HOOPER - PULSE - ARB agree...

KPRC-TV leads Houston by a LANDSLIDE!

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

TV Hooperatings (evenings Sunday through Saturday 6:30 to 10:30 P.M.), show KPRC-TV share of television audience three times greater than Station B, and twice as large as Stations B, C and D combined.

*Hooper - January, 1955 (Pulse - 39 out of 40; ARB - 38 out of 40)
0.1 MV signal covers 24,000 square miles, 1,116,790 people, 345,000 families (excluding Oklahoma county) spending better than a billion dollars annually on retail purchases ... greater market coverage than any other station in Oklahoma. *(A. Earl Cullum, Jr., Consulting Engineers.)

- **Coverage** — 0.1 MV signal covers 24,000 square miles, 1,116,790 people, 345,000 families (excluding Oklahoma county) spending better than a billion dollars annually on retail purchases ... greater market coverage than any other station in Oklahoma. *(A. Earl Cullum, Jr., Consulting Engineers.)

- **Viewing Habits** — FIVE-YEAR lead over any other station in Eastern Oklahoma.

- **Network Affiliation** — a CBS Basic Affiliate.

- **Technical Facilities** — Maximum power of 100,000 watts; average 1,135 feet above ground, 1,228 feet above average terrain.

- **Market** — Oil-rich Tulsa ranks* 7th in consumer spendable income per family ($6,668), 6th in percent increase in retail sales since 1948, and 11th in percent increase in population since 1950, in a survey of America's 57 largest cities. *(Sales Management.)

- **Ratings** — Consistently highest ratings (ARB and Telepulse).
In 6 weeks KGUL-TV's Range Rider has more than 10,000 club members and more than 60% of the TV Audience. Here's a distribution map showing origin of membership requests from all over the Texas Gulf Coast.

<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>KGUL-TV VHF (VHF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Houston</td>
<td>26.2</td>
<td>22.3</td>
</tr>
<tr>
<td>Galveston</td>
<td>15.1</td>
<td>16.7</td>
</tr>
<tr>
<td>Victoria</td>
<td>12.4</td>
<td>16.7</td>
</tr>
<tr>
<td>Goliad</td>
<td>1.6</td>
<td>2.9</td>
</tr>
<tr>
<td>Refugio</td>
<td>0.6</td>
<td>0.6</td>
</tr>
<tr>
<td>Matagorda</td>
<td>1.4</td>
<td>1.6</td>
</tr>
</tbody>
</table>

* [ARB, Houston, January, 1955]
going on seven... and growing all the time

On March 18, 1949, WGAL-TV televised its first show. Since that day, there have been many happy returns for both viewers and advertisers.

In six years' time, WGAL-TV has grown from a pioneer in the field of television to a vital and dominant public-service force. Still growing,

WGAL-TV enters its seventh year with a pledge to continue to give its viewers, its abundant area and its advertisers many happy returns.

WGAL-TV
LANCASTER, PA.  NBC • CBS • DU MONT

Representatives
MEEKER TV, Inc.
New York  Los Angeles
Chicago  San Francisco
HYPO FOR FM • FCC majority last week approved proposal to allow fm stations to multiplex auxiliary services such as functional music in addition to regular broadcast programming, with full report expected tomorrow (Tuesday). Comr. E. M. Webster dissented and Comr. John C. Doerfler had partial dissent. Comr. Frieda B. Hennock was absent.

ALTHOUGH details of fm multiplex ruling haven't been disclosed, FCC expected to allow fm stations to simplex functional music or other auxiliary service for year, provided regular programs are aired at least 36 hours a week. After first year, auxiliary service will be multiplexed.

SID DAVIS IN? • Sidney Davis, New York attorney, original choice of Chairman Magnuson of Senate Commerce Committee to head network-tv "study" has been refused to refind original declina tion and may accept appointment this week. Mr. Davis, 36, served last session as top counsel on Senate Anti-Monopoly Subcommittee under Sen. Langer (R-N.D.) and is associated with New York law firm of Phillips, Nizer, Benjamin & Krim. Graduate of Chicago U. Law School (1941), he was law secretary to Federal Judge Jerome Frank (1942-43); to Supreme Court Justice Hugo Black (1944); special assistant to U. S. Attorney General (1945).

CLAIM that formula has been discovered to measure sales induced by advertising, especially that on tv, made Friday to Assn. of National Advertisers meeting, set off chain reaction of lobby oratory and gave ANA one of most provocative topics in years. Other media, including radio, get unfair break, in opinion of some advertisers. They contend glamorous nature of tv gives false picture in data based on what advertising was seen or heard within eight-week period.

CHIMEBREAK SPOTS • It's still in nebulous, iffy stage, but NBC Radio's old plan for selling its chimebreaks for quickie commercial announcements may be brought up for reconsideration. In other words, officials are thinking of doing about it. It's understood some agencies have been wound up—along lines of $400 per announcement, 40 announcements per week, 26 weeks—but with NBC planning to make no decision for or against plan unless and until advertiser interest is evident. Plan was shelved, because of affiliate reaction, few years ago when NBC had Coca-Cola, American Tobacco and Pepsi detained interested.

NBC'S NEW "Operation Redesign" may embrace proposal whereby network would seek hour option time between 6 a.m. and 9 a.m. on radio network and relinquish equivalent amount of evening time. Con sent would allow network additional wherewithal to do better job of radio programming. It is presumed that, if it works, other networks will follow suit.

PARTY POLITICS • Those close to New York State efforts to combat "bait-and-switch" advertising (see story, page 35) apprehensive that issue will be clouded by politics. Democratic Gov. Harriman wants state commission to handle problem while Republican State Atty. Gen. Javits favors action by his own office. Differences between two, already wide, may portend party dispute on what otherwise would have been placed above political interests.

LOS ANGELES broadcasters may hold special meeting this week to decide what if anything should be done about Nielsen Station Index which shows smaller radio services than other measuring services have been finding [B&T, March 14]. Meanwhile, Nielsen representatives have been conferring individually with radio men in Los Angeles and Philadelphia, where first NSI report was criticized. Nielsen argument is that NSI, for first time, provides accurate measurement of contemporary radio audiences.

WAIT FOR ME • On fervent plea of Comr. Frieda B. Hennock, Senate Commerce Committee held up release of FCC majority report on Plotkin-Jones documents (story page 97) until late Friday, but of no avail. Comr. Hennock's lengthy dissent, presumably proposing move of all tv to uhf over 10-year transition period, wasn't completed in time so committee released majority report only. Chairman Magnuson, however, indicated Miss Hennock's views, when finally submitted (probably this week), would be given full consideration by his committee.

HOW MUCH additional money would FCC need to undertake network and related "studies" proposed in its interim report to Senate Commerce Committee in response to Plotkin-Jones reports? Official estimate is minimum of $150,000; possibly $250,000. But since committee undertakes its own full-scale study, there is no need for FCC to duplicate effort at taxpayers expense.

COMMUNITY SYSTEMS • Tucked away in language of FCC's interim report to Senate Commerce Committee (above) is something more than inference that Committee proposes to investigate spread of community antenna systems and effect upon tv allocation. FCC states it is looking into methods of distribution. Authorities say this means community antennas as well as coaxial cable and microwave charges by AT&T and associated companies. FCC has never closed old docket on coaxial allocations.

CBS' PLANS for housing do not include Manhattan but rather "north of city," it's learned authoritatively. Network hasn't looked at Madison-Fark Ave. really for three years. CBS isn't negotiating for suburban site but is simply looking casually.

FILM MERCHANDISING • Television Programs of America will name Stone Assoc., New York, to represent all of TPA's television properties in merchandising. Properties include Lasie, Captain Gallant of the Foreign Legion, Ramar of the Jungle and others. Stone Assoc. was recently formed by Martin Stone and his brother, Alan Stone, former president and vice president, respectively, of Kagnar Inc. (production and merchandising of Howdy Doody show), which was sold to NBC-TV by Martin Stone and others. Stone also handles Jackie Gleason Enterprises.

TO ANSWER broadcasters' questions about what and why of subscription television, Zenith has in production primer on "Phonevision and the Broadcaster." Gist is that toll tv is not competitive but will supplement "free" tv. Book should be off presses in fortnight.

DRY BILL • House Commerce Committee's new Transportation & Communications Subcommittee, headed by Rep. Oren Harris (D-Ark.), will be group during 84th Congress handling perennial dry-sponsored bill to prohibit liquor advertising, but measure won't be considered any time soon. Present indications are bill (HR 6267) will go over to second session or come up last of first session.

FCC staff men concerned about rash of unauthorized tv boosters which have cropped up in Washington State (story page 104). Reflectors use such minute power (1/2W) that FCC'ers fear it will be tough nut to prove radiation is interstate, thus require licensing.

ULTRAFAX SEQUEL • Whatever happened to Ultrafax, RCA facsimile-tv project using Eastman film, introduced in 1947 as ultimate answer to highspeed record communications ("Gone With the Wind was transmitted in minutes")? RCA has quietly interred this project, presumably because it was too expensive and used too much spectrum space, but it's now learned RCA is working on new development to be announced shortly.
To avoid dis-appointment in Omaha, remember: On KOWH...

**ONE GOOD TIME LEADS TO ANOTHER**

Anytime's a good time for an appointment with Omaha on KOWH, where the lowest average quarter-hour share-of-audience is 34.5%, where the highest is 65% that's sixty-five per cent; where the average audiences are 45.3% a.m., 47.6% p.m., 46.7% all-day (next station 21.3%).

In fact every single quarter hour of the Omaha daytime belongs to KOWH. Let the H-R man show you why it's impossible to get a bad time on KOWH; or talk to KOWH General Manager Virgil Sharpe.

---

**Appointments**

<table>
<thead>
<tr>
<th>Time</th>
<th>8:00</th>
<th>8:15</th>
<th>8:30</th>
<th>8:45</th>
<th>9:00</th>
<th>9:15</th>
<th>9:30</th>
<th>9:45</th>
<th>10:00</th>
<th>10:15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share</td>
<td>37.1</td>
<td>40.8</td>
<td>40.3</td>
<td>39.5</td>
<td>37.8</td>
<td>38.9</td>
<td>47.9</td>
<td>46.5</td>
<td>46.5</td>
<td>39.6</td>
</tr>
<tr>
<td>Rating</td>
<td>48.1</td>
<td>53.0</td>
<td>53.8</td>
<td>56.9</td>
<td>55.6</td>
<td>47.6</td>
<td>34.5</td>
<td>35.4</td>
<td>42.1</td>
<td>50.8</td>
</tr>
</tbody>
</table>

**Appointments**

<table>
<thead>
<tr>
<th>Time</th>
<th>1:00</th>
<th>1:15</th>
<th>1:30</th>
<th>1:45</th>
<th>2:00</th>
<th>2:15</th>
<th>2:30</th>
<th>2:45</th>
<th>3:00</th>
<th>3:15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share</td>
<td>65.0</td>
<td>52.3</td>
<td>41.6</td>
<td>48.5</td>
<td>50.4</td>
<td>49.6</td>
<td>43.2</td>
<td>43.5</td>
<td>50.5</td>
<td>51.7</td>
</tr>
<tr>
<td>Rating</td>
<td>33.0</td>
<td>49.2</td>
<td>59.4</td>
<td>52.3</td>
<td>56.0</td>
<td>49.2</td>
<td>50.4</td>
<td>51.7</td>
<td>53.0</td>
<td>54.5</td>
</tr>
</tbody>
</table>

---


---

**Mid-Continent Broadcasting Company**

President: Todd Storz

**WHB, Kansas City**
Represented by John Blair & Co.

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

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

---

Page 6 • March 21, 1955
MEASUREMENT OF TV IMPACT ON BUYING GETS TOP ATTENTION AT ANA MEETING

NATIONAL advertisers showed intense interest Friday at Hot Springs, Va., in new plan which claims to measure television's impact by showing what induced people to buy products (early story page 29). In closed discussion Friday afternoon they peppered Dr. Joseph E. Bachelder of Gallup & Robinson research firm with questions on what he termed "revolutionary" technique just developed by firm.

New G&R survey shows 85% of tv homes can name products they bought as result of tv in last eight weeks, Dr. Bachelder said. He cited powerful impact of Pillsbury, Saran Wrap, Gleem and other tv commercials.

Advertisers asked pointed questions at closed meeting. They wanted to know exactly how G&R could tell that customer bought product as direct result of tv. Dr. Bachelder cited checkup techniques which he contended confirm results obtained when 1,000 homes a month are asked what products they have bought as result of seeing them advertised on television. They also are asked to recall specific shows and commercials, he explained. "Non-tv products are seldom mentioned," he said. Other advertisers contend there are "many variables" which might affect value of G&R data.

Some ANA members wondered if formula gives break to tv spot advertising. Dr. Bachelder said spots offer problem but told how G&R matches commercials heard on shows, on spots and on both. New customer index is better for shows but spot has better brand conversion record.

Daytime television showed extremely strong impact on viewers, he said, but refused to make public data on ground findings need more development.

At other Friday session, Rodney Erickson, Young & Rubicam vice president, pointed out desirability of changing programs and avoiding long-term commitments.

George Frey, NBC vice president, explained new NBC-TV plan to sell one-time spots, or more, on Sunday color spectacles.

After closed meeting, Mr. Erickson said there was no appreciable loss in other media as result of tv, aside from radio. He contended tv will have to cut its cost-to-a-thousand figures, citing special Nielsen study. At present, he said, tv costs $4.14 per thousand per commercial minute whereas he thought it should be cut to $3. He cited comparable radio figure of $1.

Asked about color tv circulation, Mr. Erickson said there appeared to be manufacturers' strike against RCA, which he said has offered to supply its color tube at figure permitting $300 color set. He saw no need for pay-see television or theatre tv services. He said sports might be big attractions for them. William B. Smith of Thomas B. Lipton Inc. urged networks and stations to join in financing Nielsen tv circulation and coverage studies. Mr. Erickson said present tv set count figures are "not far off."

AT&T's Craig Gets $206,800

CLEO F. CRAIG, American Telephone & Telegraph Co.'s president, was paid total of $206,800 last year, according to AT&T's proxy statement notifying stockholders of annual meeting April 20 in New York City. Other highest paid AT&T officers: Hal S. Dunham, executive vice president, $156,920; William C. Bolenius, vice president, $97,250; Arthur W. Page, $30,000 for consultant services and $11,600 as salary. Biggest legal retainer paid by AT&T was $10,000 to John W. Davis, director of AT&T and member of Davis, Polk, Wardwell, Sunderland & Kiendl, New York. Later firm received $51,500 for legal services rendered AT&T and certain subsidiaries.

Spanish-Language Network Goes Coast-to-Coast

ORGANIZATION of Spanish-language Sommero Network on coast-to-coast basis covering more than 2.5 million Spanish-speaking people in S. America will be organized by Richard O'Connell, New York, network representative.

Mr. O'Connell said flagship station, KCOR San Antonio, will supply soap operas and other taped material to all affiliates, including KWWK Pacifica, San Diego; KPRC Houston; KTVN Portland; KGBF Albuquerque, WHOM New York; KGBT Harlingen, Tex., and XELO Juarez and XEDF Nuevo Laredo, both in Mexico.

MORE VIEWING

TOTAL of 5 hours and 49 minutes was spent by average American tv home watching television on average day during January for record high in medium's history, according to latest A. C. Nielsen Television Index released to subscribers. Previous record was 5 hours and 46 minutes for average household during average day in January 1954, firm reported. Nielsen figures are based on continuous, automatic recording of set-tuning activity in representative cross-section of U. S. homes.
WDAY-TV WINS BY A KNOCKOUT!

HOOPERS show that in Metropolitan Fargo, WDAY-TV wins all audience-preference honors, hands down. Actually, five to six times as many Fargo-Moorhead families tune to WDAY-TV, as to the next station!

Look at the TV sets-in-use—65% at night!

But Metropolitan Fargo is really just a small portion of the story. WDAY-TV is the preferred station throughout the rich Red River Valley—one of agricultural America's heavily-saturated television markets. Ask Free & Peters!

<table>
<thead>
<tr>
<th>HOOPER TELEVISION AUDIENCE INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fargo, N. D. - Moorhead, Minn. — Nov., 1954</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>TV-SETS</th>
<th>Share of Television Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>In-Use</td>
<td>WDAY-TV</td>
</tr>
<tr>
<td>AFTERNOON (Mon. thru Fri.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 noon — 5 p.m.</td>
<td>28</td>
<td>86</td>
</tr>
<tr>
<td>5 p.m. — 6:30 p.m.</td>
<td>48</td>
<td>88</td>
</tr>
<tr>
<td>EVENING (Sun. thru Sat.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 p.m. — 12 midnight</td>
<td>65</td>
<td>85*</td>
</tr>
</tbody>
</table>

*(Adjusted to compensate for fact stations were not telemasting all hours)*
UHF to Seek De-Intermixture
In New Orleans, Baton Rouge

NEW de-intermixture petition due this week from ch. 61 WJMR-TV New Orleans to shift ch. 2 from Baton Rouge to New Orleans and ch. 61 to Louisiana capital, making New Orleans exclusive operating vhf city and Baton Rouge exclusively uhf. WBRZ (TV), now holding Baton Rouge ch. 2 but not yet on the air, would be compensated for its shift to uhf.

Filed Friday was petition of ch. 16 WNET (TV) Providence, R. I., asking that ch. 3 be moved from Hartford, Conn., to Westerly, R. I. Westerly is about 35 miles southwest of Providence. Four plans are offered, all of which involve rearrangements of uhf allocations. Among cities affected are New Brunswick and Trenton, N. J.; Northampton and Amherst, Mass. Plan bolster pending petition by Hartford-New Britain-Springfield (Mass.) stations which seeks to make Hartford an all uhf city. WNET recommended that ch. 16 be made Providence educational channel.

Cut Funds Approved
For Senate Subcommittees

SENATE late Friday approved $200,000 for Senate Judiciary Committee's Anti-Monopoly Subcommittee and $125,000 for Juvenile Delinquency Subcommittee.

Anti-Monopoly unit requested funds were cut $50,000 with no one to be hired by group until report on monopoly by Attorney General reaches Senate. Juvenile Delinquency group's asked-for funds cut $29,000, with no funds available after July 31.

Sen. Estes Kefauver (D-Tenn.), chairman of delinquency unit, told Senate he will start hearings on tv programming “pretty soon.” Sen. Allen Ellender (D-La.) asked for several quorum calls in delaying tactics before finally offering amendments which pared funds of two Judiciary units. His amendment cutting life of juvenile delinquency unit was seen as effort to block possible Kefauver bid for presidency by getting him out of limelight as soon as possible. Said Sen. Ellender: “I presume that there might be a little more television and radio following the committee all around the country, and the chairman and members will get quite a bit of advertising.”

Sen. Harley M. Kilgore (D-W.Va.), who heads both Judiciary and Anti-Monopoly Subcommittees, earlier in session proposed to probe “monopolistic practices” in communications field, but later said his work would not duplicate Senate Commerce Committee studies.

Tax Relief Questioned

QUESTIONS of whether FCC should continue to issue tax relief certificates to broadcasters who must sell station holdings under FCC multiple ownership rule in order to acquire new outlet in other area was put to Congress Friday by Chairman George C. McGovern. In letter to president of Senate, FCC chairman cited result of 1944 legislation and asked if its application might be more broad than intended. He advised matter is tax problem rather than communication policy.

at deadline

UHF RETURNS

ANOTHER suspended uhf station shortly returns to air but this time under separate ownership. WKAB-TV Mobile (ch. 48) is being acquired by Supreme Broadcasting Co. (WIRM-AM-TV New Orleans) from Purley Broadcasting Service after having been off air for 13 months. Purley's unpaid obligations to General Electric in neighborhood of $200,000 is being assumed by Supreme along with leasehold of studios for $300 per month. Station, along with WIRM-TV become part of new National Affiliated Television Stations Inc. project, underwritten by GE to help uhf and small market stations use its equipment (story page 27).

Special Exhibit Planned

PLANS for special projects exhibit to depict role of radio-tv in enlisting public support for noncommercial and non-partisan national campaigns were announced Friday by NARTB. Exhibit is joint venture of association and The Advertising Council for 33rd annual NARTB Convention May 22-26 in Washington (early story page 50).

Invitations to participate have gone to 50 private and government groups who have received national broadcasting support. Free display space has been offered in Sheraton Park Hotel exhibit area, NARTB said.

Radio Board Ballots

Meanwhile, NARTB today (Monday) is to mail final ballots to fill vacancies which will occur on radio board, according to C. E. Arney Jr., NARTB secretary-treasurer. Five radio directors-at-large and district directors from nine odd-numbered districts are to be elected. Ballots are due April 7.

Georgia Daytimer Sold

WBO WAYNESBORO, Ga., 1 kw daytimer at 1310 kc, sold by Roy F. Chalker, M. K. Tucker and Howard G. Gilreath for $31,500 to Pugh brothers, according to bid filed with FCC. Carl Pugh, ex-chief engineer WMUL Decatur, Ala., and brother Harrod acquire WBO through broker Paul H. Chapman, Atlanta.

UPCOMING

March 21-23: Canadian Assn. of Radio & Tv Broadcasters, Chateau Frontenac Hotel, Quebec City.
March 21-24: Institute of Radio Engineers Convention, Kingsbridge Armory, Bronx, N. Y.
For other Upcomings see page 137
the week in brief

THE FIRST 'FILM NETWORK'
General Electric, National Telefilm Assn. devise plan to aid faltering v's and n's. It includes financial aid if necessary. 27

ANA, IN CONVENTION ASSEMBLED, asks media where the dollars are going, passes resolution against bait advertising. 29

ARB, HOOPER SPLIT THE FIELD
Hooper will drop its tv ratings, keep to radio alone, while ARB continues exclusively tv report. 31

MORE WRATH FOR NIELSEN
Station Representatives Assn. adds voice to furor which met research firm's local radio ratings. 33

NEW YORK HITS FRAUDULENT ADS
Governor's conference scores bait-and-switch, other devious advertising practices. 35

BAPTISTS BUSY ON RADIO-TV
Church buys time on five NBC Radio affiliates, plans radio - tv city in Texas. 41

NEW ELECTRONIC FILMING
U. S. networks, tv film producers are considering use of British system. 43

PILLSBURY BUYS FILM 'OPRY'
Milling company will sponsor Flamingo Filios series in 40 markets. 45

NARTB CONSOLIDATES ITS MEETINGS
Association announces slate of eight conferences to replace 17 district meets. 50

IRE OPENS NEW YORK MEETING
Highlight of convention will be $12 million manufacturing exhibit. 50

THE CAROLINAS
No. 3 in B & T's series exploring the expanding market economy. 51

NCAA LETS DOWN THE GATE
A trifle, at least. Athletic association's 1955 plan will allow five regional, eight national telecasts. 75

KNODE QUILTS NBC, JOINS PETRY
Network's manager of station relations will be vice president and general manager of tv for representative firm. Mercer named to succeed him at NBC. 82

FCC ANSWERS MAGNUSON
Commission reply to Senate Commerce Committee's two reports on uhf-vhf and network situations asks funds for its own investigation. 97

MAGNUSON THAWS THE CHIL
Commerce Committee chairman's remarks on CBS panel puts quick end to FCC staff's recommendation that uhf activity be stopped. 102

McCONNENAGHY IS IN
After six months of uncertainty, the Senate approves FCC chairman's nomination. 106

NBC'S 'OPERATION REDEIGN'
NBC Radio's plan to revitalize network operation will go before affiliates March 31. 110

CARTB MEETS TODAY IN QUEBEC
Association will have separate radio, tv sessions for first time. 116

deptments

Advertiers & Agencies 29  For the Record 121  Open Mike 18
Deadline 7  Government 97  Our Respects 22

d Circuit 118  In Review 14  Professional Services 118

torial 138  International 116  Program Services 113

Education 117  Lead Story 27  Programs & Promotion 119

Feature section 51  Manufacturing 114  Stations 82

Film 45  Networks 110  Trade Associations 50
IF YOU'RE THE ANALYTICAL TYPE

Radio Families ............... 75,730
TV Homes .................. 48,215
Retail Sales ............... $284,080,000.00
E. B. I. .................... $350,000,000.00
Population .................. 387,000

KRGV-TV Channel 5 NBC
THE VALLEY'S MOST POWERFUL TV STATION

KRGV NBC 5000 Watts TQN
THE VALLEY'S PIONEER STATION

Complete Coverage of the Lower Rio Grande Valley

The Voice of the Valley
Local as a Palm Tree...

You won't find palm trees in Detroit — or steel mills in Miami. Every market has local characteristics that distinguish it from all others. Storer stations are completely integrated into the communities they serve. They are part of the local way of living, the local way of buying.

A Storer station is a local station.
STORER BROADCASTING COMPANY

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, Eldorado 5-9690

BOB WOOD, Midwest National
230 N. Michigan Ave., Chicago 1, Franklin 7-7200
FOR HIRE – one four-armed promotion department – full of Sunday-punch and ready to swing into action for your TV campaign in the rich Lubbock, Texas market.

IN REVIEW

SAGA

THOSE who looked for a point of comparison between Saga, ABC Radio's new early dramatic program, and Gunsmoke, another early dramatic series of the network that seems to have become the yardstick in its field, must have been hard put to find satisfying similarities in the opening performance of Saga last Tuesday.

This is not to say that the first Saga program lacked drama and appeal. An 11-year-old boarder at the home of this reviewer went so far as to say that, once she got her ears into it, she would not have switched from Saga to Gunsmoke if she'd had a chance. This comes from a constant listener to the other program.

But we doubt, as a fairly regular listener, that it reflects completely cool, analytical judgment on the part of the young deponent.

Saga's first program, "The Tenderfoot Who Cleaned Up Skagway," a story of the Alaskan gold rush, was exciting—no doubt of that. It had guns and fistfights and lead pipes over the head, and it was compelling, once you got a carted. It was also, in this reviewer's opinion, overdone in places, both in the writing and in parts of the performance of Cliff Carpenter in the leading role of Jim Stewart, tenderfoot prospector. On the better side was the performance of Bob Dryden in the role of Rev. Bowers, confidence man.

Saga has what would seem to be a distinct advantage over Gunsmoke. Where Gunsmoke is a western, with essentially the same characters in all episodes, Saga can be a western, a sea tale—anything, true or fictional, all presented in cooperation with Saga magazine. This broad range of choice would seem to give it a good chance for success.

Production costs: Estimated $800.

Presented by ABC Radio, Tues. and Thurs., 7:30-7:55 p.m. EST, in cooperation with Saga Magazine, whose stories form the basis for the program.

Director: Martin Andrews on Tues., Warren Sammervile on Thurs.

Writer: Don Witty on Tues., Ira Marion on Thurs.

Cast for March 15 program: Cliff Carpenter, Bob Dryden, Frank Behrens, Court Benson.

NO TIME FOR SERGEANTS

ONE of the oldest—and most enjoyable—characters of literature is the happy simpleton who accepts everything at face value and everyone as his friend and by so doing causes a mess of merry mishaps but insures a happy ending.

Such a character is the third son of the fairy tales, whose straightforward innocence leads him to attempt—and achieve—the impossible and win the king's daughter for his bride.

Such a character, too, is Will Stockdale, hero-narrator of "No Time for Sergeants," last Tuesday's program of the United States Steel Hour on ABC-TV. A Georgia cracker who considers being drafted a great stroke of good fortune, Will is as eager to be helpful as a young puppy and his efforts achieve comical results. Where most draftees almost instinctively dislike sergeants and avoid them as far as is possible, Will selects Sgt. King as his pal, to the sergeant's utter distress.

Attempting to praise Sgt. King to the captain, Will unwittingly discloses the sergeant's conspiracy to keep Will as permanent barracks orderly. Then, when the sergeant attempts to get Will drunk in an ardent attempt to get rid of him, the inevitable result is that the one who gets drunk is the sergeant, who also gets broken to private and sent off to the runny school with Will, of course, by his side.

The most incredible naiveit of Will leads to a series of hilarious incidents, such as his pity for the squad leader "because he's been sick, he had a whole year of ROTC." And his refusal to salute a WAF captain because "she's a woman" and then, on having it drilled into him that "in the Army an officer's an officer, a captain's a captain and a general's a general and you don't notice anything else," his refusal to admit subsequently that the captain is a woman. His interview with the camp psychiatrist, who begins by bullying Will and winds up in tears, was as chuckling comical a scene as tv ever has or is ever likely to afford.

Andy Griffith was wonderfully engaging and at the same time annoying as the innocent Will; Harry Clark displayed the proper astonished dimsay as the sergeant who started out so brave and blustering and wound up so thoroughly deflated, and Eddie Leroy, as Will's diminutive but determined pal, Ben Whitled, constantly striving to set Will straight about the facts of Army life, furnished a perfect foil to the hero's ingenuousness.

Not having read Mac Hyman's best-selling novel from which the tv show was taken, this reviewer cannot say how faithfully Ira Levin's adaption followed the original, but it can be said that the end result was a delightful hour's entertainment, imaginatively staged and excellently directed by Alex Segal, as could have been expected. Programs like this one demonstrate effectively that in entering television The Theatre Guild has brought to this new medium the same high standards and the same technical skills that have distinguished its stage productions.

Production costs: Approximately $35,000.

Sponsored by United States Steel Corp. through BBDO on ABC-TV, Tues., 9:30-10:30 p.m. on alternate weeks. "No Time for Sergeants" was telecast March 15.

Producer: The Theatre Guild.

Director: Alex Segal.

Adapted for tv by Ira Levin from the novel by Mac Hyman.


BOOKS


THIS slim paper-bound booklet, Report No. 143 of NIMLO, is introduced as "an attempt to put together in one place the best available current information on all phases of this important and dynamic field [radio and tv] which affect municipal government." Subjects covered include municipal use of radio frequencies for fire and police services, as a station operator, for informing the public, transit radio, political candidates; local taxation of commercial broadcast stations; regulation by cities of interference with radio and tv reception of radio and tv transmitters and antennas, community tv antenna systems and of repair men and program content.


A method of voice training, to which this slender volume is devoted, calls for a return to the natural methods of voice projection used by a child before he has developed bad habits and used up his share of speech.

MRS. Cannon is an instructor of speech and broadcasting at Los Angeles City College.
58% of W-I-T-H’s audience have incomes of $5,000 or more!

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

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

The upper group—families with incomes of $5,000 a year or more—make up 58% of the total WITH audience. Only 48% of the network’s audience is in this group. In the middle group—incomes from 3 to 5 thousand dollars a year—WITH has 33%, the network 37%. In the lower group—under $3,000 a year—WITH has 9%, the network 15%.

So don’t worry about “prestige” when you’re buying radio time in Baltimore. WITH gives you all the “prestige” you need. Ask your Forjoe man!

—in Baltimore

TOM TINSLEY, President

REPRESENTED BY FORJOE & CO.
“GBP really pays off!”
No mystery about it. There’s a bag full of money in this plan—an entirely new Group Buying Plan by CBS Radio Spot Sales. And all you need to start right away is 3 nighttime quarter-hours (or the equivalent) on any 3 of the 14 leading stations represented by CBS Radio Spot Sales.

Then, because you are an eligible GBP advertiser, you receive—over and above all other earned discounts allowed by each station you select—an additional 15 per cent discount!

There’s more. For each additional station you use, up to and including all 14, you receive an additional 1 per cent discount. Adds up to a potential 26 per cent discount on your total investment after all other discounts!

There’s lots more. Each of these 14 big CBS Radio stations is number one in its market, delivering the largest average share of the radio audience in its market, month after month after month!

There’s even more. In dollars and cents you’ll see how GBP means greater savings and leads to bigger profits. Call CBS Radio Spot Sales and we’ll talk about a Group Buying Plan for you.

**CBS RADIO SPOT SALES**

REPRESENTS: WCBS, NEW YORK—WBEM, CHICAGO
KKN, LOS ANGELES—WCCO, MINNEAPOLIS—ST. PAUL
WCAU, PHILADELPHIA—WTOP, WASHINGTON
WBT, CHARLOTTE—KMOX, ST. LOUIS—WIEL BOSTON
KSL, SALT LAKE CITY—KCBS, SAN FRANCISCO
WRVA, RICHMOND—WMRR, JACKSONVILLE—KOIN, PORTLAND—THE COLUMBIA PACIFIC RADIO NETWORK AND THE BONNEVILLE RADIO NETWORK
GREATER STRENGTH at any height

Small or tall, Emsco TV Towers have the advanced design and superior structural features that assure greater strength and dependability. Each tower is custom engineered to meet individual requirements for height, weight loads and weather conditions.

Emsco towers incorporate a unique beam leg section. This inherent geometric pattern affords a substantial saving in weight...a relative increase in strength...a reduction in foundation costs.

Bolted construction permits quick, sure visual inspection. Hot Dip Galvanizing reduces maintenance costs...insures long structural life. Rigid RETMA or AISC standards are met.

For guyed or self-supporting towers unequaled for safety...structural rigidity...and economy, specify Emsco. Prompt delivery assured.

*Patent Pending

---

Credit Where Credit Is Due

EDITOR:

I've been meaning for several months to write to tell you how much you fine editorial, "The Warp and Woof of ARF" [BT, Dec. 27, 1954], is appreciated.

With a kind of characteristic perspicacity, your editorial put the report [in which the Advertising Research Foundation Committee compared the broadcast audience measurement techniques currently in use and proposed standards for them] in its proper perspective.

Certainly, we do not expect 100% agreement on 100% of the points. The important point is that standards had to be suggested. This Mr. Ule's [G. Maxwell Ule, research vice president of Kenyon & Eckhardt] Working Committee conscientiously labored to do—and did.

This is bound to be a controversial report. The Appendix comments [by the individual audience measurement practitioners of the techniques reviewed] make that certain.

This has been a very courageous step by the ARF. Perhaps most folks who see the report won't realize just how courageous it is. The ARF, in publishing such a controversial report as its own, earns for itself the respect and support of all thinking segments of the industry.

It is a first step—but a very important one. Could I just humbly add this to your news coverage of the report [BT, Dec. 27, 1954]? You properly named the three volunteer members of the Working Committee. There was also an ex officio headquarters member. He sweated and fretted with the others. He was named "secretary" of the Committee. Such a phrase kind of unwittingly does little justice to the mammoth contribution of this stalwart citizen. His name is John MacDonald. Certainly the "official" members of the Committee are greatly in his debt...

E. L. Deckinger, Vice President
Blew-Beirn-Toigo
New York

[EDITOR'S NOTE: Dr. Deckinger is chairman of the Radio-Television Radio Review Committee of the Advertising Research Foundation. He also served as a member of Mr. Ule's Working Committee on Standards and Methods with Donald W. Coyle, director of network TV research, ABC, and, as he mentions in his letter, John MacDonald of ARF.]

WWHG's Fifth Yankee Year

EDITOR:

Our omission from the list of stations carrying New York Yankee games in '55 [BT, March 7] does not alter the fact that this will be our fifth consecutive year for such coverage.

Donald J. Curran
Station Manager
WWHG Hornell, N. Y.

[EDITOR'S NOTE: WWHG was unfortunately left out of the list given BT by the New York Yankees management.]

Decline and Fall

EDITOR:

David Chopin omitted radio as a vehicle also used to promote the sale of a "tv commercial eliminator" in his fine one-act play "The Decline and Fall of Television," BT, March 7. Hard to believe? It happened here and we wonder where else on American radio.

It appears that this same gadget could likely bring about the demise of the radio operators who unwittingly help nourish and strengthen it a good deal faster than the invention of a gadget Sonny suggested might be employed to cover up ads in newspapers and magazines.

Jim Evans, Mgr., Promotion
WNHC-AM-FM-TV
New Haven, Conn.

BROADCASTING • TELECASTING
Another thinly disguised WJR success story

It Makes Mommy and Daddy Happy

Those six words were part of the winning entry in a week-long contest that WJR ran to find out why people listened to its program “Guest House.”

It makes us happy, too. That’s a nice way for a seven-year-old to feel about his parents, and about us.

We can’t think of a better reason for “Guest House” than making Ralph Cram Jr.’s Mommy and Daddy happy.

“Guest House” is one of many WJR-produced programs that keep our local talent and production budget over $1 million every year. That’s high in this cut-rate era of “music and news, dawn till dusk.”

Good radio—and good radio advertising time—don’t come cheap. The kind of radio that attracts WJR’s unprecedented following in a signal area including 16,000,000 people—10 percent of U.S. buying power—takes time and money.

That’s why WJR’s rates are high. And that’s why so many of the smartest advertisers, those who know that the best way to move goods fast is to buy spot radio on key stations, buy WJR, Detroit. Their sales are the reasons they keep buying WJR.

There are a lot of Mommies and Daddies—buyers all—in 16,000,000 people. They’re worth every nickel you spend because they’re happy, too, with the products they buy after hearing them advertised on WJR. Check with your Henry I. Christal representative—you’ll be delighted with WJR.

The Great Voice of the Great Lakes

WJR Detroit
50,000 Watts CBS Radio Network

WJR's primary coverage area: 16,000,000 people
she flew into 65,000,000 hearts!

It happened on March 7th. More than 65,000,000 viewers sat enchanted for two hours while Mary Martin and company brought to life “Peter Pan,” an NBC Spectacular. It was the greatest audience for a single network show in the history of television. And the critics raved!

JOHN CROSBY, N. Y. HERALD TRIBUNE
“Conceivably the most polished, finished and delightful show that has ever been on television.”

JACK GOULD, N. Y. TIMES
“An unforgettable evening of video theatre... captivating fun for eye and ear alike.”

