reach, Jr.

ABC FILM SYNDICATION, INC.

7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

March 14, 1955 • Page 103
Keystone Adds Nine Stations

KEYSTONE Broadcasting System has announced the addition of nine new affiliates, bringing its roster of stations to 805. New clients are the following: WEPG South Pittsburgh and WDKN Dickson, both Tenn.; KWNA Winnemucca, Nev.; KTCB Malden, Mo.; WELY Ely, Minn.; WHMP Northampton, Mass.; WBRT Bardstown, Ky.; KNCK Concordia, Kan., and WBTO Linton, Ind. Additions were announced by Blanche Stein, KBS station relations director.

NBC to Simulcast Awards

NBC will simulcast, for the third consecutive year, the annual awards ceremony of the Academy of Motion Picture Arts & Sciences, March 30, 10:30 p.m.-midnight (EST). Sponsor is General Motors' Oldsmobile Div. The program will originate from the Palettes Theatre in Los Angeles.

NETWORK PEOPLE

C. J. Kreidler, sales staff, KDYL Salt Lake City, named account executive, Great Western Radio Network, headquartered at KDYL, succeeding Holly Moyer.


Samuel Chotzinoff, music consultant, NBC, and producer, NBC Opera Theatre, author of book, "A Lost Paradise."

Nell Strawser, newsmen, CBS Washington, father of boy, John Christian, March 5.

Sylvania's Harrison says the industry's annual revenue will be $20 billion in 10 years.

THE ELECTRONICS industry in the U. S. will more than double its annual revenues (from $9 billion to $20 billion) within the next decade, W. Benton Harrison, Sylvania Electric Products Inc. vice president for finance, said Thursday.

Mr. Harrison, describing electronics to a meeting of the Financial Analysts of Philadelphia as the world's fastest growing major industry, said tv and radio broadcast revenues of $1.4 billion last year will show a slight increase this year. By 1958-60, he predicted revenues at the $3 billion level, and at the end of 10 years, more than $5 billion.

Tv rapidly is approaching the point of saturation in U. S. homes, he said, noting that nearly 70% of the current 46.6 million radio homes already have tv. Set obsolescence and wearout, increased number of new families and new homes and the coming era of second-set tv homes are working to keep sales up, he said.

Mr. Harrison pegged the number of color sets which will be produced this year at "no more than 150,000," with about 100,000 of these sold to the public.

More optimistic was his anticipation for color sales to boom in the future, estimating it is probable that 34% of all tv sets produced in the 1958-60 period will be color sets and that the percentage will climb to 61% in 1964. He said "...color is on the way, but...it will be at least six years" before color production matches black-and-white.

Mr. Harrison, looking at tv's potential, said 1954 was tv's biggest year to date with 7.3 million sets sold and dollar volume of factory sales at $1.05 billion. His estimates: for 1955, 6.4 million sets to be sold with factory-door value around the billion-dollar mark; for 1958-60, combined monochrome and color, 6.9 million sets to be sold (average per year) with dollar volume about $1.2 billion per year; at end of decade, 7.4 million sets to be sold at factory price level of 1.5 billion.

Radio's potential was pegged high in Mr. Harrison's talk. He noted that in 1954 6.4 million sets were sold for volume of about 136.5 million. He estimates: 1955, seven million sets to be sold for $712 million volume; 1958-60 period, average 7.8 million sets to be sold per year, grossing annual average of $148 million; by 1964, 8.5 million radios at $162 million level.

In a separate breakdown of automobile radios, Mr. Harrison reported 4.1 million sets, totaling $103 million, were sold last year. Future expectations: 1955, 4.3 million sets at $107.5 million; 1958-60 period, average 5.8 million sets per year with $120 million volume each year; by 1964, 5.6 million sets at total volume of $140 million.

Sylvania Sales Dip 4% in '54; Net Income Is Level With '53

SYLVANIA Electric Products Inc., New York, reported last week that net sales in 1954 totaled $281,641,987, which was 4½% below the 1953 record-breaking volume of $293,267,408 but 20% above 1952 sales of $235,023,437.

In his annual report to stockholders, Don G. Mitchell, board chairman and president, noted that 1954 net income of $9,480,941 was "virtually level" with 1953 earnings of $9,536,181 and was 3½% higher than the 1952 profit of $6,960,625. He added that after provision for dividends on the $4.40 and $4.00 preferred stock, 1954 net income was equal to $2.92 per share of common stock on 2,827,390 shares outstanding on Dec. 31.

Anti-Trust Charges Denied by Philco Corp.

PHILCO Corp. has denied the charges of violating the Sherman and Clayton anti-trust acts which the U. S. government leveled against it in the U. S. District Court for the Eastern District of Pennsylvania on Dec. 15, 1954 (BT, Dec. 20, 1954).

The government in its civil suit alleged that Philco was disobeying the law when it required wholesale distributors to sign contracts agreeing not to sell or ship Philco products to retailers outside their territories.

Philco contended that any control it exercised over its distributorships was used to maintain "Philco's standards of sales and service" and that the superior service thus afforded the public, enhanced, rather than curtailed, competition between Philco and its competitors.

Tel-O-Tube Setstles 2 Suits

TWO SUITS brought by Allen B. DuMont Labs against Tel-O-Tube Corp., of America, Paterson, N. J., charging infringement of DuMont tube patents in the past six years, were settled last week, following a 10-day hearing.

As part of the settlement, Tel-O-Tube and DuMont entered into a standard cathode-ray tube license agreement.
EQUIPMENT CONTRACT, involving purchase by KCRG-TV Cedar Rapids, Iowa, of DuMont 50 kw amplifiers, 12-boy antenna and transmission line, is agreed to by (I to r): seated, Joseph F. Hladky Jr. and Louis J. Nilles, executive vice president and treasurer, respectively, of licensee Cedar Rapids Television Co., and, standing, Kenneth Petersen, DuMont marketing manager; Carl Rollert, KCRG-TV chief engineer; Wade S. Patterson, KCRG-TV general manager, and John Kindworth, DuMont representative. The equipment is scheduled for installation within two months. The resultant power boost is designed to extend coverage to Waterloo, Iowa City, Dubuque, Marshalltown and Muscatine, according to KCRG-TV.

Transmitting Equipment

<table>
<thead>
<tr>
<th>Station</th>
<th>Power</th>
<th>Band</th>
<th>Use</th>
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<tr>
<td>WFLY-TV Lafayette, La.</td>
<td>5 kw tv ch. 10</td>
<td></td>
<td></td>
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<tr>
<td>KLYTV-W Lafayette</td>
<td>5 kw tv ch. 37</td>
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Philo 1954 Sales Decline Over $80 Million From 1953

SALES of Philco Corp., Philadelphia, in 1954 totaled $349,277,000 as compared with $430,420,000 the previous year. The decline was attributed to a 45-day strike that tied up the firm's electronic plants last May and June, and the general reduced level of business during the early months of the year, which was particularly noticeable in the appliance and consumer durable goods industries. These figures and accompanying data were released last week in Philco's annual report to stockholders.

Net income from operations for 1954 was $6,769,000 or $1.69 per share of common stock. In 1953, net income from operations was $13,068,000 or $3.43 per common share and net income from the sale of WPITZ (TV) Philadelphia amounted to $2,283,000 or $1.43 per share of common stock. The report said an accounting change in recording certain expenses has resulted in earnings before taxes being $1,665,000 less than in previous years.

Certain "significant contributions" by Philco during 1953 in the fields of color television and transistors were noted. One of the developments pointed to was a color tv system with a tube that "employs only one gun, as contrasted with the current three-gun tubes. . . ."

Philo's annual report also showed that General Electric, Westinghouse, Sylvania Electric and Aceco Mfg. have taken licenses covering the single-gun color tv tube and system.

BARSBY, Ex-RCA V. P., Dies

WILLIAM BARSBY, 67, retired administrative vice president of RCA Communications Inc., died March 5 at his home in Redington Beach, Fla. Mr. Barsby, who came from England to the U. S. in 1913, began his communications career at Commercial Cable Co., New York, shifting later to Marconi Telegraph Co. of America. During World War I, he assisted in establishing the first central radio office for the U. S. Navy in Washington, D. C. After the war he returned to Marconi.

Stainless Opens New Office

OPENING of a new office in Manhasset, L. I., N. Y., by Stainless Steel Inc. (radio-tv towers), which headquarters in North Wales, Pa., was announced last week by the company. It also announced that Henry J. Guzewicz, vice president in charge of sales, will be in charge of the new Manhasset office, located at 200 Plain-dome Rd. Telephone is Manhasset 7-5961.

William R. Burrows Dies

WILLIAM R. BURROWS, 82, retired vice president of General Electric Co., died in New York March 2 after a long illness. He joined Edison Lamp Co., predecessor of GE, in 1894 and rose to GE vice president in 1927. Mr. Burrows, who retired in May 1944, is survived by his wife, one daughter, two sons, one sister and eight grandchildren.

ROMERO RATES HIGH...
HITS 34.3 IN FIRST
MILWAUKEE RATING

In city after city, ARB* reports PASSPORT TO DANGER is hot . . . and getting hotter! For example:

15.1 in San Francisco, with a 75.5% share-of-audience!
18.1 in Cincinnati, with a 36.7% share-of-audience!
34.3 in Milwaukee, with a 64.6% share-of-audience!
37.0 in Jacksonville, with a whopping 86.7% share!
43.3 in Pittsburgh, with a 68.9% share!

What a star! What a show! What a way to sell your product!

* Jan. 1955

CESAR ROMERO, starring in...

PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

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MANUFACTURING PEOPLE

Alexander M. Poniatoff, president, Ampex Corp. (magnetic tape recording equipment), Redwood City, Calif., elected chairman of board; George I. Long elected to succeed Mr. Poniatoff; T. Kevin Mullen named vice chairman of board.

MR. PONIATOFF

EDMUND I. EGER, vice president for advertising, Admiral Corp., Chicago, elected vice chairman of board; John B. Huarisa, executive vice president, named treasurer; John F. Gilbarte, managing editor, named vice president of government relations division.

David Bain, sales manager, RCA Broadcast Div., Washington office, transfers to engineering dept., Camden, N. J., as broadcast transmitter equipment manager; C. D. Pitts, assistant to Mr. Bain, succeeds him.

Myles S. Gaythwaite, sales training manager, lighting div., Sylvania Electric Products Inc., N. Y., appointed director of sales management development of company.

AWARDS

NATIONAL TELEVISION ARTS & SCIENCES FOUNDATION PRESENTS EMMY AWARDS

Network's 13 awards tops CBS-TV's 12, as ABC-TV makes good showing with 7 at seventh annual Academy of Television Arts & Sciences' 'Emmy' awards presentation.

NBC-TV took a one "Emmy" edge over CBS-TV in the seventh annual Academy of Television Arts & Sciences' awards presentation. Of the 33 national awards for network or syndicated programs, NBC-TV received 13; CBS-TV, 12; ABC-TV, 7, for syndicated programs, 1.

Multiple winners at the awards banquet, held last Monday (March 7) at the Moulin Rouge restaurant in Hollywood and televised nationally by NBC-TV, were: NBC-TV Diaryland, NBC-TV Dragnet, CBS-TV Jackie Gleason Show, and "12 Angry Men" from CBS-TV Studio One, each in three categories. Two-time winners were NBC-TV George Gobel Show and ABC-TV Make Room for Daddy. Further breakdown shows that of the 33 winning programs and personalities, 14 originate in New York, 14 are filmed in Hollywood and 5 originate live in Hollywood.

National "Emmy" awards went to:

George Gobel, most outstanding new personality; CBS-TV Omnibus, best cultural, religious or educational program; NBC-TV Gillette Captains of Sports, best sports program; CBS-TV Dragnet, best children's program; CBS-TV Art Linkletter's House Party, best daytime syndicated program; NBC-TV Stories of the Century, best western or adventure series; John Daly (ABC-TV), best news reporter or news commentator; NBC-TV This Is Your Life, best audience participation panel or panel program; Robert Cummings ("12 Angry Men"), best actor in a single performance; Judith Anderson ("MacBeth" on NBC-TV Hallmark Hall of Fame), best actress in a single performance; Perry Como (CBS-TV), best male singer; Dinah Shore (NBC-TV), best female singer; Art Carney and Audrey Meadows (both CBS-TV Jackie Gleason Show), best supporting actor and actress, respectively, in a regular series; Danny Thomas (ABC-TV Make Room for Daddy), best actor starring in a regular series; Loretta Young (NBC-TV Loretta Young Show), best actress starring in a regular series; NBC-TV Dragnet, best mystery or intrigue series; NBC-TV Disneyland, best variety series including musical or dramatic; NBC-TV Make Room for Daddy, best situation comedy series; ABC-TV Our Miss Brooks, best dramatic series, and "Operation Undersea" (ABC-TV Disneyland), best individual program of the year.