HARRIET VAN HORNE, N. Y. WORLD-TELEGRAM & SUN
“Something the inward eye will treasure for a lifetime.”

LARRY WOLTERS, CHICAGO TRIBUNE
“Through this children’s classic, TV came of age.”

GEORGE ROSEN, VARIETY
“Sheer delight... Stunning success... Unadulterated charm.”

On March 9th, the N. Y. Herald Tribune commented editorially: ...“shows of this type set a high standard for the future...”

NBC, having set this season’s high standards with its Spectaculars, will continue to maintain them. Plans for next season are beginning to emerge. For instance, starting October 23rd, NBC plans to present once a month the Maurice Evans distinguished series of 90-minute dramatic programs—“Sunday Matinee.” Mr. Evans will produce and, on occasion, star in dramas from the finest pages of the theatre.

The Evans series is only one example of how NBC Television will maintain its program leadership... pursue further the course of originality and excitement that leads to television’s biggest audiences... keep on delivering to sponsors the greatest new advertising values they have ever enjoyed.

EXCITING THINGS ARE HAPPENING ON

NBC television

A SERVICE OF RCA
A SELF-STYLED "professional" president, Jack Wrather is a busy man in the fields of radio, tv, oil and inn-keeping.

He is the "working" president of Lone Ranger Inc., Wrather-Alvarez Broadcasting Inc., Superior Television Inc. and Wrather-Alvarez Realty Corp. He is sole owner of WJDW (TV), Boston permittee, and board member of KOTV (TV) Tulsa.

Son of the late John D. Wrather, a pioneer in the development of the East Texas oil field, he was born Jack Devereaux Wrather, May 24, 1918, in Amarillo. He assumed active management of the Wrather oil interests in 1940, the year following graduation from the U. of Texas. In 1942 he entered the U. S. Marine Corps and returned in 1945 from combat duty in the South Pacific as a major, a commission he still retains on a reserve status.

Then to Pictures

Expanding his petroleum activities to California, he became interested in motion picture production. Out of the next three years came five feature films, "Perilous Waters," "High Tide," "Guilty," "Strike It Rich" and "Guilty of Treason," all currently in tv release with the first three movies "in something like their 5th run."

For the next three years he concentrated on his oil interests. Then, tv film production beckoned and he personally produced 13 half-hour Boss Lady films for Procter & Gamble's 1952 summer replacement of NBC-TV's Fireside Theatre.

Because he had been seriously investigating prospective purchases of tv stations, it was as no uninitiated novice that he bought $2 million interest in KOTV during a cocktail party in 1952. In association with Mrs. Helen Alvarez, manager and part owner of KOTV, he next purchased 39% of KFMB-AM-TV San Diego in January 1953 for a consideration of $3 million. When he later sold KOTV to J. H. Whitney & Co. for $4 million in May 1954, he remained on the board of directors.

As an individual, he has the usf grant in Boston and hopes to start construction on WJDW this spring. Superior Tv, in which he has 25% interest, lost the decision regarding ch. 10 in Corpus Christi and the decision is currently being appealed.

Oil may be his basic interest—at least four or five wells are being drilled at one time during every day of the year—but tv and all things connected with it is a close runner-up. The operational rather than the production side intrigues him. He firmly believes all tv is local and should feature local interests and programming.

Mr. Wrather acquired Lone Ranger Inc. in July 1954 in a $3 million deal that included Lone Ranger, heard on ABC Radio and seen on ABC-TV and CBS-TV, and all promotional, comic book, merchandising and comic strip rights to the masked cowboy character. With a production schedule of 52 half-hour tv films every two years, he is supervising a new series to be shot in color in late spring.

Mr. Wrather feels it is rather extraordinary for a legendary figure to have received three Congressional Citations. The latest honor was upon the recent 22d anniversary of Lone Ranger radio program.

Owner of two resorts, Twin Lakes Lodge in Las Vegas and L'Horizon in Palm Springs, which he built in 1949 and 1952, respectively, Mr. Wrather's current project is in Disneyland Hotel. This hostelry, under construction on 30 acres of the Disneyland Park near Anaheim, Calif., will feature every type of classification and facility. Rates will vary from approximately $50 per day to accommodate, for example, the executives of the 35 national corporations which will have exhibits in Disneyland Park, to approximately $2 per day for the dormitories being built for Boy Scout organizations, youth groups and the like. Stanford Research Institute has estimated between 5 and 7 million people will visit the park the first year and by the third year the number will climb to 11 million. July 15 is the projected date for the opening of both the park and the hotel, which will be tied in for remote shows and special events.

Pay-See is Coming

Not active in the subscription tv fight, he believes some form of pay-as-you-see tv is definitely in the future. "It is like color; once something is discovered which the public likes and accepts, it is inevitable."

Mr. Wrather married actress Bonita Granville Feb. 2, 1947. They have four children: Molly, 13, and Jack, 11 (by a previous marriage), Linda, 5½, and Christopher, 2½. While he tries to take time for hobbies, he says travel seems to fill that bill. He makes an average of 14 trips yearly to his New York offices, but sees to it that he and his wife go to Europe for six weeks every year. The Wrathers are currently in England, where he is discussing the possibilities of Lone Ranger for British tv.

Page 22 • March 21, 1955
TO GET YOUR FOOT INSIDE THE DOOR...

OFFER HER SOMETHING SHE WANTS!

A formula as old as salesmanship itself... it works in this Television Era, too. And by offering the housewife programs she wants to see, Channel 8 long ago licked the midday slump.

MONTH AFTER MONTH WFAA-TV HAS HAD MORE VIEWERS BETWEEN 12 NOON AND 6:00 P.M., SEVEN DAYS EACH WEEK, THAN THE OTHER DALLAS-FORT WORTH STATIONS COMBINED. The biggest part of this audience is women. And what is it economists say about the American housewife’s control of the family purse strings?

The point of all this is simple as 1-2-3:

1. Women watch WFAA-TV regularly during the daytime... so your foot is already in the door!

2. Women are in a position to buy your product.

3. Your Petryman will be happy to give you rates and availabilities... so that you too can reach this double-size audience at daytime package rates which cut the cost in half!

274,000 WATTS VIDEO • 137,000 WATTS AUDIO

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News
WNNJ Reunites Brothers

THROUGH the efforts of WNNJ Newton, N. J., two brothers were reunited just before one of them died in a local hospital. The brother of the dying man was believed to be in the vicinity when the station aired a request for information leading to his whereabouts. Twenty minutes later a listener called in to give the missing man's address.

Amateurs Raise $109,000

ALMOST $109,000 has been received for the Pittsburgh Children's Hospital Fund from an appeal made by the Wilkins Amateur Hour special benefit show. The two-hour show was simulcast on KDKA-AM-TV Pittsburgh in conjunction with a campaign being carried on by the "Pittsburgh Press Old Newsboys."

Rehabilitation Survey

THIRTEEN live and filmed shows describing work being done toward rehabilitation of America's 25 million handicapped citizens is scheduled for joint presentation by the District of Columbia Dept. of Public Health and WTOP-TV Washington.

'Emergency Calling'

WGAY Silver Spring, Md., is aiding the local Suburban Hospital building fund by broadcasting a description of each case entering the hospital's emergency room and then following with a ten-second promotion for the fund campaign.

'Block of Money'

KCSR Chadron, Neb., collected over $580 from a "Block of Money" campaign run in conjunction with the polio fund, the Lion's Club and the Boy Scouts. KCSR staged a contest in which men raced the women to see which group would be first to reach the end of Main Street in downtown Chadron with 850 feet of coins and bills laid end-to-end. The contest, which the women won, used four broadcasting hours.

No Color Line

WTVN Columbus, Ohio, is presenting a series of programs produced by the Columbus Urban League, a Community Chest organization working toward better interracial understanding. The community's leaders discuss interracial topics and issues.

Kerosene Menace Spotlighted

AT REQUEST of the National Fire Protection Assn., the Advertising Council, New York, has called upon the radio-tv industry to circulate information on the safe handling and care of kerosene heaters and oil stoves. For broadcast guidance, the Council has prepared lists of rules approved by NFPA and has distributed them to advertisers, networks and 3,200 radio-tv outlets.

Pat on the Back From VA

THE VETERANS Administration has formally acknowledged the help of Oklahoma City radio and tv stations in procuring a rare type of blood needed during an emergency operation. Within an hour-and-a-half of the first announcement 34 people had donated the necessary blood and about thirty others had donated other types of blood. One of the donors came from a city 80 miles away. The stations credited by the VA are WKY-AM-TV, KLP, KBYE, KOMA, KWT (TV) and KTVQ (TV).
"SUNDAY SUPPLEMENT"

Scoring Amazing 13.0 * Rating on WJAR-TV

* "SUNDAY SUPPLEMENT" BECOMES FAMILY VIEWING HABIT! Now in its sixth month, this warmhearted family show has proved its popularity by scoring a 13.0 rating on January 1955 Telepulse readings.

SUNDAY MAGAZINE SUPPLEMENTS Articles of interest selected from leading Sunday supplements such as the Chicago Tribune, Washington Star, Philadelphia Inquirer, Buffalo Courier, Cleveland Plain Dealer and many, many more.

NEWS AND WEATHER The latest news plus weather reports for Sunday drivers planning to "take-off" after church. Also for sports enthusiasts and those who are just going to "lazy-around" yet like to keep weather and news-wise.

★ Starring Betty Adams known to hundreds of thousands of WJAR-TV viewers in Southern New England for over 2 years.

RELIGION Sunday morning devotions, inspirational messages, Bible Stories for the entire family.

GUESTS People who make the news from industrial leaders to disc jockeys . . . newsmakers from all walks of life.

TIME PERIOD 10:00 a.m. to 11:30 a.m.

COVERAGE Over a million television homes within WJAR-TV's class "A" primary area. These are the larger cities: Providence, Worcester, Fall River, New Bedford, Brockton, New London, Newport, Woonsocket and Willimantic.

COST Half hour segments only $300.00 (all inclusive). An excellent prestige buy for banks, utilities, insurance companies, etc. This show creates good will and SELLS MERCHANDISE!

---

National Sales Representatives—WEED Television • NBC Basic • ABC—Dumont—CBS
They live on the Pacific Coast...

they listen to

DON LEE RADIO*

*Don Lee IS Pacific Coast Radio

...the only network blueprinted to deliver point-of-purchase penetration paralleling the local buying habits of 16½ million people. With 45 stations in the important Pacific Coast communities, Don Lee is the nation's greatest regional network.

Don Lee Broadcasting System,
Hollywood 25, California,
Represented nationally by
H-R Representatives, Inc.
FIRST FILM 'NETWORK' FORMED WITH GE FINANCIAL BACKING

National Telefilm Assoc. is partner in organization of company to provide programming, sales machinery, management counsel and even financial help to television stations—vhs as well as uhfs—which are finding the going rough.

THE FIRST film "network" in television—backed by the vast resources of General Electric Co.—was announced last Friday.

The new venture, National Affiliated Television Stations Inc., is designed as a major salvage operation for foundering television stations—vhs as well as uhfs.

General Electric and National Telefilm Assoc. will have key roles in the new network. Here's what the organization proposes to give its member stations:

* A national sales force "geared up to work both independently and together with the national reps of the stations."
* Programming which will include some 700 hours of film from the National Telefilm Assoc. library plus additional material including exclusive footage.
* Financial help in the form of cash loans from GE and deferred film rentals from NTA.
* Management counsel.
* On-the-scene aid in local sales.

Officials of NTA said the term "film network" was used "loosely," at least in the present stage of the project. They conceded, however, that NATS might be deemed to be a nucleus for a film network operation in the more literal sense.

Both GE and NTA assisted in the evolution of the new network, and have signed agreements under which they will be principals in NATS' program of furnishing association member stations with management counsel, an experienced sales organization, a basic film library and, where required, financial assistance.

GE, which will name two members of the NATS board of directors but will neither own stock in the new company nor be represented among its officers, will make the cash loans where required, operating through NATS. The loans will be negotiated "on a reasonable, business-like basis." GE will not take station stock as collateral, officials said.

Or the financial assistance may take the form of deferments of film rental by NTA, film syndication firm which, under the plan, will supply each participating station approximately 700 hours of film "on the most favorable terms and conditions possible" and supplement it with additional footage, including exclusive material.

Officials said a committee composed of representatives of NATS, NTA and GE will launch a survey shortly to determine which stations might find NATS membership valuable, and that they expect to screen "40-odd applications" in the near future.

Stockholders of NATS at the outset are its four currently elected officers, although officials said more stock is in the process of being issued to others, not yet identified. The four:

Joseph Justman, president of Motion Picture Center Studios, Hollywood, which also is identified with Desilu Productions, is NATS board chairman.

Ely A. Landau, president of the NTA film syndication firm, is executive vice president.

Oliver Unger, executive vice president of NTA, is vice president.

Berman Swartz, motion picture producer, associate of Mr. Justman and west coast attorney, is secretary-treasurer.

Officials said it was believed that "a prominent broadcasting industry figure" will be named president in the near future.

Belief that the new venture "will mark a milestone in the forward progress of broadcast television in the U. S." was voiced by Dr. W. R. G. Baker, tv pioneer and vice president and general manager of the General Electric Electronics Div., at a luncheon held Friday in New York to announce formation of NATS.

Representatives of all of the founding organizations called upon all segments of the television industry to rally to the support of the plan as a matter of their own self interest as well as in the public interest of getting nationwide television established on a sound footing.

Officials made clear that they did not regard the NATS plan as a panacea but rather as a practical approach to a difficult problem. NATS' member stations, they said, will be selected from among "the v's as well as the u's," from "the financially sick and the well." But the primary goal, it was plain, is to help the tottering.

NATS earnings, it was explained, will come from commissions on time sales it makes on behalf of participating stations, plus a "modest" percentage of stations' gross sales. Officials said NATS salesmen will work in cooperation rather than in competition with stations' representatives and local sales staffs.

Although they declined to estimate the probable ultimate size of the NATS staff, key figures did say that a team consisting of personnel experienced in station management, programming, sales and fiscal operations will meet regularly, or as often as needed, with each member station. Initially there will be four local sales teams, they said.

The new firm was described as operating basically as "a sales and service organization and film network to the stations associated with it." Separate headquarters, currently in the NTA offices at 625 Madison Ave., New York, will be established "before the first of the month."

A national sales force will operate out of offices to be set up in Los Angeles and Chicago as well as New York to handle national program and national spot sales for member stations. Upon request of a member station a trained sales force will be supplied to handle promotions and sales campaigns at the local level, according to officials.

Evolution of the plan dates back to last year when General Electric, faced with a growing number of non-payments on equipment bought by stations, and concerned with the increasing financial distress among uhf stations generally, assigned Glenn Lord, manager-manufacturer of broadcast equipment, to investigate and recommend a campaign to correct the situation.

Mr. Lord, who in his pre-GE days was a business consultant and who now has been relieved temporarily of his manufacturing duties to serve as liaison between GE and NATS, said he found—aside from a generally pessimistic attitude toward uhf—a number of "varied" entering into the success or failure of indivi

March 21, 1955
SOME of the key figures in the evolution of National Affiliated Television Stations Inc. are (1 to r): seated, Glenn Lord, manager, manufacturing of broadcast equipment, General Electric Co.; Berman Swarttz, west coast attorney and producer, who is NATS secretary-treasurer; William J. Morlock, general manager, commercial equipment dept. of GE; Ely A. Landau, president of National Telefilm Assoc. and executive vice president of NATS; standing, Robert Platt, manager of finance, GE broadcast equipment; Raymond Baker, GE attorney; Oliver Unger, NATS executive vice president and NATS vice president; Joseph Justman, president of Motion Picture Center Studios in Hollywood, NATS board chairman; Frank Barnes, manager-marketing, GE broadcast equipment; and Paul Chamberlain, general manager, GE broadcast equipment.

Looking back and access to national advertisers. The lack of just one of these factors could be enough, we found, to tip the scales and prevent successful station operation. Lack of just two could and usually would be fatal.

In the course of the GE survey Mr. Lord met Mr. Justman, movie producer and president of Motion Picture Center Studios, and Mr. Swarttz, producer and an associate of Mr. Justman in MPCS, where a number of tv programs are filmed. These three called in NTA's Mr. Unger for joint discussions, which started in Hollywood in January, of "the entire uhf situation, the wide scope of the problem and possible solutions." They found, they said, that GE's studies coincided with those which NTA had been making for several months.

Out of these discussions, 71 days after the first one, came NATS. Figuring prominently in the final phase, officials said, were William J. Morlock, general manager-commercial equipment department of GE; Paul L. Chamberlain, general manager-broadcast equipment, GE, and NATS's President Landau in addition to Menars. Justman, Swarttz and Unger.

Mr. Justman Friday noted that his background is in motion pictures but that his studio has converted to television and that his interest has been in that direction for some time [he also has acquired ch. 27 KVVG (TV) Tulare Calif., subject to FCC approval]. He told the luncheon group that "when television stations are closing, everyone in the television industry, including myself, must be alarmed."

"I don't pose as an expert in television," he continued, "but I did realize that not only was the investment of the station owners being lost, but the public was suffering a narrowing of its entertainment sources. It follows that the producers of television programs were next in line to be hurt.

"It was at this point some months ago that the plan we are discussing today came into being. It was apparent that drastic action was needed and needed immediately. There is no point in a prolonged consultation of doctors while the patient dies for the lack of a transfusion.

"It was obvious to me that the groups that held the biggest stakes in television must come forward to meet the emergency. My job has been to bring them together. First, a leading manufacturer of television broadcast equipment, General Electric; second, an important distributor in the field of television, National Telefilm Assoc., with whom I had had previous association, and lastly myself and Berman Swarttz, representing the production element. From this NATS was born."

Mr. Justman said that "without the progressive thinking of General Electric and National Telefilm Assoc. we would not be here today. We cannot and should not be required to do the job alone. Our vision and courage must be as big as the problem. There is room enough for all of you in the television industry to help."

Mr. Unger also invited "others in the television distribution field, in their own self interest, to join us in this effort to keep alive the life line that sustains us all."

Noting that more than 30 producers have invested $10 million in films being distributed by NTA, Mr. Unger said "any threat to the well-being or number of outlets is a threat to our producers and ourselves."

In the conferences that led to the formation of NATS, he said, "it was our purpose to find a practical plan, not a panacea. A plan realistic and hardheaded as good business itself, but filled with hope. A plan flexible enough to encompass the strong and the weak, the affiliated and the unaffiliated, the u's and the v's."

He said "we have already sounded out many in the television industry and their thinking has helped to shape what we are proposing. Preliminary surveys indicate that the welcome mat is at the door of many stations and not only those with the mortgage under the mat."

"While encouraged, we are not underestimating the task ahead, nor minimizing the support we will need to succeed. The advertisers, the agencies, the reps, the film producers, and the public all have a stake—all can and must help."

Mr. Unger said that NTA, whose library currently is serving 190 of the approximately 425 tv stations, shortly will announce "several outstanding television features and serials."

NTA currently handles 156 feature films, 33 westerns and 21 series of varied length. The list includes China Smith, Orient Express, Police Call and New Adventures of China Smith.

Dr. Baker said GE's participation in the NATS plan "is the strongest possible indication of our belief that:

"First, uhf as a television service is sound and is the basic key to the further growth of television coverage and, to steal a phrase from the international scene, there can be successful national television service including successful competitive, if not peaceful, 'coexistence' between vhf and uhf stations.

"Secondly, that there is a definite place in a national television service for the independent television station, just as there is a definite place for the independent radio station.

"Finally, that since a nationwide television service is in the public interest, General Electric recognizes its obligation as a corporate citizen to lend its support to a sound and, we believe, effective proposal for assisting in the establishment and success of such a television service."

Mr. Landau presided over the luncheon meeting.

---

**COLORCASTING**

**Advance Schedule**
**Of Network Color Shows**

**CBS-TV**
March 28-April 1 (2-2:30 p.m.): Robert Q. Lewis Show, participating sponsorship.
April 6 (10-11 p.m.): Best of Broadway, "Stage Door," Westinghouse Electric Co. through McCann-Erickson.
April 17 (11-11:15 p.m.): Sunday News Special, Norwich. Pharmacal Co. through Benten & Bowles.

**NBC-TV**
March 23 (7-7:30 p.m.): Norby, Eastman Kodak Co. through J. Walter Thompson Co.
March 27 (7:30-9 p.m.): Dedication of Burbank Studios, Entertainment 1923, Hazel Bishop Inc. through Raymond Specter Co., and Sunbeam Corp. through Perrin-Paus Co.
March 31 (7:30-7:45 p.m.): Dinah Shore Show, Chevrolet Div. of General Motors Corp. through Campbell-Evans Co.
April 2 (10:30-11 p.m.): Hit Parade, American Tobacco Co. through BBDO.
April 4 (7:30-9:00 p.m.): Producer's Showcase, "Reunion in Vienna," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt and Grey Adv. Agency.
April 9 (9-10:30 p.m.): Max Liebman Presents, "First of the Mobile," Oldsmobile Div. of General Motors through D. P. Brother & Co.

[Note: This schedule will be corrected to press time of each issue of B & T.]

**Broadcasting • Telecasting**
ANA RAISES THIS QUESTION: WHAT DO MEDIA DOLLARS DO?

National advertisers meeting last week at Hot Springs, Va., indicates, however, they're relying more than ever on radio, tv and other media. Association also acts to condemn bait advertising.

NATIONAL advertisers are increasing their media budgets this year—including tv and radio—by the same token they are getting for their dollars and they want media to raise ethical standards by throwing out all bait advertising.

At the spring convention held at Hot Springs, Va., last week by the National Association of Advertisers, BTV found in a check of delegates:
- At least two-thirds of the advertisers are spending more media money in 1955 than a year ago.
- Over half of those in tv are using heavier visual budgets this year.
- About half of the advertisers contacted said they are buying as much or more radio as last year.

Some have cut radio to meet the rising cost of tv campaigns and others couldn't give a definite answer because of seasonal factors and incomplete planning.

These are impressions gleaned from talks with three score advertisers ranging from those spending $10 million upwards to a small eight-radio-station user planning to add one more station to seasonal promotion.

ANA's 374 member companies spend $1.5 billion a year for advertising, with 54% of the companies having media budgets over $1 million for each (national space and network time only).

No Horps for Radio

Major national advertisers are always quick to turn to glamor media such as radio in the past two decades and tv in recent years. Last week there was none of the "Is Radio Dying?" talk heard earlier in the television era. Instead radio is accepted in every corner of the country and used to reach spots television can't touch.

One of the nation's top agency executives, Barry Ryan, chairman of the board of Rauff & Ryan, wound up the three-day schedule of general meetings with a tribute to the way radio has rolled up its sleeves, adjusting to changes in the way people live. He called it "a new kind of individual medium" in which dad, mother, each of the kids and the cleaning girl have their own radios. He cited radio's circulation of 111 million sets compared to 67 million in 1947. Mr. Ryan lauded television, which "has stepped into two-thirds of our homes," and noted the development of radio and tv advertising bureaus.

Another agency executive, E. R. Richer, vice president of Grey Adv. Agency, advocated thorough merchandising and cited a 30% increase in January sales of Exquisite Form brassieres compared to a year ago as a result of Stop the Music. He said the program was previewed three to four months before it went on the air.

ANA's advertisers felt they were making progress last week in solving their most important problem—how to know when an advertising is producing sales. Dr. Joseph E. Bachelder, director of experimental television and motivational research of Gallup & Robinson Inc., Princeton, N. J., described his company's "revolutionary" approach to this problem. He appeared at the Friday morning session and then took part in a closed radio-tv panel Friday afternoon. George H. Frey, NBC vice president, described new tv color developments at the panel (see color story, page 112) and Rodney Erickson, Young & Rubicam, told "How to Keep Tvp Costs Down and Audience Appeal Up."

Dr. Bachelder told BTV his firm has been working two years on the sales effectiveness study and is offering a continuing service as compared to occasional one-shot radio, tv and other media studies that have been made in the past. The reports are now on a monthly basis, and are narrowed down to particular products. Special questioning techniques are used to find the effectiveness of television.

Past efforts to measure sales produced by advertising have been inadequate, he said. Now Gallup & Robinson is using what he called "the direct approach." This led to the finding that reliable and stable data could be secured by, in essence, asking a large sample of individuals what had been bought in a given period as a result of seeing or hearing advertising.

"The intervening procedures require that the questions be properly phrased and that they be asked in a suitable context. The interest is in the fact that people not only can but will give accurate and reliable testimony about their purchases. To a useful extent they know and can report on where they learned about the things they buy.

"The information resulting from this testimony, collected periodically, can provide advertising with a useful and objective basis for evaluating the current proportion of their sales resulted from specific media."

In submitting a bait resolution (text page 30) to the convention, President Paul West said, the action was unusual in ANA history and was designed to show the business world how important national advertisers consider the bait advertising problem even though none of them are directly involved.

The subject was discussed at length Tuesday at a meeting of the ANA board, he said. Gilbert Well, ANA council, explained that the advertiser's intent is "not to sell the item advertised," the opposite of normal practice, with actual statements in the advertising not being dishonest. He told how the customer becomes a lure for a salesman who cleverly implies that while it might cost his job, he must explain that a broken needle in a sewing machine, for example, would leave the buyer with useless junk, then the up-selling starts.

Mr. West added that the practice is breaking down confidence in all forms of advertising, tarring everyone with the bait brush and causing legislative bodies to consider curbs on legitimate advertising. Any undermining of advertising also undermines the national economy, he said, termed bait a "revolting version of advertising." He called for vigorous enforcement of statutes now on the books and urged media not to be a party to these unethical practices. Only comment from the floor before approval by a rising vote was a question about the public relations aspects of ANA's action, but the subject was not pursued.

Edwin W. Ebel, corporate marketing director of General Foods Corp. and ANA board vice chairman, presided at the Friday session.

This group of radio-tv sponsors at the ANA meeting includes (l to r): front row, James J. Delaney, Sinclair Refining Co.; William B. Smith, Thomas J. Lipton Inc.; Virgil Simpson, Du Pont; Walter E. Blanchard, Ford Div.; Ford Motor Co.; back row, Jack Graham, Goebel Brewing Co.; Joe Allen, ANA radio-tv director; Edwin W. Ebel, General Foods; George W. Shine, Avon Products, and Carl Haecker, RCA.
ANA's 'BAIT ADVERTISING' RESOLUTION:

THE ANA now in convention at Hot Springs, Va., today, March 17, registered deep concern over the outcropping of a dishonest selling practice called "ba" advertising," which is being resorted to by some unscrupulous retailers in certain communities.

The ANA is devoted to safeguarding the values of advertising as an essential instrument in the marketing process on which a healthy economy must depend. The ANA holds that any dishonesty or sharp practice that undermines public confidence in advertising also undermines the health of the nation's economy.

The legitimate use of advertising is to inform the buying public in good faith of the merits of an article or service which is offered for their purchase. "Bait advertising" involves the use of this medium as a lure with no honest intention actually to sell it. It is therefore a revolting perversion of advertising and the very opposite of the ethical principles of the overwhelming majority of advertisers.

ANA therefore pledges its support and calls upon all members of the business community to do all they can to stamp out this dishonest practice immediately.

Specifically, ANA recommends:

That the statutes which are already in existence be promptly and vigorously employed — and that all advertisers, businesses and merchants generally, forego any temptation to give local enforcing officers their fullest cooperation; and that media, which are in a position by their close contact to ascertain the bona fides of their advertising accounts, act to prevent and forestall abuses, by assuring themselves that media are not being made a party to a "bait selling" operation.

The offense cannot long withstand a determined pursuit of those two major lines of attack, and ANA wishes by this statement to record its readiness, and that of its members, to support such a program in every manner possible.

Slingerella Head Lauds Radio For Role in Salon Expansion

RADIO was credited last week by Larry Mack, president of Slingerella International, with playing a major role in the "rapid growth" of the chain of reducing salons. The company has 58 salons in 15 cities after starting in 1950 with four in New York.

At a luncheon for New York area radio personalities sponsored by Slingerella, Mr. Mack said, "We have learned many things about the proper use of this medium. First, we enlist personalities who have large followings in the early morning hours; second, we concentrate on Monday, Tuesday, and Wednesday programs, which we find more productive than later days in the week, as most women plan new projects early in the week; third, we use more personalities for each program, and fourth, we spend a good deal more money on radio than we might have expected."

Mr. Mack described radio as "the perfect medium for anyone who has a new product to introduce," adding that it "reaches a maximum audience at a minimum of cost," and is flexible to the point that copy can be changed "in an hour's notice."
Both firms will maintain separate identities with American Research Bureau covering tv and Hooper confining itself to radio. Each company will hold stock in the other and each will have a member of the other organization on its board of directors.

TWO BROADCAST research organizations joined hands last week. American Research Bureau and C. E. Hooper have a "working agreement" wherein both will maintain separate identities but ARB will concentrate on television while Hooper will confine itself to radio.

It was explained that the agreement would be in effect April 1. ARB, which has published its regular television reports, will continue to do so but C. E. Hooper Inc. will not compete in that field. The Hooper organization will continue with its "radio Hooperatings" but will drop all tv reports.

Although no financial terms were disclosed, it was specified that the firms will exchange stock, each organization becoming a shareholder in the other, with Mr. Knipe representing the Hooper concern on the ARB board and Mr. Seiler similarly representing ARB on the Hooper board.

While the organizations will publish separate reports on separate media—and continue use of their previous methods of measurement (ARB, diary; Hooper, telephone coincidence)—the two firms will assist each other in providing consultants and associates in research, production and sales problems.

The "partnership" will be felt particularly among the sales forces of each firm. Clients will be urged to use ARB for radio and ARB for tv, it was explained.

ARB's "Tv-National" and monthly city studies will continue as will Hooper's current reports on radio cities, which total about 90, of which 55 are on a regular basis. ARB offers 70 cities in its basic tv research package and another 10 on a station-financed basis.

Mr. Seiler said the Hooper firm will act as consultants to ARB in tv but concentrate its active research and selling to radio where, he said, they "have always been the leading factor." Mr. Seiler also said that when ARB first started, the diary method "was under good bit of attack. Today, practically everyone in television research has come to some sort of diary approach."

Mr. Knipe said that for several months his organization had been "giving serious thought to our future course in research." He said for some time we have felt that our wide acceptance and long experience in radio made it wisest to specialize in that area. Once we made the final decision to do this, the association with ARB became logical."

Mr. Knipe, who was executive vice president and general manager for the Hooper firm more than a year, was elected president and board chairman last January. C. E. Hooper, who founded the firm, died in December, as the result of a boat accident. Control of the company reportedly remains with the Hooper family.

Apparently the Hooper decision to work with ARB is a departure from its original thinking. Since last January, Mr. Knipe has maintained that his organization would enter the national rating scene only after testing. Last Wednesday, however, Mr. Knipe said his company "seriously doubts the wisdom of a national radio report."

He said that his firm's researchers had talked "of going into tv nationally," but that it was out now in view of the agreement.

Although never referred to as such, C. E. Hooper Inc. actually went through a period of plans review following Mr. Hooper's death. First decision was to shelve "Hooper reports on Tv Commercials" which would have made its debut in January [Close Call, Feb. 7].

Asked about such a possible service, Mr. Seiler said there were no plans but that ARB would "try to fill the needs of the industry."

Mr. Seiler, who hailed the agreement as a step toward relieving the industry's research field of "useless dimension while improving radio and tv service," agreed with Mr. Knipe that the "competitive" factor between the two firms had hastened the working arrangement.

Both men said that there was a high correlation between the services in measuring tv audience. Mr. Seiler commented both companies had been "accomplishing the same thing in two different ways." ARB salesmen, he said, often were asked by clients if ARB had a radio report. "We would have to admit that Hooper was good on radio," he smiled, but because Hooper also had a tv report "it was a cause of embarrassment to us."

Mr. Knipe said that the pricing also was a factor, since ARB was lower in cost—"ARB is the finest business research organization in efficiency," he commented.

In selling the services, pricing will be separate. The services must be purchased separately, not as a package, it was explained.

Mr. Knipe offered the opinion that radio interest among agencies and advertisers will "continue to grow." He said there is a shortage in radio buying skills at agencies and that present buyers of radio time "need all the help they can get." "I'm extremely bullish on the outlook of radio from this point on," Mr. Knipe said.

C. E. Hooper Inc., founded in 1938, has not changed its standard coincidental telephone number.

Mr. Seiler
Mr. Knipe

"for some time we have felt that our wide acceptance and long experience in radio made it wisest to specialize in that area. Once we made the final decision to do this, the association with ARB became logical."

Mr. Knipe, who was executive vice president and general manager for the Hooper firm more than a year, was elected president and board chairman last January. C. E. Hooper, who founded the firm, died in December, as the result of a boat accident. Control of the company reportedly remains with the Hooper family.

Apparently the Hooper decision to work with ARB is a departure from its original thinking. Since last January, Mr. Knipe has maintained that his organization would enter the national rating scene only after testing. Last Wednesday, however, Mr. Knipe said his company "seriously doubts the wisdom of a national radio report."

He said that his firm's researchers had talked "of going into tv nationally," but that it was out now in view of the agreement.

Although never referred to as such, C. E. Hooper Inc. actually went through a period of plans review following Mr. Hooper's death. First decision was to shelve "Hooper reports on Tv Commercials" which would have made its debut in January [Close Call, Feb. 7].

Asked about such a possible service, Mr. Seiler said there were no plans but that ARB would "try to fill the needs of the industry."

Mr. Seiler, who hailed the agreement as a step toward relieving the industry's research field of "useless dimension while improving radio and tv service," agreed with Mr. Knipe that the "competitive" factor between the two firms had hastened the working arrangement.

Both men said that there was a high correlation between the services in measuring tv audience. Mr. Seiler commented both companies had been "accomplishing the same thing in two different ways." ARB salesmen, he said, often were asked by clients if ARB had a radio report. "We would have to admit that Hooper was good on radio," he smiled, but because Hooper also had a tv report "it was a cause of embarrassment to us."

Mr. Knipe said that the pricing also was a factor, since ARB was lower in cost—"ARB is the finest business research organization in efficiency," he commented.

In selling the services, pricing will be separate. The services must be purchased separately, not as a package, it was explained.

Mr. Knipe offered the opinion that radio interest among agencies and advertisers will "continue to grow." He said there is a shortage in radio buying skills at agencies and that present buyers of radio time "need all the help they can get." "I'm extremely bullish on the outlook of radio from this point on," Mr. Knipe said.

C. E. Hooper Inc., founded in 1938, has not changed its standard coincidental telephone number.

Mr. Seiler
Mr. Knipe

"for some time we have felt that our wide acceptance and long experience in radio made it wisest to specialize in that area. Once we made the final decision to do this, the association with ARB became logical."

Mr. Knipe, who was executive vice president and general manager for the Hooper firm more than a year, was elected president and board chairman last January. C. E. Hooper, who founded the firm, died in December, as the result of a boat accident. Control of the company reportedly remains with the Hooper family.

Apparently the Hooper decision to work with ARB is a departure from its original thinking. Since last January, Mr. Knipe has maintained that his organization would enter the national rating scene only after testing. Last Wednesday, however, Mr. Knipe said his company "seriously doubts the wisdom of a national radio report."

He said that his firm's researchers had talked "of going into tv nationally," but that it was out now in view of the agreement.

Although never referred to as such, C. E. Hooper Inc. actually went through a period of plans review following Mr. Hooper's death. First decision was to shelve "Hooper reports on Tv Commercials" which would have made its debut in January [Close Call, Feb. 7].

Asked about such a possible service, Mr. Seiler said there were no plans but that ARB would "try to fill the needs of the industry."

Mr. Seiler, who hailed the agreement as a step toward relieving the industry's research field of "useless dimension while improving radio and tv service," agreed with Mr. Knipe that the "competitive" factor between the two firms had hastened the working arrangement.

Both men said that there was a high correlation between the services in measuring tv audience. Mr. Seiler commented both companies had been "accomplishing the same thing in two different ways." ARB salesmen, he said, often were asked by clients if ARB had a radio report. "We would have to admit that Hooper was good on radio," he smiled, but because Hooper also had a tv report "it was a cause of embarrassment to us."

Mr. Knipe said that the pricing also was a factor, since ARB was lower in cost—"ARB is the finest business research organization in efficiency," he commented.

In selling the services, pricing will be separate. The services must be purchased separately, not as a package, it was explained.

Mr. Knipe offered the opinion that radio interest among agencies and advertisers will "continue to grow." He said there is a shortage in radio buying skills at agencies and that present buyers of radio time "need all the help they can get." "I'm extremely bullish on the outlook of radio from this point on," Mr. Knipe said.

C. E. Hooper Inc., founded in 1938, has not changed its standard coincidental telephone number.
The analysis showed that "in at least one city" Nielsen figures on tv sets in use "often reach twice the figure shown by any other syndicated tv audience measurement system," while "radio sets in use (shown by NSI) in many instances are less than half that shown by widely-accepted systems of radio audience measurements."

The committee quoted from an address in which Arthur C. Nielsen, head of the Nielsen firm, discussed "Limitations of Diary Method." The committee also said it "is conscious of the fact that Mr. Nielsen asserts some of these limitations are presumably modified by the use of a 'quality control,' in the form of a small number of Audimeters in both markets."

How except by "small sample size," the committee asked, can "that in one market at 7:30 in the morning the report shows one station with 3.1 listeners per home, and no other of the five reported stations with more than 1.7 listeners per home? This is just one of numerous anomalies which exist, such as audience too small to report during the best listening hours of the day, and extreme deviations in audience composition. For example—36% of the audience listening to stock market reports were children."

The committee also challenged the NSI reports' omission of automobile and other out-of-home listening.

Arthur C. Nielsen, president of the company, in commenting on the report, noted that "The long-missing element of the automobile is now available nationally for the first time, to emphasize the special merits of the radio medium, its mobility and its ability to serve listeners at all locations."

Mr. Nielsen said that CBS Radio was the first to subscribe to the "auto-plus" reports which, twice a month throughout the year, will give information on automobile radio use.

\(\text{SERGEANT's Dog Care Products, signing for 20 participations on Today, Home and Tonight, becomes the first advertiser under NBC-TV's "Summer Incentive Plan—1955," offering savings up to 34.6%. (story page 110). The contract, extending from May 31 through Sept. 1, is approved by (1 to r) Thomas McDermott, vice president of N. W. Ayer & Son, agency for Sergeant's; Mort Werner, NBC director of participating programs, and Roy Porteous, NBC participating program sales manager.}\\n\)
For Example:

THE CBS-TV MORNING SHOW
A weekly strip of five 20-second announcements at 8:55 A.M., figured at the 260 times rate, will reach approximately 165,500 viewers at a total weekly cost of $123.75.

Based on ARB—Feb 1955

On Maximum Power - Televising Color

WMAR-TV

CHANNEL 2 SUN PAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MÜlberry 5-5670  *  TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
A new edition of this booklet—odd and interesting things that are always coming up in the railroad business—some of them serious—others on the lighter side.

ASSOCIATION OF AMERICAN RAILROADS
928 TRANSPORTATION BUILDING • WASHINGTON 6, D. C.

Please send me a free copy of the Rail Oddities Booklet.

NAME: ____________________________

ADDRESS: ____________________________

CITY: ____________________________ STATE: ____________
NEW YORK GOV. HARRIMAN HOLDS MEET TO STAMP OUT FRAUDULENT ADVERTISING

Malignant practices discussed included "bait-and-switch" advertising. Broadcasters who attended standards and practices code and single out the industry. Dispute governor and state attorney general.

THE BATTLE in New York against alleged "fraudulent" advertising on the airwaves moved into high gear last week.

As Gov. Averell Harriman's offices in Albany, a state-wide conference was held Tuesday by alarmed state officials, trade and consumer groups. From it came sentiment for new state action against the undesirable advertising practices which include the notorious "bait-and-switch" approach.

In Brooklyn, a Kings County "rackets" grand jury that has been probing into the problem in the New York area made its first move against alleged tv "bait-and-switch" advertising. A sewing machine company and three of its officers were arraigned Monday on charges of fraudulent advertising on a tv station.

Highlights of the week:

- Overshadowing the Albany conference was the sudden eruption of a political exchange between the new administration and the Republican state's attorney general over which office would assume added powers against fraudulent advertising.

- While a number of schemes were detailed during the conference, attention was focused on three fields—home freezer food plans, tv repair services and "bait-and-switch" advertising, mainly on radio and tv.

- Commission's jurisdiction narrowed to (1) licensing of radio-television repairmen (to combat complaints of "gyps" in the receiver repair service field), and (2) establishment of a state trade commission patterned after the Federal Trade Commission, or as an alternative to this, (3) the use of injunctive power by State Attorney General Jacob K. Javits, and (4) possibly referring the situation to a legislative commission for study.

- Broadcasters representatives at the conference asserted that voluntary action in the industry could police the situation and emphasized the adequacy of laws already on the books.

Javits asks 'Cease-Desist' Order

The spat between Gov. Harriman and Mr. Javits arose over the latter's impassioned plea for support of a bill before the state legislature that would enable his office to take direct actions of "cease and desist" against firms alleged to be engaged in advertising frauds.

This proposal was attacked by Gov. Harriman and his counsel, Daniel A. Gutman. Gov. Harriman said: "I don't believe it's the wise thing to set a monopoly in one man.'

The governor also said he did not think self-regulation by business would solve the problem, although "an awful lot" can be done "if they set about to do it.'

Mr. Gutman indicated that a trade commission or authority would be effective in controlling fraudulent "without rushing to court and without encumbrances of injunctions.'

Mr. Javits Wednesday lashed at Gov. Harriman, asserting that the state chief executive apparently was attempting to discredit his plan. He said differences between his proposal and that of the governor's were "entirely policy differences and should be kept that way.'

He labeled the reference by Gov. Harriman to a one man "monopoly" as an attempt to dis-
NASHVILLE, TENNESSEE

WSM announces the

WSM entertainers, nationally known through records, sheet music sales, personal appearances throughout the United States, on the Grand Ole Opry and WSM local live programs, are the key to the WSM "Live Sound to the Live Audience" appeal.

Each week, more than 5,000 persons jam Nashville's hotels, motels and restaurants before viewing Tennessee's No. 1 tourist attraction, the Grand Ole Opry. Pictured above, capacity audience at Ryman Auditorium.
appointment of JOHN BLAIR & COMPANY

as Exclusive National Representative

EFFECTIVE APRIL 1, 1955

"The Air Castle of the South," incubator of nationally known talent, home of one of the three most important popular music publishing and recording centers in the country, will continue, as it has for thirty years, to serve the $2,713,331,000.00 Central South Market, with the finest in live talent personality entertainment.

WSM is unique in being the single advertising medium which can reach this enormous market. No combination of other media serving the area can unlock these tremendous economic potentials except at great cost.

WSM is pleased to announce the appointment of John Blair & Company as its exclusive national representative, effective April 1, 1955.

The Grand Ole Opry, key program of WSM, "The Air Castle of the South," plays to a national audience, has been one of the keys to Nashville's emergence as one of the three most important music publishing and recording centers in the country by its presentation of outstanding live talent, many of whom have become national stars.

One of the outstanding morning programs in the country, "The Waking Crew" presents a 20-piece live orchestra under Owen Bradley, instrumental and vocal soloists and other musical groups, time, temperature, weather, news and local service geared to the WSM radio market in the Central South.
product advertised but rather to sell one higher priced. This is the basic “bait-and-switch” method. He also described how a policeman and racket bureau detectives set up an apartment and posed as a husband and wife to trap an operator of a television repair service which charged for parts never put in the tv set and for new components when actually they were unused.

Mr. Javits said that his proposal for the power of injunction would be faster than the use of a state commission and alleviate the duties of district attorneys throughout the state.

Dr. Lawrence E. Dalby, executive dean of the technical institutes and community colleges (of State U. of New York) said education was important for the consumer in order to know just what the technician can accomplish. Too many people, he said, are called “gyp” because the consumer is not familiar with the actual cost structure of tv repair.

Dr. George L. Ferni, specialist in consumer education at State U. Teachers College, Plattsburg, N. Y., also stressed the need for educating consumers and for broadening the economic education of teachers.

The association against the sewing machine companies, Atlantic Sewing Machine Stores Inc., located in Queens, N. Y., was a two-count information (indictment). It charged the firm and its officials Aaron Glubo, president; Robert B. Epstein, treasurer, and Seymour Exelberth, sales manager, conspired to defraud between June 1953 and last December. According to the complaint, advertising was prepared by Atlantic Sewing Machine Stores and carried on WATV (TV) Newark.

Court Hears Charges

The court was told the company offered a sewing machine for $42.75 in “glowing and attractive terms” and views given several phone numbers to call. Inquiries were followed up by salesmen who, it was charged, were instructed by company officials “to do almost anything but sell a sewing machine at the price.”

Assistant District Attorney Aaron E. Koota said, “They even went so far as to manipulate and rig these figures to render them unworkable during the demonstration. Then the salesman switched to higher-priced machines from $17$5 and up.”

WATV, it was understood, had cancelled some 42,000 or more of home demonstration business per month nearly two months before the indictment was announced, when the station was informed that the sewing machine company had been put on Mr. Silver’s inquiry list. Since the incident, it was reported, the station has refused all home demonstration advertising. WATV also was one of the most active stations in the New York City area in setting up the code of ethics.

The defendants, first to be cited in the racketeers ad investigation, pleaded not guilty in the court of special sessions, Brooklyn, and were released on $1,000 bail each for trial April 25. If convicted of the charge (a misdemeanor) the defendants could be sentenced up to three years in jail.

Jones Agency Takes New Lease

DUANE JONES, head of Duane Jones Co., last Tuesday celebrated at a Waldorf-Astoria luncheon the signing of a five year lease for new space on the 13th birthday of his advertising agency and announced that hereafter the agency would specialize in grocery product accounts. The agency will be located on the 23rd floor of the Chanin Bldg., 122 East 42nd St.

Mr. Clyne

CITRUS COMMISSION READIES CAMPAIGN

Firm, which spent $1.9 million in radio-tv during 1954-55 season, will allocate $3.5 million for overall consumer advertising in 1955-56.

THE Florida Citrus Commission, for its 1955-56 consumer advertising, expects to spend about the same amount of money as it did in its 1954-55 campaign. How the money will be allocated will be determined after the commission’s advertising agency, J. Walter Thompson Co., brings in recommendations at the May meeting. The commission spent $1.9 million in radio-tv—heaviest budget in history—in its 1954-55 advertising campaign.

During the March meeting, the commission instructed the agency to work on a “tentative” $3,500,000 budget. Figures are not final, and also flexible, because the revenue comes from a per-box tax on all oranges, grapefruit, tangerines and tarts moving in commercial channels, which means weather conditions, demand, etc., enter into the picture.

Early interest revolves around a commission-sponsored radio show and tv program which are up for renewal soon, if they are to be continued. The national network’s five-times-weekly Florida Calling, featuring Tom Moore, and the tv program is ABC’s Tuesday night Twenty Questions. These shows accounted for the major share of the commission’s $1.9 million radio-tv budget.

JWT spokesmen told the Commission that Twenty Questions is going to lose its Tuesday night spot next season to an unannounced program. Four alternative times have been offered. The agency said no recommendations will be made regarding the panel show until a study has been made.

Some members were said to favor a larger share of the overall budget going into tv this season. A suggestion was made that the commission pool its orange and grapefruit funds for a joint tv show, but some members contended that fruits should be advertised separately. With considerable latitude, the radio show has promoted oranges and the tv show has promoted grapefruit. However, no attempt was made at the meeting to go into the merits of such a combination program.

Four National Sponsors Sign For ABC-TV’s ‘Mickey Mouse’

FOUR national advertisers have already signed for Walt Disney’s new Mickey Mouse Club, scheduled to start Oct. 3 on ABC-TV as an hour-long Monday-Friday children’s variety program (B+T, Feb. 28). The announcement was made last week by Scolum Chapin, vice president in charge of ABC-TV network sales.

Sponsors and their agencies are General Mills Inc., through Knox Reeves Adv., Minneapolis; Campbell Soup Co., through Leo Burnett Co., Chicago; Bristol-Myers Co., through Dorothy, Clifford, Stollman & Shenfeld, New York, and Armour & Co., through Henri, Hurst & McDonald, Chicago.

The new series is scheduled to be shown at 5 p.m. local time in all time zones coast-to-coast starting Oct. 3. Mr. Chapin said. He pointed out that the new program is completely separate from Disneyland, the Wednesday night Walt Disney series on ABC-TV. Mickey Mouse Club’s format will combine children’s entertainment and information.
WKHM Gets the Lion's Share

The biggest department stores, super markets, car dealers, appliance dealers, oil companies, banks, dairies and beverage distributors in Jackson place 60% to 100%* of their radio advertising budgets with WKHM. And that's smart spending, too, because WKHM is FIRST in JACKSON for Power . . . for Ratings . . . for National Programs! Folks count on WKHM for the best Disc Jockeys . . . News every hour on the hour . . . and top Sports Events including the play by play of all Detroit Tiger Baseball Games night and day, at home and away.

You, too, can get more Jack out of Jackson if you put WKHM to work for you!

*Names and figures on request.

WKHM
Jackson, Michigan

FREDERICK A. KNORR, President
JOHN O. GILBERT, Mgr. Director

Represented by Headley-Reed

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

THANK YOU FOR YOUR INTEREST IN OUR COMMUNITY STATIONS AND SERVICE TO JACKSON, MICHIGAN.

March 21, 1955
How BIG You've Grown!

You bet. Just six short years ago you couldn't have found a single television set in all of Northern California. Now, there are well over a million, with the number growing every day.

Put it another way—more than 75% of all homes in Northern California are now enjoying television entertainment. And you can reach them all with one medium if you place your sales message on TV.

Your first choice in Northern California is KRON-TV, which gives you the best and most complete coverage over the greatest area.

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

No. 3 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented Nationally by Free & Peters, Inc.
**BAPTISTS LAUNCH RADIO-TV CAMPAIGN**

A RADIO-TV effort which will entail a "multi-million dollar" budget over a two-year period is to be launched by the Southern Baptist Convention, which claims 30,000 churches in the U. S. having a combined membership of nearly nine million. Included in the plans is the purchase of time on five NBC Radio affiliates, effective yesterday (Sun.).

Details were disclosed in New York Tuesday by Paul Stevens, head of the convention's Radio-TV Commission [Art Deadline, March 14].

No actual budget tally has been made by the Southern Baptist planners, but early estimates placed the anticipated expenditure at a minimum of $3 million for 1955-56. Mr. Stevens spoke of "a multi-million dollar project utilizing mass communication systems to reach 65 million unchurched Americans."

Highlights of the plan as presented to newsmen by Mr. Stevens were:

- Construction of a $200,000 Radio-Television City in Fort Worth, Tex., possibly by the end of next summer. (With equipment in-cluded, unofficially estimated places the figure closer to $300,000.)
- Filming in color of 26 half-hour episodes of a series, This Is The Answer, for tv showing.
- Family Films to Produce
  - Films will be produced in Hollywood by Family Films, which also produces the tv film for the Lutheran Synod Church. Budgeting for this phase alone will be at the $600,000-$700,000 level by 1956, and about the same amount in 1957. The series should be placed on tv on a regular basis about mid-1957, Mr. Stevens said.
  - Distribution of "pre-tested" scripts for live tv programs to the Southern Baptist churches in the U. S.
  - Besides the "buy" on five NBC stations—WRCA New York, WMAQ Chicago, WTAM Cleveland, KLZ Denver and KNBC Los Angeles—plans were laid aside because of Mr. Stevens' talk about the "nearly nine million." "We must be conservative now due to present economic conditions," he stated.

- The new plans of the Southern Baptist Convention place that group in actual tv production for the first time. Currently, the convention is spending about $500,000 yearly for its Baptist Hour and other broadcast work.

- The Southern Baptists, Mr. Stevens said, had contacted evangelist Billy Graham to broadcast some programs for the convention but that plans were laid aside because of Mr. Graham's overseas trips.

- Fun and entertainment in the broadcast media cannot be ruled out, he said. Churchmen, however, should (1) take full advantage of facilities available and (2) should be given full advantage of these facilities. It is not enough for church or lay groups to just "object" to what is on the air but in turn must provide something that is entertaining, interesting, effective and acceptable, he concluded.

**CBS SPOT OFFERS NEW DISCOUNTS**

A plan offering frequency discounts to radio spot advertisers—the discounts ranging from 15% to 26% depending on the number of stations used—was announced Friday by CBS Radio Spot Sales for the 14 CBS affiliated stations it represents.

Word of the new radio selling formula, labeled "Group Buying Plan," is in a new presentation, "The Nation in a Nutshell." The plan already has been on an initial two-week "test tour" across the country. Wendell B. Campbell, CBS Radio vice president in charge of station administration, headed a four-man team which presented the plan before "blue chip advertisers," CBS Radio Spot Sales said, describing the reception as "extremely favorable."

According to the spot sales division, the new plan is based on giving the advertiser "maximum flexibility." Under it, the advertiser can buy three to 14 stations with discounts varying according to the number of stations used.

A subscriber to the plan can advertise as many products as he chooses, it was explained, and he can purchase any number of weeks.

The discounts under the new plan are above any other earned discounts, it was emphasized. The group plan's discounts are 15% for three stations, 21% for four stations, 26% for five stations, the base evening quarter hour rate, 18% for six stations and on up to 26% for the full 14.

Among advertisers to whom the plan was presented during the "trial" run late in July were: Shell Oil Co., Lever Bros. & Co., all New York; General Mills, Pillsbury Mills, both Minneapolis; Quaker Oats Co., Zenith Radio Corp., and International Textile Corp., all Chicago; Joseph Schlitz Brewing Co., Milwaukee; S. C. Johnson & Sons, Racine, Wis.; Lewis Howe Co., Ralston-Purina Co. and Anheuser-Busch Inc. all St. Louis; Miles Labs, Elkhart, and Procter & Gamble and Jergens Co., both Cincinnati.

Accompanying Mr. Campbell were: Henry R. Flynn, general sales manager, Newell T. Schwin, manager of sales development, both CBS Radio Spot Sales, and Larry Haag, WCCO Minneapolis general manager.

**Tv Spot Activity Erupts in Chicago**

FLURRY of spot tv activity was reported along Chicago advertising row last week.

Tv spot campaigns were reported underway for Swift & Co.'s ham and dairy products in certain selected markets through McCann-Erickson Inc.; for Campbell Soup Co. blended fruit juices in test areas through Needham

---

**HENRY R. FLYNN (I), who delivers the CBS Radio Spot Sales presentation "The Nation in a Nutshell," which introduces the new Sales Group Buying Plan, discusses the plan with (l to r) Wendell B. Campbell, CBS Radio vice president in charge of station administration; Stanley Pulver, Lever Bros. & Co., Newell T. Schwin, manager of sales development for CBS Radio Spot Sales.**

---

**Westinghouse Names M-E**

WESTINGHOUSE ELECTRIC Corp. has consolidated all its consumer products advertising under one agency to bring about greater coordination in planning, Roger H. Bolin, general advertising manager, announced last week.

Effective July 15 all consumer products will be handled by McCann-Erickson, which has been sharing the account with Fuller & Smith & Ross.
DISCOVER A NEW HIGH IN AIR TRAVEL...

TWA's great new
SUPER-G CONSTELLATIONS
LARGEST, MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!

Created by Lockheed especially for TWA!
Powered by Curtiss-Wright's newest Turbo-compound engines!
Interior by Henry Dreyfuss, world-famous designer!

Step aboard and enjoy the most delightful non-stop service between major cities coast to coast. For TWA's great, new Super-G Constellation is a perfect combination of outstanding speed and supreme luxury — a combination never before dreamed possible aloft!

Every feature of this new giant of the skies is a tribute to painstaking planning and engineering—such scientific advances as a nose equipped for radar to "see" weather a hundred miles ahead—such luxuries as the glare-free picture windows that give you a better view of the world below. You can sit back and relax in one of the four spacious cabins (yes, four!)... or sleep away the miles in your own full-length berth. Special soundproofing quiets the four mighty engines to a reassuring hum.

Scores of other features will delight you, too... the richly decorated lounge where you can enjoy pleasant conversation with fellow passengers, three beautifully appointed lavatories, adjustable reading lights, handy baggage racks, wood-paneled interiors, much more. And TWA's traditionally superb service matches the luxurious setting every moment you're aboard.

Plan to be one of the first to fly TWA's great, new, luxurious Super-G Constellations. For information and reservations, see your TWA travel agent or call your nearest Trans World Airlines ticket office.

Fly the finest...
Columbia Pacific Radio Network stations for 13 weeks effective March 24. Bu-Tay Products (Rain Drops water softener), L. A., through Dan B. Miner Co., same city, starts five-minute Wednesday and Friday segments of Aunt Mary (Mon.-Fri., 2:45-3 p.m. PST) on 23 CPRN stations for 52 weeks from April 1.


AGENCY APPOINTMENTS

Miami High Life, distributor of Miller High Life Beer (Miller Brewing Co., Milwaukee), has named Charles Anthony Gross Adv. Agency, Miami, with C. A. Gross as account executive. Radio-tv will be used with extensive consumer campaign expected to start early April.

Ideal Toy Corp. (plastic toys, dolls), N. Y., has appointed Grey Adv., N. Y. Ty will be used.

Adam Hat Stores, N. Y., and Shirtercat Co. same city, appoint Friend-Reiss Adv., N. Y. Adam will use radio-tv and Shirtercat, tv.

A&A PEOPLE


Ruth J. Cerrone, Edward F. Flynn and James Haas man, copy group heads, Lennen & Newell, N. Y., named vice presidents.

Frank P. Neto, account executive, Associated Advertisers Inc., Harrisburg, Pa., appointed radio-tv director.

Frederick C. Stael, advertising manager, Aluminum Co. of America, Pittsburgh, to BBDO, Boston, as account group supervisor.

Frank W. Noble, advertising specialist, Ford Motor Co., Dearborn, Mich., appointed advertising manager, Studebaker div., Studebaker-Packard Corp., South Bend, Ind.; Lorraine R. Moodis appointed sales promotion and traffic director; M. E. Farrell named assistant general sales manager; Paul R. Davis appointed eastern sales manager; Louis E. Minkel named central sales manager; Carl K. Reveille named western sales manager.

Elliott Reed, former film division manager and account executive, Free & Peters (representatives), N. Y., to Needham, Louis & Brorby, N. Y., as account executive; Jon Fernandez, formerly with Cecil & Presbrey (now defunct), N. Y., to radio-tv production staff.


V. I. Maitland, executive vice president, Walker & Downing Adv., Pittsburgh, and advertising manager, client Duquesne Brewing Co., same city, appointed Duquesne executive director for advertising and public relations, effective April 1.

R. F. Pierce, Lennen & Newell, N. Y., to Kenyon & Eckhardt, same city, as account executive; R. D. Hawkins, Henri, Hurst & McDonald, Chicago, to K&E, same city, as account executive; Sheldon Moyer, D. P. Brother & Co., Detroit, to Detroit office as account executive; Gwen Chen, French, Benton & Bowles, N. Y., to copy dept., N. Y. office.

William J. Rega appointed copy director, radio-tv dept., Campbell-Mithun, Minneapolis.


Lawrence J. Jaffe, account research manager, McCann-Erickson, N. Y., to Erwin, Wasey & Co., same city, as research director.

Frederick J. Edwards, assistant advertising manager, United Chromium Inc., N. Y., to American Assn. of Adv. Agencies, same city, as staff executive.

Everett Gerry, former chief, International News Service bureau, Harrisburg, Pa., to publicity and public relations dept., Al Paul Leftron Co., Phila., as executive assistant.

Paul Seckel appointed tv art director, Grey Adv., N. Y.; Phil Branch named radio-tv time-buyer; Rogers Bracket named tv-radio producer.

John Parkinson, advertising dept., Telecomputing Corp., L. A., to Stromberger, LaVene, McKenzie, same city, as southern California public relations representative.

Araby Gilmore, senior presentation writer, Radio Adv. Bureau, N. Y., to Look magazine, same city, as assistant to sales development manager.

Edward J. Maroney, formerly with Schwimmer & Scott, Chicago, to McCann-Erickson, same city, as radio-tv writer.

Stan Rhodes, Benton & Bowles, N. Y., to production staff, radio-tv dept.,N. W. Ayer & Son, same city.

Frank R. Lowe, Benton & Bowles, N. Y., to radio-tv dept., Anderson & Cairns, same city, as production assistant.

Joseph R. Cox, DuMont Television Network, to radio-tv dept., Albert Frank-Guenther Law Inc., N. Y.

W. R. Campbell Jr., J. Walter Thompson Co., N. Y., and Arthur H. Wamke, Kenyon & Eckhardt, same city, to copy staff, St. Georges & Keyes Inc., N. Y.

BROADCASTING • TELECASTING
American firm with rights to British high-definition system of electronic recording of film is in negotiations for use of process here.

NEGOTIATIONS are already in progress with at least two major tv networks and four major tv film producing companies for use of BBC's high-definition system of electronic recording on film, BFT was told last week in Hollywood by Leonard Levoy and Allan Buckhantz, holders of the American rights to the process.

Mr. Levoy, an attorney and one of Hollywood's first tv film producers, and Mr. Buckhantz, an independent producer, have formed high Definition Electronic Picture Recording System Inc., Hollywood, which, under the American trade name of Electronoscope, will have exclusive rights to the system developed by High-Definition Films Ltd., London.

Mr. Levoy, as president of the American firm, announced plans both to build studios for production by his firm and to undertake physical "below line" production for other tv film firms. With delivery of English equipment expected by Oct. 1, Electronoscope, which will not begin output of completed production activity shortly thereafter, he said.

High Definition Electronics, Hollywood, has already entered into agreements with all basic enabling unions in both film and electronics fields. Mr. Levoy disclosed.

Among advantages Electronoscope can offer the tv film producer is a reduction of 50% of his "below line" (actual physical production) costs, Mr. Buckhantz added, with promised quality as high as that of orthodox filming. In fact, he stated, the system is already in use by the British theatrical motion picture industry and American producers have displayed a keen interest.

"Electronoscope is not a modification of the 'kinoscope' process as we know it," stated Mr. Buckhantz, executive vice president of the American firm, "but an entirely new concept, with completely different standards, based on a radically different tv system."

The new electronic-film processing employs five cameras, he explained, whose pictures are transmitted to a video control room. In this room, as in live tv, the director can choose to re-record any scene by erasing and re-plish various process and "trick" shots without additional dubbing. At the same time the producer is able to watch the actual scene being recorded and avoid expensive waits for "rushes."

One of Five Pictures Picked

The selected picture from one of the five cameras is then transmitted to a video recording room where it is electronically printed on 16mm or 35mm, on video tape when that develops, a film copy can be made available for showing within hours. Additionally, Mr. Buckhantz stated, Electronoscope will be able to simultaneously telecast a program on prescribed FCC standards of 525 lines—60 F.S., yet record at 700 lines and up, with 48 F.S., thus offering a superior recording for later broadcast.

Technical information from High Definition Electronics, discloses that the recording camera is a special "pull down" type developed by English inventor Ernest F. Moy, with the recording tube specially designed by Cinema-Television, London. The tube has an overall scanning capacity of approximately 3,000 lines, compared to the 525 required by FCC standards.

Addition of a standards converter unit makes the entire system adaptable for live broadcast on normal broadcasting standards of definition. In this way, any studio solely equipped with an HFD apparatus can be used either for film recording or for live broadcasting, or for both simultaneously.

High Definition Electronic filming is the brainchild of British scientist Howard Collins, who has been working on the project since 1950. Associated with him are Mr. Moy, Dr. W. M. Spooner, T. C. Macnamara, W. D. Kemp, R. R. Greenhead, H. W. Baker and T. Worswick, all English scientists and technicians. Besides Ernest F. Moy Ltd. and Cinema-Television, other firms involved in creating and developing the system were Pye of London and Taylor, Taylor & Hobson, Leicester.

PILLSBURY BUYS FILMED 'OPRY'

Milling company will sponsor Flamingo Films series in 40 midwestern, southern markets.

PILLSBURY MILLS Inc., Minneapolis, last week completed negotiations with Flamingo Films, New York, to sponsor the half-hour Star of the Grand Ole Opry in about 40 midwestern and southern key markets, starting in the fall. The agency is Campbell-Mithun Inc.

It was understood that the contract is on a firm 52-week basis, calling for 39 originals and 13 repeats. Pillsbury is reported to have purchased the filmed series on a regional basis to stimulate sales in those areas.

Although Pillsbury's sponsorship will not begin until the fall, Opry is scheduled to make its tv debut on several, independent tv stations in about two weeks. By Weintraub, Flamingo executive vice president, told BFT the show has been sold in 18 markets on a syndicated basis and negotiations currently are being conducted for regional sponsorship in 15 markets and for single sponsorship in other cities. Mr. Weintraub estimated that Opry will be presented in 125-150 cities by the end of the year.

The Opry show, filmed in color with a cast of 125, will be presented in color on several stations before the end of the year, according to Mr. Weintraub, although he said that Pillsbury's pact is for black-and-white only. He said the merchandising and promotional facets of Opry have attracted many sponsors and many have requested personal appearances by the program's personalities.

THE MARRIAGE Slated

For NBC-TV Next Fall

PLANS to telescast The Marriage, television drama series starring Hume Cronyn and Jessica Tandy, by NBC-TV next fall were announced last week by Ted Ashley, president of Ashley-Steiner, New York, the agency which packages the program. Mr. Ashley said that although no commitments have been made, the network has "advanced a considerable amount of money" to the agency to be spent in acquiring scripts for the series.

Mr. Ashley also announced the appointment of Alden Schwimmer as head of the agency's writing, production and direction staffs. Mr. Schwimmer formerly was with William Morris Agency, New York. At the same time Mr. Ashley announced that Walter Sleza, star of Fanny, current Broadway musical, will be represented in the television field by Ashley-Steiner.

He said Mr. Sleza will star in a new tv series that will be packaged for the agency.

Screen Gems Adds Colman, Adler, Brahm Promoted

ADDITION of Ben Colman and S. L. Adler to the staff of Screen Gems Inc., New York, tv subsidiary of Columbia Pictures Corp., was announced last week by John H. Mitchell, vice president in charge of sales.

Mr. Colman has been appointed eastern sales manager, and Mr. Adler, a senior account executive. Mr. Mitchell also announced that Robert Brahm, Screen Gems eastern sales manager, has been promoted to senior account executive.

Messrs. Adler and Brahm have been assigned to concentrate on sale of national advertisers. Mr. Colman will handle syndicated sales in the eastern area, Mr. Mitchell said.

Until he joined Screen Gems, Mr. Colman was an account executive with Ziv Television Corp. Mr. Adler moves to Screen Gems from the radio-tv department of the William Morris Agency where he headed the Chicago office.

Cambridge Productions

Buys Pentagon Films

PURCHASE of Pentagon Films Inc. by Cambridge Productions, Miami, Fla., was announced last week by James L. H. Mitchell, executive producer. Mr. Mitchell said that Cambridge plans to finance independent tv and motion picture production and produce a number of television programs for syndication.

Television properties which Cambridge has scheduled are Mr. E. The Keepers, To the Stars and Help Wanted. Under consideration are Hotel Internationale and Pat Andre, Private Investigator.

Feature length films which will be produced are Deep Six, Pan American Highway and Two to Win, with Rusty Gunz and Project 100 being considered.

'SFT' Has $1.5 Million Budget

ZIV Television Programs Inc. announced last week that $1.5 million of a $2.3 million budget for 1955 has been earmarked for The Science Fiction Theatre, making it "one of the highest budgeted shows in the entire Ziv catalog." A company official said the high budget is accounted for partially by the fact that Ziv currently is studying research being conducted by universities, private industries, electronic laboratories and nonrestricted foundations for series story lines.
THE WHISTLER hits the right note every time!

Overnight, the eerie note of The Whistler's signal has struck a responsive chord with viewers and sponsors alike.

WITH VIEWERS: In Spokane, The Whistler hit a 30.5 rating the first month...27.8 in Salt Lake City. In Cincinnati it soared to 30.4 (up 39%) in two months. Audiences are big everywhere, and 4 out of 5 viewers are adults.* So the show's a natural...

WITH SPONSORS: Signal Oil and Thomas J. Lipton, Inc. picked it up right from the start, regionally. Among others: Block Drug, Hamm's Beer, Household Finance, Necchi Sewing Machines, Safeway Stores.

Call us today for a private screening and details on this 39-week series: its big-name stars, and its heads-up merchandising and promotion which translates audiences into customers. Contact...

CBS TELEVISION FILM SALES
New York, Chicago, Los Angeles, Boston, San Francisco, Dallas, Atlanta, Detroit and St. Louis; in Canada: S. W. Caldwell Ltd.

portrait of a market...

...FIVE O'CLOCK RUSH

... thousands of workers going home from jobs in Albany, Troy, Schenectady and 23 other cities of more than 10,000 population throughout 30 counties of Eastern New York and Western New England.

More than 419,000 families in this area turn to WRGB in Schenectady, N. Y. for their television viewing.

Represented Nationally by NBC Spot Sales

WRGB

A General Electric Television Station
TV GROWTH IS BURDEN FOR MOVIES, S&P FINDS

The industry survey also says producers do not look favorably on subscription tv.

THE BASIC position of the motion picture industry is "still uncertain, with television presenting a large-scale recovery in movie attendance and the approaching advent of color tv suggesting an added burden," according to Standard & Poor's basic analysis of the motion picture industry, comprising the March 3 issue of the firm's industry surveys.

From the great increase in movie-going that followed the introduction of sound in 1928—"average weekly attendance jumped from 40 million in 1922 to a peak of 110 million in 1930"—Standard & Poor's review of movie theatre history continues through the drop-off in business during the depression years and the wartime boom to an all-time high in 1946.

"The fact that movie attendance, receipts and taxable earnings are still well below the 1946 peaks, despite the intervening increase in population and a gain of over 50% in disposable income, is attributable in large measure to the rapid growth of television," the report states. "By the start of 1955, approximately 32 million sets were in operation, servicing over two-thirds of the nation's families. As of Dec. 31, 1954, there were 422 tv stations on the air, a year-to-year gain of over 75 and some 300 above the figure two years before. . . . An additional 140 stations were authorized and some 200 applications for new stations were pending."

With compatible color authorized, "production of color receivers has begun on a limited scale and technological improvements suggest that sets retailing at less than $500 will be available in increasing quantities in 1956. Such a development would obviously increase the competition which the motion picture industry now faces," the report comments.

"The sizable initial cost of tv sets tends to keep families away from movies following installation of a set. As programs improve and new transmitters are added, a larger proportion of the population is attracted to this form of entertainment."

Theatres have not gone in for large-screen tv to any great extent, the survey found, "since its use does not appear to be limited to events of national interest. However, this form of closed-circuit television has found wide use among industrial and commercial concerns," the report notes.

Although pay-as-you-see television, with setowners paying to watch movies, is considered "a possible solution to exhibitors' problems, "most producers do not look favorably on so-called 'subscription television,'" the report states.

Contrariwise, many companies are now making films for tv use and the "potential in this field appears quite large," S&P reports. with tv station operation also providing "much needed diversification for many exhibitors."

<table>
<thead>
<tr>
<th>Number of Theatres and Television Stations</th>
<th>Theatres</th>
<th>Drive-Ins</th>
<th>4-Wall</th>
<th>2-Wall</th>
<th>1-Wall</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Theatres</strong></td>
<td>Drive-Ins</td>
<td>4-Wall</td>
<td>Drives</td>
<td>2-Wall</td>
<td>1-Wall</td>
</tr>
<tr>
<td>Iowa</td>
<td>235</td>
<td>70</td>
<td>12</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Kansas</td>
<td>205</td>
<td>60</td>
<td>17</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Kentucky</td>
<td>191</td>
<td>78</td>
<td>9</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Louisiana</td>
<td>233</td>
<td>79</td>
<td>14</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Maine</td>
<td>172</td>
<td>33</td>
<td>7</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>277</td>
<td>59</td>
<td>11</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Michigan</td>
<td>476</td>
<td>99</td>
<td>23</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>Minnesota</td>
<td>289</td>
<td>41</td>
<td>10</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Mississippi</td>
<td>212</td>
<td>59</td>
<td>7</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Missouri</td>
<td>228</td>
<td>113</td>
<td>19</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Montana</td>
<td>194</td>
<td>35</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Nebraska</td>
<td>57</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Nevada</td>
<td>57</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>63</td>
<td>19</td>
<td>7</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>New Jersey</td>
<td>216</td>
<td>66</td>
<td>16</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>New Mexico</td>
<td>97</td>
<td>28</td>
<td>10</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>New York</td>
<td>917</td>
<td>288</td>
<td>16</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>North Carolina</td>
<td>126</td>
<td>26</td>
<td>8</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>North Dakota</td>
<td>146</td>
<td>14</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Ohio</td>
<td>1,097</td>
<td>357</td>
<td>16</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Oregon</td>
<td>285</td>
<td>94</td>
<td>23</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>838</td>
<td>240</td>
<td>16</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>183</td>
<td>130</td>
<td>11</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>South Carolina</td>
<td>165</td>
<td>16</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>South Dakota</td>
<td>245</td>
<td>16</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tennessee</td>
<td>939</td>
<td>417</td>
<td>48</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Texas</td>
<td>123</td>
<td>28</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Vermont</td>
<td>315</td>
<td>122</td>
<td>11</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td>214</td>
<td>54</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>218</td>
<td>144</td>
<td>16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Virginia</td>
<td>335</td>
<td>35</td>
<td>16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wisconsin</td>
<td>342</td>
<td>35</td>
<td>16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wyoming</td>
<td>56</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Dist. of Columbia</td>
<td>53</td>
<td>20</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Totals</td>
<td>135,926</td>
<td>3,950</td>
<td>604</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**As of February 2, 1954.** **As of December 15, 1954.**

Source: Council of Motion Picture Organizations, Inc., and Federal Communications Commission.

**MOVIE PREVIEW SERIES SOLD IN 16 TV MARKETS**

Flamingo Films' "Hollywood Preview" will feature clips from major releases, plus interviews with stars.

INDICATIONS that the gap is closing between motion pictures and television are contained in an announcement of Flamingo Films, New York, that Hollywood Preview had been sold in 16 markets a few days after its release. On-the-air date for program is set for April.

It is hailed as the first regular tv filmed show to feature dramatic episodes from the 1955-1956 major Hollywood productions before their theatrical release. The half-hour program, produced by Balsan Productions, New York, and distributed by Flamingo, contains three to four sequences from the unreleased productions, plus "in person" interviews with the stars. The tv film will be shown about three weeks before theatre presentation. Balsan made necessary arrangements with M-G-M, 20th Century-Fox, Paramount and other major studios. Hollywood Preview will present such personalities as John Wayne, Lana Turner, Clark Gable, Humphrey Bogart, Van Johnson, Jose Ferrer and Marilyn Monroe, among others.