Winners of the national technical awards, the presentation of which was televised only by K RCA (TV) Hollywood, were:

Bob Markel for "Million's Tragedy on Mt. Everest" (CBS-TV You Are There), best art direction of a live show; Ralph Berger and Albert Pyke, "A Christmas Carol" (CBS-TV Christmas Stars), best art direction of a filmed show; Lester Shorr, "I Climb the Stairs" (NBC-TV Medico), best direction of photography; Regional Rose, "In Hot Men," best written dialogue; James Allardice, Jack Douglas, Hal Kanter, Harry Whiteman (NBC-TV George Gobel Show), best written comedy material; NBC color TV policy and Burbank color, best technical achievement; John Goetz, Walter O'Meara, Daniel Zomnir, electronic editing of NBC-TV Backgrounds; best engineering effects; George Nicholson (NBC-TV Dragnet), best tv sound editing; Grant Smith and Lynn Allison ("Operation Undersea"), best tv film editing; Frank Shaffner, "12 Angry Men," best direction; Walter Schumann (NBC-TV Dragnet), best original music composed for tv program; David Goetz, "The Diamond in the Robe" (ABC-TV), best original music composed for tv show; John Young (multicircuit "Diamond in the Robe"), best scoring of a dramatic or variety program; Robert W. Smith (ABC-TV), best direction of tv; John Siegues, best production design for Channel Nine Nite Movie Theatre, best entertainment program, and Base-ball—Los Angeles-Hollywood, best sports program; Eleanor Powell, for her K RCA (TV) Faith of Our Children, was named most outstanding female personality.

On the local level there were seven Hollywood awards plus a special station achievement award, which was presented for the first time. This was won by KNXT(TV) on the basis of (1) general excellence of programming, (2) outstanding public service to the community and (3) outstanding contributions to the advancement of tv.

Capturing four of the remaining seven "Emmy" statuettes was KTTV(TV) with Paul Coates, KTTV Confidential File, best cultural program; George Putnam and The News, best newscast program; Eleanor Hempel's Little Schoolhouse, best children's program, and Paul Coates, most outstanding male personality. KNXT-TV received an award each for Channel Nine Nite Movie Theatre, best entertainment program, and Baseball—Los Angeles-Hollywood, best sports program. Eleanor Powell, for her K RCA (TV) Faith of Our Children, was named most outstanding female personality.

An estimated 1,100 tv personalities, network and station executives, producers and members of the press were assembled at the Brownwood end, for which Steve Allen served as m.c. Cut-ins from Nino's LaRue in New York were hosted by Dave Garaway.

Sevareid, NBC, WNYC

Winnere of Polk Awards

RESULTS of the eighth annual balloting by members of the Long Island U. faculty for the George Polk Memorial Awards for "distinguished achievements in journalism" in the New York metropolitan area in 1954 were announced last fortnight by Admiral Richard L. Conolly (Ret.), LIU president. Eric Sevareid, CBS commentator, NBC public affairs department and WNYC New York were among the winners.

The awards will be presented April 7 at the annual George Polk Memorial Luncheon to winners in the regular newspaper categories as well as in radio-television. An exhibit of the winning articles will be arranged at the university shortly, Adm. Conolly said. Among
latest Byrd Expedition finds BLAW-KNOX Towers ... installed on first trip to Little America in 1928

Installed by the first Byrd Expedition to the South Pole in 1928, these three Blaw-Knox radio towers have stood firm against the antarctic's severest wind and weather conditions for more than a quarter-century.

And over forty years ago, at the other end of the earth, four 300-foot Blaw-Knox self-supporting "wireless" towers were installed at Ketchikan, Alaska. First of their type, these towers still provide good service, despite extreme cold, wind and ice conditions encountered in that arctic area.

While these two examples are rather spectacular, they typify the sturdy strength of all Blaw-Knox antenna towers ... designed and constructed to meet your specific operating requirements.

For more complete information on the many modern types of guyed and self-supporting Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS
Guyed and self-supporting— for AM • FM • TV • radar • microwave • communications
the radio-tv winners were:

Community service award was voted to WNYC New York for public service broadcasting, including outstanding coverage of the UN, city government and education. In the radio-tv reporting category, Eric Sevareid of CBS was voted an award for responsible coverage of Washington affairs and for his weekly telecast, The American Week.

A special award was presented to the public affairs department of NBC for "Three, Two, One—Zero," tv documentary on the development of atomic power.

21 Radio, TV's Nominated For Fire Safety Awards

NATIONAL BOARD of Fire Underwriters, New York, announced last week that 21 radio and tv stations have been nominated by their respective communities for the 1954 Gold Medal Awards. Nominations were made by fire department officials, civic groups, agency associations and individuals, citing stations which performed outstanding public service in fire prevention and fire safety during 1954.


The following television stations have been nominated: WMAR-TV Baltimore, Md.; WBZ-TV Boston; WBBM (TV) Chicago; WCPO-TV Cincinnati; WKJG-TV Ft. Wayne, Ind.; WPDM-TV Greensboro, N. C.; WTVF-TV Nashville, Tenn.; WHAM-TV Rochester, N. Y.; KELO-TV Sioux Falls, S. D.; KTYS-TVS St. Paul, Minn.; and WSJS-TV Winston-Salem, N. C.

Each winner will be presented with a gold medal or its equivalent of $500 in cash, a spokesman for NFBU said. Presentation usually takes place at a civic function in the recipient's community. Announcement of winners will be made later this month.

Writers Group Slate Awards

THE EDUCATION Writers Assn. is accepting applications for bronze plaque awards in the fields of education reporting and interpretation. The competition is open to reportorial and editorial material from newspapers, magazines and radio and tv outlets.

Deadline for entries is April 1. Further information may be sought from and entries submitted to: Joseph Deitch, secretary, Education Writers Assn., 525 W. 120th St., New York 27.

AWARD SHORTS

S. Olive Young, salesman, WAGA Atlanta, Ga., presented Victor Award of 1954 from Atlanta Sales Executives Club for being outstanding 1954 Atlanta salesman.

KSOO Sioux Falls, S. D., presented citation from Veterans of Foreign Wars for contributions "... in the interest of veterans, community and national welfare."

Bridges-Sharp & Assoc., Dayton, Ohio, winner of five awards in advertising contest of Adv. Federation of America's fifth district. Agency took all three awards in radio classification plus a first and third in different newspaper categories.

Beecher Frank, disc m.c., WKLO Louisville, Ky., presented Flying Dutchman Award of Kentucky High School Athletic Assn. for unselfish work among young people.

Allan Hammond, manager, CFCA Montreal, presented "Citation for Service to Religious Understanding" of station from Temple Emanuel, Montreal, for carrying ABC The Message of Israel for past 20 years.

EDUCATION

Westinghouse Electric Ups Aid-to-Education Grants

EXPANSION by Westinghouse Electric Co. in the aid-to-education field was announced last week with the setting up of a $5 million educational program to provide financial assistance to colleges and universities throughout the country.

Gwilym A Price, president of Westinghouse Electric and a trustee of the Westinghouse Educational Foundation, said the plan is effective for the five-year period 1955-60 and consists of direct contributions, scholarships, fellowships and special educational aids originating from the foundation and the corporation. He reported that it represents the largest financial support program for education made by the company and foundation since Westinghouse entered the aid-to-education field in 1940.

The program provides for contributions to school operating expenses and building funds, totaling $2,350,000; more than 300 annual scholarships, fellowships, professorships and teaching awards, amounting to $1,750,000; special educational activities, including scholarships for employees and their children, and summer employment programs for teachers, totaling $300,000.

Audience Board Sets Up TV Program Study System

SYSTEM of previewing and reviewing tv program segments has been established in Hollywood by the National Audience Board, civic group with the reported aim of advising tv networks, stations and producers how to achieve better programming.

With the cooperation of ABC-TV and CBS-TV, NAB committees have been given projection room viewings of programs before showings, after which NAB polled committee members and other viewers on their reactions to the programs. A reviewing committee similarly reviews and reports opinion on the actual telecast. Results of the surveys are made available to interested networks, stations and producers. In the survey ballot are questions on the entertainment value of the program, the effectiveness of commercials; to which segment (family, men, women, children, etc.) it is best suited; if it is programmed at an appropriate time; if the acting, production, music and technical credits are of high quality; whether offensive material is present; whether instructive material is presented, and if similar programs are of the kind it are indicated.

Named chairman of the NAB previewing committee by Peter Goedel, national president, are Mrs. Frederick Teasley, tv chairman, California Federation of Women's Clubs, and chairman of the NAB reviewing committee, and Miss Lou Breslow, state tv chairman, American Assn. of University Women.

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MOBILE'S ONLY TELEVISION STATION

PAPE TELEVISION COMPANY, INC.

MOBILE, ALABAMA

AFFILIATED WITH WALA RADIO

Ask Your Headley-Reed Man For Market Information and Availability

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most TV stations depend on . . .

HOUSTON FEARLESS EQUIPMENT

Speed is of extreme importance in processing motion picture film for newscasts, special events, interviews, Kinescopes, etc. But quality work should never be sacrificed for speed . . . and needn't be with Houston Fearless processing equipment. That's why far more TV stations and networks use Houston Fearless processors than all others combined. They appreciate the ease of operation, the consistently fine results and the high degree of dependability.

There's a Houston Fearless film processor to fit every need: 16mm, 35mm black and white, color, negative, positive, reversal or negative-positive color film . . . from the smallest, most compact unit to the largest installation. Whatever your needs, be sure to contact Houston Fearless first!

HOUSTON FEARLESS

DIVISION—COLOR CORPORATION OF AMERICA

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE FILM PROCESSING EQUIPMENT"
IN PUBLIC INTEREST

BROADCAST INDUSTRY DRAWS PRAISE
FOR SUPPORT OF POLIO FUND DRIVES

National Foundation for Infantile Paralysis cites 100% cooperation by the broadcasting and allied industries. Herewith are reports of local activity, typifying the work done by all radio and tv outlets.

THE NATIONAL FOUNDATION for Infantile Paralysis, through its president, Basil O'Connor, told B+T of the aid given the group's 1955 fund drive by the broadcasting industry:

"The help and cooperation given by radio and television stations and their staffs throughout the country in publicizing the 1955 March of Dimes was truly remarkable in its unanimity and its far reaching effects.

"Radio and tv stations broadcast countless March of Dimes announcements, and then went further.

"The 1955 campaign was particularly vital, with an effective polio vaccine apparently about to be proved and a record number of infantile paralysis patients still needing aid. The extent to which so many station staffs gave time and thought to special promotions and used their facilities for telethons and other direct fund raising programs was most inspiring. Requests for help to the national and regional networks, from our national radio-television committee, under the able direction of Harold E. Fellows, NATB president, were met with 100% cooperation. As we approach what we hope will be the day of victory over polio, the radio and television broadcasters should know how great their contribution has been in this urgent fight.

"I wish also to emphasize how very appreciative we are to the radio, tv, stage and motion picture talent who so generously gave their time and services in the many 1955 March of Dimes activities.

What Some Stations Did

Among the stations contributing to the cause were the following, according to reports received by B+T.

WFNU Augusta, Me., raised $4,400 from a six-hour auction which the station conducted.

Among the items donated for the sale were a tv set, two used cars and a shirt from Maine's Gov. Edmund Muskie.

WDOT Burlington, Vt., collected $1,200 during a special five-hour campaign.

Contributions totalling $5,600 were received by WJAR-TV Providence, R. I., which was getting enough money to balance a scale on which a little girl—a victim of polio—was seated.

WTIC Hartford, Conn., contributed 18 hours of air time over a two-week period to aid the current drive and with the Hartford Courant gathered over $107,000 in gifts.

A three-hour simulcast by WHEN-AM-TV Syracuse, N. Y., resulted in another $5,800 being added to the MOD fund. More than 200 radio-tv personalities and local citizens volunteered their services for the program.

In Philadelphia, WFLI-AM-TV used a four-day saturation campaign to plug the local "Mothers March on Polio"—an activity of the MOD—and climaxed this with a 45-minute variety-information show just prior to the start of the "march."

WGLV (TV) Easton, Pa., presented an hour-long documentary "clincher" program in the final hours of the polio campaign. The program ended with a doctor removing the cast from the leg of a little girl crippled by the disease who then walked across the stage graphically demonstrating to what use the funds were to be put.

WBRE-TV Wilkes-Barre, Pa., received more than $11,000 from viewers who made pledges during a marathon show produced by the station.

WFRMoudersport, Pa., collected $6,100 through five shows involving 17½ hours of programming on behalf of the drive. The station also aired polio drives conducted by other local groups.

Disc m.c.'s at WTON Stauton, Va., raised $12,200 for the drive by offering not to shave as long as contributions kept rolling in. They went shaveless for 11 days.

WTWY Rock Hill, S. C., raised $1,200 during a four-and-a-half hour live and recorded after- noon broadcast which was heard throughout the business district by means of loudspeakers. Collections were taken in the streets.

WQVL (TV) Greenvillage, S. C., televised the judging of the "Miss Greenville" contest which was the culmination of the local drive. The show was seen live and telecast from a nearby Air Force base.

A 15-hour poliothon at WLAC-TV Nashville, Tenn., brought in $21,400 for the MOD. The show featured both nationally and locally known entertainers.

In Dublin, Ga., WMUL Station Manager Bill Courson was "arrested" during a newscast he was airing and made tape-recorded pleas from the jail for contributions to the MOD so that he could be bailed out.

KNOE-TV Monroe, La., was asked by the local banks to stop its "pennies for polio" promotion because the bank's reserve of pennies was being depleted. The station collected 113, 191 ($1,131.91) pennies during its two-week drive.

WJJS Owensboro, Ky., presented an hour-long show for the MOD from the local group's headquarters. Highlighted were activities of mobile ham operators who were dispatched to donors' homes by radio.