The use of studio clips from films new productions on CBS-TV's "Toast of the Town" has led Mr. Weintraub and Bruce Balaban, president of Balsan, to predict that the Hollywood Preview will be sold in all 680 markets by the end of the year. Mr. Weintraub noted that "Toast" scored some of its highest ratings on the evening of a "preview." He believes that a tv sponsor will benefit from promotion and publicity given the film by the motion picture company and from the "prestige-star" value of the film medium.

**Minot Tv Names Donegan**

As Sales Vice President

**APPOINTMENT of Earl (Cy) Donegan Jr., as vice president in charge of sales of Minot Tv Inc., New York, was announced last week by Charles M. Amory, president. Minot Tv, United Film Service and Motion Picture Advertising Service Co. form U. M. & M. Inc., which has 185 salesmen serving television markets in all 48 states.**

Mr. Donegan was with Motion Pictures for Television Inc. before joining Minot Tv. In his new post, he will supervise sales of such programs.

**FLM SALES**

Telemat, Beverly Hills, Calif., has sold sixteen 10-second, open-end cartoon spots to WRCA-TV New York for use in station programming promotion.

**Associated Artists Productions, N. Y., has sold Million Dollar Movies to WCP0-TV Cincinnati.**


**NBC Film Div., N. Y., has sold Steve Donovan, Western Marshal to Langendorf United Bak- eries, S. F., for showing in 13 western markets starting April 14. Program being filmed by Vi- Bar Productions, Hollywood. Agency: Brow- nstein, S. F.**

United- Producers Distributors, Hollywood, has sold western film package to WKBT-TV (TV) La Crosse, Wis., Reel Adventure package to WXIX (TV) Milwaukee, Mickey McGuire series to KNXT (TV) Los Angeles, Sit to Sit Adventure series (four 30-minute programs) to KPIX (TV) San Francisco and 13-week feature film package to WEAU-TV Eau Cl, Wis., and KGGV (TV) Des Moines, Iowa.

**FLM DISTRIBUTION**

Times Television Corp., N. Y., has available 13 half-hour shows of Window on Canada, with 39 to follow. Firm will have 52 half-hour and 26 half-hour shows of On the Spot available.

Alexander Film Co., Colorado Springs, Colo., has available tv commercial packages in 16mm color film on banking, bread (2), building ma- terials and savings and loan for unlimited usage

---

**March 21, 1955**  *Page 49*
to first purchaser in any tv market. Firm also has available packaging box.

United Producers-Distributors, Hollywood, has signed contract with Hollywood Film Enterprises, same city, to distribute new educational film package of cities in Latin America.

FILM PRODUCTION

Venture Productions, N. Y., is producing, with original music and lyrics, color animated cartoon series, "Dickie and San Francisco," relating adventures of boy and pet cat, to be ready for tv syndication in near future.

Guild Films Co., N. Y., was scheduled to start production of new 26-episode tv film serial, "The Goldbergs," featuring Gertrude Berg. Scenes in series shift from Bronx to "Grazzouts," U.S.A., type of setting. Included in the cast are Robert Harris, Arlene McQuade, Tom Taylor and Eli Mintz. William Berke is producer, Mark Daniels, director, and Chermey Berg, assistant director. Film slated for spring distribution.

Parsonnet & Wheeler (motion picture and tv film production), N. Y., has completed arrangements with Miss Slavenska, Metropolitan Opera ballerina, to produce 13-quarter-hour tv film series starring Miss Slavenska. Series to be shot so sponsors may use two 15-minute films as half-hour show. Production expected to start in April with prints ready for distribution in fall.

Vogue Wright Studios, Chicago, will produce as proposed 13-film series promoting home construction for Small Home Guide Inc. (Small Homes Guide, Home Modernizing), same city.


Varin Inc. N. Y., has engaged Lois Jacoby, tv and radio writer, to prepare "Mysteries of Paris," two film series, adapted from French novel by Eugene Sue. Norman Lloyd will direct. Film will be shot in Paris and other French locales with English-speaking cast.

FILM PEOPLE

Jalyes Marcin appointed secretary-treasurer and board member, Parsonnet & Wheeler Inc. (tv and motion film producers), N. Y.

Ed Lindner, formerly producer-director, Ram Productions, N. Y., to Industrial & Medical Film Guild Ltd., same city, as writer-director.


Dr. Louis N. Ridenour, vice president in charge of engineering and research, International Telephone & Telegraph Corp., L. A., presented fellowship award by L. A. section, Institute of Radio Engineers.

NARTB ANNOUNCES FALL DISTRICT SCHEDULE

Includes dates for eight combined fall regional conferences announced as aftermath of move to cut time and money lost caused by over-abundance of industry meetings.

IN A MOVE to implement the industry's long-felt need for fewer NARTB and other meetings (precipitated largely by a B&ST story of Dec. 13, 1954), NARTB last week issued a schedule of eight combined fall regional conferences, replacing individual sessions for each of its 17 districts as in the past.

The NARTB Regional Conference Committee, which met Tuesday in Washington, adopted a series of eight three-day meetings beginning Sept. 20 and to be held each successive week, with one exception, through Nov. 17. Co-chairmen at the Tuesday meeting were Henry Clay, WKKH Shreveport, La., and Campbell Arnow, WTAR-TV Norfolk, Va.

Each three-day meeting will run as follows: Tuesday—Radio Day, Wednesday—General Day, and Thursday—Television Day, with a banquet Wednesday night. Broadcasters may attend their own or other regional meetings.

In the next ten days NARTB President Harold E. Fellows will consult with district directors to obtain final agreement. Arrangements for each meeting will be made by a committee formed by chairmen of the districts combining for each meeting, with the chairman of this group to be the director in whose district the session takes place.

No meeting will be held the week of Oct. 3.

The timetable, as agreed upon last week:


$12 Million IRE Meet Opens Today in Bronx

ANNUAL CONVENTION of the Institute of Radio Engineers will open today (Monday) in New York, with an estimated $12 million worth of radio, television and electronic equipment on exhibition. The four-day meeting will end Thursday.

The exhibits will be in two locations, at the Kingsbridge Armory and the Kingsbridge Palace in the Bronx. The two sites will be connected by two television circuits, one serving as an electronic paging system, displaying the names of persons on a number of tv screens scattered about the exhibit halls, and the other providing a color tv signal for exhibitors who wish to show either black-and-white or color tv sets in operation.

In addition to the exhibits, some 55 technical sessions covering the latest advances in 23 fields of electronics will be presented by researchers and engineers. Daily sessions will be held at the Hotel Waldorf-Astoria, the Hotel Belmont-Piazza and the Armory, beginning today. About 40,000 electronic specialists are expected to attend.

Gen. Matthew B. Ridgway, army chief of staff, will be the principal speaker at the Institute's annual banquet Wednesday evening at the Waldorf-Astoria. The Institute's highest annual award, its medal of honor, will be presented to Dr. Harold T. Friis, director of research in high frequency and electronics, Bell Labs.

NARTB Convention To Feature FCC Panel

GOVERNMENT DAY at NARTB's annual convention May 22-26 in Washington will feature a 90-minute panel discussion with the seven FCC members, a talk by Chairman J. Percy Priest (D-Tenn.) of the House Commerce Committee and a luncheon talk by FCC Chairman George M. McConnaughey.

Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee has been asked to address NARTB members on Government Day (Tuesday, May 24), according to a progress report received by the NARTB Convention Committee, which met in Washington last week.

Also a feature of the Tuesday luncheon will be one of the winners of this year's Voice of Democracy contest.

The Government Day sessions, the Convention Committee said, will give broadcasters an opportunity to discuss government-industry questions first-hand with officials who have power in legislation and tv and radio matters.

The morning session Tuesday will honor broadcast-publisher Mark Ethridge, who will be presented with the annual Keynote Award, (Trade Assn. continue on page 75)
THE CAROLINAS

By J. Frank Beatty

BEFORE another 24 hours pass, the majority of Americans will:
- Sleep between Carolina-made sheets on Carolina beds while wearing Carolina pajamas or gowns.
- Sit on Carolina chairs and eat off Carolina tables.
- Smoke Carolina cigarettes made from Carolina tobacco and sold in Carolina cartons and containers.
- Dry themselves with Carolina towels after washing with Carolina washcloths.
- Wear Carolina garments—from neck to toe and from the skin out.

These same Americans were patted gently with Carolina textiles after uttering their first earthly squawk. They wore Carolina denims, cottons and synthetics as kids and faced the altar in Carolina wedding clothes. They will approach eternity in the soft hush of Carolina fabrics, and many of their bequeathed will share the comfort of Carolina insurance benefits.

Contrary to Rand-McNally's schoolroom maps, there really are three Carolinas—Coastal, Piedmont and Mountain. Long ago the Carolinas moved into leadership in the textile and tobacco fields as their combined natural and human resources supplied the energy and skill needed to turn out these basic commodities. In supplying them the Carolinas have prospered far beyond the fondest pre-World War II predictions. Today they reap a full share of the fruits of commerce and industry. They enjoy over a 500-mile east-west and 400-mile north-south span more than their share of towering mountains, factory-nourishing rivers, deep bays and sandy shores.

The only way to find out what's happening to the Carolinas, and to the people who live there, is to beat the trails—from the

EXPANDING U.S. MARKETS

BE took a look at the changing market economy of the nation and found a dynamic media story. This is the third in a series which began with The South (Nov. 15, 1954), then went on to tell the Georgia market story (Dec. 27, 1954).

Great Smokies eastward to Kitty Hawk on the Atlantic, and from Virginia to Georgia. A picture of the mapped Carolinas—North and South, 1955 models—can be gleaned only by exploring the nooks and the open places; talking to financiers and workers, to broadcasters and manufacturers, to state government officials and grease monkeys.

This spot-checking technique permits enough contacts to give an idea of the role the Carolinas are playing in the national economy. Its limitations are those of a sampling formula in comparison with an economic census.

Carolinians have known lean centuries but they're well off now, and know it. What they are really starting to suspect is how well off their children will be. Those who would be seers can base their forecasts on these portents:
- The undeveloped western North Carolina area, rich in water, forest and mineral blessings, is just being discovered by industry. Electronic, paper and textile plants are moving into this little Switzerland.
- The Coastal Plains area, a farm and tourist empire all its own, is the fastest developing part of the Carolinas. A new industrial economy is joining the farm and food enterprises.
- The central Piedmont Plateau is holding its industrial leadership and diversifying its agriculture. Most significant, its industry is moving away from textile dominance as all kinds of new factories are added. This strengthens a soft place—dependence on the ups and downs of textiles (see textile story).

All three areas are improving their economic position. The documented story of their growth compels the attention of those who market goods and services. Satisfied Carolinians are moving out of the low-wage bracket. Their earnings are rising faster than the national average. Scoffing Yankees lost in the last two decades any right to point to Carolinians as their underprivileged neighbors to the south.

Among industrialists, Carolinians are

March 21, 1955 • Page 51
known as willing and cooperative workers with a high rate of output and low rate of trouble-making. These residents of the "Bible Belt" believe in doing an honest day's work. Over 99% of Carolinians are native-born. The Negro living standards are improving as they get better jobs and higher pay.

Beyond these obvious signs of continuing Carolina progress lies an entirely new series of economic symbols:

- Carolina resources are supplying and operating the $1½ billion hydrogen atom plant at Aiken, S. C., where the energy of the future is being produced.
- A strip of black monosite sand on the South Carolina coast contains fissionable thorium, having an atomic energy potential, and titanium. It's too soon to make exciting predictions, but the test-tube experts are at work.
- New wool industries are appearing on the Coastal Plains, rounding out the Carolina textile production and joining synthetics. Wool is the last of New England's textiles to move into the South.
- Highway transport is bursting into a tremendous industry, with two state governments bulldozing madly in an effort to keep traffic moving. Southern Railway is acquiring two coastal lines that will help move east-west traffic and bring business to the ocean port at Morehead City, N. C.
- Rich mineral resources, including clays and chemicals await full development.
- New electrical and electronic plants are popping up all around, and will bring in satellite industries just as textiles brought in finishing, sewing and supply industries.
- The electronic age finds Carolinians producing the intricate radar and guided-missile miracles that will protect the nation from enemy attack and, if necessary, carry destruction to distant lands (see electronics story).

During decades of farm and factory progress, North and South Carolinians have had many common buying, working and living habits. Their differences were based on geography—here the distinctions were sharply defined—and on political boundaries, also sharply defined. The geographic influence was marked by north-south zones running from the seaboard into the mountains. It centered around the farming habits on the mild Coastal Plains, with rich soil, ample moisture and convenient markets; the cotton agriculture of the rolling Piedmont, teamed with the North-like manufacturing of the belt, and the small, scattered handicraft industries and resort attractions of the western hills and mountains.

Early industry in the Carolinas was financed in two ways. Northern capital was put behind many of the larger textile mills, attracted by adjacency to cotton fields, cheaper labor and accessibility of power and water. These plants were mostly strung along the main line of the Southern Railway from Washington, D. C., to Atlanta. A lot of plants, particularly of the smaller sort, were set up from funds raised among groups of local businessmen.

In recent decades Carolina industries have been built and maintained with more and more Carolina money. Such major financial reserves as Jefferson Standard Life Insurance Co., Wachovia Bank & Trust Co., American Trust Co. and Durham Life Insurance Co. are among typical sources of dollars feeding Carolina business and industry. In two decades the Carolinas have become financially self-sufficient, meeting their own capital and short-term needs. Outside capital is given a cordial reception, plus special inducements in some localities.

What does this mean?
Howard Holderness, president of Jefferson Standard: "The Carolinas and the South will continue to grow. Jefferson Standard will continue to provide capital to finance an expansion surpassing anything else." Joseph M. Bryan, first vice president of the company, adds: "The Carolinas and the South are growing at an increasing rate. It is too soon to say, yes or no."
are starting to come, joining the recent influx of large appliances, electronics and synthetics. More of the machinery used in our industry will be made here."

And Miss Mary R. Taylor, widely known executive and agency relations director of the company, tops it off this way: "The South hasn't really discovered the South."

In three decades these basic Carolina trends have been charted:

| Population | Up 35% |
| Farm Income | Up 100% |
| Manufacturing Income | Up 1,000% |

Together the Carolinas produce more textiles than the rest of the country combined (over $5.5 billion a year) and better than one out of every two cigarettes (five of the six largest brands). With a population of 6,400,000 in 1955, they have a total manufacturing output of nearly $10 billion, paying factory wages approaching $11/2 billion.

The South's tobacco industry started going places at the end of the War Between the States when Washington Duke began crushing tobacco leaves in his hands, packing the smoking mixture in homespun cloth bags and selling it to Federal and Confederate troops. Out of that developed American Tobacco Co. North Carolina grows three-fourth of the flue-cured tobacco in the nation on 11% of its total crop land. Bright-leaf strains grow well in the rich Coastal Plains soil and the crop runs nearly a half-billion dollars a year.

Cigarette production has felt the cancer agitation, but filter tips and king-size types have kept the industry's net income at a comfortable figure. There's no disputing the claim that North Carolina leads the world in tobacco growing, processing and manufacturing.

Since Capt. W. H. Snow, of a Vermont regiment, took a fancy to the High Point area and started making specks and handles about the time the War Between the States was ending, furniture production has grown into a $300 million-plus business. In mid-January 6,000 buyers descended on the High Point furniture mart, third largest in the U. S., helping dedicate a 10-story addition to the exhibition building. Within 100 miles are produced half the nation's bedroom and dining room furniture.

The Carolinas are attractive to industry because of their water resources, low-cost power and the mild weather in both the Coastal Plains and Piedmont Plateau. In the western mountains the climate is more like that of Pennsylvania or Ohio in the winter but generally more refreshing in the summer. The Piedmont is from 500 to 1,500 feet in elevation, yet winters are mild by northern standards, with a minimum of snow (aside from two unscheduled pileups last January). Piedmont summers are warm but not tropical.

Coastal Plains summers are warmer. The beaches and rivers help provide relief, with air conditioning a tremendous help. Coastal region residents cite data to show their summers aren't of the sizzling sort found in Mississippi and Missouri Valley plains or in the Southwest.

Best support for the weather boasts of Carolinians comes from northerners who have migrated southward. They concede summers are warmer there than in the Maine woods or Vermont valleys, but not at all unbearable in most areas. Industrialists who like the climate and the extensive water resources will note that it's rare when a day's work is lost because of weather.

The Carolinas have no cities in the million bracket but are densely dotted with medium and small cities, often in pairs or clusters. Geographically the three main regions are like this:

Western (mountain): Elevation 1,500-6,884 ft. Resorts, industry, truck and fruit farming, dairying. Produces rayon, textiles, cigarette paper, hosiery, furniture, apples, vegetables, celophane.

Piedmont Plateau: Elevation 500-1,500 ft. Concentrated industrial area, with farming and dairying. Produces textiles, hosiery, synthetics, household furniture, housewares.

**Tobacco** is a $450 million crop in North Carolina. Last year cigarettes and other tobacco products were worth $1,661,000,000 in the state. The largest bright leaf auction market in the country is at Wilson, where auctioneers and buyers deal in that peculiar jargon made famous on radio by Lucky Strike. The state leads the world in tobacco growing, processing and manufacturing.
Primary in the population center of the two Carolinas, Jefferson Standard Broadcasting Company provides mass-ive radio and television coverage in the area where 98% of Carolina industry is located. These stations rate first consideration by any advertiser doing business in the Carolinas.

JEFFERSON STANDARD BROADCASTING COMPANY
Western Terns Industrial economy following abundant resources; and of industry subject to the whims of tobacco but story of farming, once centered than hints of coastal plains. Coastal plains: Elevation sea level to 500 ft. Agriculture dominates. Produces tobacco, cotton, peanuts, corn, peaches, strawberries, textiles, lumber, cattle, hogs, poultry.

There in general form is the story of the Carolinas—past and present, with a few hints at the future of an area that has more than its share of nature's bounties. It's a story of farming, once centered around cotton and tobacco but now diversified and less subject to the whims of a single crop; of industry that moved close to its raw products and abundant resources; and of a newer industrial economy following northern patterns but profiting by the errors of over-industrialized communities.

Up to recently, 90% of Carolina industry has been in the Piedmont. From 1955 on, watch what happens in the eastern flats and western hills—and, of course, the Piedmont.

COASTAL PLAINS

The low-level plains area between the Piedmont Plateau and the Atlantic was first to be settled. Sir Walter Raleigh's expedition landed at Roanoke Island in 1584, but the area was slow to join the industrial parade. Right now it is the Carolina's economic eye-catcher, said Ken Willson, executive vice president of Tobacco Network. From Elizabeth City to Aiken, new plants are being built. Some of them are big—DuPont's $35 million dacron plant at Kinston, N. C., for example. DuPont likes the area so well it has added several million dollars worth of research plant.

Eastern North and South Carolina have a population of about two million. Their income from the rich land runs around a billion dollars a year, including tobacco, livestock, peanuts, cotton, corn and other crops. Industries include textiles and, more recently, woolen mills, atomic energy at Aiken in a $11/2 billion government plant, tobacco processing, paper and other wood products, fertilizer and other chemicals, and food processing (including fish).

In the last six years 175 new industries have appeared in the coastal counties. Some of the names include Talon, American Woolen, Phillips Petroleum and National Spinning. A. Hartwell Campbell, general manager of WNCT (TV) Greenville, N. C., said more people are employed in established manufacturing associated with farming than in the new industries, but predicted industrial expansion will include both the old and new, advancing side by side. Air-conditioning has made the coast counties more attractive.

"Several important harbors move these products all over the world," Mr. Campbell said. "Three of the military installations alone feed $181 million a year into the economy. Eastern North Carolina's Tobacco Belt sold $22 million pounds of cigarette tobacco last year, a $285½ million item."

Along the sandy Atlantic Coast, protected by sand strips, runs the Intercoastal Canal, a busy water highway. Expanding resorts are joining New Jersey, Delaware, Maryland, Virginia and Florida as attractions for the whole eastern half of the country. The thermal belt running through Southern Pines Sandhills region provides year-round golf. "Over $25 million worth of horses are trained and eight golf courses have 165 tournaments a year," according to Jack S.

---

Hollingbery, National Representative

BEST RADIO BUY BECAUSE OF OUR

NO. 1 RATING

- FIRST radio station in Greensboro...
- Now rated FIRST in size of audience among local stations (1953 Pulse Report)
- Home county FIRST in retail sales in the Carolinas (Sales Management's 1954 Survey of Buying Power)
NORTH CAROLINA SPOTLIGHT

MAIN INDUSTRIES (unofficial estimated value of 1954 output, 7,700 plants):

- Textiles $2.9 billion (see textile story)
- Tobacco $1.6 billion
- Food $310 million
- Furniture $350 million
- Lumber $250 million
- Chemicals $200 million
- Paper $215 million
- Electronics, electrical $185 million
- Garments $150 million
- Machinery $80 million

Main farm crops (unofficial estimated value 1954, following from 285,000 farms, 96% of which are electrified):

- Tobacco $900 million total
- Cotton $445 million
- Peanuts $30 million
- Corn $9 million
- Other crops $146 million
- Livestock $200 million
- Tractors operating, 88,000
- Crops include fruits and vegetables.

Broiler and egg production growing fast; livestock, too; hatching eggs from cool western counties sold all over nation.

Best soil is in Coastal Plains.

These “Industrial Firsts” are claimed as follows:

1. Bright leaf tobacco (900 million pounds), farm population (1,600,000 or third of state’s total), 4-H Club membership, home demonstration club membership; largest agricultural extension service.

2. “Historical Firsts” - Powered airplane flight by Wright brothers in 1903; first English settlement in America (Roanoke Island 1585); first state-supported university to open its doors (U. of North Carolina, 1792); first child of English parentage born in America (Virginia Dare, 1587, Roanoke Island).

Miscellaneous “Firsts”:

- Mileage of state-maintained roads (68,190), first non-federally built nuclear reactor (N. C. State College, 1953), first in size of school bus fleet (6,772) and bookmobiles.

Industrial expansion in 1954, led by textiles, apparel, food, lumber products and furniture:

- 131 new industries planned, $69 million investment, 11,450 jobs, $28 million payroll.
- 129 industries expanded, $43 million investment, 5,400 jobs, $14 million payroll.

In addition, electrical utilities had $102.5 million expansion, adding 629,000 kw.

Total income of state in 1953 was $4.6 billion ($1,097 per capita). Total business volume in 1953, $17 billion. Retail sales (based on tax collections, fiscal 1954), $3.07 billion.

Population in 1954, 4,230,100; U. S. Census Bureau estimate for 1965, 4,764,000.

- Second in manufacturing; fourth in retail trade.

Three geographic divisions running roughly north-south - Western, with 225 mountains (Mt. Mitchell, 6,684 ft.); Piedmont Plateau (rolling), numerous rivers; Coastal Plains have extensive water areas (2,000 square miles of sounds) with outer rim of sand bars and islands, and 1,500 miles of inland waterways. Thermal (mild) belts in Tryon and Southern Pines areas.

Two ocean ports - Wilmington, Morehead City.

Georgetown, 7,000 (seaport, International Paper Co. has largest mill in world, fisheries); Myrtle Beach, 4,000 in winter but 50,000 in summer (one of many Carolina beaches); Orangeburg, 17,000 (textiles, meat packing, chemicals, plywood, garments); Sumter, 22,000 (garments, woodworking, textiles, furniture, steel products, chemicals, pigeon and turkey raising).

TEXTILES

ANYONE who wants to challenge the Carolinians’ claims to textile leadership must first study these arguments:

- They turn out each year enough fabrics to go around the world 36 times, plus a dozen laps around the moon and loose ends for a million or two circus tents.
- They have half the cotton looms in the U. S., in addition to the developing woolen industry.
- Printing and finishing mills are major Carolina industries; in the past raw fabrics were processed elsewhere; now garment plants round out the picture. One plant in Rock Hill, S. C., prints a sixth of all U. S. cotton goods.
- Cotton still dominates the textile industry but there is a billion-dollar investment in synthetic fibre plants with production increasing every day.

To those still of a doubting disposition, the Carolinians remind that they produce more textiles in the household field than all other states combined.

Carolina’s textile industry is 150 years old, with the hand-woven goods of early American decades giving way in the 1800s to cotton mills. A small woolen mill opened just before the turn of the century and eventually became Chatham Mfg. Co. The Cone family built Greensboro plants (see Greensboro story) and Burlington Mills developed in the world’s largest textile organization.

Col. Elliott W. Springs operates seven mills that grew out of a Fort Mill, S. C., unit started in 1888. His Lancaster, S. C., plant is termed the largest in the world under one roof, with 7,000 looms.

Col. Springs is a dynamic figure in the textile world. Once a World War I flyer and later an author of human-interest stories, “Clothes Make the Man,” and seven other books, he is reputed to have personally written eye-catching Springmaid sheet advertisements that have startled the more conservative practitioners of the advertising art: “A buck well spent on a Springmaid sheet,” with portrait of warby Indian youth and maiden; a hope chest eloquence scene, billy bride exclaiming, “...they’re Springmaid sheets and I have a full chest too,” with the artist leaving no room for argument.

Textile machinery wears out. Col. Springs and the Cones, Burlington Mills, Celanese and dozens of other plants are spending fortunes on installation of the most modern devices plus addition of new plants (Springs Mills, $60 million). Col. Springs operates the Lancaster & Chester Railway Co., a 28.9-mile inter-plant line.

When North and South Carolina start matching claims for the textile championship, story and economics become garbled.

N. C. concedes S. C. has more spindles in place (S. C. 5,667,000, N. C. 5,129,000) and...
More North Carolinians listen to WPTF than to Any Other Station

50,000 watts 680 KC

(Source): Neilsen coverage service.

WPTF

North Carolina's Number One Salesman in the South's Number One State

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

FREE & PETERS National Representative

March 21, 1955 • Page 57
**SOUTH CAROLINA SPOTLIGHT**

**MAIN INDUSTRIES** (unofficial estimated value of 1954 output, 1,200 plants):

- **Textiles** $1.5 billion (see textile story)
- **Paper, pulp** $115 million
- **Food products** $125 million
- **Fertilizer** $40 million
- **Furniture** $30 million
- **Clay products, cement** $28 million
- **Electric power** four times 1939
- **Factory output** $2.4 billion
- **Main farm products** (unofficial estimates for 1954, a drought year):
  - **Cotton** $101 million
  - **Tobacco** $71 million
  - **Livestock** $55 million
  - **Corn** $21 million
  - **Hogs** $14 million
  - **Peaches** $8.5 million

These claims are made for South Carolina industry: Over two-fifths of cotton woven goods; first in spindles and looms; over 1,110 plants added since World War II and 1,120 plants enlarged; including $1½ billion atomic energy plant at Aiken, state's industry has expanded at a rate of $5 million weekly since World War II, highest growth rate in U. S.; single mill now does full cycle, taking bale of cotton in back door and shipping sheets and pillow cases out the front door. **This is just the start of South Carolina's industrial development,** according to S. W. Gable, acting director of the State Development Board. **Industrial expansion totaled $1.76 million in 1954.**

In 1945 the state's industrial investment was $500 million; $938 million in private plants added up to Jan. 1, 1955. 115,000 jobs, $277 million payroll.

"Historical Firsts": First American province to plant rice and indigo for sale; first free library in America started in 1695 at Charleston (Greenville); first building devoted wholly to drama (Dock Street Theatre, 1736, Charleston, still operating); first cotton mill built on James Island in 1789; first free schools for Negroes (Charleston); U. of South Carolina one of first three state colleges; first musical society, St. Cecilia (Charleston), 1762, still operating; first opera (Charleston, 1762).

South Carolina has 24,000 miles of highways; world famous gardens; fine beaches; three ocean ports (Charleston, Beaufort, Georgetown); lowest rate of business failures in nation (1930); new textile industry uses Fiberglas; new industry which is expected to develop into one of nation's major textile enterprises (see Charleston story); retail sales up 370% since 1929 (259% in U. S.); state claims to lead U. S. in per capita income gains since 1929 (300%).

Population in 1954, 2,206,000; U. S. Census Bureau 1965 estimate, 2,445,000.

1953 income payments, $2.4 billion.

**AN INDEPENDENT DAYTIME RADIO STATION**

**UPSETTING THINGS**

in Greenville, South Carolina

**GET THE FACTS FROM:**

William G. Rambeau
Southern—Clark Brown Co.

"660 in Dixie"

**FIRST IN GREENVILLE**

**FINANCE**

**SHORTLY after World War II, a resident of Morganton, N. C., Henry Wilson, and a few of his neighbors, decided to start a plant making wooden furniture of the highest quality. They each took some stock and sold a little to outsiders, but this wasn't enough for a major plant. At Greensboro, Jefferson Standard Life Insurance Co. took bonds on the new factory.

Within a year the first piece of the now-famous Heritage Henredon furniture was shipped. The long-term insurance loan permitted a much larger plant, with more employees, and left the operators free to get seasonal loans from banks. "We were successful from the start and have grown rapidly, thanks to Jefferson Standard and to a quality product," Mr. Wilson said.

Jefferson Standard, Durham Life Insurance Co., Wachovia and many other Carolina institutions are putting up the green stuff that keeps mill wheels humming and underwrites new ones. Southern capital finances furniture plants, giant textile cathedrals and other industries.

First Vice President Joseph M. Bryan, of Jefferson Standard, recalls that northern large plants were added last year. Right now textile people are worried about low-cost imports.
money once financed most industries and dictated policy. "Now the South can dictate its terms," he said, "and the North is anxious to invest in the South's future."

Howard Holderness, Jefferson Standard's president, said the company was founded with the idea of serving the South. "We still get the bigger part of our business from the South and we put our money back where we get it," he said.

Founder of Jefferson Standard, which now has $1.24 billion in insurance, was P. D. Gold, who teamed with his brother and a banker in 1907 "to give the South a strong insurance company based on the standards of Thomas Jefferson, author of the Declaration of Independence." "P.D." is still following his favorite hobby—selling insurance out of the company's Washington office. Jefferson Standard for 17 straight years has had the highest interest rate of any major insurer. Its portfolio includes electronic properties—WBT-WBTW (TV) Charlotte; WBTW (TV) Florence, S. C.; WBIG Greensboro; minority holding (16.5%) in WFMY (TV) Greensboro. It has owned practically all of Storer Broadcasting Co.'s preferred stock but Storer is buying it back. It has a wholly owned subsidiary, Pilot Life Insurance Co. with $758 million in force.

Carolina banks have grown with the state as have Charlotte's nine brokerage houses. Wachovia Bank & Trust Co. has $350 million in resources behind its six-city service. While observing its 75th anniversary last year, Wachovia noted that total deposits of all North Carolina banks had grown from $16 million in 1900 to $2 billion in 1954; insurance policies in the state from $144 million to $4.5 billion. Thus the savings of Carolinians, acquired from their jobs and their farms, have gone back into financial houses that have used the money to finance the state's growth.

**NORTH CAROLINA CITIES**

**ASHVILLE**

In Asheville, everyone, including a profitable crop of visitors, not only talks constantly about the weather but the local folks do something about it—they live off it.

Since World War II the residents of this gateway to western North Carolina have found a new topic of conversation. They talk constantly about the new industries that keep coming into the 19 counties of which Asheville is the trading capital and resent any inference that the city is merely a T. B. sanctuary.

Asheville started advertising nationally its enervating climate back in 1910, spurring tourist business to new heights. Don Elms, veteran broadcaster (WWNC) and journalist (Citizen and Times), likes to inhale several lungloads of bracing Asheville atmosphere and exclaims, "They'll never take away our most valuable resource, fresh air."

An Industrial Council was formed some years ago to provide jobs for the area. A surplus labor supply existed in the city and on out to the Tennessee border. Such plants as American Enka Corp., U. S. division of a Dutch textile empire which has added a big nylon plant to its rayon setup, and Ecusta Paper Corp., cigarette paper mill, found

**SOUTH CAROLINA**

1. Greenville News
2. Greenville News
3. Asheville News
4. Asheville Press & Banner
5. Anderson Free Press
6. Anderson Independent
7. Anderson Mail
8. Aiken Standard & Review
9. Chester Chronicle
10. Columbia Record
11. Columbia State
12. East Texas Progress
13. Poinsett Inman Tribune
14. Gaffney Leader
15. Greenwood Inland
16. Spartanburg Journal
17. Spartanburg Herald
18. The Timmonsville Times
19. Union Times
20. Wadala Record Courrier
21. Westminister Tigaloo Tribune

**NORTH CAROLINA**

17. Asheville Citizen
18. Asheville Times
19. Asheville Times
20. Bryson City Times
21. Bryson City Times
22. Charlotte Observer
23. Charlotte Observer
24. Charlotte News
25. Forest City Courrier
26. Franklin News
27. Gastonia Gazette
28. Granite Falls Press
29. Hendersonville Timm's News
30. History Record
31. Lincolnton Lincoln Times
32. Marion McDowell News
33. Morganton News-Herald
34. Murphy Chronicle Post
35. Rutherford County News
36. Shelby Star
37. Spindale Sun
38. Spruce Pine Times-County News
39. Tryon Daily Bulletin
40. Tryon Polk County News
41. Waynesville Mountainier

**GEORGIA**

30. Athens Banner-Herald
31. Atlanta Constitution
32. Atlanta Journal
33. Augusta Chronicle
34. Augusta Herald
35. Clayton Tribune
36. Gainesville Times
37. Hartwell Sun
38. Royston Record
39. The Elberton Star
40. The Northeast Georgian
41. Toccoa Record

**TENNESSEE**

42. Bristol Herald Courier
43. Plain Talk & Tribune

**VIRGINIA**

44. Roanoke-Blacksburg Messenger

**WFBC-TV**

**WFBC-RADIO (NBC affiliate)**

Represented Nationally by AVERY-KNOEDEL
the combination of a pure water supply and easily trained labor exactly the answer to
their problems. Ecusta had started manu-
facture of cigarette paper from flax in 1939
just as the Nazis cut off the French monopoly
by entering Poland. Quickly Ecusta became
the nation's chief supplier of this delicate
fibre, using flax from California, and it now
is the largest unit in the world.

Lying between towering ranges of the
Blue Ridge and Great Smoky Mountains, Asheville has an elevation of 2,300 feet.
Even at 2,300 feet, everybody in Asheville
looks upward. Its strategic site provides
the principal gateway from the Southeast to
Memphis, St. Louis, Louisville, Cincinnati,
and the Midwest. Highways and the South-
ern Railway wind into the city through
passes, providing traffic lanes that carry
tremendous traffic. In one day (Saturday,
Jan. 15), 4,255 cars of freight were handled
through the Southern yards, somewhat strain-
ing the railroad's facilities.

A new blessing to the area is a $3.5 million
stretch of road crossing the mountains east of
Asheville at 3,700 feet. This engineering mir-
acle with four lanes of gentle curves and
grades will promote truck traffic. Rail and
air traffic are on the upswing. Asheville’s
once tortuous approach from the East feeds
into Beaucatcher Tunnel (Hmmm!) in the
eastern end of the city. The tunnel had
eliminated a string of steep hairpin turns that
once unnerved motorists still dizzy from the
old mountain trail.

Cecil B. Hoskins, general manager of
WWNC, reported after consulting his slide
rule that retail sales in Asheville had in-
creased in the seven postwar years from
$71,409,844 to $111,198,433. The increase
last year alone was $5 million, second
only in N. C. to Forsyth County (Winston-\nSalem). These figures cover the metropoli-
tan area ( Buncombe County).

Electronics, electricity, paper, specialized
textiles and religion are important in Ashe-
ville's future. Over 150,000 persons from
distant parishes are attracted every year to
religious conferences and conclaves in the
area. “It's one of the few areas in the U. S.
not developed by industry,” says Charles B.
Britt, president of WLOS-AM-TV, which is
seated in a mountainside electronic castle
once erected by the pioneer Battle family at
a cost of $250,000.

Gorham Silver, International Resistor and
General Electric are building new plants in the
area.

CHARLOTTE

IN ALL the Southeast the fastest growing
metropolis is Charlotte, the Queen City
(after Queen Charlotte, wife of George III
of England). It is the financial and com-
mercial heart of the Carolinas and re-
luctantly—it hopes temporarily—only to
Atlanta as distribution center for the entire
Southeast quadrant of the U. S.