WSIV (TV) Elkheart, Ind., gathered $6,500 during a five-hour telethon in which more than 150 entertainers and guests appeared. The station's Bob Nob show, during a two-week period, had a promotion in which a polio victim drew the name of a dimes-contributor who received the "specialized services" of a staff or public official. "Services" ranged from sicking furnaces to addressing a women's club.

WOOD-AM-TV Grand Rapids, Mich., cowboy personality Buck Barry presented a wild west show dedicated to children in the area who took the first polio inoculation and for the purpose of raising funds for the MOD.

"Pounds for Polio" was the theme of a drive conducted by Chet Long, WBNS-TV Columbus, Ohio. The goal was enough money to balance the weight of a 75-pound polio victim. Mr. Long's promotion and another engendered by it brought in $1,800.

WLEC Sandusky, Ohio, raised over $2,600 in a 12-hour radiothon. The station, which had city and county officials acting as disc m.c.'s,
also produced a live talent show later in the evening.

WCPO-TV Cincinnati collected $37,000 from an eight-and-one-half hour poliothon which starred city officials, sports figures and leaders in the local news media fields.

Cincinnati stations WLW-WLWT (TV) turned over the $15,000 proceeds of the local Golden Gloves boxing show, which they sponsored, to the MOD. All expenses of the bouts were defrayed by business firms; the firms were in turn given time on the stations equivalent to the amount of their donations.

Robert Young, tv star, worked with WBKB (TV) Chicago during its presentation on behalf of the "Mothers' March." WBKB and WLS there simulcast a program sponsored by a local merchant which featured talented crippled youngsters. The show raised about $10,000.

Polio victim Jack Mills, news and program director of KSIB Creston, Iowa, collected $800 for the MOD by selling 8,000 memberships in the "Jack Mills Polio Club" at 10 cents each.

Mason Dixon, KICD Spencer, Iowa, personality, literally did march high schools on the last night of the MOD. He collected $11,000 for walking 23 miles ($5,000 steps) in six degree weather. The walk took eight hours and 15 minutes and was aired by means of the station's mobile unit.

KHOL-TV Kearney, Neb., raised $3,000 during a series of four on-the-air auctions.

KFDA-AM-TV Amarillo, Tex., simulcast a 19-hour show which saw 600 entertainers appear before cameras and microphones. Total funds contributed: $45,000.

KLYN Amarillo night disc m.c. Nick Reyes was handed $150 by the students of the Amarillo high schools on the last night of the MOD drive there.

KCSI-TV Pueblo, Colo., personnel battled Pueblo Star Journal Chieftain staffers to a 20-20 basketball tie for $800 in contributions to the MOD.

Pueblo stations KCSI-AM-TV, KDZA and KGHP joined in a seven-hour simulcast which netted $3,500 for the cause.

A "dime-a-disc" plan used by Jerry Lawrence, disc m.c. at KFI Los Angeles, brought in over $1,000 from donors requesting their favorite musical selections.

Over $3,000 was collected by KCCC-TV Sacramento, Calif., during the three weeks it conducted a 24-hour nightly auction of a wide assortment of items contributed by listeners.

NARTB Stations Cooperate With Ike to Aid Handicapped

NARTB member stations are cooperating with the President's Committee on Employment of the Physically Handicapped in a nationwide campaign to aid placement of the handicapped. The broadcast participation was suggested by President Eisenhower, who said "a coordinated, continuing campaign by the nation's radio and tv stations would undoubtedly achieve splendid results."

The President pointed out that 60,000 persons were made ready for useful work in 1954 through federal-state efforts.

NARTB's board approved the plan at its January meeting in Florida, authorizing President Harold E. Fellows to direct industry cooperation.

Maj. Gen. Melvin J. Maas, chairman of the President's committee, met Feb. 18 with Mr. Fellows to launch the campaign. He said cooperation of NARTB "will give great impetus to the nationwide program to provide work opportunities for the handicapped. One of our chief aims is the development of a greater public awareness of the ability to perform productive work inherent in our handicapped citizens. It is the ability that counts, not the disability. We are deeply grateful to the NARTB for this tremendous help. It is a public service of the highest caliber."

BROADCASTING • TELECASTING

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500,000 RESPOND
ONE of the highest mail responses to two 30-second announcements in the history of tv contests has been claimed by NBC-TV and its Dinah Shore Show (Tuesday, Thursday, 7:30-7:45 p.m.). In a special kiddie car promotion for Chevrolet, the show's sponsor, Miss Shore asked viewers to send in a card with their name and address and a child's name. Three days after the announcement 500,000 cards and letters had reached NBC Hollywood, the network said. Names of the five winners were picked by Miss Shore on her March 3 telecast. Each are to receive a miniature battery-driven convertible car fashioned after the 1955 Chevrolet Bel Air model.

PLEDGE OF ALLEGIANCE
AS A PATRIOTIC service, a call to attention to the American freedoms so often taken for granted, WSRS Cleveland for the past year has been broadcasting daily at noon the Pledge of Allegiance to the American Flag. To add further emphasis, the station last week started airing the Pledge as recited by outstanding individuals in business, trades, professions and organizations, who ask that persons pause in whatever they are doing and repeat along with them.

KMA'S 30 YEARS OF SERVICE
BROCHURE retracing its past to present through words and pictures has been distributed by KMA Shenandoah, Iowa. From 1925 to 1955, "now as then," KMA is "The Heartbeat of the Corn Country," the booklet says. Information is provided on all phases of the present-day operation of the station, aimed at the large farm audience. The brochure also includes market statistics, Pulse ratings and a map showing KMA's coverage reaching into four states.

TAPE-RECORDED BOBSLEDD RUN
WHEN ABC sports commentator Bill Stern asked WBNZ Saranac Lake, N. Y., whether there was a possibility of making a tape recording of an actual bobsled run on nearby Mt. VanHovenberg Olympic Bobrun, John Garwood, sports announcer for the station and a bobsledder himself, complied by taking a Bell Sound tape recorder with him and making the run with three other sledders. With the recorder strapped to him, Mr. Garwood was able to give a complete description from the sled while doing a mile run. Bill Stern used the tape on his coast-to-coast broadcast Feb. 23. WBNZ reports it has been informed the event was the first time a successful tape recording of a complete bobrun had been made.

'RECIPE ROUNDUP'
WLPO La Salle, Ill., is offering to listeners 'Recipe Roundup,' a 72-page recipe book, as a current promotion. During the two weeks prior to publication of the book before anyone had seen it, 2,200 orders for copies from nine counties had been received by the station at the pre-publication cost of $1 per copy, $2 for three copies, according to WLPO.

WRANGLER JIM'S POSSE
SOUTHERN CALIFORNIA kids 12 years and under are being formed into "Wrangler Jim's Posse," sponsored by KABC-TV Hollywood's Wrangler Jim's Adventure Club program, with the moppet deputies entitled to special free privileges at matinee theatre showings, park train rides and other activities. The program features adventure serials for children, with James Voorhees as host-m.c.

BILL INGRAM GOES TO ORIENT
BILL INGRAM, newscaster on KSTP Minneapolis-St. Paul, currently is on a two-week visit to the Orient, visiting Tokyo, Hong Kong and Formosa. Mr. Ingram will devote much of his time to a study of the Formosan situation. He will detail his visit, plus his own views and opinions on Formosa, on his news shows upon his return. Mr. Ingram has been to Formosa before and, according to KSTP, came back with a "world beat," airing the news the Chinese communists had invaded the mainland a month before network newscasters broadcast the same information.

CKCL DUTCH-LANGUAGE SHOW
CKCL Truro, N. S., has what it believes is the only Canadian program on the air in the Netherlands language. The weekly program is for the many settlers from Holland who have arrived in the agricultural area of Nova Scotia and is produced by the newcomers themselves. The show includes news from Holland, information on Canada such as land settlement regulations and income tax forms and Dutch music, some of which is supplied on tape by the Netherlands Radio System.

BREAD RECIPE GETS RESPONSE
WHEN a listener wrote to Chuck Muller, farm service director of KOA Denver and host on Western Breaks, Bell, asking if he knew a bread starter recipe, Mr. Muller mentioned the request on the program and immediately received two recipes from other listeners. These he read on the air and in three weeks time received 760 requests from 18 states including as far away as California and Michigan, according to the station.

STONEWALL JACKSON
WHEN a mouse appeared on Ted Jackson's Clockwise program on WHAM Rochester, N. Y., Mr. Jackson talked to him and the mouse talked back and they soon became fast friends. But Mr. Jackson soon grew tired of addressing the rodent "Mouse," so he staged a contest to name the animal. Over 2,200 entries were received and "Stonewall Jackson" was decided upon, with the winner receiving a clock-radio. Stonewall Jackson Mouse is gone now. The painters came and closed his hole and entombed him in WHAM's studio D.

EXECUTIVES of KFSD-TV San Diego and Katz Agency officials discussed station availabilities during a series of conferences at the station. Participants in the discussions were (l to r): Chuck Dwyer, Chicago Katz office; Richard Hasbrook, Los Angeles; Jay Grill, KFSD-TV sales manager; James Rogers, representative 18 states including Walter Nilson, New York; Stan Reulman, San Francisco, and William E. Goetze, general manager of KFSD's combined operations.
VISUAL TRIPS FOR YOUNGSTERS
CBS PUBLIC AFFAIRS department is reported to be planning a new weekly children's tv program to premiere April 17, originating live from various points around the country. The purpose of the untitled program is to present activities of interest to youngsters, including trips to a dairy farm to see how cows are milked, a skyscraper to learn how it is built, a coal mine and a look at how tugboats dock huge ocean liners.

'HOME AND GARDEN WEEK'
IN THE ABSENCE of an International Flower Show in New York this year, WRCA-AM-TV there will present a special "Home and Garden Week" from March 21-26, during which 84 hours of integrated programming will be carried on the stations. The special programming will be offered for sponsorship to advertisers of specialized products and services and advertisers which regularly do not use radio-tv. Regularly-scheduled programs on the two stations will be built around home and garden themes, giving listeners and viewers extensive information on spring gardening and building. In addition, there will be one-time programs providing a preview of new methods and devices of interest to garden and do-it-yourself fans.

WKNB-TV GARDENING PROGRAM
NEW weekly program on gardening has been launched on WKNB-TV New Britain, Conn., with John S. Gallagher, who has conducted garden programs on WKNB, as host. All phases of gardening for the home owner are covered on Gardening With Gallagher, including planting and care of lawns, foundation plants and planting, shade trees for small lots, hedges for screening and how to make plants grow in the sun and shade.

Movie Promotion Scores
WGBS-TV Miami, Fla., has shown the Florida State Theatre Chain that the best way to promote movie theatre attendance is through television. To prove the point, a station movie promotion was worked out by Nick Kersta, managing director of the ch. 23 station. Mr. Kersta, to sell the idea of ch. 23, asked the theatre to put on a cartoon carnival consisting of 23 color cartoons, and charge 23 cents for admission. As a special promotion newsreels were taken of the crowds in front of and in the theatres and the audiences were advised by stage announcements that they could see themselves on WGBS-TV later. Estimated attendance of youngsters at the theatres was 14,500.

Nine theatres, covering Miami, Coral Gables, Miami Beach, Miami Shores, Allapataiah, Hollywood and Fort Lauderdale, took part in the promotion. Executives reported that the theatre were filled to capacity by show time. William Russel, Florida State Theatre city manager, said, "Public response to this effort was beyond our wildest dreams. Business at our theatres could not have been better. . . . Our thanks to ch. 23."

Day after day and year after year these two ALTEC LANSING microphones serve broadcast studios and public address systems throughout the world. Through consistent performance of the highest quality the ALTEC 639 and the ALTEC 633 have proved themselves under all sorts of conditions and for every purpose. These two famous Western Electric microphones which have been manufactured by Altec Lansing since 1949 are, truly, the reliable standbys, the best in their field.

The ALTEC 639 Microphones are ideal for broadcast and public address. These cardioid microphones use a combination of ribbon and dynamic pressure elements to provide the best possible pickup under varying, difficult conditions. High quality three-way (639A) and six-way (639B) directivity patterns are quickly selected by a simple screw adjustment. Impedance: 40 ohms. Power output level: —6 dbm. Frequency response: 40-10,000 cps.

The ALTEC 633 is the world-famous "salt shaker" microphone. This rugged, dependable high-quality microphone for public address, sound distribution systems or broadcasting affords non-directional and, with BB attachment, semi-directional performance. One of the most popular microphones ever made. Frequency response: 40-12,000 cps. Impedance: (633A) 30 ohms, (633C) 30, 150/250 ohms. Power output level: —6 dbm.

A SOUND REPUTATION SECOND TO NONE

9356 Santa Monica Blvd., Beverly Hills, Calif. • 161 Sixth Avenue, New York 13, N.Y.
**WGLV (TV)/S LIVE FIGHTS**

FRIDAY NIGHT FIGHTS are originating live from WGLV (TV) Easton, Pa., these days with the contest consisting of young members of the Police Athletic League of Easton, which cooperates with the station in presenting the show. A regulation ring has been erected in the WGLV studios for the youngsters’ battles. Bill Wright, sports director of the station, calls the blow-by-blow and Eddy Moy, former Pennsylvania featherweight champion, officiates.