Located half way between Richmond and
Atlania, it is in the heart of the Piedmont
and has the densest population south of the
Mason-Dixon line. Metropolitan Charlotte
has these claims to marketing leadership:
• Population—150,000 in city, 225,000
in metropolitan area.
• Wholesaling center for 1.9 million (75-
mile radius; wholesale business up 1,400%.
tric power developed from primitive
when Victor Mill
grubbing
hanced
claring themselves
leges)
headquarters
have no railroad.
• Over 500 factories employ 23,000.
• Financial hub, with nine major brokerage offices (Atlanta has six).
• Railroad carloadings doubled in a little
over a decade.
• Air transport center, with one of na-
tion’s best airports; average of 10.9 pas-
sengers board each departing plane.
• New homes and buildings appearing everywhere; 150 construction firms have
headquarters in city.
• Religious and educational (five col-
leges) center.
Since angry Mecklenburg County citizens
tsented a horseman to Philadelphia one warm-
ish May day in 1775 with a parchment de-
claring themselves free of British oppres-
sion, over a year ahead of the other colonies,
Charlotte has held its independence and
enhanced its prosperity. A flurry of gold
grubbing spiced the 1830s and 40s.
Industry developed slowly until the 1890s
when Victor Mill was started. By 1900 a
cluster of cotton mills had acquired satellite
machine and service shops as well as elec-
tric power developed from primitive wheels
by Duke Power Co. Duke now has 600,-
customers and turns a third of the na-
tion’s spindles.
"Charlotte is one big city in itself, without
large neighboring cities," said Charles H.
Crutchfield, executive vice president of Je-
ferson Standard Broadcasting Co. [WBT-
WBTW (TV) Charlotte; WBTW (TV) Flo-
rence, S. C.] "As the Carolinas financial and
distribution center it serves an area with a
population greater than Detroit, and does
more wholesaling than cities four times its
size." Bob Covington, WBT-WBTW assistant
vice president, added, "Charlotte has all the
facilities, the position and the know-how
for eventual dominance of the Southeast." The
stations are moving into a new $114 million
plant.
A Charlotte banker, Addison H. Reese,
president of American Trust Co., said, "I
believe Charlotte will go ahead of Atlanta."
Earle J. Gluck, who founded WBT in
1922 and is now president-general manager
of WSOC Charlotte, has watched such indus-
trial giants as General Electric, General Mo-
tors, Ford, Celanese and 600 others set up
major units in the city. "Watch what hap-
pens in the next 30 years," he said, scanning
the factory-dotted horizon.
The city is becoming a major oil terminal.
Celanese recently built a $515 million
marble Taj Mahal on the Charlotte out-
skirts, moving its entire headquarters opera-
tion from New York. Do the Manhattan
pueblo dwellers like this truly temperate cli-
mate? "They love it," said Chester Whelchel,
Celanese public relations official. "They're
buying homes only a few minutes from the
office."
Charlotte has a new $16 million "Nike"
plant that will soon start assembling guided
missiles.
The city is church-minded—165 of them,
highest per capita rate of any major city ex-
cept Edinburgh, Scotland. The new Covenant
Presbyterian Church center occupies six
acres in a semi-downtown site. It cost $3
million and the debt has been whittled down
to $500,000.
Neighboring Gastonia, with 200 textile
industries, is 17 built-up miles away. It has
such textile monuments as a Firestone tire
unit with 2,300 employees and the giant Tex-
tiles Inc. Gastonia is said to have more
spindles than any other city in the world.
Charlotte is just north of the South Caro-
olina border and tends to ignore state lines.
It would be o. k. with Charlotte if the two
Carolinas entered political wedlock but it's
satisfied to claim title as business capital
for both.

DURHAM
ON THE leeward side of Durham's business
and industrial area, a visitor will quickly
detect a mild aroma—the city's trade mark.
The familiar fragrance from American To-
bbaco Co. (Lucky Strike, Pall Mall) and
Liggett & Myers (Chesterfield) symbolizes
millions of dollars for local residents. L&M
alone employs 4,500 persons.
The gigantic cigarette plants have been
built at a cost of millions but the tobacco
stored in Durham warehouses is worth
much more than all the factories combined.
Across the road from suburban WTVD

for 21 years
in a Fabulous
Southern Market
with some of the
South's Most
Outstanding
Personalities

DEWEY DRUM • FRED DICKSON • DICK CURLEE

Represented Nationally by
H-R Representatives, Inc.
Southern Representatives
Bomar Lowrance & Associates

CHARLOTTE, N. C.

AM & FM

WSOC

Broadcasting • Telecasting
March 21, 1955 • Page 61
SELL
The Tremendous NEGRO Market of DURHAM, RALEIGH
And Eastern North Carolina
"America's most Fabulous Negro Market"

with
WSRC
Durham, N. C.
1410 • 1000 Kc

"Only Station in Eastern North Carolina Programming Exclusive-ly to this great Negro Market."

0.5 MV/M 138,750 Negro's
0.1 MV/M 187,350 Negro's
(1950 Census)

42% Of Durham's Total Population is Negro
38% Of Total Population Of Eastern North Carolina is Negro
(1950 Census and Local Government info.)

The Only Possible Way to Reach This Tremendous Market is Through
WSRC
For the complete WSRC Story Call
RAMBEAU
Southeastern DORA-CLAYTON

(TV) are scores of acres of warehouses. Out of these warehouses comes the raw material for Durham's leading product—over 20% of all the cigarettes made in the United States, according to Floyd Fletcher, vice president of WTVD. American Tobacco is completing a $5 million addition.

While Durham County is small in area, it has a population of 107,500 of which Durham, the only city, accounts for 74,000. In retail sales Durham ranks sixth in North Carolina, judging by sales and use tax collections. Ahead of it in December were Buncombe (Asheville), Forsyth (Winston-Salem), Guilford (Greensboro), Mecklenburg (Charlotte) and Wake (Raleigh). December sales tax collections were 11% above 1953, compared to a statewide average of 10%.

Durham is the home of Duke U., with a multi-million dollar payroll and 5,000 students who contribute to the local economy. Total annual Durham payroll runs over $100 million, of which $71.5 million is in wages. Frank Jarman, general manager of WDNC, said Durham is located in the bright-leaf tobacco area, with its auctions selling 40.7 million pounds last season for $21.8 million. The city borders the South Atlantic cotton producing area, which also produces livestock, fruit and truck crops.

A high-speed highway connects Durham and Raleigh, 23 miles away. In between is the Durham-Raleigh (or Raleigh-Durham) airport, whose name depends on the civic loyalty of the individual. These twin cities have much in common besides an airport and a lively competitive spirit persists, fanned by sports rivalries toward Duke in Durham and North Carolina State in Raleigh and diluted by devotion to North Carolina U. in Chapel Hill. The last-named is the nation's oldest state university. Combined with N. C. State and Woman's College of N. C., in Greensboro, it comprises Greater University of North Carolina.

Erwin Mills has its headquarters for a six-mill chain, making sheets and pillow cases. Other industries include eight hosiery plants, Sperry Gyroscope, tobacco importing and exporting, B. C. Remedy Co., fertilizers, containers and many others. Durham is headquarters for one of the more important advertising agencies, Harvey-Massengale Co., buying heavily on radio-tv. Four insurance companies have home offices in the city.

GREENSBORO
TIMES were tough in Greensboro, a quiet little mill town, when the panic of the 1890s slowed business to a standstill. Money was scarce, but ambition was ample as Moses and Caesar Cone, two textile commission men, started planning a denim plant in proximity to southern cotton fields. The Cones built a mill and called it—well, why not?—Proximity. That venture was a quick success so with the financial help of friends they built a flannel mill designed to revolutionize the southern cotton industry by making pretty flannels. The name, of course—Revolution.

Others followed and the Cone descendants—Herman and Caesar—now operate 20 Carolina mills, employing 17,500. Six of the mills, in Greensboro, employ 7,000 and
WFMY-TV...Now On The Air With FULL

SELLING POWER

Power: now six times greater
Studio Space: now eight times greater
Tower: now 1,549 feet above sea level
Population: now 1,961,500
Families: now 501,100
Market: now $2,305,273,000
Retail Sales: now $1,560,824,000
Set Count: now over 325,000
Experience: now in our sixth year
All this — and color, too!

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


wfmy-tv
Channel 2
GREENSBORO, N. C.

Represented by Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco
the Cone payroll in Guilford County is $18.5 million a year. The Cones operate 600,000 spindles, 3% of the U.S. industry, and have set up civic and recreational facilities for employees plus a $10 million memorial hospital. President Herman Cone, surveying a hundred-dozen vast plants from his office, said, "My own door isn't closed more than three or four times a year, and that's when the wind blows it shut."

But the story of Greensboro, at the northern tip of the Carolina Piedmont, is more than a story of textiles and the Cones. The city is headquarters for Burlington Mills, largest textile organization in the world. The outlying areas are studded with 225 factories making 75 categories of products and employing 25,200 persons—more than double the 1947 figure and triple the level existing prior to World War II. Nearby is the South's furniture capital, High Point, with 335 plants making 25 types of products and employing 15,500 persons. Such furniture giants as Tomlinson, Globe, Continental and others are centered around High Point, with 6,000 buyers at last January's furniture fair. The exposition building has just been given a 10-story addition. High Point has major textile plants, too.

Greensboro's estimated 1955 population totals 82,000 plus 42,000 in High Point and a total Guilford County figure of 214,000. Greensboro is the retail-wholesale center of an area extending beyond county limits. To the west, Greensboro's trade influence overlaps Forsyth County, where Winston-Salem (88,000 estimated) becomes dominant. Thriving communities dot the winding 27-mile road connecting the cities. A new divided highway, near completion, will tie these twin cities closer than ever.

Many new enterprises are coming to Greensboro, according to Allen Wannamaker, vice president of WBFJ. P. Lorillard & Co. (Old Gold cigarettes), is building a $13 million plant, he said. Two steel mills, Worsong & P. Lorillard & Iron Co., have appeared. The city has high home ownership rate, a high percentage of middle-class families and a waiting list for Cadillacs.

Gaines Kelley, general manager of WFMY (TV), recalls the city had a small business area two decades ago "as small as a public park anywhere," he said. "Since then, population has doubled. Hundreds of plants are turning out finished goods. Family buying income, close to $6,000, matches almost any area. The 1960 growth figures predicted at the time of the 1950 census have been passed already." WFMY has just moved into a lavish new suburban plant.

Retail sales increased from $60 million in 1941, in Guilford County, to $263 million in 1953. Three tobacco warehouses are operating though once this business was snubbed out of the city. Broken down, the retail gain was $38 to $184 million in Greensboro, $18 to $87 million in High Point. Diversification has been important. At the Jan. 31 Rotary luncheon in Greensboro two new members from metal industries were admitted, symbolic of the spread of business and industrial activity.

Greensboro is headquarters for one of the nation's insurance giants—Jefferson Standard Life Insurance Co., plus Life, a subsidiary, and several colleges, including Woman's College of U. of North Carolina (largest of its type in U.S.).

Neighboring Burlington has 13 Burlington Mills plants, an enormous Western Electric unit plus Celanese Corp., Standard hosiery, White and Craftick and many others. With population that doubled to 28,000 in a decade (78,000 in Alamance County), it is keeping up with the forward pace of neighboring cities. The county has an $80 million industrial payroll plus tobacco, dairying, corn, furniture and other incomes. Reidville, near the northwestern corner of Greensboro, is a true tobacco town, with 13,000 population. American Tobacco Co. (Lucky Strike) employs 2,300 and American Supplies (tobacco stemming) another 980.

RALEIGH

THE capital city of North Carolina has four major activities that keep the economy prosperous as well as balanced. These are government, manufacturing, distribution and education. It has, also, a Year 2000 vintage auditorium of worldwide renown, a sort of "X" cross-bred with an "O" suspended from cables (see picture page 52).

A stable employment quota of 7,000 is needed to keep the state government operating. This is supplemented by another 1,000 federal employees who operate units of the national government. Combined, they provide a steady payroll for this city of 73,000 ($65,697 in 1950). Population of Wake County is 148,500 (135,942 in 1950). Including about 1,000 state em-
The only TV station completely covering prosperous Eastern Carolina.
We are pleased to announce
the appointment of

WEED & Co.

as our National Representatives
New York • Chicago • Detroit
Hollywood • San Francisco • Boston
* Atlanta *

SHUCKS 'TWARN'T NUTHIN'

ADVERTEST

just proved what we've known all the time . . .
EASTERN CAROLINA IS TUNED TO THE

TOBACCO NETWORK

After 86,516 telephone calls and
3,397 personal interviews

ADVERTEST Says:

| Regional Station A | 9.5% |
| Regional Station B | 5.2% |
| Regional Station C | 4.2% |
| Station D          | 4.1% |
| Station E          | 3.1% |
| Station F          | 3.0% |
| Station G          | 2.5% |
| Station H          | 2.5% |
| Station I          | 2.0% |
| Station J          | 2.0% |
| Station K          | 1.2% |
| Station L          | 0.8% |
| Station M          | 0.7% |
| Station N          | 0.5% |
| Station O          | 0.4% |
| Station P          | 0.3% |

COMPLETE ADVERTEST REPORT
Available now at WEED Offices
or at Tobacco Network offices in Raleigh, N. C.
NOW WE ARE 10!

Two more clear-channel stations—WFTC, KINSTON, and WRCS, AHOSKIE, have just joined the 15-year-old Tobacco Network to swell the TN total to 10.

TN's 10 lively stations gobble up the lion's share of the Eastern Carolina audience (see facing page) because most folks like to listen to their hometown station. And TN stations know how to exploit this fact for the greatest benefit, joy, and pleasure to TN advertisers!

For 15 YEARS, EASTERN CAROLINA HAS TUNED TO TOBACCO NET STATIONS . . . time aplenty to establish good listening habits!

"PROMOTION MIKE"
works for all TN advertisers with courtesy announcements, point of sale material, dealer letters and contacts, newspaper space —or, what would YOU like?

WEED & CO.
Representatives
K. C. WILLSON, Exec. V.P. and Gen'l Mgr.
Odd Fellows Building, Raleigh, N. C.

Buy the Package with a Punch

Tobacco Radio Network

TN'S 10: WRAL Raleigh • WCEC Rocky Mount • WFNC Fayetteville • WGBR Goldsboro
WTIK Durham • WHIT New Bern • WJNC Jacksonville • WJNI Wilmington
WFTC Kinston • WRCS Ahoskie
THAT'S the Tar Heel GOLDEN TRIANGLE . . . formed by Winston-Salem, Greensboro and High Point . . . in a twincity metropolitan area with 366,900 people . . . that's bigger than Oklahoma City (55th) or Richmond, Va. . . . Center of a $1,028,000,000 24-county trading area (1954 Retail Sales) . . . 1,303,700 persons live in the sphere now covered by WSJS Television's primary signal . . . That's 340,000 families, and a set count of 257,600 as of February 1, 1955 . . . These figures total one result . . . WSJS Television is a "Must Buy" to cover the "Must Market" of the Carolinas — the Winston-Salem, Greensboro, High Point Golden Triangle.

RALEIGH: Capital of North Carolina. The buildings at upper right house state government offices.

That's the maximum power! 316,000 watts . . . 2,000 feet above average terrain! . . . To double population and television homes covered!

WSJS TV
CH. 12 NBC
WINSTON-SALEM
Greensboro and High Point

National Representatives: HEADLEY-REED

Page 68 • March 21, 1955
as an example a gain of 39% in washing machine sales last year.

Lester Rose, of the Chamber of Commerce, said Raleigh is in the first 10 U. S. cities in amount of increase in retail sales, more than tripling in 10 years ($35 million in 1943, $114.5 million in 1953). He called the city a shopping center for eastern North Carolina and claimed it has more visitors than any city in the state because of its favorable location for conventions and the six colleges. The colleges in the 30-mile area draw large crowds for major sports events.

Structurally Raleigh is growing in line with economic expansion. The new road to Durham, a half-hour or so away, will tie these cities closer. Building permits have risen from around $2 million before World War II to $14.5 million in 1954. Downtown streets absorb heavy traffic with growing ease as planning is improved, thanks to the forefathers who laid out wide arteries when the city was founded in 1792. Raleigh has a new and large airport plus mainline rail facilities.

WINSTON-SALEM
AS LONG as folks walk a mile or so for the 89.8 billion Camels they smoke in a year, the Reynolds Tobacco Co.'s 11,500 workers in Winston-Salem have an assured income. Winston-Salem also has Hanes underwear and a separate Hanes hosiery mill, plus 300 other industries that rate it the third largest southeastern city in value of manufactures—about $750 million. Wage payments have risen from $14 million in 1939 to $100 million, or $180 million for Forsyth County. Retail sales have quintupled.

Winston-Salem once was a municipal twin, the separate cities consolidating in 1913. It is first cousin to Greensboro, with a new divided road about to shorten the 27-mile drive. Both Winston-Salem and Greensboro claim the trading dollars of High Point and other communities.

After cigarettes and textiles come furniture and electronic products. Western Electric, Burlington Mills, Duplan and many others have big plants, and Wachovia Bank & Trust Co., serving six cities, has Winston-Salem headquarters. Wachovia claims the largest capital and surplus in the Southeast.

Old Salem, settled in 1752 by migrating Pennsylvania Moravians, was solidly built. Eight of the 10 original buildings are still in use and a $3 million restoration project

That's the 15-county winston-salem market in the heart of the Piedmont section of North Carolina . . . the rich, growing hub of the new South. In the area covered by the powerful voice of WSJS there are 830,900 people spending over $665,000,000 annually. Here is a stable, able-to-buy market supported the year 'round by a huge concentration of the nation's leading textile, tobacco and furniture plants.

Winston-Salem is a must market in the industrial heart of the South's No. 1 State . . . and in Winston-Salem, WSJS is the No. 1 station morning, afternoon and evening.

WINSTON-SALEM: The home of Camel cigarettes. The tall building at upper right is the R. J. Reynolds Tobacco Co. office.
is under way. With the Yadkin River close by, Winston became a tobacco center in 1850. Its chewing "twists" proved popular and R. J. Reynolds joined the tobacconists of the town after the Civil War, working for his father. The Reynolds plant started making smoking tobacco in 1895 and brought out its market leader, Prince Albert, in 1907. Biggest Reynolds boost came in 1913 when a multi-blend mild cigarette (Camels) was introduced to smokers, replacing the Turkish or single domestic-Turkish types. That ended the premium-coupon cigarette era and boomed sales. New Reynolds types are Cavaliers (king-size) and Winstons (filter-tip). Brown & Williamson is second-ranking producer in the city.

The Reynolds plant, Tanglewood Park and other attractions draw 40,000 visitors a year. Northwest North Carolina Development Assn. is building up the nine-county area crossed by Blue Ridge Parkway and loaded with mountains. Wake Forest College will be transplanted from its long time site 20 miles north of Raleigh to a Winston-Salem site, moving into a $17.5 million plant. The Chamber of Commerce is one of the most active in the Southeast.

McLean Trucking Co. has its home office there and hauls trailers to Mobile to be loaded aboard ships. Harold Essex, executive vice president of WSJS AM-TV, said, "Airline business is increasing; new factories are being built all around; artistic activity is well advanced and a single unit clears all charity drives; Bowman Gray School of Medicine has pioneered new teaching practices. Winston-Salem is on the march."

WILMINGTON

As the largest Carolina port, Wilmington is the outlet for Carolina exports as well as products from a wide area. It is located on Cape Fear River about 30 miles from the ocean, with a 32-ft. channel. With population of more than 50,000 in the built-up area, plus such nearby beaches as Wrightsville and Carolina Beach, the city has many industries in addition to its commerce. Textile, garment, food, fertilizer, oil and paper are important products.

Over two centuries ago Wilmington was the capital of the Carolina colony and was among the first to defy the British stamp act. The Confederacy used Wilmington as its main port during the War Between the States. The city has many historical spots such as the Lord Cornwallis headquarters, churches and famed gardens.

Other Piedmont Cities

The Piedmont is dotted with busy communities such as Salisbury, a 200-year-old city that is center of 100 industries employing 13,000, though city population is around 25,000; Kannapolis, 30,000, headquarters for Cannon Mills; Hickory, 17,000, with hosiery, knitting and furniture mills and GE's transformer plant; Statesville, 18,000, textiles, furniture and dairying; Morganton, 10,000, furniture, other plants; Mount Airy, 8,000, near Blue Ridge Parkway, textile and furniture center and site of "world's largest surface granite quarry" covering 85 acres; Lexington, 15,000, farming and industries.

SOUTH CAROLINA CITIES

ANDERSON

Industry and agriculture are teaming to pull Anderson, a community of 41,000, to new economic heights. Located halfway between Atlanta and Charleston, it is called "The Electric City" because it was the first town in the South to have an unlimited supply of hydroelectric power. Since the first cotton mill was started at LaFrance, the city and county have grown steadily—rapidly, however, since World War II.

Value added by Anderson County (91,000 people) manufacturing increased from $11.7 million in 1939 to $21.1 million in 1953, nearly 1,800%. Singer Sewing Machine Co. is making all its new slant-needle models in a plant it curiously dubbed "Poinsett Lumber & Mfg. Co." Owens-Corning Fiberglas has doubled in size in a year. Twenty-three textile plants employ over 100 persons each and industrial payrolls have increased seven-fold. Carolina Tile sales rose from $14.2 million in 1938 to $66.4 million in 1953. Population is 79% white.

Value of the county's agriculture output is running 2½ times the figure prior to World War II. Cotton is still important, and peaches as well, but livestock, grain, poultry and truck crops are bringing in new income.

CHARLESTON

For more decades than its leading citizens can recall, Charleston stood commercially and industrially stagnant, with more glamour than money. The main economic thrill was to contemplate the dollars spent by wandering tourists who trooped through churches and homes of vast antiquity.

Modern Charleston is looking back on those days, and smiling contentedly as it admires a new economy that originated in World War II when its watersides began to spout the materials of battle and its workers started to spread dollars in the quaint shops. The wartime working force stayed put when fighting ended—for the most part, at least. Proud families, whose ancestors had bravely political and travel hardships to settle on this southeastern version of Manhattan Island on the Ashley and Cooper rivers, decided the city must move forward or get lost in the postwar shuffle.

"We realized Charleston had more natural advantages than any southeastern city," said John M. Rivers, president-general manager of WCSC-AM-TV, who took a leading role in the city's postwar program as chairman of the Charleston Development Board of which he still is a member.

What has happened to historic Charleston? A quickly raised fund of $165,000 was used to buy Stark General Hospital from the Army and soon small industries were operating and feeding a railroad spur from their low-cost space. Garments, steel chairs and many other products came out of these frame barracks. Sturges Posture Chair Co. discovered it could make chairs in Charleston and deliver them on the
West Coast cheaper than from its midwestern plant.
Population has moved across the rivers and northward. Charleston proper is 70,000; the county is around 185,000 population. Industrial employment includes 20,000 jobs led by 8,600 in shipbuilding at the Navy yard plus double that many on duty at the base; 2,000 in textiles (apparel, asbestos); 1,300 in chemical plants; 1,200 in paper mills; 1,350 in lumber and wood preserving, plus others in tobacco and metal industries. The naval population runs upward of 15,000 officers and men.

New industries include Raybestos Manhattan Co. (asbestos-rubber); American Agricultural Chemical, Koppers, West Virginia paper, Manhattan shirt, American Tobacco (world's largest cigar plant employing 1,412).

"Charleston has always had pride and spirit; now it has money and industry, too, including major oil facilities," said J. Drayton Hastie, president of WUSN-AM-TV.

The harbor is thriving. Cotesworth P. Means, port authority chairman, said Charleston, with 4,020,428 tons, led Savannah and Wilmington for the third straight year, with dollar value rising.

It's thought of the future that gets Charleston excited. The dramatic Bushy Park project, conceived by Chief Engineer Arthur M. Field of the development board, will open up thousands of acres of industrial sites where plants can have tremendous amounts of fresh water, unload their effluence easily and have side-door parking berths for ocean freighters. By spending $4.5 million on dikes and canals, Charleston will have a new era.

The city is now a port of entry for wool, with an entirely new industry just starting to develop. Northern textiles are interested because Wellman Combing Co. and Amadee Prouvost & Co. have built $3 million plants within an hour's drive. Already Berkshire Woolen Co., of Pittsfield, Mass., is at Moncks Corner, and Alexander Smith has a nearby carpet mill.

Charleston's business indices have doubled, tripled and quadrupled since 1940. "It's the most dramatic growth of any South Carolina city," said Charles E. Smith, of WTMA, "and we'll soon catch up to Norfolk."

The city is thinking constantly about the future, though occasionally a convivial native will chant, "If the South had won the War Between the States, South Carolina..."
would have seceded from the South and Charleston would have seceded from South Carolina.” Charleston defies state liquor laws. A thirsty native, or stranger, can stroll into a saloon most anywhere and openly quaff “slightly illegal” liquor in shot glass or tumbler, night or day.

COLUMBIA

The planners who laid out Columbia’s streets 169 years ago decided that such main arteries as Gervais and Senate Streets should be 150 feet wide, a traffic blessing to passing motorists using the city’s network of main highways.

The designers ruled, also, that no street should be less than 60 feet wide on the original 650-acre plot designated as the city site by State Sen. John Lewis Gervais, after whom one of the main streets was named.

Present population of Columbia proper has passed 100,000, said G. Richard Shafto, president of WIS-AM-TV, who has watched the state’s capital city expand and prosper. Greater Columbia, including West Columbia and Cauce, are near the 140,000 mark, with Richland County having 163,000. Much of Lexington County lies within Columbia’s immediate trading area and could logically be added to the metropolitan population.

With 5,000 working in textile mills, Columbia has over half again that many employed in the other diversified industries. Pacific Mills employs 3,000, with a lot of small sewing plants producing finished goods from the heavy yields of textiles in the Carolinas.

The No. 1 industry in Columbia, as in many state capitals, is government—state and federal. This type of employment—6,700 people—is relatively stable, avoiding the ups-and-downs in some seasonal lines. Sixteen insurance companies have their home offices in the city. They, too, run an even employment course. The city is on the main line of the Seaboard Railway, which has just opened what it calls the most modern yards in the world at nearby Hamlet.

Funds totaling $2.5 million were funneled into Columbia from Ft. Jackson in the last fiscal year, according to Maj. Ernest E. Maton, the post’s purchasing and contracting officer.

Columbia’s post-war growth has been steady and swift, with bank clearings rising from $363 million in 1948 to $630 million six years later.

“Much of South Carolina’s growth is outside the cities,” according to Charles A. Batson, WIS-TV general manager.

The city is proud that it pioneered an idea in farm marketing that is being widely emulated. Some years ago it allowed trucks to park on some of its wide streets, trading loads with other trucks. A state commission now operates the project, with vast fleets of trucks swapping produce and heading toward northern markets. WIS carries price quotations at noon and repeats them early the next morning for the benefit of truck drivers who base their planning on the prices. Livestock and tobacco markets are active.

Columbia is located at the confluence at the Broad and Saluda rivers, which form the Congaree at the Columbia fall line. Lake Murray, 40 miles long, is convenient. “Temperature drops below freezing only 12 days a year, on an average,” said H. Moody McElveen Jr., general manager of WNOK-AM-TV.

The trading area of Columbia, located in the geographical center of the state, includes such cities within the 50-mile range as Florence, Orangeburg and Sumter. The city’s culture facilities include University of South Carolina, opened in 1805. There are five other colleges, including two for Negroes. Columbia’s media have grown with industry and population. The WIS plant is an architectural dream, resembles a mid-city Williamsburg manse.

“Radio is alive in Columbia, with success stories everywhere,” according to C. Wallace Martin, president and general manager of WMSC.

“Columbia easily blends the grimy hum of modern industry with the grace of southern hospitality,” Mr. Shafto said.

GREENVILLE

LOOKING westward from the high office of Vivian M. Manning, broker, an observer of Greenville’s economy will quickly spot a semi-circular pattern of textile mills and their ever-present water towers. “I guess you understand why we say Greenville is the Textile Center of the South.” Mr. Manning observed as he pointed to the Monaghan Mills where he went to work in 1909.

Son of Richard F. Manning, once Governor of South Carolina, he has watched the textile industry grow and grow in the
Diversified Greenville, which was born in 1797 as Pleasantburg, is promotion-minded and will never yield, willingly, its cherished label, "The Textile Center of the South," nor the more recent "Industrial Capital of South Carolina." Famed Daniel Construction Co., headquartered in Greenville, has erected many of the South's multi-million dollar plants.

**SPARTANBURG**

SPARTANBURG'S name owes its origin to the stubborn fighting powers of the Spartan Rifles, a Colonial unit that defeated a powerful British force in the Revolutionary War.

The city's economy owes its expansion to a planned mixture of industry and agriculture, accounting for what Tom Q. McGee, president of the famed Aug. W. Smith department store, called "the biggest Christmas we ever had despite a brutal summer drought." Mr. McGee's store bolted into national prominence last autumn when he found sales going upward after cutting deep into his newspaper advertising budget and transferring a good chunk of the money to radio [B*T, Oct. 18, 1954].

Surrounded by spindles and looms, plus finishing and sewing plants, Spartanburg has what Walter Brown, president of WSPA, called "a complete and well-rounded textile industry." Scarcely a decade ago the area abounded in spindles and looms but the finishing processes provided employment in other areas. The city currently has two plants manufacturing textile machinery and the textile payroll in the Greater Spartanburg area provides 20,000 employees with a
The Carolina Gamecock is noted for his ability to wield his spurs with maximum effect. WSPA is noted for the sharpness and penetration of its radio spurs which have made it the most listened to station in South Carolina. WSPA is now celebrating its 25th year of service to the Carolina Piedmont (Spartanburg-Greenville) area.

**WSPA's Coverage is Tops!**

In November, 1953...The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was way out front in all 280 segments!

**In Fact:**
- From 6:00 A.M. to 12:00 Noon WSPA enjoys more than three times the audience of the next highest of the seven stations reported in the seven counties surveyed.
- From 12:00 Noon to 6:00 PM WSPA enjoys more than four times the audience of the next highest station!
- From 6:00 PM to 8:00 PM WSPA enjoys nearly four times the audience of the next highest station!

**Meaning:**
In the heart of WSPA's 27 county coverage area...WSPA is nearly more than a four to one popularity winner!

27-County Total
Retail Sales $858,353,000.00
Population 1,194,900

Represents by
George P. Hollingbery Co.
First CBS Radio Station For The Spartanburg-Greenville Market
Walter J. Brown, President
Roger A. Shaffer, Manager
Ross Holmes, Sales Manager

---

**Electronics-Electrical Industry**

The nimble digits of Carolinians, who for centuries have made handicraft products in dwellings built with their own hands, have been turned to one of man's newest mechanical arts—electronics.

In less than a decade a whole new industry has developed in the Carolinas, ranging from the rugged mountains in the West to the Coastal Plains. With its industrial cousin, electrical equipment, the investment in 42 major Carolina plants since 1946 exceeds $75 million. Last year's output was valued at about $200 million and it's still just the beginning.

One of many types of manufacturing plants that have developed in the state, these electronic-electrical enterprises have grown from a total employment of 50 in 1939 to around 30,000 at the beginning of 1955. That's about 600 times as many jobs and they're high-income jobs. "Last year alone 11 new electrical and electronics plants were built or blueprinted for North Carolina—as many plants as the entire state had in 1947," Charles Parker, director of the N. C. Dept. of Conservation & Development news bureau, told B&T.

General Electric Co. has just broken ground for the "Outdoor Lighting Capital of the World" a few miles from Hendersonville, located in the western end of the state near Asheville. A raw farm site along Highway 176 will start within a year or so to turn out street lamps, airport gear, floodlights for ball parks and related items. The plant will get rolling with a payroll of 600 and a payroll of more than $2 million. The story is being repeated near Hickory, between Asheville and Winston-Salem. Here GE is centering construction of transformers in a new $20 million plant. Other GE plants include: Goldsboro, parts for radio tubes and lamps; Asheboro, electric blankets and heating pads; Charlotte, service shop.

At Raleigh, Westinghouse is operating payroll approaching $60 million. Three decades ago Spartanburg relied entirely on textile and tobacco economy. A drought or quiet period in the mills could cripple the region. True diversification began in 1921 when the first peach tree was planted after the boll weevil had ravaged the cotton fields. Now the city ships more than 4,000 cars of fresh peaches, worth $5 million, every summer, and it dedicates any area to top that total or dispute its label, "The Fresh Peach Capital of the World."

Cotton's dominance has dwindled and now it provides just 37% of the farm income compared to 66% in the 20s. Similarly, Spartanburg once got its milk from Tennessee. In a decade a major livestock and dairy industry has been developed and Spartanburg now ships out beef and milk. A rail and highway center, Spartanburg is crossed by the Southern Railway's east-west and north-south main lines and naturally has large railway car shops.

Two of five people around the city are employed in the 42 mills. Spartanburg County per-family income is placed at $5,236 by the Chamber of Commerce compared to a national average of $5,086. The trading area laps into North Carolina, according to Roger Shaffer, general manager of WSPA.

In the old three-mile city limit the population is 37,000, said Paul von Hagel, general manager of WORD. Doubling of the municipal radius would add another 68,000 people. These are 1950 Census figures, he said, and 1955 data is expected to show a county population of more than 150,000.

Much of the growth is following new highways, particularly the divided ribbons that tie Spartanburg with Greenville, less than 30 miles away.

Spartanburg County's crops include several types of fruits and vegetables. New industries include lumber, with the Taylor-Colquitt plant operating the largest pole yard in the world for the peeling, de-resining of tall poles and creosotes.

**Upcoming Soon:** Another B&T analysis of an expanding southern market.

**Broadcasting • Telecasting**
NCAA TO ALLOW REGIONAL GRID TV

New national-regional plan calls for eight national dates and five kept open for teams’ own use. Regional tv advocates call it step in right direction.

IN AN APPARENT concession to critics of its so-called “limited” television program, the National Collegiate Athletic Assn. last week unveiled its 1955 tv college football plan calling for eight national telecasts and establishing five dates on which teams may televise games within their own NCAA districts [BT, March 14].

The regional-national plan was mailed to NCAA college members last Monday for approval before midnight today (Monday). It is believed that adoption of the plan is automatic, particularly in view of the vote in its favor made by the Big Ten conference last week. The Big Ten had been the most outspoken opponent of NCAA’s “restricted” tv programs of recent years, and, along with the Pacific Coast Conference, had supported a program of strictly regional tv.

Television network executives were studying the plan carefully in preparation for a meeting with the NCAA Television Committee in New York this Friday and Saturday, at which times bids may be submitted by networks, agencies and sponsors. It is reported to be the feeling of some networks that various clauses in the plan tend to mitigate network sponsor interest because of provisions permitting local televistas simultaneously with the national program under certain conditions.

The plan is regarded as a compromise between regional tv and the 13 weeks of national “games of the week” showings last year. It calls for eight national dates during the 1955 season—Sept. 17, Oct. 1, Nov. 24 and 26 and Dec. 3, plus three additional Saturday dates between Sept. 17 and Nov. 24—on which one network will carry one game only in each tv market area. On the remaining five Saturday dates, the regional formula applies, with member colleges permitted to make their own telecasting arrangements within their NCAA districts.

And the proof is in the repeat business for LEO BURNETT CAMPBELL-EWALD J. WALTER THOMPSON McCANN-ERICKSON FOOTE, CONE & BELDING MAXON RUTHRAUFF & RYAN D’ARCY CAMPBELL-MITHUN

It’s Kling again—scoring first in the nation, Kling cited with two out of three top awards—economy, speed and quality—in a recent national trade magazine poll.

Ready to serve you with top quality, top creative talent, experienced technicians and the nation’s finest facilities.

Film Productions

CHICAGO HOLLYWOOD
1058 W. Washington 1416 N. LaBrea
SE 2-1181 HOLL 3-2141

March 21, 1955 • Page 75
"Out-of-Home" Listeners in the Cincinnati Market Area Tune to WCKY PREDOMINANTLY.

Summer "Out-of-Home" Share of Audience*
Monday thru Friday
6 am - 12 noon; 12 noon - 6 pm.

<table>
<thead>
<tr>
<th></th>
<th>WCKY 25%</th>
<th></th>
<th>WCKY 28%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sta. A (250 watts)</td>
<td>20%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Net Sta. B (5m/1m watts)</td>
<td>16%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Net Sta. C (30,000 watts)</td>
<td>6%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Net Sta. D (3000 watts)</td>
<td>11%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Av. Tune-in</td>
<td>4%</td>
<td>4.5%</td>
<td></td>
</tr>
</tbody>
</table>

AND FOR THE WEEK-END
Saturday

<table>
<thead>
<tr>
<th></th>
<th>WCKY 36%</th>
<th></th>
<th>WCKY 31%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sta. A</td>
<td>20%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Sta. B</td>
<td>12%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Sta. C</td>
<td>5%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Sta. D</td>
<td>5%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Av. Tune-in</td>
<td>2.9%</td>
<td>4.4%</td>
<td></td>
</tr>
</tbody>
</table>

Sunday

<table>
<thead>
<tr>
<th></th>
<th>WCKY 46%</th>
<th></th>
<th>WCKY 18%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sta. A</td>
<td>12%</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>Sta. B</td>
<td>9%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Sta. C</td>
<td>5%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Sta. D</td>
<td>6%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Av. Tune-in</td>
<td>1.3%</td>
<td>3.9%</td>
<td></td>
</tr>
</tbody>
</table>

* Summer '54 "Out-of-home" Pulse
Combine this DOMINANT “out-of-home” audience with WCKY’S leading “in-home” listening.

Average “in-home” Share of Audience**

<table>
<thead>
<tr>
<th></th>
<th>6 am-6 pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon.</td>
<td>20.5%</td>
</tr>
<tr>
<td>Fri.</td>
<td>21%</td>
</tr>
<tr>
<td>Sat.</td>
<td>22.5%</td>
</tr>
<tr>
<td>Sun.</td>
<td></td>
</tr>
</tbody>
</table>

. . . and you’ve GOT the Cincinnati area radio audience . . . a productive, buying market of 302,630 homes, PLUS the large bonus audience of 50,000 watts.

This Spring and Summer
Reach ALL the Radio Audience

Buy WCKY

**July-Aug. '54 Pulse

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: Ny 1-1688
or
C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK
TAKE OFF FOR SALES IN BUFFALO

WGR-TV with its prime coverage of over 447,938 TV homes plus its bonus of 407,619 homes in Canada is the natural starting point for selling this rich market.

"An exceptionally well-balanced market...a top test market" is how Sales Management labels Buffalo-Niagara Falls.

The unusually favorable reception of WGR-TV's programs offers a speedy means of selling this market. WGR-TV consistently leads, airing nine of the top 15 shows. (Pulse)

when you jump into Buffalo use...

WGR-TV

CHANNEL 2

BUFFALO

TRADE ASSNS.

The plan proposes to continue the restriction that no team may appear on a national network more than once, but the team may also appear on one intra-district telescast. If a team does not appear on one of the national dates, it may appear twice within its NCAA district.

Other salient features of the plan are: (1) sell-out games may be telescast in the home TV areas of the home and visiting teams (and also the area of the game if it is played off-campus), provided no damage is done to other collegiate games; (2) a team playing more than 400 miles away from home may telescast the game back to its home TV market area, provided there is no conflict with other games in the area; (3) smaller institutions (approximately 310 of the NCAA's institutional members) are exempt from all TV limitations; (4) a telescast not carried in the home district of one of the televised teams shall not count as an appearance against that team, this exception being granted once.

Particular concern by TV networks is said to be directed against the clauses providing for sell-out games to be telescast in the home TV areas of the home and visiting teams, and for games to be telescast when a team is playing 400 miles away. Their reasoning is that the national game would attract fewer viewers under these circumstances because football is a game that has strong local interest and the local community will view the local team game unless the network contest is one with a "strong favorite" like Notre Dame.

RAB Releases Results On Radio Advertising Tests

A RADIO commercial jingle in Houston advertised a Los Angeles retail men's clothing store last November. And a commercial jingle in San Diego, which never has used coal for fuel, was heard 52 times in two weeks extolling the superiority of blue coal over all other types. The two commercials were related as part of Radio Advertising Bureau's research project to test penetration and memorability of advertising [AT DEADLINE, Jan. 10]. These were the first two investigations covering nighttime radio in TV markets. This spring other tests will be held in Minneapolis and Jacksonville, Fl.

Last week, RAB was sending out a folder to agencies and advertisers presenting the results of the Houston test under the title, "In Houston, They'd Never Heard of Jim Clinton." Jim Clinton is the clothing retailer in Los Angeles who does not have a store within 800 miles of Houston. KPBC Houston aired 20 one-minute announcements during a single week. In about a week, RAB will send out another folder describing its San Diego test.

In the latter, KFMB there ran two "flights" of 26 announcements each. Four days later, Pulse Inc. checked San Diegans at random but skipped those who were from the East where blue coal is known. Result: 11% of the people had heard and retained elements of the ad even though four days had passed.

In Houston, I. Norman Nelson, RAB director of national promotion, notes that several days after the announcement campaign had ended, Pulse found 12% of the men and women could identify Jim Clinton. Thus, he said: "For less than the cost of a half-page advertisement in a Houston paper, we had created a lasting impression on one-eighth of the total population." Mr. Nelson feels this goes to show "you can influence a sizeable amount of any market in a way that they will remember it for many weeks by the use of evening announcement radio no matter how much TV and newspapers compete for attention."
A “primer” of GOOD NUTRITION

B is for breakfast
A well-balanced breakfast is needed every day, even if one is overweight. After going without food for 12 hours or longer, a hearty breakfast is required to renew energy and sustain efficiency. Have a breakfast of foods that provide both proteins and calories.

V is for variety
Variety is the most important factor in good nutrition. No single food has any “magic powers” healthwise. So, for good nutrition and good health, select daily meals from a wide variety of vegetables, fruits, milk, meats and cereals. Good nutrition also helps control weight.

R is for regulator foods
Vital body processes, such as the regular beating of the heart and proper functioning of the thyroid gland, depend upon foods that supply essential vitamins and minerals. A proper diet provides all the vitamins and minerals necessary to keep body organs working properly.

E is for energy foods
Energy for work, play and all other activities comes from carbohydrates. To make the best use of these foods, proteins, vitamins and minerals are also necessary. Energy foods are especially needed for growing, active children and adults who do heavy labor.

W is for weight control
It is best always to eat just enough of the right foods to keep your weight at the level which the doctor recommends. If one tends to put on excess pounds, it is wise to cut down on weight-producing foods.

P is for protective foods
The most important of these are the proteins. High-quality proteins come from milk, cheeses, meats, fish, fowl and eggs and supply many essential substances for the upkeep and repair of bones, blood, skin and other parts of the body.
GET the strongest possible signal...
REACH maximum power of 316 kw

NOW G.E. OFFERS 2 VHF POWER PACKAGES

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

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

TRANSMITTERS powered from 100 watts to 100 kilowatts.
ANTENNAS to fit every gain and pattern requirement—helical and batwing types.
PORTABLE EQUIPMENT to handle all remote services.

STUDIO EQUIPMENT for complete audio and video facilities.
**HELIPOWER PACKAGE**

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

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

**CONVENTIONAL POWER PACKAGE**

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

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

---

Set an appointment with your engineers and outside consultant to appraise the value of G-E power for your station. Call the local G-E Broadcast Sales Representative for additional details. Or, write: General Electric Co., Broadcast Equipment, Section X235-21, Electronics Park, Syracuse, N. Y. In Canada, write: C.G.E., Electronics, 830 Lansdowne Avenue, Toronto.
KNODE TO PETRY; NBC NAMES MERCER

THOMAS E. KNODE, NBC director of stations relations, resigned last week to become vice president and general manager of tv for Edward Petry Co., station representation firm.

Donald J. Mercer, a veteran of 21 years with NBC and RCA Recorded Program Services Dept., was promoted to succeed him. Both moves are effective April 1.

News of Mr. Knode's decision was conveyed to NBC affiliates in a joint message by Sylvester L. (Pat) Weaver, president, and Executive Vice President Robert W. Sarnoff, who said it was a "source of genuine regret." The company's loss, they added, was tempered by the knowledge that Mr. Knode had received an offer promising "unusual benefits" to himself and his family.

Mr. Knode himself sent a message to the stations telling them that his decision had been difficult.

"I look forward with much pleasure and anticipation to my new association with the Edward Petry Co., where I believe the experience I have gained in my long association with NBC will enable me to make an effective contribution to the company and to the broadcasting business in another phase of its operation," Mr. Knode said.

Announcing Mr. Mercer's appointment as stations relations director, Mr. Bannister said, "we are particularly happy and proud to be able to fill this important post with an experienced executive from within our own ranks and moreover a veteran in the business.

WMBD'S Watson Dies

R. BROOKS WATSON, 52, director of news and public affairs for WMBD Peoria, Ill., died suddenly last Thursday night of a heart seizure. He collapsed en route to the station from police headquarters, where he had been gathering news. Mr. Watson, with WMBD for nearly 20 years, served as a lieutenant colonel during World War II.

KSCO Gets 1-Day Delivery

KSCO Santa Cruz, Calif., its broadcast gear gutted by fire, ordered a 1 kw am transmitter and audio equipment from RCA and received delivery within 24 hours, RCA has reported. The equipment was air-shipped from Camden, N. J., with the crystal pre-tuned.

KCRG-TV Sets Expansion

KCRG-TV Cedar Rapids, Iowa, has completed plans for the station's new tower and expects to boost power to full 316 kw this spring. Tower construction is expected to start shortly about five miles north of the city. Specifications for the tower transmission lines have been checked. The structure will be 1,085 ft. high.
"A cop has been killed... I'm after it and will call you back."

Case History No. 6

It was a slow Sunday afternoon in Kansas City. At KCKN, Newscaster Bob Courtney was munching a late lunch. At KPRS, News Director Dave Butler was readying his next newscast. At KCMO, Newscaster Bill McReynolds was due at any moment.

Then news started breaking. Three men were killed in different parts of the city. Within minutes of the first shooting, Courtney, Butler and McReynolds—three newsmen from three different stations—were covering the story. It happened this way:

On the outskirts of the city, one man accused another of stealing $11. A deputy sheriff, notified of the disturbance, drove out and arrested the alleged thief.

A bit later, Courtney learned that the deputy had been fatally shot. He telephoned The AP:

"Just got a tip that a cop has been killed," he said. "I'm after it and will call you back."

In less than a minute, Butler called The AP with additional details—that the deputy had been shot by the accused thief on the way to jail.

Butler phoned again.

"Man shot down by the river front," he said.

Officers, hunting the killer of the deputy, had surprised a group of card players. One of the players moved to put down a water bottle. An officer mistook the gesture and shot him.

Then came a call from McReynolds.

A police sergeant had chased and shot to death the man who had killed the deputy. Three killings, one on top of the other—all in different parts of the city, but all stemming from the original disturbance.

Through the quick work of Courtney (KCKN), Butler (KPRS) and McReynolds (KCMO), The AP was able to wrap up a fast, comprehensive story for members everywhere.

Courtney, Butler and McReynolds are among the many thousands of active newsmen who make The AP better...and better known.

Those who know famous brands...know the most famous name in news is AP.
in Memphis because...

1. 1088-foot tower
1335 feet above sea level, WMCT's "topper" tower assures the highest grade signal service delivered from Memphis, Tennessee

2. preferred "low band" Channel 5
WMCT, on preferred low band Channel 5, serves a larger area with a clearer picture than any other Memphis television station.

3. program preference 2 to 1
According to the ARB Report of October, 1954, between 6 P.M. and 10:30 P.M., of the total of 126 quarter-hours, WMCT had 87 top-rated periods.

ask your regional distributor or district sales manager in Memphis...

what television station he recommends to cover most effectively the more than 335,000 TV homes in the five-state area that makes up the Memphis market. We know (from experience) the answer will be WMCT

WMCT

WMCT • WMCF • WMCT
MEMPHIS
CHANNEL 5
Memphis' First T. V. Station
NOW 100,000 WATTS

NATIONAL REPRESENTATIVES
THE BRANHAM CO.
Owned and operated by
THE COMMERCIAL APPEAL
AFFILIATED WITH NBC • ALSO AFFILIATED WITH ABC AND DUMONT

BARON QUITS KABC, HANSEN TAKES OVER

TOP ECHELON personnel changes in Los Angeles radio-tv occurred last week with the announcement that Amos Baron, general manager of KABC Hollywood, had resigned to become local sales manager of KCOP (TV) there.

John Hansen, assistant network sales manager, ABC-TV Hollywood, again becomes KABC general manager, the post from which he was transferred last month [B&T, Feb. 21] when Mr. Baron returned after six months as general manager of KABC-TV. Previously, Mr. Baron had been KABC general manager since 1950.

NBC Radio Spot Sales
To Hold C-C Sales Meet

FIRST nationwide closed-circuit sales meeting has been arranged by NBC Radio Spot Sales for March 23 at 12 noon New York time, it was announced last week by H. W. (Hank) Shepard, director of the representative group. Mr. Shepard said the entire sales force of the organization will take part in the meeting.

By using the closed-circuit technique, Mr. Shepard pointed out that sales executives in Los Angeles, San Francisco, Chicago, Cleveland, Detroit and New York will be able to meet "simultaneously and instantaneously" without traveling.

Each NBC Radio Spot Sales office will be equipped with a microphone and amplifier system so that all present may hear the speaker and ask questions from the floor in any city. The organization represents WRCA New York, WRC Washington, WTAM Cleveland, KSD St. Louis, WAVE Louisville, WMAQ Chicago, KGU Honolulu and KNBC San Francisco.

Mr. Shepard said the coast-to-coast sales meetings will be held on a regular basis and ought to result in NBC Radio Spot Sales "being the best informed organization in the industry."

Morency Named President Of Travelers Broadcasting

PAUL W. MORENCY, vice president and general manager of Travelers Broadcasting Service Corp., operators of WTIC Hartford, Conn., has been elected president, it was announced last Tuesday following a board of directors meeting. He will continue as station general manager.

Mr. Morency, vice president of Travelers since 1946, joined the WTIC organization in 1929 as general manager. Before that he was a manager of field service for the National Assn. of Broadcasters (now NARTB) and for more than a decade and a half was a member of NAB's board of directors.

At present Mr. Morency is a director of Broadcast Music Inc. and chairman of the New England Regional Network. He is a past president of Radio Pioneers.
It takes two kinds of **POWER**

... to keep them flying!

It takes tremendous power to fly faster than the speed of sound. It takes unfailing electric power, too ... racing with the speed of light to operate the complex mass of electronic instruments and control devices packed within the sleek skin of modern military aircraft.

It's this vital kind of power that is provided by Federal airborne direct-current power supplies ... rugged, dependable rectifier units made by Federal Telephone and Radio Company, division of IT&T ... another of the many IT&T important contributions to aircraft efficiency and safety relied upon by major aircraft manufacturers.
NBC Stations Win Access
To Ill. Legislature Testimony

PERMISSION to tape record and film certain testimony before the Senate Judiciary Committee of the Illinois State Legislature in connection with an inquiry into Chicago political-criminal alliances was granted to NBC o&o stations in that city last week. Action came in response to a request from William Ray, news and special events director of NBC Central Div., to Sen. T. Mac Downing, committee chairman. Specifically, he asked authority for WMAQ and WNBQ (TV) to record and film testimony of Downey Rice, recently resigned chief investigator of the city council emergency crime committee, and "other testimony given publicly."

Sen. Downing said access would be granted broadcast media as a sort of "experiment." The action shattered a precedent for the State Senate. Heretofore, WTAX Springfield has been permitted to cover certain house sessions under the guidance of News Director Glen Farrington. Technically, the hearings will be held on proposals to broaden the powers of the Illinois attorney general to deal with allegedly lax local law enforcement.

KBET-TV Goes on Air
As Nation's 427th TV

KBET-TV Sacramento, Calif., was scheduled to begin commercial programming yesterday (Sunday) affiliated with CBS (basic) and ABC. Its debut will increase to 427 the number of TV stations with regular programming. The station, on ch. 10, will be represented by H-R TV line, and claims 290,674 sets in its coverage area. It will operate at maximum 316 kw with antenna height 2,500 ft. above sea level. KBET-TV is Sacramento's second tv and first vhf.

Another new tv station, KSTF (TV) Scottsbluff, Neb., has reported it will begin commercial programming June 1. The ch. 10 station, a satellite of KFBC-TV Cheyenne, Wyo., will rebroadcast the latter's programming. William C. Grove is KFBC-TV general manager.

WBT-WBTW (TV) to Dedicate New $1.2 Million Studios

DEDICATION of the new $1.2 million home of WBT and WBTW (TV) Charlotte, N. C., into which the stations moved last week, is scheduled April 13, the stations announced.

The new building has 51,000 square feet of floor space divided into offices, a cafeteria, three radio studios and two TV studios. WBTW is equipped for color telecasting.

Five Named at WTVW (TV)

WTVW (TV) Milwaukee, purchased by the Hearst Corp. from the Milwaukee Area Telecasting Co. on Jan. 7 [B+T, Jan. 10], has announced five executive appointments.

Named were: L. A. Larson, account executive, to sales manager; Charles Laphier, former president and general manager of WFOX Milwaukee, to director of promotion; Mel Quinn, manager of program operations at Hearst-owned WBAL-TV Baltimore, to program manager; Lou Riepehalff, formerly public relations chief, to director of press relations, and George Brenard, salesman for other stations, to sales representative.
Putting out fires faster than ever before

Firemen have a tougher job than they had a few years ago, because fires are more complex. Putting out fires today is a science. So, in every city and town in the nation, fire protection engineers check the water supply, fire apparatus, fire alarm systems in an effort to improve the effectiveness of the fire fighting facilities. They have standardized the sizes of hose and fireplug couplings. Also, they have set up standards for testing fire engines. All this is done so fires can be put out faster.

Capital stock fire insurance companies are in business to protect you—your home, your family, job or business—every hour of the day and night.

But time alters all things—even what you may consider adequate protection. You never know when or how illness will strike you—so you see your doctor or dentist to safeguard your health. You never know when fire, explosion or windstorm will strike, so see another specialist regularly—your capital stock insurance agent or broker—to make sure you are adequately protected against loss from these disasters.

Capital Stock Fire Insurance Companies are represented by independent local agents or brokers. It’s the insurance service that gives you the personal advice of a man right in your own neighborhood. And he protects you in more ways than you know; he’s the man who can take care of all your insurance needs!

NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street, New York 38, N.Y.
222 West Adams Street, Chicago 6, Illinois
465 California Street, San Francisco 4, Cal.
**PROOF OF PERFORMANCE**

From 500 WATTS through to 50 KILOWATTS

**COMPARE TV TRANSMITTER OPERATING CHARACTERISTICS...**

and you will prefer S-E

**50 KW PLUS**

With S-E's 50 KW VHF transmitter you get 50 KW PLUS on any channel, including 13. Actual test results quoted from a "PROOF OF PERFORMANCE" test conducted by a leading consulting engineer prove that an S-E 50 KW transmitter will deliver approximately 56 KW peak power. Yet the very same transmitter can be run within specifications at power outputs as low as 30 KW or at whatever power level is needed to conform to your authorized ERP.

"SUFFICIENT DRIVING POWER IS AVAILABLE SO THAT EACH HALF OF THE FINAL AMPLIFIER IS CAPABLE OF DELIVERING ALMOST 28 KW PEAK."

"The final stage of an S-E 50 KW transmitter consists of two 25 KW diplexed amplifiers."

The above is a direct quote from a "PROOF OF PERFORMANCE" report made by a leading Consulting Engineering firm on an S-E equipped station — page 4, paragraph 2. (Name available upon request.)

**SUPERLATIVE MONOCHROME QUALITY**

Standard Electronics VHF transmitters and amplifiers assure full compliance with FCC requirements plus a wide margin of safety... proof that with S-E transmitters and amplifiers you get the best. Sharp, high-end channel cutoff and conformity to bandwidth specs are shown in the curve to the right, copied from a "PROOF OF PERFORMANCE."
FULL COMPLIANCE WITH FCC COLOR REQUIREMENTS

S-E transmitters and amplifiers have such high monochrome quality because the color quality is also exceptionally good. Designed for color, S-E transmitters have never used the back porch clamping technique. Curve shows excellent band width assuring full response up to 4.2 mc. FCC requirements pertaining to amplitude vs. frequency response for the system can easily be met, as S-E transmitting equipment uses but a very small part of the variation allowed. For proof that S-E transmitters and amplifiers will transmit superlative color signals... for proof of essential linearity... see stair-step patterns showing input signal and linearity of output signal through the transmitter and broad band amplifier stages, recorded directly from the oscilloscope. No S-E transmitter in service has had to be modified to meet color specifications... ability to handle color is engineered into every S-E transmitter.

AU RAL TRANSMITTER EXCEEDS REQUIREMENTS

Quoting from "PROOF OF PERFORMANCE" report: — "AM hum and noise level of —53.4 db exceeds the —50 db requirement... The FM noise level of the entire system was —56 db and —61 db for the transmitter alone — which complies with —55 db Commission requirements."

SUMMARY

"The equipment was found to comply with the Commission's requirements."

TUBE LIFE

Although not included in the "PROOF OF PERFORMANCE" report or covered by FCC specifications, any discussion of PROOF of S-E transmitter and amplifier PERFORMANCE would be incomplete without mention of a final-tube expectancy of 5000 hours and more! The Chief Engineer of a large S-E equipped station states: "We didn't change our tube budget when we changed from a competitive make 5 KW transmitter to an S-E 50 KW transmitter. At the end of the year, we still had a substantial amount of money left over in our budget." ... and this in spite of a 10-fold increase in transmitter power!!

RELIABLE SERVICE

Although the FCC similarly does not set up standards on service, a valid "PROOF OF PERFORMANCE" must inevitably rest on service to the customer after the equipment is installed. The Chief Engineer of another S-E equipped station is quoted as saying: "In the case of The Standard Electronics Corporation, I would say that their equipment is only exceeded by the splendid cooperation and service we are getting from them."

Compare every make of transmitter before you decide!

Catalog and specification sheets are available, or ask for a personal demonstration of S-E transmitters and amplifiers. Write, wire or phone Standard Electronics.

standard electronics corporation
A SUBSIDIARY OF CLAUDE NEON, INC.
285-289 EMETT STREET • NEWARK 5, N. J.
BIGELOW 3-5540
CBS TV Spot Shows TV’s Selling Power

Presentation for non-spot users has figures on TV’s dimensions and demonstrates the advantages peculiar to spot TV.

SPOT TELEVISION puts to use all of TV’s selling power for the specific needs of the advertiser, top national advertisers not now users of the spot medium are being told in a presentation prepared by CBS Television Spot Sales.

The spot story, according to Clark B. George, general sales manager, is the first in a series of major presentations planned by CBS TV Spot Sales for 1955 and is available in two parts. The first part, “The Best Spot in All Advertising,” contains the latest research on TV’s dimensions, pointing up unique advantages of spot TV as an advertising medium. The second part, “The Best Spot in All Television,” highlights coverage and sales ability of stations represented by CBS Television Spot Sales.

Advantages of spot TV, according to the presentation, are at least six in number. These detail how the advertiser is permitted to select his markets without wasting circulation; to pick the stations within each market, giving note to signal, coverage, audience and cost-per-thousand; to devise a campaign geared to sales strategy; to select the right time to reach prospects and to sell the product; to decide intensity of the campaign in each market and to make up a budget in whatever size desired.

The presentation notes that while all these advantages accrue also in spot radio and newspaper advertising, there is a “combined advantage” of spot being used with the impact of TV itself.

Spot TV, the presentation says, “delivers an entire market more simply, more easily, more completely than any other medium.” Because there are fewer stations to select from than newspapers or radio stations in major markets, the advertiser’s job is much simpler, according to the presentation.

The presentation deals with TV circulation, penetration and viewing time. According to the presentation, advertisers invested 19 times as much in spot TV last year as they did in 1949. It asserts that 2,400 advertisers used spot TV in the fourth quarter of 1954, or six times as many in the same quarter of 1949.

Jack Mohler, director of sales development, is showing the presentation in New York. In the next four weeks, Mr. Mohler will visit CBS Television Spot Sales offices in Chicago, Detroit, Atlanta, San Francisco and Los Angeles.

KABC-TV Boosts to 165 Kw With New GE Equipment

KABC-TV Hollywood last Tuesday switched over to a new General Electric 50 kw transmitter and antenna, located on Mt. Wilson, which the station reports enables it to increase power to 165 kw, maximum permitted the ABC oaks outlet by the FCC.

The new, specially designed antenna system transmits a deflected signal with improved black-and-white reception, especially in fringe areas, and marks a step in KABC-TV’s preparation for color transmission, station spokesmen declared.

The new GE equipment is the result of a year’s planning and an estimated cost of $350,000, KABC-TV executives stated. The station is on ch. 7.
Why should you help pay his electric bill?

No reason why you should—but about 40 million people do.

All the customers of the investor-owned electric light and power companies are helping to pay the bills for more than 4 million businesses, farms and homes that get a special “deal” in the use of electric power.

This “deal” in effect sets up a “favored class” in America that gets prior rights to government electricity. And the more than 4 million in the “favored class” generally get electricity cheaper.

That’s because government plant operations and output are partly or wholly tax free and their rates do not reflect full costs. You not only put up the tax money to build government electric plants, but you’re subsidizing their so-called “cheap” electricity.

This special “deal” comes about through an unfair policy known as the “preference clause.” The real significance of the “preference clause” is that it favors the few at the expense of the many. It goes against the American concept of fair play.

And yet the “preference clause” idea is still being pushed hard by groups that want to see the government go farther and farther into the electric business. It is one of the most powerful tools for socializing the electric industry. (And if the electric industry, who next?)

AMERICA’S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine.
Norfolk... leads the country in business gain

According to data released in February by B.C. Forbes & Sons Publishing Company, Norfolk was at that time the best city in the nation in business gain over last year (up 14%). WTAR-TV blankets not only Norfolk, Virginia's no. 1 city, but all of prosperous northeast North Carolina and eastern Virginia including Richmond. Put your advertising dollars to work in a market where business is brisk. They'll work best on WTAR-TV.

Theresa Rogers Named WGMS Station Manager

Theresa Rogers, executive assistant to her husband, M. Robert Rogers, WGMS-AM-FM Washington president-general manager, has been appointed station manager of WGMS. She joined the station in 1950 as secretary and prior to that was at the New York Post and Office of Strategic Services. WGMS is expanding its sales staff.

Dan R. Cavalier, WGMS sales vice president, has resigned to set up a high-fidelity sales firm, Cavalier Associates. Margot Phillips, who has served WGMS as public relations consultant, has joined the staff as promotion director. She promoted the two Washington High-Fidelity Fairs, the latest having drawn an attendance of over 30,000 [B+T, March 7], and was former radio-tv director of Advertising Consultants and Robert J. Enders Adv., both Washington.

Johnson Joins Storer Sales

Lewis P. Johnson, tv account executive with The Katz Agency, Chicago, has joined Storer Broadcasting Co. as a sales executive in the Chicago office, Tom Harker, Storer vice president and national sales director, announced last week. In his new position, Mr. Johnson will assist Robert C. Wood, national midwest sales director.

Before his association with Katz, Mr. Johnson was with the Chicago office of WOR New York as a salesman. He has also held sales and merchandising positions with Chicago Tribune, Chain Store Age and the Philadelphia Inquirer. During World War II he was a captain in the Army Air Corps.

Bright to Head WETZ

Harry G. Bright, who has purchased 90% interest in WETZ New Martinsville, W. Va., for $20,400 from J. Patrick Beacom [B+T, March 14], said last week he plans to resign as field representative for SESAC to assume the presidency and management of WETZ when FCC approval is obtained. Mr. Beacom will retain 10% interest in WETZ as vice president and chairman of the board. He also retains control of WBUT Butler, Pa., and interest in WVWW Fairmont, W. Va. Mr. Bright is former manager of WGGR Goldsboro, N. C., and a founder of Tobacco Network.

Eichmann Named by Blair

Appointment of Ray Eichmann as sales development manager of John Blair & Co., radio station representative, was announced last Monday by Robert E. Eastman, executive vice president. Mr. Eichmann replaced Tucker Scott, who was named to the sales staff of Blair last month. Mr. Eichmann has been in charge of sales development for participating programs on NBC-TV and previously was in charge of radio and tv ratings for NBC. In his new post he will be responsible for the promotion of stations represented by the company and also will handle special creative presentation work with the Blair salesmen.
192 fact-filled pages... all the latest tube types. Some 2000 tubes in all, including picture tubes, are rated and described, with basing diagrams, outline drawings, and dimensions.

- Includes prototypes in data on 5-Star and other special-purpose high-reliability tubes.
- Section on germanium products will be found in contents.

Ask for G.E.'s all-new 1955 receiving-tube handbook — a "must" for studio and transmitter engineers!

"Essential Characteristics", 1955, is easy to obtain. Just phone your nearby General Electric tube distributor!

The book is easy to use, as your working guide for tube replacements and substitutions. It fits in your coat pocket. It opens flat and stays open... you can check tube data with both hands fully occupied.

Convenient, speedy reference is a feature. For example: the printed type-face used for a tube tells at a glance if the type is glass, metal, or miniature. Again: basing diagrams are shown on the same page as performance ratings—you don't have to thumb through page after page to get the facts on a given tube.

100% complete in types! G.E.'s 1955 "Essential Characteristics" is the most comprehensive summary of receiving and picture tubes published. Includes all tubes, whether G-E or other makes... in this respect, as in many other ways, the book is unique.

"Essential Characteristics" will quickly make a place for itself among handbooks you find indispensable. Get in touch with your G-E tube distributor today! Tube Department, General Electric Company, Schenectady 5, New York.
WRCA-TV Sets Rate Boosts For Class C, D Programs

RATE INCREASE for participations in certain WRCA-TV New York programs in Class C and D time will go into effect Sept. 18, Jay Heitin, sales manager of the station, announced last week. The new rate structure for participations calls for a general increase of $100 an announcement.

On the Herb Sheldon-Josephine McCarthy Show, The Norman Brokenshire Show, Here's Looking at You and Jinx's Jury, participations will be $425 when the increase becomes effective. Participations on the Saturday and Sunday The 11th Hour Theatre and on Saturday with Herb Sheldon increase from $200 to $325. Tonight participations will increase from $425 to $525 on June 20, Mr. Heitin said, and five-minute cuts on Today packaged at $425 for time and talent will be sold starting Sept. 18 at rate card price for time plus $100.

WTAR Firm Buys Newspaper

PARENT firm owning WTAR-AM-TV Norfolk, Va., Norfolk Newspapers Inc., has purchased the Portsmouth (Va.) Star for an undisclosed price, it has been announced by the two newspaper interests. Norfolk Newspapers, headed by President Paul S. Huber Jr. and Publisher Frank Batten, publishes the Norfolk Ledger-Dispatch and Virginia Pilot.

IN KANSAS EVERYTHING IS

Aug. '54 KANSAS FARM INCOME UP 36.2% over Aug. '53—hits $150,120,000! (July '54 farm income was up 15.9% over July '53).*

Sept. '54 FHILB HOME LOANS UP 48.3% over Sept. '53! Building permits up 49.0% over same period! *

Sept. '54 BANK DEBITS (an accurate gauge of total business volume) UP 11% over Sept. '53!*

Oct. '54 PETROLEUM PRODUCTION UP 38.0% over Oct. '53!* KANSAS is BUILDING! . . . GROWING! . . . PROSPERING! How to sell this vast farm market? Put your selling message on the radio station Kansas Farmers listen to most . . . WIBW.*

* Bureau of Business Research University of Kansas.
† Kansas Radio Audience, 1954.

WLDB Aims for March 25

PLANS for a March 25 debut have been announced by WLDB Atlantic City, N. J., new independent station now under construction. Owned by Leroy and Dorothy Bremmer (Atlantic City Broadcasting Co.), WLDB will operate on 1490 kc with 250 w fulltime and will be known as "Atlantic City's Family Radio Station." Studios and offices will be atop the Senator Hotel on the famed boardwalk. The transmitter, at 1409-11 Huron Ave., will be operated by remote control. Mr. Bremmer, a veteran of 35 years broadcasting experience, received a grant for the station a year ago after two years of litigation before the FCC (B*T, Feb. 22, 1954). He will be general manager; Mrs. Bremmer, business manager, and John Moore, station manager.

De La Ossa Resigns NBC Post

RESIGNATION of Ernest De La Ossa as manager of new business development for NBC-owned WRCA-AM-TV New York was reported last week. His future plans were not disclosed. Mr. De La Ossa joined NBC in 1942 as personnel director, a post he held until he became station manager of WRCA-AM-TV in 1953. He was named manager of new business development a short time ago.

KWOK’s Springgate Dies

VESS N. (BUD) SPRINGGATE, 58, sales manager of KWOK St. Louis, died of a heart attack March 12. Mr. Springgate, who began his radio career in 1934 as an account executive at KMOX St. Louis, had been sales manager of KWOK since 1944. Last year he was elected to the board of directors of KWOK Broadcasting Co. Mr. Springgate is survived by his wife Elizabeth, and a son, Donald.

WFAA’s William Ellis Dies

WILLIAM C. ELLIS, 50, chief engineer of WFAA - A M - TV Dallas, died March 3 of a heart attack. Earlier in the week Mr. Ellis had undergone an operation to clear his lungs of a congestion resulting from a siege of pneumonia. He joined WFAA in 1925 after studying radio engineering for four years through a correspondence school. He is survived by his mother, wife, sister and son.

REPRESENTATIVE APPOINTMENTS

KGA Spokane, Wash., appoints Everett-McKinney Inc., N. Y.
KATZ St. Louis appoints Forjoe & Co., N. Y.
WGST Atlanta appoints Avery-Knodel Inc., N. Y.

REPRESENTATIVE PEOPLE

David Yanow, account executive, WCAU Phil-

Page 94 • March 21, 1955
adolphia, to CBS Radio Spot Sales, N. Y., in same capacity.


Robert F. Jones, co-op sales manager, DuMont Television Network, to sales staff, Adam Young Television Corp., N. Y.

Charles Haddix, sales representative, Tracy Moore & Assoc., S. F., and Betty Haddix, former timebuyer, Blaw-Beirl-Toigo, same city, parents of boy March 2.

**STATION PEOPLE**

Charles A. Larsen named general manager, KWJW Portland, Ore.

David T. Pritchard, sales manager, United Broadcasting Co. (WOKK - AM - TV; WFAN (FM) Washington, WIS-DTLP (TV) Baltimore, WARK Hagerstown, Md., WTNX Rockville, Md., WJNO Cleveland and WANT Richmond, Va.), Washington, appointed vice president and general manager, WDXB Inc. (WDXB Chattanooga, Tenn.).

W. Frank Harden, managing director, WIST Charlotte, N. C., elected director, Broadcasting Co. of the South (WIST, WIS-AM-FM-TV Columbia, S. C.; Richard H. deMottmollin, sales staff, WCRS Greenwood, S. C., to WIS-TV sales staff.

Stan Lange appointed commercial manager, KCMO-FM Kansas City.

David M. Sacks, sales dept., ABC, transfers to o&o KGO-AM-FM-TV San Francisco as sales manager, succeeding Vincent A. Francis, who moves to newly-created position, sales manager, Western Div., ABC-TV; Allan Gilman, ABC sales dept., appointed KGO-AM-FM-TV assistant sales manager.


Ben Shore appointed general manager, WCIT - AM - FM Centralia, Ill.; Charles Presley Jr., program director, promoted to assistant manager.

Harry Berg, chief engineer, WFME (FM) Chicago, to WAIT there in similar capacity.

Pat Sweet, Music Corp. of America, Beverly Hills, Calif., to KSFO San Francisco, as promotion director, succeeding Phillis Diller.

Johnny Devine, formerly program director, KTUL Tulsa, Okla., appointed promotion director, KVQO-TV there; Jim Warren, former sports director, WMAK Nashville, Tenn., named KVQO-TV sports director.

Howard Mendelsohn, formerly with Herbert M. Kraus & Co. (public relations), Chicago, appointed publicity director, WBDM-TV there; Andy Murphy appointed WBDM-TV public relations director.

Martyn Milliken, announcer, KIQL-AM TV Holdrege, Neb., appointed production manager.

Wilbur E. Clancy, assistant supervisor of transmitter engineers, WTIC Hartford, Conn., appointed supervisor of transmitter engineers.

Stanley Swales, program manager, WWJ Detroit, appointed chief announcer.

Robert Hanger, formerly chief announcer, WWKY Winchester, Ky., appointed news director; WENY Richmond, Ky.

Thomas Van Arden Dukehart, account executive, WAAW (AM) Baltimore, appointed director of sports and public relations, succeeding Joel Chaseman; Jim Killian, assistant program manager, appointed public service director, also succeeding Mr. Chaseman.

Don Schaublich, floor manager, KBTB (TV) Denver, additionally named director; Maurey Walker to announcing staff.

Henry Blane to KXL Portland, Ore., as news editor; Larry Caramella to KXL as disc m.c.; Bob Adkins to station as weekend disc m.c.

Tom Templeton, farm director, KPQ Wenatchee, Wash., to KHQ-AM-TV Spokane in same capacity, succeeding Glen Lorang, who becomes northwest editor, The Farm Journal.

Edyth Radom to WDRC Hartford, Conn., as women's editor.

Alice Brewer White to WVEC-TV Norfolk, Va., as women's activities director.

Marian Mahacke Wagner, formerly with KMO Tacoma, Wash., to KTAC there as traffic director.

Barney Ochs, WLWA (TV) Atlanta, appointed national sales representative in Atlanta for Crosley Broadcasting Group (WLWA, WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio), succeeding George Moore, who becomes sales manager, Beeland-King Production Co., same city; Lee A. Jordan, program personality, WHAS-TV Louisville, Ky., to WLW-WLWT announcing staff.

Vernon Gaddis, fishing expert and featured on syndicated quarter-hour tv film, to WMUR-TV Manchester, N. H., as program conductor.

Ralph Lawson, formerly announcer, WLEX Lexington, Ky., to WKRC Cincinnati in same capacity.

Dick Godfrey, news writer, news and public relations executive, WOR-TV New York, appointed ABC Film Syndication, Inc., New York City, as executive producer.

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

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 Nat Wechsler, Jr.

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

March 21, 1955 • Page 95
affairs dept., KCBS San Francisco, additionally named announcer.

Jack Hynes and Charlie Schubert assigned disc m.c. program on WHOT South Bend, Ind.

Mahalia Jackson, formerly conductor of CBS Radio program, signed to conduct two programs on WBBM-TV Chicago.

Mimi Roman to talent staff, WLWT (TV) Cincinnati, as country and western vocalist, succeeding Mary Jane Johnson, who moves to West Coast to engage in radio-tv activities.

Paul Coughlin, announcer and disc m.c., WNRC New Rochelle, N. Y., to WIBC Indianapolis, Ind., in same capacity.

Dick O'Neill, announcer, disc m.c. and sales man, WCVS Springfield, Ill., to WICS (TV) there as personality and announcer.

Bob Edwards, separated from U. S. Army, returns to WFBC-AM-TV Greenville, S. C., as country disc m.c.

Ray Haney, Jack Maggio and Jan Greene to WRC-TV Washington as program personalities.

Ken Nordine to WBBM-TV Chicago as program personality.

Russ Barnett, formerly disc m.c. and morning news director, WOTL Toledo, Ohio, to KCNC Fort Worth, Tex., as disc m.c. and newscaster.

Jay Jaslin, disc m.c.-announcer, WCOL Columbus, Ohio, additionally to WLWC (TV) there as parttime announcer.


Bob Stich, disc m.c., WMPM Memphis, Tenn., to WHIM there in same capacity effective April 1.