**COLLEGE C-C TV SHOW**

LONG BEACH City College staged a closed-circuit television show in which performers acted in front of cameras in the school's radio-tv studio and the show was piped by a half-inch coaxial cable to a 16-ft. screen in an auditorium about 300 feet away. The hour-long presentation, viewed by 700 students and guests, was written, produced and directed by Kenneth Carter, radio-tv director of the school and former station manager of WBGO (FM) Newark, N. J. The event was the first time any college had used tv in such a manner, Mr. Carter claims.

**MOTHER NATURE PROVIDES**

MOTHER NATURE provided WLWC (TV) Columbus, Ohio, the right weather for its Sportsmanlike Driving show when the scheduled topic was “How to Drive on Snow and Ice.” Such stuff covered the streets of Colum-bus on the day the program, originally planned as a studio demonstration, was to be presented. The show was ad libbed and eight cars and two wreckers got into the act before it was over. Sportsmanlike Driving is presented in cooperation with the Columbus Automobile Club and the Columbus Board of Education and is beamed at teenagers.

**BUSINESS IS BOOMING**

BROCHURE on business in British Columbia and its own coverage area has been prepared by CKNW New Westminster, B. C., “Top Dog” station. On the cover is a picture of the city’s waterfront and the title, “B. C. Business is Booming!” The booklet contains a coverage map, ratings and audience charts, business and industry facts and figures, a population map and a picture of its “Big Four” personality group. The presentation is available from CKNW’s promotion department.

**WGN PROGRAM FOR PARENTS**

PROGRAM dedicated to the hope of making life easier for young parents and future mothers and fathers has started on WGN Chicago. It’s Your Baby, scheduled as a five-minute show across the board, features pertinent questions and answers and includes special words to fathers, bright sayings of kiddies and novel ways of announcing a birth.

**LASSIE’S VARIED AUDIENCE**

CAMPBELL SOUP Co.’s “Lassie” contest, promoted principally on tv, received entries numbering in the hundreds of thousands, spokesperson report. Ages of the grand-prize winners—7 to 61—provided an interesting cross-section of the Lassie tv audience, underscoring the show’s appeal to all ages. Ten pups descended from the original Lassie were awarded to the top winners. In addition, 500 regulation basketballs and 500 pairs of Union Hardware Rollerskates were given to second and third place winners.

**Show Inspires Book**

MATERIAL received from listeners since WTJL Waterville, Kennebec county, Me., inaugurated the program Little Talk on Common Things six years ago has been incorporated by the show’s narrator into a book titled “Kennebec Yesterdays.” WTJL in 1948 sold Keyes Fibre Co. (paper pie plates and plastic tableware) on the idea for this weekly radio show that would serve as a “voice” to champion the American free enterprise system and other attitudes subscribed to by the manufacturer. The program is not designed to sell the firm’s products but rather to build goodwill and pride of sponsorship among employees.

Dean Ernest Marriner of Colby College was chosen as the narrator. Dean Marriner’s new book, which includes excerpts from old account books, faded letters and other documents, some dating back to 1775, deals with Maine lore and the early inhabitants of the Kennebec River Valley.

“Kennebec Yesterdays” is 330 pages and was published by the Colby College Press.

**WHAT RADIO MEANS**

WLKB DeKalb, Ill., is conducting a contest throughout March asking listeners to write on “What Radio Means in Our Home” in a 100 words or less. They also are asked to mention five or more WLKB daily or Sunday programs to which they listen. Prizes include Zenith clock and table model radios and General Electric clocks.

**WCOU SPURS RECORD SALES**

TRIPLE promotion was staged by WCOU Lewiston, Me., when Louis Dennis, station disc m.c., did a two-hour remote show from the window of a local record store. Sponsors of the broadcast were a RCA record distributor, Coca-Cola and Sam Italian Sandwich Shop. The purpose was to create traffic for the record dealer. Refreshments were provided by Coca-Cola and the sandwich shop. Before the show was over re-orders of 356 sandwiches and 600 cokes had to be supplied. The promotion quadrupled record sales the next day, WCOU reports.
**CKVL PROMOTIONS**

TO MARK its change from 980 kc to 850 kc, CKVL Verdun, Que., offered 850 dimes to the listener sending in the largest list of people's names who had been notified of the change. Thousands of letters were received with the lists ranging from 25 to several thousand, some listeners having systematically gone through the telephone book calling people and sending CKVL phone book pages with names called ticked off. The station also increased its power from 5 kw to 10 kw and distributed to advertisers and agencies ash trays and retractable pencils notifying them of the changes. A special list of advertising agencies received desk paper weights in the shape of elephants with the message, "Jumbo Coverage CKVL. Now 10,000 Watts."

**AFRS TAKES 'BREAKFAST CLUB'**

SPECIAL 30-minute version of ABC's Breakfast Club will go out to servicemen at 80 overseas posts via the Armed Forces Radio Service starting May 1. The across-the-board broadcast will be condensed from a full hour to 30 minutes for daily transmission to the troops.

**WBAL-TV ARES LEGAL CASES**

WBAL-TV Baltimore and the Baltimore Junior Bar Assn. radio and television committee have started a series of programs which will review actual legal cases which have been heard and settled in the Baltimore courts. After presentation of the facts, three average citizens express their individual views as to what the decision should have been and then a JBA member explains what did happen and why. The program is designed to acquaint Baltimoreans with the law situations which they are likely to meet in everyday life.

**WMCT (TV) FILMS TORNADO**

WMCT (TV) Memphis, Tenn., through the aid of airplane transportation and a telephone-equipped station wagon, had film of a tornado which struck 40 miles south of Memphis on the air less than three hours after the tragedy causing winds hit.

**GOVERNMENT EXPLAINED**

"OUR GOVERNMENT," a WPTZ (TV) Philadelphia series on the educational program Operation Blackboard, is being aired in cooperation with the Philadelphia Board of Education to foster classroom discussion. The material handled on the program is similar to that required by state law for presentation in ninth grade social studies classes.

**27 HOURS AT THE PIANO**

CHEERS from 4,000 spectators gathered in Donnacanna Hall, Montreal, went up for Pauling's recital began at 7:30 p.m. on Friday evening and concluded at 10:45 p.m. the following night—a total of 27 hours and 15 minutes at the keyboard. The event was sponsored and broadcast throughout by CKAC Montreal, which asked spectators to make donations to the March of Dimes in lieu of admission.

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**FOR THE RECORD**

**NEW TV STATIONS . . .**

**ACTIONS BY FCC**


---

**EXISTING TV STATIONS . . .**

**ACTION BY FCC**

KLOB (TV) Portland, Ore.—Oregon TV Inc. seeks permission on ch. 12 during July 24. Granted March 5; announced March 8.

**APPLICATIONS**


KTEC-TV Springfield, Mo.—Independent Broadcast Co., seeks CP for ch. 10 to change ERP to 19 kw visual, 14.1 kw audio, change studio and transmitter location to E. Division St., Roanoke, Mo. Filed March 6.

KANG-TV Waco, Tex.—Texas Broadcast Co. seeks CP for ch. 34 to change ERP to 18 kw visual, 7.3 kw audio, change studio and transmitter location to 4811 Bosque Blvd., Waco, antenna height above average terrain 550 ft. Filed March 7.

KTTV-W (TV) Milwaukee, Wis.—Columbia Broadcast System Inc. seeks mod. of CP for ch. 19 to change ERP to 28 kw visual, 14 kw audio, change studio location to 545 N. 27th St., Milwaukee, antenna height above average terrain 550 ft. Filed March 7.

---

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General Offices and Plant: 546 Citizen Blvd., Clifton, N. J.

March 14, 1955 • Page 115
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
March 3 through March 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w.—watts. m—megacycles. d.—day. N.—night. L.S.—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited. hours. kc—kilocycles. SBA—special service authorization. STA—special temporary authorization. FCC file and hearing docket numbers given in parentheses.

The FCC Commercial Station Authorizations
As of Feb. 28, 1953

<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>2,687</td>
<td>525</td>
</tr>
<tr>
<td>CPs on air</td>
<td>5</td>
<td>12</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>101</td>
<td>11</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,692</td>
<td>536</td>
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<tr>
<td>Total authorized</td>
<td>2,793</td>
<td>533</td>
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<tr>
<td>Applications in hearing</td>
<td>137</td>
<td>2</td>
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<tr>
<td>New stations requested</td>
<td>186</td>
<td>2</td>
</tr>
<tr>
<td>New station bids in hearing</td>
<td>78</td>
<td>0</td>
</tr>
<tr>
<td>Facilities change requests</td>
<td>146</td>
<td>2</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>755</td>
<td>67</td>
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<tr>
<td>Licenses deleted in Feb.</td>
<td>0</td>
<td>1</td>
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* Does not include noncommercial educational fm and tv stations.

Am and Fm Summary through March 2

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<tr>
<th>AM</th>
<th>FM</th>
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<tbody>
<tr>
<td>On air</td>
<td>Licensed CPs in use</td>
</tr>
<tr>
<td>Am</td>
<td>2,692</td>
</tr>
<tr>
<td>Fm</td>
<td>525</td>
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Television Station Grants and Applications
Since April 14, 1952

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<tr>
<th>Grants since July 1, 1952:</th>
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</thead>
<tbody>
<tr>
<td>VHF</td>
</tr>
<tr>
<td>Commercial</td>
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<tr>
<td>Educational</td>
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</table>

Total Operating Stations in U. S.:

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<thead>
<tr>
<th>Commercial</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed</td>
<td>596</td>
<td>325</td>
</tr>
<tr>
<td>Operating</td>
<td>579</td>
<td>298</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

New Amend. vhf uhf total

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>37</td>
<td>28</td>
<td>55</td>
</tr>
</tbody>
</table>

Total

| 1,011 | 337 | 754 |

* One hundred-twenty-seven CPs (26 vhf, 101 uhf) have been deleted.

** Includes 35 already granted.

** Includes 62 already granted.

New Am Stations . . .

APPLICATIONS BY FCC

Madison, Ind.—Electronic Laboratories Inc. granted 1270 kc 1 kw daytime, directional. Post office address % Clarence F. Henson, 541 E. Broadway, Louisville, Ky. Electronic Laboratories Inc. is former permittee of WORX at Madison. Granted March 2.

Albuquerque, N.M.—Grande Bestg. Co. granted 1490 kc 500 w daytime. Post office address % Ray King, Blvd. 1172, Yuma, Ariz. Authorized construction cost $1,000, first year operating cost $25,000, revenue $25,000. Principals in usual partnership include D. W. Schieber, employee for manufacturer of house trailers and W. R. King, farm director-announcer KYMA Yuma. Granted March 2.


Spruce Pine, N. C.—Toe River Valley Bestg. Co. 1479 kc 1 kw daytime. Post office address % Tom N. Cooper, RFD 1, Box 29, Spruce Pine. Estimated construction cost $14,000, first year operating cost $15,000, revenue $15,000. Principals include Pres. Tom N. Cooper (41%), drive-in theater owner; Vice Pres. Charles J. Collins (17%), motion picture theater manager; Sec.-Treas. Baker L. Johnson (15%), construction contractor; Joe B. Cooper (11%), and 21 other stockholders, owning more than 3% interest. Filed March 2.

Existing Am Stations . . .

APPLICATIONS BY FCC

WDVH Gainesville, Fla.—The Destor Bestg. Co. granted CP to change from directional antenna to nondirectional operation. Daytime on 880 kc with 5 kw. Granted March 2.

WLOA Braddeck, Pa.—Matta Bestg. Co. granted CP to waive deadlines with WLOA 1060 kc in p.m. for period April 15 to Oct. 1. Granted March 1; announced March 8.

WAMY Amery, Miss.—Charles C. Boren Jr. FCC denied CP for existing station at 1580 kc 5 kw at request of permittee. Denied March 9.

APPLICATIONS

WGDA Columbus, Ga.—WGBA Inc. seeks CP to change from 1 kw to 1 kw to 5 kw daytime on 1270 kc. Filed March 7.

WHLN Harlan, Ky.—Blanford Radio Co. seeks change from 1 kw to 2 kw with 2 kw on 1460 kc. Granted from 1260 kc 1 kw daytime. Filed March 2.

WSNB New Orleans, La.—WSNB inc. seeks CP to change from 5 kw to 10 kw on 1560 kc. Filed March 1.

Existing Fm Stations . . .

APPLICATIONS BY FCC

WUOM (FM) Ann Arbor, Mich.—U. of Mich. granted mod. of CP to change ERP to 115 kw; antenna height above average sea level 640 ft. Granted March 1; announced March 8.

Ownership Changes . . .

APPLICATIONS BY FCC

WKG Stockton, Calif.—McClatchy Bestg. Co. granted voluntary assignment of license to James E. Longe Jr. and Lewis B. Sass/ Jr. at Delta Bestg. Co. for $75,000. Principals include James E. Longe (1%), program director WKG Cs. and Lewis B. Sass (1%), program director WGBA Inc. Granted March 2.

KMBY Monterey, Calif.—Salinas Valley Bestg. Corp. Granted waiver of assignment of license to KMBY Inc. for outright grant. Owner Ray A. Gwinn for $70,000. Mr. Gwinn is NBC Los Angeles affiliate. Granted March 2.


KTV (TV) Sioux City, Iowa—KCOM Bestg. Co. granted relinquishment of positive control by Dietrich Bros. through acquisition of 25% interest by Perkins Brothers Co., operators of KSCJ there, pursuant to merger agreement for the ch. 4 facility. Granted March 9.