Bobbie Dunn, formerly with KTVW (TV) Tacoma, Wash., to WTTG (TV) Washington as weathergirl.


Richard G. Ricker, formerly with sales staff, WGN-TV Chicago, to WNBQ (TV) there in similar capacity.

Robert L. Javer returns to sales staff, WPTZ (TV) Philadelphia.

Gerald Staton, formerly with KCSB San Berna dino, Calif., to KMOD Modesto, Calif., as account executive.

W. W. Giles to sales staff, WHLI Hempstead, L. I., N. Y.

Joe Kosko, Joe Kelly and Steve Stanley, engineers, WTRI (TV) Albany, N. Y., transfer to am affiliate WTRI Troy, N. Y.

Jimmy Featherstone to production staff, WGN-TV Chicago.

Harold Boone to KFSD-TV San Diego, Calif., as sales promotion assistant.

Kimball Kinney, former writer, promotion dept., WFMY-TV Greensboro, N. C., returns to station in copy dept. as continuity writer; Ruth Wagener to promotion dept. as on-the-air promotion writer; Ralph Burns to film dept. as projectionist; Gary Smart to station as guide.

Arnie Matanky, formerly night editor, Chicago Community News Service, and Thomas H. Flaherty Jr., formerly public information officer, U. S. Coast Guard, to news staff, WBBM Chicago.

Hartwell Conklin to production dept., WFMY-TV Greensboro, N. C., as scenic designer.

Joe Kennedy, formerly with WIND Chicago, returns to KASI Ames, Iowa.

Al Holman, program director, WALA-AM-TV Mobile, Ala., elected vice president, Mobile Traders Aid Society.

Sidney Kosch, account executive, KWRO Co quille, Ore., appointed civil defense director of city.

Bob Scott, personality, WEGM-TV Quincy, Ill., featured in June issue, Tv-Radio Mirror magazine.

Mrs. Roy Blaney Smith, hostess, Party Line, WDEF-AM-TV Chattanooga, Tenn., named "Woman of the Year" by Chattanooga Quota Club.

F. Richard Hill Jr., manager, WTSV-AM-FM Claremont, N. H., elected president, Claremont Chamber of Commerce.


Art Pallan, disc m.c., WWSW Pittsburgh, father of boy, Arthur E., March 12.

Jimmy Kilgo, disc m.c., WIST Charlotte, N. C., father of girl, March 7.

Gene Price, announcer, KBTV (TV) Denver, father of boy, March 5.

Martyn Millikin, production manager and announcer, KOHL-TV Holdrege, Neb., father of boy, Steven Porter, March 3.
FCC WANTS HILL SANCTION TO PROBE ECONOMICS OF TV

Commission replies to Senate Commerce Committee on points raised in Plotkin and Jones memoranda. No mention made of freeze possibility. Magnuson states opposition to any plan that would hurt public's large investment in tv receivers.

THE FCC Friday asked for Congressional authorization to investigate the "economics and operation of the tv industry."

The request was made in the FCC's response to the Senate Commerce Committee in answer to points raised in the Plotkin and Jones memoranda. (Text of FCC letter, page 98.)

The Commission also said that moving all tv to uhf or adding new uhf channels would involve "such a tremendous dislocation of existing operations and have such a severe impact on millions of viewers" that it should be done only if Congress itself so decides.

No mention was made of the proposed freeze on uhf revealed in B+T a week ago [B+T, March 14]. However, it was learned that the Commission last Monday definitely dropped the idea of placing a "chill" on uhf applications and hearings.

On Sunday, in the CBS-TV Face the Nation program, Sen. Warren Magnuson (D-Wash.) stated categorically that the FCC's failure to act on the commission's request for reconsideration of its uhf freeze was to confine tv antenna sites to not more than five miles from the boundary of the principal city.

Last year the FCC liberalized its tv ownership rule to permit a single owner to own seven tv stations, with not more than five being uhf. Previously, the maximum was five without differentiation. Multiple owners who have expanded their holdings under this authority are Storer Broadcasting Co. (KPTV [TV] Portland, Ore., and WGBS-TV Miami), CBS (WXIX [TV] Milwaukee) and NBC (which is buying WKNB-TV New Britain, Conn., and WBUF-TV Buffalo, N.Y.).

The U.S. Court of Appeals last month ruled that the FCC's multiple ownership rules were invalid. FCC will appeal to the Supreme Court. In agreeing to permit satellite operation of uhf channels, the Commission has authorized the licensee to use a half-dozen stations (including uhf) to re-broadcast the programs of a "mother" station.

The Commission's proposal to permit stations in small communities to operate with power as low as 100 w and with no minimum antenna heights is still pending a final decision.

Most recent proposal was to confine tv antenna sites to not more than five miles from the outer limits of the city to which the channel is assigned. The Commission has a number of pending applications which indicate that stations are planning transmitter site changes in order to envelop major metropolitan areas.

Still open, the Commission said, is the 1948 investigation of telephone company charges for intercity connection. This may be concluded in the near future, it said. It also referred to its proposal to permit stations in remote areas to construct and operate their own relay systems.

Present FCC policy requires the use of common carrier facilities where available. AT&T's offer to provide off-the-air service for what will be substantially lesser charges [B+T, March 7, Feb. 28] was also referred to by the Commission.

Of the 35 million sets outstanding, only five million are uhf equipped, the Commission said. It also "noted with some concern" that less than 20% of tv sets are now being produced with all-channel tuners.

Removal of the excise tax on uhf receivers would "conduce" to greater sale of such sets, the Commission said.

It is with respect to its request for authorization and funds to conduct an overall study of tv that the FCC bore down heavily.

The study would, the Commission said, look into the roles of networks, advertisers, agencies, talent, independent film producers and distributors, and other program sources "as well as other means of distributing programs to the public."

"The essential objective of such a study," the Commission added, "would be to obtain for the first time a factual basis for evaluating the necessity and advisability of any action by the Commission, Congress or the Department of Justice in this area."

ROMERO CAPTURES PITTSBURGH

...68.9% OF THE AUDIENCE

ARB rates Cesar Romero's new TV show, PASSPORT TO DANGER, a slightly phenomenal 43.3 in Pittsburgh. Share-of-audience: 68.9%. And look at these other ARB* ratings and shares:

Milwaukee—34.3–64.6%
Cincinnati—18.1–36.7%
San Francisco—15.1–75.5%
Jacksonville—37.0–86.7%

Romero really delivers the audience. Get him while he's "hot!"

*Jan. 1955

CESAR ROMERO, starring in...

PASSPORT TO DANGER

Produced by Hal Roach, Jr.

ABC FILM SYNDICATION, INC.

7 West 66th St., N.Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

March 21, 1955 • Page 97
FCC'S ANSWER TO MAGNUSON

THIS is the text of FCC's letter to Chairman Magnuson:

1. In evaluating the current status of television broadcasting and in determining how it may best develop in the future, we think it essential to keep in mind the positive advances which have been made in the less than three years since the "freeze" was lifted. In July 1952, when the first post-freeze station was granted, there were only 108 television stations in operation; at the present time more than 425 are in operation. In 1952, 63 markets had one or more local stations—in most cases one; now there are over four times as many communities with their own television facilities, 100 of which have two or more facilities. The public's acceptance of the expanded television service has been overwhelming. The number of television receivers in the hands of the public has grown from 20 million to 35 million; and today almost 70% of American homes have a television receiver. The American people have already invested over $10 billion in television receiving equipment and the annual volume of television advertising, set sales, servicing and operating combined runs close to $4 billion per year.

2. We mention these figures at the outset to stress the fact that the problems raised by the Plotkin and Jones Reports are not whether we can develop an adequate television service—or we already have such a service. The problem with which these Reports and your Committee's study is concerned is rather how we can best insure the fullest development of the industry's potential in line with the needs and desires of the American public and the abilities and ingenuity of the American broadcasters. So much has been accomplished in so short a time that we cannot but feel optimistic that the remaining problems can be resolved through constructive planning and co-operation among all interested groups.

3. The Commission in formulating its national television assignment plan and the associated rules and facilities to the nation. It gave first precedence to making available at least one service to all areas of the country; second priority to making a local facility available to as many communities as possible; third and forth priorities to making second services and second local facilities available wherever possible; and allocated the remainder of the channels so as to achieve a fair, efficient, and equitable distribution of television service and facilities throughout the nation.

4. Many of the Commission's objectives have been largely fulfilled. While it is difficult to provide any precise figures, it is estimated that over 90% of the people of the country are now within service range of at least one station. A large portion of the public, perhaps as much as 75%, is within service range of two or more stations. Furthermore, 253 communities have at least one, and 100 of these have two or more, local television facilities in operation.

5. However, it is evident that there are substantial obstacles (for example, limited economic support) presently in the way of bringing a first local outlet to hundreds of smaller communities as well as in expanding the number of multiple, competing services in the larger economic and population centers of the country. A major obstacle is the high cost of television programming during this early stage in the development of the art, which makes the securing of a substantial amount of network and similar programming a prerequisite to successful station operation. Of even greater importance is the failure, thus far, of uhf stations to become fully integrated with established vhf stations into an economically sound nationwide television service. To a large extent these two problems—the securing of adequate programming and the uhf problem—intermesh.

6. Thus, while there is some indication that many larger communities can support three stations when all of the stations are in the vhf band, these same communities may be unable to support at the present time three stations when only two of the stations are vhf and the third is uhf. The failure of uhf to become integrated with vhf is manifested by the fact that of 318 uhf stations authorized by the Commission, only one-third are presently in operation. Many authorized were never actually constructed. And the financial outlook for a number of the operating uhf stations is by no means bright. The plight of uhf has been discussed in detail in the presentation of Commissioner Hyde and other witnesses at the Potter hearings, as well as in the Plotkin and Jones documents.

7. It has been argued that the difficulties encountered by most uhf stations, and by some

CHICAGO'S MOST POPULAR MORNING TV SHOW!!

WGN-TV's "ROMPER ROOM"

From 6:30 A.M. until 12 Noon Monday thru Friday—the top rated show on Chicago television—NETWORK OR LOCAL—is WGN-TV's "Romper Room".*

It's just one of many WGN-TV programs which tops both local and network competition.

Take a tip from advertisers who know—your best buy is WGN-TV in Chicago.

*ARB—February, 1955
vhf stations, are the result of the inability of the economy to absorb the suddenly increased number of stations. We cannot, of course, predict the exact nature of the future development of the television industry, nor is it the government's function to create television services where demand or economic necessity is the basis for such service. It is essential, however, that television's capacity for future growth not be impaired by any artificial curtailment of channel space. To achieve its full potentialities, we believe television will eventually utilize a number of channels in the order of those presently allocated to it, just as am broadcasting developed its present national pattern within the 107 channels allocated to that service.

Promote Present Allocation
8. The majority of the Commission agrees with the conclusions reached in both the Plotkin and Jones reports that the only practicable course of Commission action lies in doing what is possible to promote the present allocation plan utilizing both vhf and uhf channels. The addition of substantial new vhf space or the movement of all television stations to uhf would involve such tremendous dislocation of existing operations and have such a severe impact on millions of viewers that such action should be considered as a possible alternative only if Congress itself were to determine that the long-run benefits to the public required adoption of such drastic remedies. Therefore, the Commission has taken, and is contemplating, a number of specific actions calculated to enhance the potentialities for television's growth within the existing allocation system. No one of these moves, in and of itself, provides or is intended to provide any cure-all. But their cumulative effect, we believe, will be beneficial.

9. Thus, it is expected that the acquisition of uhf stations by certain multiple owners as a result of last year's modification of our multiple ownership rules will help to strengthen uhf in such markets as Milwaukee, Portland, Ore., and Miami where such parties have recently acquired uhf outlets. Similarly, we believe the Commission's policy in permitting uhf satellite stations to rebroadcast programs of established stations in areas which might otherwise not be able to support a station will prove helpful. We also have two rule-making programs in progress which offer promise of facilitating the growth of additional television outlets and of maintaining existing stations. One of these would authorize low-power operators for communities of less than 50,000 population; the other would preclude the establishment of transmitter sites more than five miles from the city in which the station is authorized unless special reasons for such locations can be established.

10. As part and parcel of the same problem, the Commission is considering ways by which the cost of intercity transmission of programs can be minimized. It is attacking this problem in two ways. First, we have issued a rule-making looking toward the freer establishment of private intercity relay systems by the broadcasters themselves. In this connection, the telephone company has initiated suggestions looking toward establishment by it of an off-set air-pickup service which the company believes could be provided at charges substantially less than those required for direct network connections. At the same time, we are continuing to review the existing charges of the telephone company for direct intercity program transmissions and expect to be able to conclude the outstanding proceedings as to this matter in the near future.

11. "Selective deintermixture" has been suggested as another possible line of approach. The Commission has been requested to reconsider certain actions it has already taken in this area to determine whether it might not be possible, with a minimum of dislocation of existing services, to insure that a number of markets become or remain uhf-only communities or are otherwise restricted to a single uhf station. The theory of such deintermixture is that it would provide for more balanced competition in the various communities, while at the same time strengthening uhf generally by increasing the number of "islands" of permanent uhf stability. The Commission is presently studying this problem to determine the feasibility of such limited deintermixture—a study which necessarily involves such questions as to whether the other uhf service available to the communities fromoutside and the effect that the elimination of uhf operations in some of the areas would have on rural coverage. We are unable at this preliminary stage in our consideration to offer any definitive answers to these questions. However, we are presently considering the circumstances, if any, under which such limited deintermixture may be appropriate in the public interest.

12. A related and highly important problem referred to in both reports is the inability of most outstanding stations to receive uhf programs. Of the 35 million receivers in the hands of the public, only five million are uhf equipped. We also note with some concern that less than 20% of the sets now being produced are all-channel receivers. It may well be that this lack of uhf receiving equipment, as well as the delay in developing high-power transmitting equipment, has been the most important single factor in the relative backwardness of uhf development.

13. The Commission has no direct regulatory authority over the manufacturers of radio and television receiving equipment which would enable it to require manufacturers to adopt in any particular course of conduct. It is the Commission's view, however, that removal of the excise tax on the manufacture of all-channel receivers would conduce to the widespread and sale of all-channel sets and the Commission therefore favors legislation toward this end. In this connection, the Commission also believes that voluntary action by manufacturers looking toward the expansion of all-channel sets to the greatest extent practicable would be extremely helpful in assisting the development of uhf.

General Study Essential
14. Over and beyond these specific measures the Commission believes that a general study by the Commission of the entire economic structure and operation of the television industry is essential. This study would include, but not be limited to, consideration of the respective roles of the networks, advertisers, agencies, talent, independent film producers and distributors and other program sources as well as other means of distributing programs to the public. The essential objective of such a study would be to obtain for the first time a factual basis for evaluating the necessity and advisability of any action by the Commission, Congress or the Dept. of Justice in this area.

15. In our opinion, the network problems referred to in both the Plotkin and Jones reports cannot be considered by themselves but are inextricably interwoven within the structure of television programming. Only through a study such as we are proposing will we have a proper basis for evaluating the various types of regulatory proposals which have been suggested. While network programming is admittedly of crucial importance to profitable station operation at the present stage of development, the Commission believes that establishing an economic base for the growth of new stations lies.

March 21, 1955 • Page 99
At any artificial restriction or redistribution of network programming but in an over-all expansion of all sources of programming.

16. The Commission has long believed that an over-all study of the broadcast industry—indicating a review of the network rules—should be made. The last such comprehensive study was conducted in 1938-1941 with respect to am broadcasting and led to the promulgation of the Chain Broadcasting and Multiple Ownership Rules. We have informed both the legislative and appropriations committees of the Congress on numerous occasions since the end of World War II of the need for a new study. But we have also indicated—and here reiterate—that any such study by the Commission, if it is to be meaningful and productive, requires a high-caliber staff. This staff would have to devote full attention to the study. As a result, we would need to recruit immediately addition-
al personnel in order to avoid disruption in the essential work of the Commission. Neither the Bureau of the Budget nor the Congress has seen fit to make available the funds necessary for conducting such a study; such supplemental sums as have been appropriated have been earmarked for application processing. No funds have been allowed by the Bureau of the Budget in our present budget proposal for fiscal 1956 to establish such a staff—though we had originally asked for funds sufficient to establish at least a skeleton staff to make a start on the problem. 17. It is the Commission's view that the type of study contemplated in this field cannot be completed within one fiscal year. We think it would be appropriate, therefore, for such a Commission study to be authorized and the funds therefor appropriated pursuant to a Congressional Resolution. This was done in the

1935 Telephone Investigation, at which time Congress specifically authorized the Commission's continuing study by a Resolution (Public Res. No. 8, 74th Congress). We are prepared to present to the Committee in detail the subject matter to be covered by the proposed study and the funds and staff required.

WILL THESE CITIES BE DE-INTELMIXED?

FCC already has denied seven petitions which would have made markets either all vhf or all uhf, and most of them have asked for reconsideration. Involved: Evansville, Waco, Peoria, Madison, Hartford, Raleigh-Durham and Tyler.

FOLLOWING are the seven petitions for de-intermixture on file with the FCC, all of which have been denied:

1. Evansville, Ind.—WFIR (TV), ch. 62, proposed that the educational reservation be shifted from ch. 56 to ch. 7. This would make all commercial stations uhf. This was denied Jan. 11.

2. Waco, Tex.—Central Texas TV Co. proposed that ch. 66 be substituted for ch. 10. This would make Waco an all-uhf city. This was denied Oct. 21, 1954.

3. Peoria, Ill.—WEEK-TV, ch. 43, and WTVH-TV, ch. 19, asked that the educational reservation be shifted from ch. 37 to ch. 8, or that ch. 8 be deleted and a uhf channel be substituted. This would make Peoria an all-commercial uhf. This was denied Nov. 4, 1954.

4. Madison, Wis.—WKOW-TV, ch. 27, asked that the educational reservation be shifted from ch. 21 to ch. 3. This would make Madison an all-commercial uhf city. This was denied Nov. 1, 1954.

5. Hartford, Conn.—WGTH-TV, ch. 18, WKNB-TV New Britain, ch. 50, WHYN-TV Enfield-Springfield, ch. 55, and WLP-TV (TV) Springfield, ch. 61, requested that the educational reservation be shifted from ch. 24 to ch. 3. This would make Hartford an all-commercial uhf community. This was denied Dec. 7, 1954.

6. Raleigh-Durham, N. C.—WNAO-TV, ch. 28, asked that the educational reservation on ch. 40 in Durham be shifted to ch. 11 and that the educational reservation on ch. 22 in Raleigh be shifted to ch. 5. This would make both cities all-commercial uhf communities. Denied Oct. 22, 1954.

7. Tyler, Tex.—KTVE (TV), ch. 32, asked that ch. 7 be deleted from Tyler-Longview in order to make that area all uhf. This was denied Oct. 7, 1954.

Petitions for reconsideration are pending for Evansville, Peoria, Madison and Hartford.

One petition is still pending before the FCC. This is for Corpus Christi, Tex. KYVD-TV, ch. 22, asked that chs. 6 and 10 be deleted and that chs. 56 and 65 be assigned. This would make the city all uhf. Meanwhile, initial decision on ch. 6 hearing there was issued favoring KRIS. Two weeks ago opposition KBWU withdrew. KYVD-TV asked for immediate consideration of its petition and a stay of any action on the ch. 6 hearing. At the same time, KRIS asked the FCC to make an immediate grant and opposes KYVD-TV's request.

EVERYONE KNOWS WHEC IS WAY OUT IN FRONT IN THE OVERALL RATINGS, BUT

HOW ABOUT LOCAL SHOWS AGAINST LOCAL SHOWS IN ROCHESTER? . . .

<table>
<thead>
<tr>
<th>STATION</th>
<th>STATION</th>
<th>STATION</th>
<th>STATION</th>
<th>STATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHEC</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>E</td>
</tr>
<tr>
<td>FIRSTS</td>
<td>. . .</td>
<td>. . .</td>
<td>. . .</td>
<td>. . .</td>
</tr>
</tbody>
</table>

In the ratings of the 427 weekly quarter hours WHEC is on the air it outstrips the nearest other station by 250% . . . and on locally created programs, as you see above, the margin is even wider! . . .

There are some availabilities in these high-rated local WHEC programs! Why not find out if we haven’t got just the spot to get you off the spot in Rochester?

* Latest Pulse Report Before Closing Time

BUY WHERE THEY'RE LISTENING:

WHEC

NEW YORK
5,000 WATTS

Broadcasting • Telecasting
Agency and client -
behind closed doors -
chopping on the schedule -
your medium, your market
are mentioned - a question
is raised - the agency man
reaches for Standard Rate...

Brother, what a grand feeling to know that
you are there

in a Service-Ad near your listing.

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of all SRDS monthly editions; or call a Standard Rate Service-Salesman.

Note: According to a study of SRDS use made by National Analysts, Inc., 83% of all account men interviewed have SRDS available at meetings in clients' offices.
MAGNUSON VOICES OPPOSITION TO PLAN FOR NEW COMMISSION FREEZE ON VHF

Senator Commerce Committee chairman, interviewed by newsmen on CBS panel, says, among other things: (1) networks should bring tv to unprofitable areas, (2) manufacturers should make all-channel sets, and (3) Congress will put limitation on station ownership to replace FCC rule invalidated by court.

CHAIRMAN Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee has dashed hot water on a proposed FCC freeze on vhf television.

On a nationwide radio and tv network panel show, the Washington Democrat put a quick thaw on a plan proposed by FCC staffers to Commissioners to hold up on further vhf grants until the vhf situation is resolved [B&T story and editorial, March 14].

Sen. Magnuson revealed his thinking on another vhf freeze in an interview on Face the Nation March 13 (CBS-TV, 2:30-3 p.m.; CBS Radio, 10:05-10:30 p.m. EST). Newsmen quizzing the Commerce Committee chairman were Sol Taishoff, B&T editor and publisher; Rowland Evans Jr., Washington AP correspondent, and Joseph Gambatese, Nation's Business associate editor, with Ted Koop, CBS Washington public affairs director, as moderator.

Questioned about the freeze proposal by Mr. Taishoff and asked whether he favored another freeze, Sen. Magnuson said he "would be opposed to it."

"I know you have that in your magazine this issue," he said. "I think that if we can solve some of these problems, we wouldn't need that." Of the 1948-52 freeze, he said, "I remember that so-called freeze well. That was what we called the long freeze. That was a long winter."

Freeze Gives Rise to Heat

Sen. Magnuson said he thought "there would be a lot of howling going on up in Congress and on this committee," if such a freeze were imposed. Referring to the 1948-52 freeze, he said that "many, many sections of the country were denied the benefits of television for that whole period because of that freeze." On Tuesday he entered the B&T editorial in the Congressional Record.

Other Magnuson views: (1) that networks ought to use their revenues gained from tv programming in "profitable" markets to bring programming to "unprofitable" areas, but they should do it voluntarily, not through government regulation; (2) that Congress will booster with legislation the FCC's ill-fated numerical limitation rule on station ownership; (3) he is not against newspaper ownership of radio-tv stations when there is no "undue concentration of control of media outlets in a given area"; (4) he will call on manufacturers to meet with the committee to discuss agreement on making all-channel tv sets; (5) his committee will try to secure free or less costly radio and tv time for political candidates; (6) Democrats ought to get "equal time" to answer the "political" aspects of the President's weekly news conferences released to radio; (7) that he feels pressure had been exerted on FCC in tv application cases by both the executive and legislative branches, but he could name no specific instances; (8) "bulk" of the committee's $200,000 investigation funds will be spent on the network, uhf-vhf probe.

Sen. Magnuson said he thought networks, in some cases, already were putting profits into unprofitable markets. This is true, he said, in any big industry. He cited the railroad analogy made earlier by Sen. John W. Bricker (R-Ohio) in the latter's release of the Jones Progress Report [B&T, Feb. 21]; i.e., a railroad operating an unprofitable spur line.

But at several points during questioning he said he was against government regulation of networks, such as has been proposed in the Bricker bill (S 825). He said there might be pressure in Congress within "two or four years" to declare networks as common carriers or public utilities.

On FCC's rule limiting the number of radio and tv stations one person may own, thrown out last month by the U. S. Court of Appeals D C (B&T, Feb. 28), he said he thought the court was legally right, but added:

"That will be appealed to the Supreme Court, and I think this is a matter we are going to have to look at and we are going to have to amend the law so that the Commission has the right to limit a given number of stations to a given person."

Answering a question from Mr. Taishoff on newspaper ownership of stations, Sen. Magnuson said the FCC should decide each case on its own merits: "The fact that a man owns a newspaper should not necessarily be held against him as an applicant for a radio station, but if the fact that he owes a newspaper and has a television and radio station, too, causes an undue concentration in a given area, then it is a problem for the Commission to decide."

He said he felt a newspaper owner may be better qualified to run a radio or tv station in a given area.

Sen. Magnuson said he is inviting tv set manufacturers to an informal meeting with the committee to discuss an agreement to make all-channel sets. Such an agreement, he said, technically would violate anti-trust laws, but "we would have to change or make an exception in the anti-trust laws." He added that if set-makers "agreed with me to do it, they would not be in violation."

Meeting Expected Next Month

The meeting is expected to be held the latter part of next month.

He said he had been told production line costs for an all-channel set would be $10 to $12 more than the present cost of a vhf set. He said the committee would look into a proposal to remove the 10% excise tax on all-channel sets.

Sen. Magnuson, answering a question on whether he thought political candidates should have free radio and tv time, said time "is pretty costly. I think maybe we are going to have to work something out and make some recommendations whereby a candidate running for public office on a legitimate party is going to have the opportunity to use this medium of ex-
IT TAKES TIME
TO CONVINCE
A STUBBORN “CUSTOMER”...

And it takes time to make a good recording disc...

Time-saving devices are taboo at PRESTO...manufacturers of superior recording discs. PRESTO knows that when you step up production, you step down quality. Only by lavishly expending time—as well as skill and care—is it possible to obtain the consistent quality and famous performance of PRESTO discs.

It’s easy to hear the difference when you listen to a recording on PRESTO—the world’s finest recording discs. Competitively priced!

PRESTO Green • Orange • Brown and White label discs are used throughout the world wherever fine recording is done.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard St., Toronto

WORLD’S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS
pression [tv] at not such a cost as it costs him now. It is becoming a rich man's thing."

With the "terrific" cost of tv, contributions, too, must be greater and "you are more beholden to someone," he said.

Explaining his use of "legitimate," he said he would deny such time to candidates of parties which have been "outlawed," such as the Communist Party, and to those which do not qualify under some state laws because they fail to receive a certain maximum percentage of the votes at previous elections.

He said tv is becoming the "new medium" of political campaigning. Sen. Magnuson said he favored a law to raise candidates' campaign expenditures, but that "you can't pass a law prohibiting contributions by others to a candidate's campaign."

Asked by Mr. Taintoff whether he favored free donations of newspaper space or billboards, Sen. Magnuson said he did not, "but I think that they can have the rates such that it is open." He said Congress had to pass a law to stop radio stations from charging candidates "double," in comparison with commercial advertisers.

On the President's news conferences, he said the President, because of his high office, should have available time. But he thought it was "pretty rough" on the opposition party not to have available time to present its views "in the same way."

Questioned on President Franklin D. Roosevelt's use of the microphone, Sen. Magnuson admitted Mr. Roosevelt used radio to great advantage, but said Republicans complained of it at the time.

He said he didn't know if the time should be equalized, but made one suggestion that the Democratic National Committee select a speaker once a week to present that party's viewpoints on current important matters, using free time.

He said the "very nature" of the President's conferences ("He is asked political questions by you fellows") makes the conferences political in some respects, "and there is no way you can get away from it."

Asked by Mr. Evans to elaborate on his Jan. 21 statement that the Executive Branch has been exerting pressure on the FCC in the agency's granting of tv station licenses, Sen. Magnuson said he didn't know of "anyone in particular, but I know there has been a lot of pressures on the FCC." He added that pressure also had come from the Legislative Branch and from party organizations.

"There is always politics involved in these things," Sen. Magnuson said. "Every member of Congress has been asked by somebody, his constituent, 'Can you help me with my application before the FCC?'

Sen. Magnuson said the "bulk" of the committee's $200,000 investigation funds would be used in the network-uhf-vhf "inquiry and study." Previously, he had estimated about $75,000 of the funds would be used for the network probe.

Wash. State TV Boosters Cause Concern at Commission

GROWTH of "illegal" tv relay transmitters in the state of Washington has begun to cause FCC real concern.

In recent weeks, the Commission has learned that at least five new community boosters have begun operating in that state.

Once the same time, the FCC is not sure that the original four have remained off the air [B&T, Nov. 22, 1954].

Two weeks ago, the Commission wrote to all Spokane tv stations, asking if they had given permission to these boosters to pick up and retransmit their signals. This is part of Commission action to build up a strong case before issuing a cease and desist order.

Last fall, the FCC learned that boosters were operating in Bridgeport, Patsor, Brewster and Manson, all in and around the Chelan Forest area of Washington state. They were picking up Spokane uhf signals and retransmitting them to tv owners in those communities.

FCC inspectors warned the operators that they were operating illegally. The boosters were turned off for a spell, but returned to the air within weeks. The Commission inspectors could not determine who was responsible; civic-minded citizens apparently were taking turns in turning on the equipment.

Pressure on the Commission to permit the operation of these boosters, or work out some means of permitting this type of retransmission, came from the Washington congressional delegation. The FCC explained that this operation was illegal, but promised that it would try to work something out.

Early this year, FCC authorized an experimental, 200-w "translator" in Manson, Wash. [B&T, Jan. 17]. It was thought this would open the way to legalize this type of booster.

In the last few weeks, however, the Commission has learned that new boosters have begun operating in Nespelem, Winthrop, Twisp, Quincy and Coulee City, all in north central Washington. The Commission has also had unconfirmed reports of a booster operating in Lewiston, Idaho. All are unauthorized.

The Commission fears that the widespread use of this means of retransmitting tv signals may cause interference, not only to the stations being boosted, but also to other stations on the

Is there a GAP in your TV COVERAGE?

There is a gap—Mr. Advertiser and Mr. Time Buyer—if you aren't using KHOL-TV to reach the 403,300 prosperous people in Central Nebraska.

This 38-county market served exclusively by KHOL-TV has an effective buying power of $505,153,-000. High per capita income is based on waterpower, irrigated farming, cattle, and light industry.

To take advantage of this important link in Midwestern telecasting contact A. B. McPhillamy at KHOL-TV, or call your Meeker representative today.

KHOL-TV

CHANNEL 13 • KEARNEY, NEBR.

Owned and operated by BI-STATES COMPANY

A. L. McPHILLAMY, Sales Manager

JACK GILBERT, Station Manager

Phone Axtell, Nebr. SH 3-4841

CBS • ABC • NBC • DUMONT • NETWORKS

NEBRASKA

Page 104 • March 21, 1955

Broadcasting • Telecasting
same channel. The boosters operate by picking up a channel, amplifying the signal and re-transmitting it on the same frequency. Power is low, about .02 w, it was explained. The Commission also fears, one engineer explained, that these transmissions, weak as they are, could cause havoc with aeronautical beacons using the 75 mc band.

Kefauver Bill Would Ban All Broadcasts of Gambling

A BILL which would amend the U. S. Code to prohibit broadcasts of gambling enterprises, in addition to the present prohibitions placed on broadcasts of lotteries, was introduced last week by Sen. Estes Kefauver (D-Tenn.).

The bill (S 1423) is identical to one introduced in the 83d Congress by the late Sen. Charles Tobey (R-N. H.) on Jan. 25, 1953. It would prohibit broadcasts of "any advertisement of or information concerning any gambling enterprise, lottery, gift enterprise, or scheme of any kind offering money or prizes dependent in whole or in part upon lot or chance." The present law (Sec. 1304, Chapter 61, Title 18, USC) does not mention "gambling enterprise" or "money."

Commenting on March 11, 1953, to the Senate Commerce Committee on the Tobey bill, FCC said it was unable to determine the type of enterprises described as "gambling enterprises" in the bill since the term was not defined.

The U. S. Supreme Court last year overturned an FCC ruling which prohibited radio and tv giveaway shows as lotteries [BT, April 12, 1954].

In a statement accompanying his bill, Sen. Kefauver said it would "broaden the coverage of the Lottery Act" and "extend its provisions to other forms of gambling." The statement made no reference to giveaways or to broadcasting.

Sarnoff, Eisenhower Discuss Psychological Warfare Plans

BRIG. GEN. DAVID SARNOFF, RCA chairman, saw President Eisenhower last week about psychological warfare and so impressed the President that the normal 15-minute pre-luncheon appointment was stretched out into a 45-minute session.

An hour's discussion that afternoon with top administration cold war specialists followed the morning meeting with the President.

The nature of Gen. Sarnoff's proposals were not disclosed.

James Hagerty, White House news chief, said that the President had been highly interested in Gen. Sarnoff's ideas and that studies will be made. After that, Mr. Hagerty said, Gen. Sarnoff will be invited back for more talks.

Confering with Gen. Sarnoff at the afternoon meeting were Nelson A. Rockefeller, special assistant to the President; Abbott Washburn, deputy director of the United States Information Agency, and Frank Wisner, assistant to Central Intelligence Agency Director Allan Dulles.

Some years ago, Gen. Sarnoff suggested dressing inexpensive radio receivers behind the "iron curtain." The receivers would be pre-tuned to Voice of America broadcasts.

Gen. Sarnoff was in Washington to attend the Monday night dinner of Secretary of State John Foster Dulles for Australian Prime Minister Robert Menzies.

House Approves Funds For Radio-Tv, FCC Probe

THE HOUSE last Wednesday approved a resolution (H Res 117) authorizing $60,000 in funds for various investigations planned by the House Commerce Committee.

Resolution (H Res 105) authorizing the investigations was passed by the House last month [BT, Feb. 28].

Subjects specified, among others, include "allocation of channels to radio and television stations; educational television; subscription and theatre television; the administration by the FCC of the statutes which it administers;" and "advertising, fair competition and the administration of such statutes administered by the Federal Trade Commission."

Traffic in Obscene Matter Banned by Kefauver Measure

SEN. ESTES KEFAUVER (D-Tenn.) last week reported from the Senate Judiciary Committee a bill ($ 599) to prohibit the transportation in interstate commerce of "obscene" phonograph records, electrical transmissions, films and other matter (also see editorial, page 138). A similar bill has been introduced in the House by Rep. Emanuel Celler (D-N. Y.).

Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee questioned whether the bill should not come under the jurisdiction of his committee. He said the Commerce Committee "will be found very cooperative" in plugging any "loophole" in the Interstate Commerce Act.

Obviously OUTSTANDING . . .

WMBD PEOPLE MAKE THE DIFFERENCE!

Emil "Farmer" Bill, Brooks Watson, Phil Gibson, Johnnye Rayburn and Hal Sundberg.

SPECIAL JOBS NEED SPECIAL PEOPLE

The 5 people on the News Staff of WMBD devote their time EXCLUSIVELY to gathering, editing and broadcasting news. These specialists are only a part of the staff of 45 full time people at WMBD, the only LIVE TALENT radio station in Peoria.

MARKETS MAKE A DIFFERENCE, TOO!

Peoria is the NUMBER ONE MARKET IN ILLINOIS outside Chicago. LARGER than the Quad Cities...Rockford...or Springfield. WMBD dominates this rich Peoria area industrial and agricultural market:

79th MARKET IN AMERICA 534,762 POPULATION 127,870 RADIO HOMES

March 21, 1955 • Page 105
McCONNAUGHEY CONFIRMED BY SENATE

At talk later in the week to Ohio broadcasters, FCC chairman stresses importance of public service. He sees FCC as an arm of the legislative branch of government.

FCC "is an arm of the legislative branch of the U. S. government and as such it is my philosophy that we should work harmoniously with the legislative branch of the government."

So did FCC Chairman George C. McConnaughey keynote his basic beliefs last Thursday before the Ohio Assn. of Radio & Television Broadcasters, meeting at Cincinnati, scant days after his confirmation as FCC member Monday by the Senate, without opposition.

His principle of full cooperation with the legislative branch was affirmed only hours after the Commission had sent to the Senate Inter-state & Foreign Commerce Committee its interim reply to the controversial Plotkin and Jones reports probing the ills of uhf-vhf television and network operation (story page 97). "That was my philosophy at the state level when I was chairman of the Public Utilities Commission of Ohio and it remains the same at the federal level," Chairman McConnaughey told the Ohio broadcasters. "Congress is vitally interested in the subjects over which the Commission has jurisdiction, as quite properly they should be, since ours is a sensitive regulatory process and almost our every act affects the public welfare of the people of this country."

Chairman McConnaughey, named to FCC last fall by President Eisenhower as a recess appointee, fills the unexpired term of George E. Sterling, who resigned for reasons of health and to enter private consultancy. The term runs to June 30, 1957. He was named chairman of the Commission by the President to succeed Comr. Rosel H. Hyde, who had served as chairman for a year under the rotation system then inaugurated by the President. It is presumed Mr. McConnaughey also will serve as chairman for only a year under the rotation policy. At the end of that time he would continue as FCC member for the remainder of his term.

Other Republican members of the Commission aside from Chairman McConnaughey and Comr. Hyde are Comrs. John C. Doerfer and Robert E. Lee. Both are considered likely candidates for succession to the chairmanship under the rotation policy, should it be continued by the President.

Others of the Commission include Comr. E. M. Webster, independent, and Comr. Frieda B. Hennock and Robert T. Bartley, both Democrats. Miss Hennock's term expires June 30 and odds are running high that she will not be renominated. She would be replaced by another Democrat since only four members of FCC may be of the same party.