WEHT (FM) Henderson, Ky.—Ohio Valley TV Co. granted voluntary assignment of possession control to the Telecaster Inc. through purchase of 6,000 shares of class A stock from Citizens Theatre Inc. and John J. Ballard for $6,000. Granted March 2; announced March 9.


KENO Las Vegas, Nev.—Maxwell Kelch & Laura Belle Kelch d/b as Nevada Bestg. Co. granted voluntary assignment of possession control to Kelch & Kelch Inc. as Panama Bestg. Co. for $80,000. Principals include Pres. Maxwell Kelch (50%),ublisher & managing editor Las Vegas Sun, Vice Pres. Ralph B. Kelch (25%) chief engineer of KEN) and Mel Baig (25%), commercial manager KENO early March 3.

WLYK Newport, Tenn.—Arthur Wilkerson Jr. & Arthur Wilkerson Lumber Co. granted assignment of lease to ABC Inc. with consideration involved as transfer from sole proprietorship to corporation. Granted March 4; announced March 8.

FOR THE RECORD

Allen Kander
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FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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Broadcasting • Telecasting

WTD New Martinsville, W. Va.–Magnolia Bcstg. Corp. seeks voluntary transfer of control from J. Paul Hall to Harry Right, through sale of 90% interest for $2,400. Mr. Right is president of Magnolia Bcstg. Corp., and sale was subject to revocation proceedings against Public Information Cases March 4.

WLCK La Crosse, Wis.–Ottumwa Telecasting Corp. seeks transfer of assignment of license to Iowa corp. Wisconsin corporation Phil Pick (95%) and Stanley Smith (5%) each holding 47.5% of said assignment. Filed March 7.

Hearing Cases...

INITIAL DECISIONS


OTHER ACTIONS

Corrections to Transcripts—By separate Orders the Commission granted petitions to make editorial corrections in the transcripts of oral arguments in the Wichita, Kan., ch. 3, Fresno, Calif., ch. 12 (Dockets 9066 et al.), Chattanooga, Tenn., ch. 3, and Corpus Christi, Texas, ch. 6 tv proceedings. Action March 4.

FM Allocation–FCC proposed to amend allocation plan for wireless stations to add ch. 80 in Montgomery, Ala. Petition to remove or amend the allocation plan for wireless stations may be filed on or before April 1 Action March 3.

WFEA Manager, N. H.–FCC denied complaint Union Leader Corp. requesting FCC In- stitute revocation proceedings against Public Information Incorporation Inc., licensee of WFEA. Action March 6.

KGUL-TV Galveston, Tex.–By Order the Commission denied petition filed by Gulf Television Co., requesting the Commission to direct the examiner to proceed to Houston and Galveston, Tex., to take testimony of such further witnesses as are contemplated by Commission Order of Oct. 27 last relative to the taking of certain depositions in proceeding on application to modify the construction permit of KGUL-TV Galveston. Action March 3.

KAMQ Amarillo, Tex.—On petition for reconsideration filed by Top of Texas Broadcasting Co., the Commission, by Order, removed from hearings the request for an increase of 250 kw. of power of station KAMQ Amarillo, Tex., from 1 kw. to 10 kw. and night, with present frequency 1010 kc, 500 w night; engineering conditions. Action March 3.
March 4 Applications

ACCEPTED FOR FILING

License for CP

WVWM Atlantic Ave., Inc.—License to cover CP (BPCT-3024) which authorized change from employing directional antenna (Dec. 30, 1963) to a fixed height use only (DA-N) (BL-6033). [2810]

Renewal of License

WLS Chicago, Ill., Air-Value Inc.—For renewal of License (BMPCT-2675). [2811]

Remote Control

WJLB Detroit, Mich., Barth & Television Stations Inc.—For a Renewal of License for a new antenna at 1017 on WJLB (FM) Detroit, Mich., Barth & Radio Television Station (BMPCT-147). [2812]

APPLICATION RETURNED

WSMB New Orleans, La., WSMB Inc.—License to increase dcytime power from 5 kw to 10 kw and change type transmitter. [1339]

License for CP

WBRE-WF Wilkes-Barre, Pa., Louis G. Balti- more—License to cover CP (BPCT-1981) which authorized change in licensed station (BL-1026). [2813]

Modification of CP

WKDN-TV New Britain Conn., The New Brit- ain Broadcasting Co.—License to cover CP (BPCT-2392) which authorized new tv station to extend completion date of 2-15-55 (BMPCT-2889). [2814]

March 7 Applications

ACCEPTED FOR FILING

License for CP

KLMR Lamar, Colo., The Southeast Colorado Broadcast Co.—License to cover CP (BPCT-7783) as mod. which authorized new tv station to extend completion date to 9-6-55 (BMPCT-2889). [2815]

Renewal of License

WMPM Minneapolis, Minn., Monroe Broadcast Co.—License to cover CP (BPCT-3329) as mod. which authorized new tv station to extend completion date to 9-6-55 (BMPCT-2889). [2816]

Modification of CP

WWTV (TV) Milwaukee, Wis., Spartan Broadcast Co.—License to cover CP (BPCT-1625) as mod. which authorized new tv station to extend completion date to 9-25-55 (BMPCT-2889). [2817]

KHCQ-TV Anchorage, Alaska, KHCQ Broadcast Inc.—License to cover CP (BPCT-597) as mod. which authorized new tv station to extend completion date to 3-10-56 (BMPCT-2907). [2818]
Corpus Christi, Tex., to 9-6-55; WHCU-TV Ibaca, N. Y., to 9-7-55; WLTV (TV) Atlanta, Ga., to 9-8-55; WABIC-TV New York, to 9-7-55; WATV (TV) Little Rock, Ark., to 9-8-55; KOB-TV Albuquerque, N. M., to 9-15-55; WNSR Grundy, Va., to 9-1-55.

Actions of March 3
Remote Control

The following stations were granted authority to operate transmitters by remote control: WLBJ Detroit, Mich.; WBN Detroit, Mich.

Granted License
WIAN (FM) Indianapolis, Ind., The Board of School Commissioners of the City of Indianapolis—Granted license for educational fm broadcast station; ch. 211 (90.1 m) 126 w, U (BLED-180).

WBFM From Fort Worth, Tex., Caller Publications Inc.—Granted license covering changes in fm station (BLR-1033).

Modification of CP
WQMC (TV) Chattanooga, Tenn., N. C., WAYS-TV Inc.—Granted mod. of CP to change corporate name to WQMC Television Inc. (BPCT-2866).

The following stations were granted extensions of completion dates as shown: WOTV-TV Winston-Salem, N. C., to 9-3-55; KFYR-TV Minn., N. D., to 9-4-55; WSYV Mount Airy, N. C., to 9-13-55.

March 4 Applications

ACCEPTED FOR FILING
WGVM (FM) Jackson, Mich.—Granted license to cover new fm station (BPCT-2951).

Renewal of License
KVOM Morrilton, Ark., Morrilton Best, Co.—Mod. of license to change ownership to Mid-America Broadcasting Co. Inc. (BPCT-2952).

APPLICATION RETURNED
RKLW Walnut Ridge, Ark., Southern Baptist College—Mod. of license to cover new fm station (BPCT-2939).

Modification of CP
KVTX (TV) Anchorage, Alaska, Northern Television Inc.—Mod. of CP (BPCT-1760) to 6-7-55 (BPCT-2935).

KEYT (TV) Santa Barbara, Calif., Santa Barbara Best, and Television Corp.—Mod. of CP (BPCT-1122) to 6-7-55 (BPCT-2936).

Modification of License
KBUT-FM Portland, Ore., KPOJ Inc.—Grant license for fm broadcast station (BLR-1035).

Remote Control
KEVY Palestine, Texas, Palestine Best, Corp.—(BRC-675).

APPLICATION RETURNED
KLLU Lubbock, Tex., Radio Station KLLU Inc.—CP to increase power from 550 w to 1 kw.

Renewal of License
KAGH Crossville, Ark., Julian Haze—(BR-2879).

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Washington Blvd.

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Ray V. Haskins
1400 S. Wabash Ave.

SAN FRANCISCO
William T. Stubbehield
235 Montgomery St.

March 14, 1955  Page 119
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Address</th>
<th>City, State</th>
<th>Years Experience</th>
<th>Phone</th>
<th>Contact Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jansky &amp; Bailey Inc.</td>
<td>Executive Offices</td>
<td>1735 De Sales St., N.W.</td>
<td>Washington, DC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>James C. McNary</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash. 4, D.C.</td>
<td>Washington, DC</td>
<td>30 Years' Experience</td>
<td>2-4141</td>
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<tr>
<td>Paul Godley Co.</td>
<td>Registered Professional Engineer</td>
<td>Upper Montclair, N.J.</td>
<td>Washington, DC</td>
<td>3-3000 Lab.</td>
<td>4-0921</td>
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<tr>
<td>Frank H. McIntosh</td>
<td>Consulting Radio Engineer</td>
<td>1216 Wyatt Bldg.</td>
<td>Washington, DC</td>
<td>3-4473</td>
<td>2-4141</td>
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<tr>
<td>Kear &amp; Kennedy</td>
<td></td>
<td>1302 18th St., N.W.</td>
<td>Washington, DC</td>
<td>3-9000</td>
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<tr>
<td>Lynne C. Smeby</td>
<td>&quot;Registered Professional Engineer&quot;</td>
<td>1311 G St., N.W.</td>
<td>Washington, DC</td>
<td>3-8073</td>
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<tr>
<td>Robert L. Hammett</td>
<td>Consulting Radio Engineer</td>
<td>821 Market Street</td>
<td>San Francisco, CA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>John B. Heffelfinger</td>
<td>Consulting Electronic Engineers</td>
<td>815 E. 83rd St.</td>
<td>Kansas City, MO</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vir N. James</td>
<td>Speciality</td>
<td>3955 S. Broadway</td>
<td>Denver, Colorado</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vadivere, Cohen &amp; Wearn</td>
<td>Consulting Electronic Engineers</td>
<td>612 Evans Bldg.</td>
<td>New York, N. W.</td>
<td></td>
<td>2-8500</td>
<td></td>
</tr>
<tr>
<td>George C. Davis</td>
<td>Consulting Radio Engineer</td>
<td>1052 Warner Bldg.</td>
<td>Washington, DC</td>
<td></td>
<td>2-4141</td>
<td></td>
</tr>
<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>Consulting Radio Engineer</td>
<td>710 14th St., N.W.</td>
<td>Washington, DC</td>
<td>3-5670</td>
<td>2-4141</td>
<td></td>
</tr>
<tr>
<td>William E. Benns, Jr.</td>
<td>Consulting Radio Engineer</td>
<td>3738 Kanawha St., N.W., Wash., D.C.</td>
<td>Phone 2468, Birmingham, Ala.</td>
<td></td>
<td>Phone 2-9294</td>
<td></td>
</tr>
<tr>
<td>Carl E. Smith</td>
<td>Consulting Radio Engineers</td>
<td>4900 Euclid Avenue</td>
<td>Cleveland, OH</td>
<td>3-3177</td>
<td>2-4141</td>
<td></td>
</tr>
</tbody>
</table>

**Professional Directory**

**Commercial Radio Monitoring Company**

**Mobile Frequency Measurement**

**Service for FM & TV**

**Engineers on duty all night every night**

**Jackson 5302**

**P.O. Box 7037**

**Kansans City, Mo.**

**Capitol Radio Engineering Institute**

**Accredited Technical Institute Curricula**

**2214 16th St., N.W., Wash. 10, D.C.**

**Practical Broadcast, TV, Electronics Engineering home study and resident courses.**

**Write for Free Catalog, specify course.**

**Spot Your Firm's Name Here, To Be Seen by 75,956° Readers**

**Among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and fromcile facilities.**

**1953 ARB Projected Readership Survey**

**To Advertise in the Service Directory**

**Contact**

**Broadcasting • Telecasting**

**1735 DeSales St., N.W., Wash. 6, D.C.**

**Page 120 • March 14, 1955**
HELP!

If that is what you need—HELP—you should be interested in our Placement Department. We offer you graduates who can double in several capacities. They do not "specialize," 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 simply supply you with trained graduates from our School who have been screened for ability and willingness to work. Write, wire, or call John Birrel, Placement Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

with schools in
Hollywood • Chicago • Portland

CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted—cont'd

Help Wanted

Managerial

Manager—top salesman with experience in small market. Unusual opportunity for advancement in metropolitan market. Box 306G, B-T.

Salesmen, best, professional, hardworking, capable of sales and programming supervision. Southern experience preferred. Send full details in your first letter to L. Gould, Secretary-Treasurer, WMBX, Wallace, North Carolina.

HELP! (Cont'd)

If that is what you need—HELP—you should be interested in our Placement Department. We offer you graduates who can double in several capacities. They do not "specialize," but have been thoroughly trained by professionals for a combination of jobs, using standard commercial equipment in our studios.

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NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

with schools in
Hollywood • Chicago • Portland

RADIO

Help Wanted—(Cont'd)


Salesman wanted for one of the South's fastest growing radio stations. We are looking for a man who wants to settle in a good community for the rest of his life. Send full details to Box 594G, B-T.

Wanted: Man or woman salesman, $50 a week, plus 25% commission. Box 681G, B-T.

We want a live one! Entertaining air salesman who can sell everyone. Must have ability to do a job that needs fresh, original family man desirable. State age, experience, send tape, salary, phone, address, etc. No replies will be made to this announcement. Box 496G, B-T.

Announcers—salesman-announcer. Manage, operate microwave tower. Good opportunity right man. Box 826G, B-T.

Salesman—major southeastern metropolitan market. All legals, high listeners, well known to advertising. We are looking for a man with experience who wants to be in a highly competitive market. Liberal guarantees or draw against completion. Permanent position. Send complete information. Box 596G, B-T.

Wanted: Man or woman salesman, $50 a week, plus 25% commission. Box 681G, B-T.

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We sold the South's fastest growing radio stations.

RADIO

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Salesmen, best, professional, hardworking, capable of sales and programming supervision. Southern experience preferred. Send full details in your first letter to L. Gould, Secretary-Treasurer, WMBX, Wallace, North Carolina.

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OPPORTUNITY AT RCA FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an excellent opportunity for training and experience with color TV transmitters.

CAN YOU QUALIFY?

You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

Enjoy RCA advantages:

- Top Salaries
- Many Liberal Company-Paid Benefits
- Relocation Assistance

For personal interview, please send a complete resume of your education and experience to:

Mr. John R. Weld, Employment Manager
Dept. Y-3C, Radio Corporation of America
Camden 2, N. J.

RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
ANNOUNCERS

Baseball announcer, 7 years experience, excellent voice, first of references. Box 2696G, B-T.

Natural experienced announcer. Employed mid-week, weekends, NBC, ABC, CBS. Will work. Tape available. Box 546G, B-T.

Current salesman—major market. Desires staff work, major college. Box 496G, B-T.


Sports announcer—director, experienced. Need a play-by-play man for the '33 baseball season? Have suitcase will travel. Details write, wire. Box 564G, B-T.

Design—announcer, experience, seeking job with future, married, veteran, will travel, tape. Box 5869G, B-T.

New radio personality available. Third class ticket. Prefer south or southwest. DJ, sports, farm, excellent training. For details write Box 5879G, B-T.

Veteran announcer—operator, 14 years experience in major market. Can locate in any state. Will settle down in Arizona or southern California. Tape and full details available. Box 627G, B-T.

Axe baseball play-by-play sportscaster. Class A, AAA. Box 636G, B-T.

Experienced staff announcer: Ready to advance and be recognized. Married. Box 636G, B-T.

Announcer—strong on news and music. Married, 24, seeking position within two hundred miles of Chicago. Salary and data available on request. Box 638G, B-T.

Announcer-employed large operation, desires better opportunity in large market. Box 646G, B-T.


Experienced announcer, with first class ticket. Attractive young lady, sells, performs, acts. Top rate DJ, popular or western. Married. Prefer warm area. Box 646G, B-T.

Announcer, first class license. Good voice. Excellent experience. DJ with super Hoover. Proved record. 5 years experience. Show biz background, M.C., entertaining. Also knows a few words in English. Major market. Detailed brochure available. Box 651G, B-T.

Good staff announcer—1½ years experience, anxious to break into sports. Brief play-by-play experience. Steady, reliable. Tape on request. Box 651G, B-T.

Comedy personality, seven years network radio and television experience, desire relocate in local station as far west as Chicago. Super salesman, excellent writer, idea man. Five years on MBS as Windy Ward. Recently graduated from Apprentice Family. College graduate. No offers. Box 660G, B-T.

Baseball announcer, top-flight, versatile sportscaster. Six years play-by-play on all sports. Now employed but interested in better opportunity. Box 661G, B-T.

Attractive young lady seeks personality or staff sportscaster position. 4 years of college, freshman year in commercials, acting. Will travel. Radio-TV school graduate. Box 662G, B-T.

Staff announcer, good music, gospel, pops and hillbilly. Graduated from third phone. Experienced. Tape upon request. Desires small station south eastern states. Box 663G, B-T.

Polished, polished, hardworking experienced announcer, 10 years midway experience. Excellent commercial and tv. Sincere, selling delivery. Can handle any sort of announc- ing assignment. 28 years old, veteran. Need at least $75 to take care of family. Box 665G, B-T.

SPORTS-DENVER

Announcer, 27, 3 years. All phases, strong new commercial voice. Washington, D.C., East Coast. Box 666G, B-T.

Sports only—7 years experience—baseball play-by-play-major baseball and advertising. References—college grad—thirdy—married—veteran. Box 667G, B-T.

Announcer, negro, dynamic disc jockey, personality, some experience. Tape available. Box 668G, B-T.

Staff man—good news, selling commercials, DJ, light experience. Versatile, tape tells. Box 670G, B-T.

Announcer—continuity writer, idea man. Some experience, tape, resume, sample copy on request. Box 671G, B-T.

Ambitious announcer, young really willing. 3rd ticket, for staff, car, resume, tape move promptly. Box 672G, B-T.


Announcer—news and music—22, single, sober. Will locate in any state. Box 676G, B-T.


Baseball, play-by-play, DJ, versatile, 3 years experience, 28, married, vet, reliable, employed, good references, phone 531 between 3 p.m. and 5:30. Pete Franklin, WRCA, Alhokine, North Carolina.

Glee Friday—copy, ale work. Garr, 425 Lester, Leonia, New Jersey. Leonia 4-9036.


Versatile announcer—strong on news, sports, commercials. Program minded. Two years experience, Amalgamated. Send return west coast address states for permanent position. 28, family. Tape, resume, references on request. Ken Johnston, 501 E. Third, Crozet, Arkansas.

Attention all stations: Available April first—deejay—third ticket—seem network show—sports—special events. Contact Chris Martin, Box 28, Logan, West Virginia. Phone: 2244-N.

Announcer—board operator, short on experience, long on desire. Excellent news. Send return mid Atlantic states address for permanent position. 28, family. Tape, resume, references on request. Ken Johnston, 501 E. Third, Crozet, Arkansas.

Announcer, copy writer, strong commercials, news, conscientious, dependable. James L. Morgan, 1061 Midland Road, Union, New Jersey. Murock 8-4155.

Midwestern graduate requires position as announcer. Experience board, DJ, news, sports. Married, mature, veteran. Tape and resume on request. Robert Murray, 4556 N. Dover, Chicago, Ill.

APPLICATIONS TO BE POSTED


Engineer, first phone, employed at present by 250 watt station, would like to progress to larger outfit. Prefer northeast. Box 546G, B-T.

First phone, 20, single, 3½ years am transmitter experience, available immediately. Box 634G, B-T.

Am engineer full experienced all phases. Limited combo. Box 646G, B-T.

Chief, good voice. Graduate engineer, extensive experience. Will move. Box 646G, B-T.

Chief-remote control station operator—available immediately. Box M, Double Springs, Ala.

Ten years am; one, TV transmitter experience. First phone, car, 35, single, available immediately. 862G, B-T.

Additional, 25. W. 254 Furman Street, Syracuse, N.Y. Phone: 75-9813.

Technicians available, 1st class ticket, am, fm & tv. Price Schultz, Florida's Finest, experienced all phases, radio and television. 52 B. 19th Street, New York 3, N.Y.

PROGRAMMING-PRODUCTION, OTHERS

Program director—sportscaster—deejay—first ticket—married—car. $100 week. Box 616G, B-T.

Aggressive station promotion representative, college grad. 20. Three years with present organization as salesman 15 to 20 thousand markets fulltime, daytime operations. Active churchman, family. Box 646G, B-T.

Manager—program director who doubles as one of the country's 5 top tv sportscasters anywhere, but prefer south, resort area or college town. Would offer lots of enthusiasm. Youngster wants permanent deal. Also do top job on tv sports and programming. Nine years experience in all phases. College graduate. Top references. New employed now. midwest radio and tv. Box 675G, B-T.

Attention west coast: Thoroughly experienced program director, engineer, announcer desires permanent, repeat, permanent location. Family wants to return west to play. Ideal triple threat man for small operation. $7500 minimum. Shullman, care general delivery, St. Louis, Wisconsin.

TELEVISION

Help Wanted

Announcer

Announcer—experienced, top delivery. No on camera work. Send tape, KVOS-TV, Bellingham, Washington.

Technical

Studio technical personnel for television and radio operation in a midwestern metropolitan market. Excellent starting salary with periodic increases. Very best equipment and excellent employment relations. Great educational experience, draft classification, and provide a benefit package. Reply Box 652G, B-T.
TELEVISION

Help Wanted—(Cont’d)

TV transmitter engineer—experienced, capable of operation and maintenance of 50 kw high band equipment. Should have excellent ability to take charge of transmitter facility. Salary desired. Available April 1, 1968. Box 567G. B-T.

Engineers, first class, vhf opening. List experience, present location, rates, references. Reply to: WJNO-TV, 5 Cocoanut Row, Palm Beach, Florida.

Programming-Production, Others

Directer-announcer, midwest television station. Must be an experienced writer, ready to accept both classifications. Send complete resume and photo. Box 646G, B-T.

Production manager—director. Excellent opportunity for qualified man. Give references, experience and salary expected first letter. Box 680G, B-T.

Situations Wanted

Managerial

Prefer local or regional sales management or sales. Two years experience salesman, production, direction, medium markets, south and midwest. Public relations background. Family. Age 34. Available immediately. Box 579G, B-T.


Television

Tv engineer desires supervisory position. Five years experience. 1,000 of equipment. Gps xmsr, studio and remote operation and maintenance plus one year am xmsr. Have done construction. Excellent references. Box 485G, B-T.

Tv engineer desires supervisory position. Five years experience. Also xmsr, studio and installation and night maintenance. References. Box 655G, B-T.

Wanted tv xmsr or studio job, experienced. Box 646G, B-T.

Programmer, control room operations. First phone, draft, exempt. RCA grad. Desire southwest area. Box 625G, B-T.

TELEVISION

FOR SALE

For sale: New England station, owner ill. Notify Box 583G, B-T.

Pampa, Texas. 256 watt indie. Fulltime. All Gates and only four years old. Price for quick sale. Phone 4-2561. Box 654G, B-T.


Free list of good radio and tv station boys now available. Box 492G, B-T.


Equipment, Etc.

RCA TP3A super uncal. Tuned channel 5 but tunable 4 or 6. Box 492G, B-T.

Two good used Stancliff-Hoffman model 5MA minature tape recorders: will sell together or separately. Box 693G, B-T.

FM radion for functional music, store broadcasting, etc. Crystal controlled fixed frequency. Pulse operated, boost or kil. Bought large quality have surplus. Reasonable. Earn investment back in 5 months. Write WMAW, Evanston, Ill.

Fairchild disc recorder model 559-G, complete with cutthead, microphone and Western Electric 116A amplifier; $700.00. Contact Chief Engineer, WISCY, Ithaca, N. Y.


Custom built am broadcast transmitters, all types and powers. Fully equipped for economical and reliable unattended operation. Fritz Bauer, 1500 S. Fairway Place, Springfield, Missouri.

New Western Electric RD 100 program switchers, 10 input, 6 channels, dual pre-set. Original price $20,000.00. Used $15,000.00. Santa Monica Blvd., Hollywood, California.

Wanted to Buy

Stations

Experienced broadcast engineer desires to purchase all or part of am station. Box 685G, B-T.


Equipment

Wanted to buy uhf equipment. Highest cash prices paid. Box 365G, B-T.

Wanted—tv remote equipment, including camera, lenses, field mixer, and recording gear. Especially need truck suitable for tv remote. Write Box 385G, B-T.

Surplus RCA studio or field camera chain and TD 3A or TD 1A studio dolly. Advise price and condition. G. M. Baumann, WDSM-TV, Duluth, Minn.

Wanted D-X-5800 watt transmitter—studio equipment. Address, Oblate Philippines Bureau, F. O. Box 1467, San Antonio, Texas.

Complete am transmitter, console, and tower for 100 watt station. Advise any part you might have for sale. Address, Kenneth, P. O. Box 71, Columbia, Tennessee.


MISCELLANEOUS

Julie Kilians would like to contact his former students and non-working radio school graduates. 1723 Broadway, New York City. P.La2a 7-1836.

Radio

HELP WANTED

Salesmen

SALES OPPORTUNITY

Because of disappointment we have an unusual opening on our radio sales staff. Thriving market, NBC Network. Permanent position. Good earnings opportunity, guaranteed salary. Contact J. T. Snowden, Radio Station WBJA, Augusta, Georgia. Phone: 43241.

Situations Wanted

Announcer

TOP DISC JOCKEY PERSONALITY

With nationally known station whose call letters you would recognize instantly looking for a charming, well trained present show, time slot held FIFTH position; it now holds highest station rating and is FIRST and SECOND in highly competitive eastern market of well over a million. We have surplus of good talent that would be of endless good fortune. We are presently employed and desire to move to a bigger market. We want a morning show together and will accept any other staff duties needed to fill our shift. Strong on news, commercials and thorough musical background. Tape and resume upon request. Box 632G, B-T.

Programing-Production, Others

NEWSMAN

Four and a half years experience, two and a half years director of One kW local news. Recent news directorship, five years graduate in journalism. Highest references, including present employer. Seeks challenging position larger station with future. Box 542G, B-T.

TELEVISION

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.

For Sale

Stations

One of America's finest, most practical uhf television stations, for assumed liabilities of approximately $100,000.00. Also available key employees. Low channel station fully equipped, on air full year. Channel exclusive in wealthy midwest city. Entire area 8000 uhf subscribers. Station has network and now operating in Bassett, Virginia. Personnel supervision and production which absentee owner cannot give. Buyer must be financially responsible. Box 581G, B-T.

Instruction


nia.

Miscellaneous
Local TV salesman wanted. WAAM, Baltimore, Maryland, Channel 13, TOP POWER, seeks experienced local time salesman. Base salary, plus commission. Write or call Army Grant, WAAM, Television Hill, or Mohawk 4-7600.

All Replies Confidential

Situations Wanted

Managerial

AWARD WINNER
A television executive with six years experience in management, programming, operations, sales, film and engineering has just won Billboard award for effective and imaginative programming. The only TV executive who successfully purchased films for multiple markets. A solid background of show business background and know-how of how to love television executive will be a great asset to a new or established station or one that needs a new look. Box 640G, B-T.

TV Manager or Sales Manager
Radio Management 20 years
TV Management 4 years
Proven Sales, Programming and Management Ability. Best References. Box 679G, B-T.

Production-Programming, Others

HELLO DOWN THERE
TV promotion manager with solid publicity, public relations background seeking radio-TV, agency or public relations opportunity. Would like to come in loud and clear in Chicago, but welcome all replies. Box 664G, B-T.

FOR SALE

Equipment

TV 5 KW DUMONT TRANSMITTER 5 BAY RCA ANTENNA

Complete high-band vhf with control console and complete audio equipment. Only frequency monitors needed.

☆ ATTRACTIVE PRICE
Also some Studio Equipment

CHIEF ENGINEER

KMBC-TV

KANSAS CITY, MO.

FOR THE RECORD

March 9 Decisions

BROADCAST ACTIONS
By the Commission en banc

McFarland Letter

WRLA (TV) Selma, Ala., Deep South Brog., Co., is being advised that application (BMPT-2100) for tv station to operate at station's license to cover WPBT-1179B, for which a picture and transmitter location and increase antenna height from 300 to 2000 ft., indicates necessity of a hearing.

Renewal of License

The following stations were granted renewal of licenses for the regular period:


March 9 Applications

ACCEPTED FOR FILING

Remote Control

WVFY Rochester, N. Y., Veterans Best Co.,--(BRC-877).

WFBC Greenville, S. C., WMRC Inc.--(BRC-878).

KORA Bryan, Tex., Bryan Best Co.,--(BRC-876).

Renewal of License

WBBI Selma, Ala., Selma Best Co.,--(BRS-878).


APPLICATIONS RETURNED

KAMO Rogers, Ark., Radio Station KAMO--(name wrong).

WSPC Anniston, Ala., Model City Best Co.

Modification of CP

WHAT-FM Philadelphia, Pa., Independence Best Co.--Mod. of CP (BPH-806) as mod., which authorized new fm station for extension of completion date (BMPH-4895).

Remote Control

WFBC-FM Greenville, S. C., WMRC Inc.--Operation by remote control from main studio, Greenville, (BRCH-128).

WRAC-FM Williamsport, Pa., WRAC Inc.--Mod. of CP (BPH-1704) which replaced expired period for extension of completion date (BMPH-4894).

License for CP

WOAY-FM Oak Hill, W. Va., Robert B. Thomas Jr.--License to cover WPHT-1190 for the following station's license to cover WPHT-1190, for which a picture and transmitter location and increase antenna height from 300 to 2000 ft., indicates necessity of a hearing.

Modification of CP

WXIL-LV Louisville, Ky., Robert W. Robinsonville--Mod. of CP (BFC-1442) as mod., which authorized new tv station to extend completion date to 1-1-56 (BMPT-2505).

March 14, 1955

Page 125
CHECK YOUR CATALOGUE

on the double-billion dollar, two-station Houston market. The best buy is I.

A

B(lack)

C(at). Full schedule plus other net shows, top local artists, syndicated film, top power with 316,000 watts—all at lower rates. And we’re all alone with local color programs—at least one half-hour show daily.

Log in this cat—as your best buy—KTRK-TV—Channel 13—lucky for Houston—lucky for you.

KTRK-TV  The Chronicle Station, P. O. Box 12, Houston 1, Texas, Channel 13

Houston Consolidated Television Co. — General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett

National Representatives: BLAIR-TV, 150 E. 43rd St., New York 17, N.Y.; Basic ABC

BLAIR-TV.
TELESTATUS

March 14, 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 (Δ) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate triangled estimates are shown as claimed. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B-T estimate. Stations not preceded by triangle (Δ) are grantees, not yet operating.

ALABAMA

Birmingham--

WBMT (13) ABC, NBC, DuMont; Blair: 206,318
KRBC-TV (24), WCIV-TV (62): 154,500
WJLN-TV (66) 12/15/53-Unknown
WJGH-TV (10) 10/14/54-Unknown

Decatur--

WTVY (9) Young: 7/9/54-Unknown (granted 11/4/53)

Mobile--

WALA-TV (10) ABC, CBS, NBC, Headley-Beam: 191,100
WRAE-TV (68) See footnote (c)

Mobile TV Corp.: Initial Decision 2/12/54

Montgomery--

WCOV-TV (30) ABC, CBS, DuMont; Rayner; 1,000
WSFA-TV (12) NBC; Katz: 91,110

Munford--

WEDM (?)

Sewell--

WSLA (8) 2/26/54-Unknown

ARIZONA

Mesa (Phoenix)--

KVAR (12) NBC, DuMont; Rayner: 110,370

Phoenix--

KCOO (10) ABC, NBC, DuMont; Reed: 110,370
KSLA (14) DuMont; Davis: 110,370
KTVM (3) ABC; Reed: 110,370

Tucson--

WFTK-TV (13) CBS, DuMont; Holman: 35,013

KVOA (4) ABC, NBC; Raymer: 35,013

Yuma--

KXV (11) NBC, DuMont; Grant: 26,236

ARKANSAS

El Dorado--

KNRB (10) 2/24/54-Unknown

Foristall--

KFPSA-TV (22) ABC, CBS, NBC, DuMont; Pearcy: 2,034.93

KNAC (5) Ramseau: 6/24/54-Unknown

Jonesboro--

KJNC (4) 1/15/54-Unknown

KJRO (4) ABC, NBC, DuMont: Petry: 87,581
Carwile (11/3/54-Unknown

KATV (7) (See Pine Bluff)

Pine Bluff--

KATV (7) ABC, CBS; Avery-Knodel: 91,388

Texarkana--

KCMC (6) See Texarkana, Tex.

--Total stations on air in U. S. and possessions: 422; total cities with stations on air: 292. Both totals include XELE-TV Austin and KTVF-The Sun (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use are 56,029,381.

* Indicates educational stations.

† Indicates not interconnected to receive network service.

(a) Time and vhf or uhf, in addition to their U. S. set counts, report the following set counts in Canada: WBEN-TV, KJLJ; WGRY- TV, 23,462.

(b) Number of sets not currently reported by WTMG-TV Los Altos, Kyo. Last report was 298,660 on July 14, 1932.

(c) During the following stations have suspended regular operations but have not turned in CPRS: WKBV -TV Mobile, Ala.; KPHV-TV Fresno, Calif.; KFSC- TV Princeston, Ind.; WKDLO-TV Louisana, Ky.; WPTM-TV Portland, Me.; WPTV-TV Dunedin, Minn.; WCCO-TV Minnesota, Minn.; KAYC-TV Fort Worth, Tex.; KTSW-TV Butte, Mont.; KFBC-TV Atlantic City, N. J.; WTVI-TY Albany, N. Y.; WBBJ-TV Clarksdale, Miss.; WJHD-TV Empire, N. Y.; WFET-TV Dayton, Ohio; KRMN-TV Oklahoma City, Okla.; KTVI-TV Cincinnati, Ohio; WTHG-TV Los Angeles, Calif.; KSLA-TV Shreveport, La.; WLFK-TV New Orleans, La.; WJMJ-TV Dallas, Tex.; WTVS-TV Norfolk, Va.; WYTLA-TV Nashville, Tenn.; WREG-TV Memphis, Tenn.; WCAN-TV Buffalo, N. Y.; WJTI-TV New Orleans, La.; WTTG-TV Pittsburgh, Pa.; KNUE-TV Houston, Tex.; KIT-FX Dallas, Tex.; WFTY-TV Danville, Va.; WTVF-TV Norfolk, Va.; WYTLA-TV Nashville, Tenn.; WJMN-TV Birmingham, Ala.; WTVT-TV Milwaukee, Wis.

(d) These stations have received initial decision favoring H or CH 12, which is currently operated by Interphase Corp. and/or RELA (TV). (e) merger of WNAM-TV Neenah, Wis. with WPEN-TV Green Bay has been FCC approved, pending surrender of the former permit.

New TV Station

The following tv station is the newest to start regular programming:

WDXI-TV Jackson, Tenn. (ch. 7), March 6.

CALIFORNIA

Bakersfield--

KBunikTV (20) ABC, CBS, NBC, DuMont; 97,600

KBTV (10) ABC, CBS, NBC, Avery-Knodel: 146,391

Berkeley (San Francisco)--

KVHD (9)

Chico--

KHSB-TV (12) ABC, CBS, NBC, DuMont; Avery- Knodel: 60,661

Corona--

KOCA (33), 1/16/53-Unknown

Eureka--

KIME (3) ABC, CBS, NBC, DuMont; 16,000

Fresno--

KBRM-TV (35) See footnote (c)

KJEO (4) ABC, CBS, NBC, Branson: 142,000

KARM, The George Harn Station (12) Bolling; Initial Decision 8/25/54

Los Angeles--

KABC-TV (7) ABC, Petry: 2,043,933

KRCG (40) ABC, CBS, NBC, DuMont: 127,000

KCBS Inc. (Initial Decision 6/31/53)

KRTV (10) ABC; CBS, H-R; 1/8/54-1/30/55

MODESTO--

KMTV (14) 2/17/54-Unknown

SACRAMENTO--

KERN (46) 6/26/53-Unknown

KCCO-TV (40) ABC, CBS, NBC, DuMont; 127,000

KMAX Inc. (Initial Decision 8/31/53)

OKTV (10) CBS; H-R; 9/8/54-1/30/55

MODESTO--

KTRB-TV (14) 2/17/54-Unknown

NEW YORK CITY--

KWWB (50) 2/26/54-Unknown

Sacramento--

KECY-TV (46) 6/26/53-Unknown

KTRK (10) ABC, CBS, NBC; 127,000

KRCN (5) Raymer: 2,034.933

KTVL (11) DuMont; 2,034.933

MUSTANG--

KTRB (11) 2/26/54-Unknown

New Jersey

Westfield--

KWWB (50) 2/26/54-Unknown

WATR-TV (53) ABC; Stuart; 191,350

DELAWARE

WDBT (12) ABC, DuMont; Meeker: 2,035,000

DISTRICT OF COLUMBIA

Washington--

WMAL-TV (7) ABC; Katz: 600,000

WOOW-TV (36) 8/24/54-Unknown

WRC-TV (4) NFC; National Sp. 317,000

WBB (9) CBS; Corporate Sp.; 627,200

WTTG (5) DuMont; H-R: 662,900

WNTW (25) 10/21/54-Unknown

FLORIDA

Clearwater--

WPCT (12) 1/25/53-Unknown

Daytona Beach--

WMFB-TV (2) 7/8/54-1/1/55

Fort Lauderdale--

WTVT (17) ABC; DuMont; 145,650 (also KTVZ)

Fort Myers--

WINK-TV (11) ABC, CBS; McGilvra; 11,776

Jacksonville--

WJJP-TV (36) ABC, NBC, DuMont; Ferry: 75,900

WMMV-TV (4) ABC, CBS, DuMont; Spot Sp.; 683,000

WGBS-TV (30) Stars National; 8/12/53-Spring

Miami--

WGBS (23) NBC; Katz

WTHS-TV (12) 11/16/53-Unknown

Directory Information is in following order: call letters, channel, network affiliation, national rep- port, and market set count for operating sta- tions; date of grant and commencement target date for grantees.

March 14, 1955 • Page 127
THE SPOTLIGHT'S ON WEHT IN THE EVANSVILLE MARKET

First-Anyway you figure it!
MICHIGAN

Ann Arbor—
- WPAG-TV (20) DuM; Everett-McKinney; $3,000
- WUTM-TV (76) 11/6/53-Unknown
Battle Creek—
- WCKC-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
- WNEK-TV (5) NBC; DuM; Headley-Reed; 284,173
Cadillac—
- WWTV (13) ABC, CBS; DuM; Weed; 9,400
Detroit—
- WJBK-TV (50) 11/10/53-Unknown
- WRAC-TV (2) CBS; Katz; 1,553,200
- WHHO-TV (6) 9/14/54-Unknown
- WJW-TV (4) NBC; Headley-Reed; 1,44,840
- CKLJ-W (8) 1,698,000. See Windsor, Ont.
East Lansing—
- WKAAR-TV (760)
Flint—
- WJRT (12) 5/15/54-Unknown
Grand Rapids—
- WOOD-TV (8) ABC, NBC, DuM; Katz; 646,800
- WMCH (53) 7/2/54-Unknown
Kalamazoo—
- WAZO-TV (2) CBS, ABC, NBC, DuM; Avery-Knodel; 542,400
Lansing—
- WJTV-AM (54) ABC; DuM; Everett-McKinney; 12,600
- WHDM-TV (6) ABC, CBS, NBC; Petry; 471,000
Marquette—
- WAGE-TV (4) 7/14/54-Unknown
Muskegon—
- WTVM (35) 12/23/53-Unknown
Saginaw (Bay City, Midland)—
- WKNX-TV (52) ABC, CBS; Gil-Perna; 140,000
Traverse City—
- WPBN-TV (1) NBC; Holman; 58,955

MINNESOTA

Austin—
- KMKQ (6) ABC; Pearson; 95,861
Duluth (Superior, Wis.)—
- KDAL-TV (3) ABC, NBC; Avery-Knodel; 78,500
- WWMN-TV (7) See Superior, Wis.
- WFTY (38) See footnote (c)
Hibbing—
- KEYV (10) 1/13/54-Unknown
Minnesota (St. Paul)—
- KEYX-TV (6) DuM; R-H; 55,500
- WCCO-TV (4) CBS; Free & Peters; 750,000
- WCIV (11) ABC; Blair; 570,000
Minneapolis—
- WOC-TV (10) 11/30/50-Unknown
- KEOC-TV (10) NBC; Meeker; 50,833
- KSTP-TV (5) NBC; Petry; 177,200
- WMIN-TV (11) ABC; Blair; 232,300

MISSISSIPPI

Biloxi—
- Radio Assoc, Inc. (13) Initial Decision 7/1/54
(Capsule has been reopend)
Columbus—
- WCDE-L (4) McGilvra; 7/28/54-Summer '55
Jackson—
- WJTV (15) ABC, CBS, DuM; Katz; 8,000
- WLBT (3) NBC; Hallberg; 122,705
- WBLL-TV (12) ABC; Weed; 11,000
Meridian—
- WCOC-TV (36) See footnote (c)
- WPTQ (19) ABC, CBS, NBC, DuM; Headley-Reed; 6,800
Tupelo—
- WTWF (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
- KFVS-TV (15) CBS, NBC, DuM; Headley-Reed; 115,000
Columbia—
- KOMU-TV (8) NBC, ABC, DuM; R-H; 63,295
Creston—
- KACY (14) See footnote (c)
Hannibal (Quincy, Ill.)—
- KIHQ (7) CBS, DuM; Weed; 150,504
- WGEM-TV (10) See Quincy, Ill.
Jefferson City—
- KHGC (13) CBS; Hoag-Blair-By
Joplin—
- KSWM-TV (12) CBS; Venard; 84,660
Kansas City—
- KMBC-TV (5) ABC, CBS, DuM; Katz; 475,064
- KMRC-TV (8) CBS; Free & Peters; 475,064
- WDAF-TV (4) NBC; Harrington, Lighter & Parsons; 475,064
KCMO—
- KTV (11) 12/16/53-Unknown
St. Joseph—
- KFST-TV (2) CBS, DuM; Headley-Reed; 155,300
- KJTV (9) 980,000
- KSD-TV (5) ABC, CBS, NBC; NBC Spot Six; 72,300
- WMJL (10)
- KWK (4) CBS, Katz; 1,800,000
- WKW-TV (43) 2/12/53-Unknown
- KACY (14) See Festus
- WTVY (34) See Belleville, Ill.
St. Louis—
- KDOO-TV (8) Pearson; 57,000
- KTVS (10) CBS, DuM; Weed; 62,370
- KTVY (5) NBC; Hallberg; 69,300

Broadcasting • Telecasting

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

It's well to remember that the FCC has thus well equalized coverage for all stations by regulating their power and height of tower. By these strict standards, within our Grade B Area there are 113,652 TV homes as of Jan. 1, 1955. That's 71.7% penetration at a cost-per-thousand well within reach of any advertiser.

TOPEKA, KANS.

TOPEKA, KANS.

Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka

KCKN in Kansas City

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<table>
<thead>
<tr>
<th>Channel</th>
<th>City</th>
<th>Owner/Operator</th>
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<tr>
<td>WBTV-11</td>
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<td>WCNC-15</td>
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**New York**

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**Oklahoma**

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**Oregon**

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<td>WCAF-7</td>
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<td>WMAQ-5</td>
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<td>WTVR-14</td>
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**Washington, D.C.**

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**West Virginia**

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**Wisconsin**

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**Other Cities**

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<td>WTVI-4</td>
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**For Record**

**Broadcasting**

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<tr>
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<td>WSYL</td>
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<td>ABC</td>
<td>WSYL</td>
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</table>
The Toni Company has one of the most valuable "properties" in America in Arthur Godfrey. And now Toni has one of the most valuable TV markets — La Crosse, covered exclusively by WKBT. This young station is attracting the oldest, wisest and most successful advertisers. Because it has something special to offer — a fresh new TV network — growing bigger and richer all the time — and covered without overlap by one station — WKBT. There are 30,000 TV homes in the La Crosse area and the only way to get into them via TV is WKBT. Try it!
NASH DEALERS of Greater Boston, for the third consecutive year, sign to sponsor All About Sports with Leo Egan on WBZ-WBZA Boston-Springfield. L to r: Lester Cook, president, NASH Dealers of Greater Boston; Mr. Egan, commentator and sports director, and Bill Williamson, WBZ-WBZA sales manager. The program is credited with enabling the New England NASH dealers to lead their company in sales for the last two years.

ONE-YEAR alternate-week contract for sponsorship of I Love Lucy on all Canadian TV stations is agreed to by Sylvania Electric (Canada) Ltd. and the Canadian Broadcasting Corp. L to r: seated, Hugh Clark, representing CBC, and Ralph Nieder- ringhaus, president of Sylvania Electric (Canada) Ltd.; standing, Terry Cunningham of Sylvania, and Harold Standfield, president, Harold Standfield agency.

STANDARD OIL of Indiana, through T. J. Wolfe (seated, r), the company's Colorado manager, signs a 52-week contract for sponsorship of the 10 p.m. news on KLZ-TV Denver. Taking part in the agreement are (seated, l) Jack Tipton, KLZ-TV general sales manager, and (standing, l to r) Russ Schumacher, district advertising manager for Standard; Ernest Hicks, D'Arcy Adv. Co. and Carl Akers, newscaster for KLZ-TV.

JARRARD MOTORS of Pensacola, Fla., in its return to radio, selects The Red Skelton Show over WCOA there. Looking over one of the promotion pieces backing up the show are (l to r) J. Holliday Veal, WCOA general manager, and Wendell Jarrard, president of the motor company. Other station promotion includes posters, a signboard on the most heavily trafficked boulevard, bumper strips and on-the-air announcements.

MILT MERRIS, manager of Albuquerque Music Co., signs for sponsorship of Mothers' Matinee Movie over KOAT-TV there. Witnessing are (l to r) Ted Snider, KOAT-TV station manager; Jack Howell, station account executive, and Eleanor Moore, KOAT-TV announcer and personality. Mothers' Matinee Movie is telecast Mon.-Fri., 2:45-4:15 p.m.
editorials

Another Freeze?

IF THE FCC falls for the scheme of its staff department heads for the imposition of a new freeze (called “chill”) on vhf authorizations, the individual members might as well head for the hills. They would never be able to withstand the wrath of an outraged public in the areas that would be “chilled,” as expressed through the duly elected representatives in Congress.

The scheme, reported in this issue, is hare-brained. Its proclaimed purpose is to maintain the status quo of the uhf situation during the interim period when the Commission is considering “possible remedial action.” And what is that action?

Comr. Frieda B. Hennock proposes, and the staff supports, an eventual move of all tv to the uhf band. At the FCC session last Thursday, the uhf proposal, which covered a possible 10-year transition from vhf to uhf, was roundly criticized and rejected, with stations operating on both bands during this transition period.

The discussion also covered possible “selective deintermixture,” but obviously this would be from vhf to uhf, since the long range plan contemplates giving vhf—the established service that got there first—back to the Government to allocate to other services. The FCC probably has the legal authority to deintermix, but it would find itself embroiled in the courts as the very outset by applicants who in good faith had applied for available assignments. They would never be able to find themselves in their uhf assignments, spent their funds for hearings, only to have the allocations rug jerked from under them.

Five years ago—before the end of the Great Freeze, and when there were only 100-odd stations on the air—the then FCC Chairman Wayne Coy sent up a trial balloon on a move of all tv to uhf. There were then about three million tv receivers in use. The project got nowhere. Even in those days it involved too great an upheaval to warrant serious consideration.

The FCC is under pressure from Congress to do something for uhf. But it can’t pass miracles. It should be evident that neither uhf nor vhf, standing alone, can provide optimum, saturation service. Vhf has the greater coverage, and can provide service to rural and remote areas which could not be served economically by uhfs situated in the larger cities. A transition to uhf would mean the loss of even fringe service to those who seek it most—the remote dweller.

The FCC should forget about schemes that would artificially curtail or eliminate service. The “public interest” yardstick should be reason enough. The FCC can’t ordain an equitable allocation so that one or more services will be provided everywhere. There are many vhf assignments that are going begging. More than two dozen previously authorized have been turned back. The reasons are economic.

And so it is with uhf. There are quite a few uhf stations that not only are not complaining, but wish the breast-beating would cease. They are doing well, even with vhf competition. First Storer, and now NBC, are both building uhf facilities and programs.

Meanwhile, the FCC would be well-advised to stick to its assigned task of allocating channels, both vhf and uhf, consistent with the demand and with its rules. It is not the function of government to dictate to the business citizens who venture into unfamiliar fields unprepared to weather the red-inink stretch, as did all of the pioneer vhf stations. Broadcasting epitomizes free competitive enterprise and the risks it entails.

They Didn’t Pan Peter

IF INDEED it needed justification, the theory of the “big program” on television was fully proved last Monday by NBC-TV’s presentation of the incomparable “Peter Pan.”

Press comment afterward was widespread and favorable. Of all that we read, an editorial in the New York Herald Tribune best summarized our own views. Here are excerpts:

“Those who saw it, whether in color or black-and-white, marveled at its brightness and polish and wondered, perhaps, why television doesn’t do this kind of thing more often.

“Part of the answer, of course, lies in the budget. ‘Peter Pan,’ with the same performers, scenery and costumes that appeared on Broadway, is reputed to have cost some $450,000 for its one-night television stand. But oddly enough, it was the show’s imaginative-ness and ingenuity, rather than its lavishness and expense, that accounted for its triumph. It was a fantasy, not an extravaganza, and its success indicates that television audiences are capable of as intelligent a response as theatre audiences, provided they are treated with the same respect.

“Having put on ‘Peter Pan’ so brilliantly, the television industry is entitled to take its bows. But it should remember that shows of this type set a high standard for the future and serve to whet a few million appetites for more of the same.”

Next: Independent Agencies

NOW that Congress has taken care of itself and the judiciary on sorely needed salary increases, we hope it will do what should come naturally and take care of the independent agencies, of which the FCC is one.

We brought out here a few weeks ago that only 51 members of the nine quasi-judicial independent agencies which are outside the executive branch, are affected. To increase the FCC pay (and that of the other agencies) to $22,500 or even $20,000 would cost less than $300,000 per year. It would mean that government would be able to retain the services of qualified men, and attract higher level executives for replacements.

ABC of Network Programming

WITHOUT exaggerating the importance of the Emmy awards presented last week, it is possible to say that they reaffirmed a fact that lately has been ignored: that there are more than two networks in the television business.

One of the principal arguments that have been used by those who seek government reorganization of broadcasting is that the television system is held in a vise by only two networks, CBS and NBC, and that those two have arrested the development of others. It is true, of course, that CBS and NBC—for the moment at least—enjoy the biggest billings. But unless the Emmy awards are to be dismissed as pure nonsense, they made it plain that CBS-NBC dominance in billings and affiliates does not also mean equal dominance in programming.

It was ABC that walked off with principal honors last Monday night.

Now, the Emmy awards cannot be deposited in ABC’s bank account. But they can be taken as an indication that ABC is providing program competition for NBC and CBS. As the tv station building program continues, ABC’s facilities position cannot help but improve. In short, if the government leaves broadcasting alone, the natural economics of the business will permit the growth of plenty of competition.
To drive home your message—to sell those with money to spend as well as time to listen—hop into Detroit's teeming traffic with this high-octane trio.

These gentlemen mean business. They program smartly and intelligently, keep chatter within bounds, appeal to a wide audience rather than to just one age group. That's why Pulse consistently gives them such healthy ratings.

To get folks coming and going—to and from work, on business and shopping trips, on weekdays and weekends—make it Maxwell, Mulholland, and DeLand.
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Facts speak for themselves—and here are some facts from the January, 1955 Telepulse that are making mighty big talk right now in Kansas City:

Fact No. 1—KMBC-TV has the highest-rated locally produced women's show in Kansas City, a three-station TV market. It's Bea Johnson's "Happy Home," heard daily at 4 p.m., Monday through Friday.

Fact No. 2—KMBC-TV has the highest-rated weekday kids shows in the market—"Comiclub" at 5 p.m. and "Commander 9" at 5:30 p.m., Monday through Friday.

Fact No. 3—KMBC-TV has the highest-rated locally produced news-weather show in the market. It ranks fifth in the Telepulse listing of the Top Ten Kansas City multi-weekly shows!

Fact No. 4—KMBC-TV has the highest-rated late-movie show in the market — "Premiere Playhouse," 10:15 p.m. until sign-off, Monday through Friday.

With these facts at their fingertips, is it any wonder that the nation's biggest television advertisers are swinging to KMBC-TV? Better nail down some choice availabilities for your own clients right away. Your Free & Peters Colonel will be glad to loan you his ball point for contract-signing purposes.

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