Comr. Bartley, nephew of Speaker of the House Sam Rayburn (D-Tex.), is considered the most likely candidate for the chairmanship of the Commission in the event of a Democrat succeeding President Eisenhower in the 1956 election. Comr. Bartley's term runs to 1958.

Chairman McConnaughey's nomination to FCC was put before the Senate in executive session Monday. Read to the Senate by the legislative clerk, the nomination in the absence of objection was declared confirmed by the presiding officer. His name was among a number of nominations presented to the Senate at that time to fill various posts.

A fortnight ago, Chairman McConnaughey's name had been reported to the Senate after it cleared the Senate Commerce Committee by a voice vote (BT, March 14). The nomination had been reported "without objection" although members reserved the right to oppose or support it on the floor of the Senate. It was the second time Chairman McConnaughey had passed the Senate committee, his earlier approval failing to secure airing before the Senate itself prior to adjournment late last year.

Speaking of public service before his Ohio audience last week, Chairman McConnaughey said, "I am sure that all broadcasters realize that every license granted by the FCC is a public trust to be used in the public interest. This can not be overemphasized."

No Property Right

"Broadcasters in their efforts to solve their financial and technical problems tend to forget that their license to operate is like a de facto grant—"to be used so long as it is used in the public interest and no longer. So you can see that a licensee does not have an absolute property right but holds his privilege to broadcast so long as his enterprise is conducted in the public interest and no longer."

"In other words, his license should terminate when he ceases to operate in the public interest."

Chairman McConnaughey said he didn't want to give a "sermon" on public service, but rather "a statement of the criteria which will enable us all to see how well we measure up to the ideal standards. There is no one who appreciates more the fine work that the broadcasters have done in the past than myself. This is evidenced by the fact that the people of the U. S. are the recipients of the finest programs in all the world."

The new chairman noted that "a condition precedent to the successful operation of any broadcasting or telecasting station is that it be a successful economic operation. In other words, you have to make a profit."

He observed it is "basically fundamental" that if a station does not make money, "it will not stay in business." He found one of the

THE CHAIRMAN CONFIRMED

this Spring

the best music in America

Sesac Music...

SESAC INC.

475 Fifth Ave. New York 17, N. Y.
most important factors contributing to financial success is "appropriate programming."

The smaller the community, "the more personalized the programming must be," Chairman McConnaughey related. "To appreciate what constitutes personalized, interesting and attractive programming that fits a particular community, it is necessary for the licensee to have the feel of the community. To obtain this feel, it is necessary that the licensee become an integral part of the community by actively participating in public, religious, civic and local activities.

"By so doing, he would be able to know instinctively what the people of his particular locality are interested in seeing and hearing and what will contribute to the general welfare and public service of his home community."

The FCC chairman concluded that "when this spirit of public service is obtained, it tends to go hand in hand with a proportionate amount of financial success. So we can safely conclude public service is not something that the FCC saddles a licensee with for technical and mysterious reasons. But it is a mandatory criterion which may be turned into a most valuable asset."

**EXAMINER REFUSES TO END LAMB CASE**

Sharman rules license renewal hearing will go on and that Lamb will be called as Broadcast Bureau witness.

AFTER listening to two days of argument, FCC Examiner Herbert Sharman last week turned down a motion by Edward Lamb's WICU (TV) Erie, Pa., to halt the license renewal proceeding and ruled that the case will continue with Mr. Lamb being called to the witness chair as asked by the Commission's Broadcast Bureau. He adjourned the hearing without date, however, pending WICU's appeal of his ruling to FCC.

Russell Morton Brown, counsel for WICU, informed Examiner Sharman that if the case must continue he will call past and present officials of the FCC staff, Commissioners themselves and witnesses from all over the U. S. in his case for Mr. Lamb's defense.

He indicated it may even be necessary to take the hearing to other cities such as Toledo, Cleveland and New York to accommodate the large number of witnesses he would call. They would testify not only to Mr. Lamb's character, he said, but also would show the WICU owner's long record of anti-communist activity. He estimated the hearing could take another six months.

Chief issue in the WICU renewal hearing is whether or not Mr. Lamb lied in telling FCC he never had communist associations. Mr. Lamb denies the charges.

Claiming FCC's 19 witnesses have failed to develop any evidence which would uphold the allegations against Mr. Lamb and disqualify him from retaining the WICU license, Mr. Brown a fortnight ago petitioned the examiner to issue an initial immediate decision in favor of Mr. Lamb and recommending renewal of the station license [B1, March 14]. Two of the witnesses have recanted. One of them, Mrs. Marie Natvig, has been indicted for perjury by a grand jury.

Although Mr. Lamb "would be delighted" to appear and testify, Mr. Brown commented, he said this would achieve no purpose since the Broadcast Bureau hasn't raised any matter which merits Mr. Lamb's reply. He reviewed in detail the substance of the testimony of the FCC witnesses to date to support his point.

Mr. Brown said he is reluctant to allow Mr. Lamb to take the stand because he feels the Broadcast Bureau attorneys' proposal to call him "is some kind of a little trick" or fishing expedition in which they might try to trip him up on some minor point. He said there is no need for a "Roman holiday at this late date" at public expense.

Joseph M. Kittner, assistant chief of the Broadcast Bureau, replied that his wish to call Mr. Lamb is "not based on any desire to trick Mr. Lamb into anything." He said there are a "number of matters" on the record which need clarification as to what the true facts are. He felt Mr. Lamb is the best qualified to clarify them. Mr. Kittner indicated that if Mr. Lamb could not clarify the points he had in mind, but which the FCC counsel declined to divulge at Mr. Brown's request, he may want to call additional witnesses.

As to calling still others, however, Examiner Sharman expressed the view that he probably would sustain objections by Mr. Brown. He recalled that just before the Christmas recess, FCC counsel Walter R. Powell Jr. stated the Commission did not plan to call any more witnesses. Mr. Powell resigned from FCC in January to join the legal staff of NARTB. He presently is recovering from a heart attack.

Mr. Kittner explained the Commission is interested solely in whether Mr. Lamb has made any misrepresentations to it. He said FCC "must concern itself with the candor and truthfulness of an applicant." He said the testimony "may well dispel" any questions about Mr. Lamb and "if it does, I'll be the first to recognize it."

In turning down Mr. Brown's motion, Examiner Sharman said he felt he did not have the authority to write a decision at this stage of the proceeding. He explained he had been directed by the Commission to hear testimony and receive evidence on all the issues from both the Broadcast Bureau and Mr. Lamb and to receive proposed findings from the parties before writing his decision. He suggested Mr. Brown could resubmit his case without presenting a defense, but the WICU attorney said Mr. Lamb doesn't want to win by "default."

**Will Appeal for Argument**

Mr. Brown indicated his appeal to FCC will ask for oral argument on the matter before the full Commission. He is to prepare his appeal this week after receiving the examiner's formal memorandum refusing his motion.

Already pending before the Commission is a petition by WICU to delete hearing issue No. 2 relating to charges by Mr. Lamb that FCC attorneys caused at least one bribe to be offered in an effort to secure false evidence against him. WICU said it does not wish to press the charge before Examiner Sharman. WICU explained the charge was contained in an averment made by Mr. Lamb's counsel during argument last summer before the U. S. District Court of D. C. in an effort to stay the FCC hearing. The District Court refused the stay and WICU has an appeal pending before the U. S. Court of Appeals there.
HEARING ORDERED ON WROW SALE

WTRI protest to sale of Albany station to Lowell Thomas and associates will get full-scale hearing.

FULL-Scale hearing on the $298,800 sale of WROW-AM-TV Albany, N. Y., to CBS commentator Lowell Thomas and associates was designated by FCC last week, based on protest by ch. 35 WTRI (TV) Albany last month in oral argument [BFT, Feb. 28]. No date for the hearing was set.

Chief issues seek to determine whether a grant of the sale would violate FCC's policy concerning station ownership by network personnel because of the contractual or business relationship existing between CBS and Mr. Thomas and to determine "whether any existing understandings concerning the network affiliation of station WROW-TV violate the Sherman Act or the Clayton Act."

To Check WROW Statements

FCC said it will inquire whether statements made by WROW with respect to the business occupation of either Mr. Thomas or associate Frank M. Smith "constitute a full and complete disclosure." FCC also will inquire whether "on or before Sept. 24, 1954, the date the transfer-of-stock agreement here involved was executed, the transferees herein entered into an agreement or arrived at an understanding with CBS according to which the CBS affiliation now held by [WTRI] would be transferred to [WROW-TV] on or before Feb. 1, 1955, if said transferees secured control of WROW-TV."

Burden of proof was placed upon WTRI Comm. John C. Doerfer dissented, noting he did not feel the pleadings of WTRI were sufficient to raise an issue of any violations of the Sherman or Clayton Acts. Comm. Frieda B. Hennock, concurring in the hearing order, dissented from the majority's refusal to enlarge the issues as asked by WTRI.

Eleven Station Sales Approved by Commission

SALES OF KFDX Wichita Falls, Tex.; KVVG (TV) Tulare, Calif.; KOPP Ogden, Utah; KBUR Burlington, Iowa, and KTAN Sherman, Tex., were among those receiving FCC approval last week.

- **KFDX** was sold by D. A. Cannon and associates for $100,000 to Sidney A. Grayson and two local businessmen. KFDX-TV was not involved in the sale.

Mr. Grayson currently is vice president and general manager of KMID-TV Midland, Tex., and will be president and general manager of KFDX. His associates in the purchase are Nat Levine, investments, and Meyer Raben, auto dealer.

- **KVVG** (TV) Tulare, Calif., was sold by Sheldon Anderson to Uhf Telecasting Corp. Consideration is assumption of $350,000 liabilities. Uhf Telecasting is owned by Joseph Justman, president and principal stockholder of Motion Picture Center Studio, Hollywood, and M. B. Scott Inc., Los Angeles advertising agency.

The call of the great outdoors during the summer months lures folks away from home but they take their radios with them and keep right on listening. WHAM—land is a mecca for vacationers with its thousands of acres of parks, beautiful Finger Lakes, Geneseo Valley and Lake Ontario. Visitors from all over the country swell the ranks of the million and a half people who live in Western N. Y. year around.

Take the natives, add a few hundred thousand people on vacation, mix thoroughly, sprinkle with portable, car and in-home-radios, and you have a ready made market in the holiday mood to buy.

You can reach this market with your sales message for pennies per day on the high Pulse, low cost per thousand listener station WHAM. It covers 22 Western N. Y. counties completely.

**WELE-**TV Gives Up Permit; Total Tv Dropouts Now 131

SURRENDER last week of the permit for ch. 66 WELE-TV Erie, Pa., raises the total number of post-thaw tv stations to surrender their permits to 131. Of these, 105 were uhf and 26 vhf.

Meanwhile, ch. 36 WQMC (TV) Charlotte, N. C., informed the Commission that it will discontinue operations at the close of business on March 15. This raises to 27 the total number of post-thaw tv stations which have suspended regular operations but are still holding their permits.

WQMC notified the Commission that its action was taken in order to devote attention to moving its tower to a more suitable, centrally located site. WQMC said that from its present site a substantial segment of the Charlotte community cannot receive uhf service. WQMC told the Commission that an application to modify its permit will be filed in the near future.

Two New Am Outlets Granted; KWOR, WKKO Given Changes

TWO new daytime standard stations at Radcliff, Ky., and Centerville, Tenn., were granted by the FCC last week.

A 1 kw daytimer on 1470 kc at Radcliff was granted to Fort Knox Broadcasting Co., composed of equal partners Byron Earl Cowan and Gerald W. Howard. Messrs. Cowan and Howard are associated in ownership of B. E. Cowan & Assoc., jobbers of industrial equipment.

At Centerville, a new daytime station on 1570 kc with 1 kw was granted to Tri-County Broadcasting Co. of Hickman, Lewis & Perry counties. Tri-County is composed of partners James Buchanan Walker, treasurer of the State of Tenn., C. A. Kennedy, attorney, and J. Gill Thompson, retired businessman.

FCC last week, also authorized KWOR Worland, Wyo., to change from 1490 kc to 1540 kc while continuing to operate unlimited time with 250 w.

WKKO Cocoa, Fla., was authorized to change from daytime operation with 250 w to fulltime with 1 kw on 860 kc.

**WLEU-**TV Gives Up Permit; Total Tv Dropouts Now 131

SURRENDER last week of the permit for ch. 66 WELE-TV Erie, Pa., raises the total number of post-thaw tv stations to surrender their permits to 131. Of these, 105 were uhf and 26 vhf.

Meanwhile, ch. 36 WQMC (TV) Charlotte, N. C., informed the Commission that it will discontinue operations at the close of business on March 15. This raises to 27 the total number of post-thaw tv stations which have suspended regular operations but are still holding their permits.

WQMC notified the Commission that its action was taken in order to devote attention to moving its tower to a more suitable, centrally located site. WQMC said that from its present site a substantial segment of the Charlotte community cannot receive uhf service. WQMC told the Commission that an application to modify its permit will be filed in the near future.

Two New Am Outlets Granted; KWOR, WKKO Given Changes

TWO new daytime standard stations at Radcliff, Ky., and Centerville, Tenn., were granted by the FCC last week.

A 1 kw daytimer on 1470 kc at Radcliff was granted to Fort Knox Broadcasting Co., composed of equal partners Byron Earl Cowan and Gerald W. Howard. Messrs. Cowan and Howard are associated in ownership of B. E. Cowan & Assoc., jobbers of industrial equipment.

At Centerville, a new daytime station on 1570 kc with 1 kw was granted to Tri-County Broadcasting Co. of Hickman, Lewis & Perry counties. Tri-County is composed of partners James Buchanan Walker, treasurer of the State of Tenn., C. A. Kennedy, attorney, and J. Gill Thompson, retired businessman.

FCC last week, also authorized KWOR Worland, Wyo., to change from 1490 kc to 1540 kc while continuing to operate unlimited time with 250 w.

WKKO Cocoa, Fla., was authorized to change from daytime operation with 250 w to fulltime with 1 kw on 860 kc.

**WLEU-**TV Gives Up Permit; Total Tv Dropouts Now 131

SURRENDER last week of the permit for ch. 66 WELE-TV Erie, Pa., raises the total number of post-thaw tv stations to surrender their permits to 131. Of these, 105 were uhf and 26 vhf.

Meanwhile, ch. 36 WQMC (TV) Charlotte, N. C., informed the Commission that it will discontinue operations at the close of business on March 15. This raises to 27 the total number of post-thaw tv stations which have suspended regular operations but are still holding their permits.

WQMC notified the Commission that its action was taken in order to devote attention to moving its tower to a more suitable, centrally located site. WQMC said that from its present site a substantial segment of the Charlotte community cannot receive uhf service. WQMC told the Commission that an application to modify its permit will be filed in the near future.

Two New Am Outlets Granted; KWOR, WKKO Given Changes

TWO new daytime standard stations at Radcliff, Ky., and Centerville, Tenn., were granted by the FCC last week.

A 1 kw daytimer on 1470 kc at Radcliff was granted to Fort Knox Broadcasting Co., composed of equal partners Byron Earl Cowan and Gerald W. Howard. Messrs. Cowan and Howard are associated in ownership of B. E. Cowan & Assoc., jobbers of industrial equipment.

At Centerville, a new daytime station on 1570 kc with 1 kw was granted to Tri-County Broadcasting Co. of Hickman, Lewis & Perry counties. Tri-County is composed of partners James Buchanan Walker, treasurer of the State of Tenn., C. A. Kennedy, attorney, and J. Gill Thompson, retired businessman.

FCC last week, also authorized KWOR Worland, Wyo., to change from 1490 kc to 1540 kc while continuing to operate unlimited time with 250 w.

WKKO Cocoa, Fla., was authorized to change from daytime operation with 250 w to fulltime with 1 kw on 860 kc.
WMEX Again in Trouble
Over Horse Race Programming

FOR the third time in its license history, WMEX Boston is having trouble with FCC over its horse race programming.

The Commission last week designated for hearing the application of WMEX for license renewal on detailed issues relating to the station's racing shows and whether or not they may be aiding illegal gambling.

FCC also questioned whether the station's resumption of racing shows after obtaining its last renewal in early 1952 upon representation that such shows had been discontinued "reflects adversely on the good faith of these representations and consequently on the qualifications of The Northern Corp. to continue operation of station WMEX."

In late 1948, WMEX first went into hearing on license renewal with principal issues relating to ownership representations, but other details involved inquiry into programming, including horse race shows. WMEX won out in the hearing and received renewal.

FCC subsequently again questioned the racing shows aired by the station and approved renewal in 1952 upon receipt of notice from WMEX that the shows had been dropped.

The Commission set no date for the hearing, which includes as issues:

"1. To determine whether, to what extent, and the manner in which the subject station has broadcast, is currently broadcasting and proposes to broadcast the following information relating to horse racing: (a) entries, (b) scratchings, (c) probable jockeys, (d) jockey changes, (e) winning jockey, (f) weights, (g) selections, (h) off time, (i) hunt post time, (j) track conditions, (k) weather condition, (l) time of race, (m) mutuels or prices paid, (n) results of race, (o) results in code, (p) post positions, (q) running account of race, (r) pre-race betting odds.

2. To determine the manner in which the station obtains the above information.

3. To determine whether the broadcast of horse racing information by this station appears likely to be of substantial use to, or is used by, persons engaged in illegal gambling activities.

4. To determine (a) the sponsorship, if any of programs offering horse racing information; (b) the arrangements between the sponsors and the licensee for the handling of the broadcasts of horse racing information, and (c) whether and to what extent these arrangements have been or are being carried out.

5. To determine the arrangements, or commitments, if any, entered into by this station with regard to unlawful or illegal gambling activities involving racing for the broadcast of horse racing information, and to the extent to which these commitments or arrangements are being met.

6. To ascertain whether the licensee in this proceeding had had discussions or dealings with any other broadcast station with respect to the manner in which broadcasts of horse racing information should be handled and to determine the outcome of such discussions or dealings.

7. To determine what instructions, if any, have been given by the licensee to its employees concerning the manner in which horse racing information is to be handled.

8. To determine what steps, if any, have been taken by the licensee to its employees concerning the manner in which horse racing information is to be handled.

9. To determine what effect the broadcasts of horse racing information have on the station's overall programming.

10. To determine, on the basis of the evidence adduced pursuant to the foregoing issues, whether a grant of the above entitled renewal application would be in the public interest."

Roanoke Ch. 7 Grant
Proposed for WDBJ

INITIAL decision proposing to grant ch. 7 at Roanoke, Va., to Times-World Corp.'s WDBJ there was issued last week by FCC Hearing Examiner J. D. Bond. Action was made possible by dismissal of a competitive bid by WROR Roanoke. WDBJ bought the tv assets of defunct ch. 27 WSCV-TV for $245,000.

The initial decision also declared moot the duopoly issue inserted by FCC in the proceeding following the death of WDBJ principal J. P. Fishburn.
Affiliate committees, meeting in New York March 31, are to discuss 'a revolutionary concept' in network operations. A PLAN for reorganizing NBC's radio network operations, which NBC President Sylvester L. Weaver described as "a revolutionary concept" but one that "would not be too difficult to live with" [B&TV INTERVIEW, Feb. 28], will get its first exposure to other than NBC executives March 31 when the network's top echelon meets with members of the NBC Radio Affiliates Executive Committee and the special study group on network-station relationships of the NBC Radio Affiliates Committee.

The meeting will be held at NBC headquarters in New York, according to notices sent to committee members by Robert D. Swezey of WDSU New Orleans, chairman of both the executive committee and the special study group. This session will presumably be followed by a general meeting of all NBC Radio affiliates, Mr. Swezey told B&TV. No date for such a meeting has been set, he said, nor will one be until after the March 31 session. Asked about the findings of the special study group, Mr. Swezey said they had reached a tentative conclusion that "no dramatic changes" in the present relations between the NBC Radio network and its affiliated stations are called for at this time. He declined to comment on NBC's so-called "operation redesign" in advance of its formal presentation at the end of the month.

Members of the NBC Radio Executive Affiliates Committee, in addition to Chairman Swezey, are: Harold Esser, WSJS Winston-Salem; R. H. Mason, WPTF Raleigh; E. D. Vadeboncoeur, WSYR Syracuse; Robert B. Hanna, WGY Schenectady; George W. Norton Jr., WAVE Louisville, and Paul W. Morency, WITC Hartford.

Special study committee members are: Mr. Swezey, chairman; Walter Dann, WMJ Milwaukee; Edwin K. Wheeler, WWJ Detroit; William A. Fay, WHAM Rochester; Nathan Lord, WAVE Louisville, and Jack Harris, KPRC Houston.

**NBC RADIO AGENDA: 'OPERATION REDESIGN'**

A new plan, 'color spread,' will allow participations on 13 color shows beginning next fall. Commercials will be 90 seconds in length and gross price $70,000 for winter and $48,000 for the summer.

NBC-TV's magazine concept of advertising will be extended to color spectacles as of next fall when advertisers with limited as well as those with large budgets will be able to purchase participations on 13 color programs in prime time on Sundays, 7:30-9:30 p.m. EST.

Details were announced Friday by George Frey, vice president in charge of sales of NBC-TV, who said that the project has been given the name of "color spread." Mr. Frey said the "color spread" programs will be scheduled on an approximate one-out-of-four week basis, and will be set to coincide with active seasonal sales periods, such as Christmas, Easter, graduation, summer travel, back-to-school, etc.

Mr. Frey, who credited NBC President Sylvester L. Weaver Jr. with originating "color spread" as well as the television magazine concept, described the new pattern of advertising, as:

"Each of these hour-and-a-half shows will offer six commercial positions. Each of these positions will allow a full 90-second commercial message—not one minute but a minute-and-a-half. The gross price of the winter positions will be approximately $70,000; $48,000 for the summer series . . . or just about the price of a double truck in the mass circulation magazines . . . with the superior circulation values of the most exciting shows on earth, the selling value of television itself . . . and the reality of color. These advertisers and others are being made available in any number desired—a sponsor can buy a single ad in the show for, say April 1956, or one every month throughout the year."

Frequent criticism of the high cost of sponsoring a color show, Mr. Frey continued, led to the extension of the magazine concept to color advertising.

Mr. Frey said color tv currently is "at the excitement level." He said NBC-TV has facilities capable of originating 60 hours of color programming each month and the network now has 95 stations equipped to transmit color.

"Even with present facilities," Mr. Frey said, "networks will telecast a total of 21 color shows this month—seven of them major productions."

**FIVE-YEAR CONTRACT with NBC is signed by Ralph Edwards, originator-producer-host on NBC-TV's This Is Your Life. With him are John K. West (c), vice president of the NBC Pacific Div., and Barle Adams, vice president of MCA. Mr. Edwards also is the originator of the Truth or Consequences programs, which started on radio in 1939 and is now on NBC-TV as well.**

**CBS Radio Affiliates Set September Meet for Detroit**

CBS RADIO'S annual meetings with its affiliates in the future will be rotated among major industrial centers, with this year's sessions to be held in Detroit on Sept. 12-14.

The new policy and selection of Detroit for the 1955 conclave were announced jointly last week by Adrian Murphy, president of CBS Radio, and John F. Patt Jr. of WIR Detroit, board chairman of the CBS Radio Affiliates Assn. The moves were recommended by a convention committee headed by Charles Caley of WMDB Peoria, Ill.

General managers and promotion managers of most of CBS Radio's 221 affiliates are expected to attend the Motor City meeting with key executives of the network.

"Our network and station executives generally have a two-sided job, responsible both for programming and for business management," Messrs. Murphy and Patt said in their joint statement, "and so they will be going to Detroit both as 'editors' interested in the automobile as a vital force in American life and as 'sales managers' eager to learn more about an industry that is one of radio's best customers."

"Obviously there is a large area of common interest between ourselves and the automobile industry. It is only natural to expect that this common meeting ground will be reflected in the agenda of our Detroit meeting."

**NBC Summer Discount Plan Signs First Three Sponsors**

SIGNING by NBC-TV of its first three advertisers under its "Summer Incentive Plan—1955" was announced last week by Roy Per-teous, NBC's manager of sales for participating programs. The summer discount plan is set up to provide advertisers on any combination of Today, Home and Tonight during the May 30-Sept. 2 period with savings up to 34.6% [B&TV, Feb. 21].

The advertisers are Polk-Miller Products Corp. (Sergeant's dog care products), Richmond, Va., through N. W. Ayer & Son, New York; and rubber manufacturers.
York, for 20 participations beginning May 31 and running through Sept. 1; Lau Blower Co. (furnace and ventilating fans), Dayton, for 13 participations from April 20 through July 6, and the Glass Container Corp., Toledo, through Kenyon & Eckhardt, New York, for 12 participations.

Mr. Porteous also revealed that Star-Kist tuna, currently advertising on "T-H-T," will remain on the air during the summer months under the incentive plan. Star-Kist's schedule will consist of one participation a week.

Under the plan, an advertiser is allowed a set number of free participations, depending on the number of paid participations scheduled. For example, seven to 11 paid participations will net one free participation, and 52-54 paid ones will earn 18 free of charge.

‘POST’ SUITS DROPPED AS WINCHELL ‘REGRETS’

LIBEL SUITS totaling $1,525,000 were terminated last week with the issuance of a statement in which commentator-columnist Walter Winchell said he "regrets and withdraws" anything he said or wrote that might have been construed as a charge that the Post, its publisher, or its editor was a Communist or sympathetic to communism.

The suits had been brought by the Post, which asked $750,000 damages, and Editor James A. Wechsler, who sought $775,000. Co-defendants with Mr. Winchell were ABC, which carries the Winchell newscasts on radio and tv; Gruen Watch Co., a former sponsor; the Hearst Corp., publisher of the New York Daily Mirror, which publishes his column, and King Features Syndicate, which services his column.

A statement described as authorized by Mr. Winchell and saying he had not said or meant to say the Post, its publisher or its editor had been pro-communist was read by a staff announcer at the start of Mr. Winchell's Sunday night (March 13) broadcast. A similar statement appeared in the Monday editions of the Daily Mirror.

The Post's account said Mr. Winchell and his employers also agreed to pay the Post and Mr. Wechsler $30,000 to cover counsel fees and disbursements, and that the settlement also included discontinuance of Mr. Winchell's counter-suit against the Post, Dorothy Schiff, and Mr. Wechsler, but that "no payments were made to Winchell or his attorneys in connection with the withdrawal of his suit." Mrs. Schiff is publisher of the Post and also owns KLAC Los Angeles.

Announcement of the settlement of the controversy followed by only a few days the disclosure that Mr. Winchell had sought and received a release from his contract with ABC Radio and ABC-TV, effective Dec. 25 or earlier [B&T, March 14]. Mr. Winchell said at that time he had received an offer to produce tv shows for NBC. NBC confirmed that "informal discussions" had been held but said nothing had developed "beyond this stage."

NBC Appoints McMillan

APPOINTMENT of Randall R. McMillan as NBC purchasing agent was announced last week by William S. Hedges, vice president in charge of integrated services for the network. Mr. McMillan will report to Mr. Hedges.

In his new assignment, Mr. McMillan succeeds William D. Bloxham, who has retired after more than 28 years with NBC.

Mr. McMillan has been manager of purchasing for RCA Communications Inc. since February 1953. He joined that company in 1945.

NBC-TV Names Dodge To New Sales Post

APPOINTMENT of John H. Dodge to the newly-created position of eastern administrative sales manager of NBC-TV was announced last week by Walter D. Scott, the network's administrative sales manager. Mr. Dodge began his broadcasting career in 1934 as a salesman for WRC Washington. Three years later he was named sales manager of the station.

During World War II, he served as a lieutenant commander with U. S. Naval Intelligence, returning to NBC in 1946 in the tv sales department in New York. In 1947, he was named manager of the Boston office of NBC Spot Sales, serving there until 1950 when he became an account executive for NBC-TV.

New Ted Mack Show Slated To Start April 4 on NBC-TV

A NEW daytime show featuring Ted Mack is slated to bow April 4 on NBC-TV on a Monday-Friday basis, it was announced March 11. The live program, as yet untitled, will be a variety type with host Mack interviewing guests. A full orchestra will be used on the show, to be placed in the 3-3:30 p.m. EST period.

Although sponsorship has not been announced, it was reported that as many as three or four advertisers, still in negotiation, may share in picking up the tab.

Also reported under negotiation with NBC-TV is Ted Mack's Original Amateur Hour, which left the network last September. It then was sponsored by Pet Milk.

NETWORK PEOPLE

Dick Linkroum, producer, NBC-TV Home, appointed executive producer; Ted Rogers, formerly account executive, BBDO, N.Y., succeeds Mr. Linkroum.

“The Broadcasting Yearbook is a necessity for anyone who wants station or network information fast”

John Marsich
Chief Timebuyer
Kudner Agency

March 21, 1955 • Page 111

Broadcasting • Telecasting
NBC'S COLOR CITY TO OPEN MARCH 27

Network spectacular will be opening telecast from $3.7 million Burbank project.

NEXT SUNDAY, NBC-TV will open its Color City in Burbank, Calif., as described in the first TV studio especially designed for color TV production. The opening telecast will be a 1½ hour spectacular starring Milton Berle, Dinah Shore, Judy Holliday and Fred Allen (BT, March 16).

The $3.7 million project contains studio space, technical and control facilities, and dressing and make-up rooms which occupy 12,600 sq. ft. Addition of Color City brings NBC-TV's total investment in its Burbank plant to over $7 million and the building facilities to 55,900 sq. ft., with further expansion contemplated as color TV matures.

Color City's studio serves a dual purpose. It is completely rigget and lighted so that the entire floor area can be used for dramatic production. However, when required, temporary bleachers and a permanent pit can be utilized to accommodate an audience. A color and projector system can be utilized to give an audience a 15x20 ft. view on a hanging screen of what is happening before the cameras.

The studio building is flanked by a technical building and a control and dressing room building. The technical building (presently one-third its eventual size) will in time serve the entire NBC-TV Burbank operation. The first floor contains a satellite color studio and the central technical equipment room. The technical equipment houses audio and video amplifiers and telephone equipment which serves a two-fold purpose of transmitting programs to the network and receiving network transmissions.

A film Studio and other film equipment are installed on the second floor, as is a video control room. The projection room at present has two color RCA TK-23 three video film cameras, each multiplexed to a 16mm projector, a 35mm projector and a slide projector.

The control and dressing room building has enough room to serve the future functions of another color studio, to be built next to it. On the first floor are located dress and makeup rooms, placed to allow access to the studio building for quick changes. The second floor contains audio, program, video and lighting control rooms, plus technical studio audio and video equipment and a small maintenance shop.

The studio building itself houses four RCA TK-50A color camera chains, a newly-designed video-and-audio distribution system designed by NBC, and black-and-white and color monitors. Program from the color camera chains are provided.

---

WNBER BROS. ENTERS TV FIELD WITH PACT FOR ABC-TV SHOWS

ABC-TV last week was reported to have reached an agreement with Warner Bros. Pictures under which the film production company would produce a weekly, hour-long filmed program to be similar in format to ABC-TV's "Disneyland.

Such an agreement would mark the entry of Warner into the TV film production field. It also would be an extension of ABC-TV's plans for affiliation with a major Hollywood production company, begun with Walt Disney Productions.

The new Warner Bros. filmed show reportedly will consist of a variety of program material, probably with some of its film initially shot for theatrical release. It is believed that ABC-TV will schedule the new program on Tuesday night in order to compete more favorably with other networks on that night. ABC-TV's Tuesday night lineup now includes "Make Room for Daddy" (9:30 p.m.), and "U. S. Steel Hour-Elinor Hour (9:30-10:30 p.m.)."

KAGRAN SETS EXPANSION FOR NBC EXPLOITATION

EXTENDED and intensified licensing activities at Kagran Corp. (exploitation), New York, have been announced by J. M. Clifford, Kagran president and administrative vice president of NBC, which has recently acquired the property.

Mr. Clifford, who will continue his NBC duties, said it is expected that Edward L. Justin will soon be named to a "principal operating position" at Kagran. The exploitation of NBC properties other than those owned by Kagran will continue under Mitchell Benson. Sydney Rubin continues as manager of licensing, Mr. Clifford said.

The grant of contracts for Pinky Lee products and J. Fred Muggs hand puppets started NBC's activities in licensing merchandise in April 1954. The list of merchandise now numbers about 70 items, including dolls, puppets, games, comic books and pogo sticks associated with NBC properties. The Kagran catalog contains an even wider selection of merchandise, Mr. Clifford said. The firm will continue to handle the licensing and exploitation of all non-broadcast subsidiary rights in Howdy Doody and other Kagran-owned properties.

WNOE BECOMES INDEPENDENT, WTPS TAKES MBS AFFILIATION

WNOE New Orleans has announced that effective last Saturday its affiliation with MBS has been severed and that it is now an independent station with a 24-hour-a-day music and news format. WNOE has been connected with MBS since 1941. Its contract with the network would have terminated at the end of this year.

Affiliation of WTPS New Orleans with MBS effective last Saturday was announced last week by Robert W. Carpenter, network director of station relations. The station is owned and operated by Times-Picayune Pub. Co. The station uses 1 kw daytime and 500 kw nighttime on 940 kc. John F. Tims Jr. is president of the outlet. General manager is H. F. Wehrmann.

ABC OFFERS NEW CO-OP SHOW

A NEW co-op program strip, How to Fix It, will begin April 4 on ABC Radio Monday-Friday at 10:15-10:25 p.m. EST to be sold as a straight package or on a spot participation basis to local and national spot advertisers. All stations on the network will be offered the program on a basis heretofore used only (and only occasionally) on ABC-TV. Stations which sell the program pay the network 25% of the sale. Price includes time and talent charges after the usual agency commission.
THREE-WAY PLAN OFFERED BY RRPS

Station subscribers to RCA Thesaurus are offered detailed promotion involving station, manufacturer and retailer.

RCA Recorded Program Services, New York, on behalf of station subscribers to its RCA Thesaurus library, this week is launching its “Shop at the Store with the Mike on the Door” plan, an integrated advertising-merchandising-promotion program which stations can implement with their own staffs.

This week RRPS started sending to stations a 20-page operating manual intended as a full blueprint of the plan, providing details on various promotional, advertising and merchandising material that RCA will make available, plus suggestions on selling sponsors. The plant is intended primarily to sell radio as an advertising medium.

“We feel that some one has to give radio the push it needs and deserves,” A. B. Sambrook, manager of RCA Recorded Program Services, told BWT. “We believe directly in that anything the helps radio helps us.”

The plan is available to Thesaurus subscribers without charge. To underline the point that there are no strings attached, the station is free to enroll as “Mike on the Door” members any sponsor on the station and not necessarily those advertisers who underwrite Thesaurus shows.

The plan is a three-pronged effort involving RCA Thesaurus, the subscriber station and local sponsors. The advertiser is supplied with a window decal carrying the station’s call letters and frequency, the complete “Shop at the Store” slogan and three key words, “Quality—Value—Service.” RCA Thesaurus provides know-how in the form of various promotional, merchandising and advertising aids. The local station supplies the follow-through.

Among the aids are messages by RCA Thesaurus personalities such as Nelson Eddy, June Valli, Freddy Martin, Sammy Kaye, and George Melachrino; presentation talks for local organizations; ideas for “Shop at the Store” feature program; “Lucky Name Sweepstakes” contest and “Shop at the Store” telephone quiz.

The station is asked to use as many announcements as possible on the air to hammer home the theme—”Shop at the Store with the Mike on the Door.” It is also suggested that the stations, using a Thesaurus-devised format, schedule a daily “Shop at the Store” program.

The sponsor participating in “Shop at the Store” may place copyrighted decals on store windows, doors, trucks, etc. He may also make use of the slogan in his newspaper, direct mail and other advertising. The sponsor also is supplied with finished art work of the decal for use in his advertisements.

Community Tv System

Sold to New Cable Corp.

PURCHASE of what was described as the largest community tv system in the U. S. was announced last week by Charles E. Brown, president of the Williamsport (Pa.) Jerrard Television Cable Corp. and an associate in J. H. Whitney & Co., New York, venture capital firm, and Clive Runnells Jr. of Houston, Tex., who purchased the property on behalf of himself and a number of business associates. Mr. Runnells will serve as president of the new company which will be called Williamsport T-V Cable Corp.

Sale was negotiated by Howard E. Stark, New York, radio and television broker, for an undisclosed price. The antenna system, Mr. Runnells said, will serve approximately 6,000 families in Williamsport. The operation originally began in November 1952 and had provided tv reception on five channels to the community which has a population of 60,000.

Mr. Runnells said that Ray Schneider will continue as vice president and general manager of the operation. Board of directors of Williamsport T-V are: John C. Flanagan, Jack Binion, William H. Francis, W. T. Campbell and A. J. Farfel, all of Houston.

Gotham Appoints Volkell

As Harry Landon Resigns

AS PART of a series of major personnel changes at Gotham Recording Corp., New York, Robert M. Volkell, formerly comptroller of the company, was named last week to the new post of director of sales and service. He assumes the duties of Harry Landon, general manager, who has resigned to join Studio Program Service Inc., New York, effective April 1.

Other appointments announced by Herbert M. Moss and Stephen F. Temmer, president and vice president, respectively, of Gotham, are those of Edward J. Norman, formerly an engineer in London with British Decca, as recording engineer; Lawrence Lotto, a certified public accountant, as comptroller, and of several engineers and sales personnel, who will join the “pop” recording department on April 1.

Messrs. Moss and Temmer reported that in observance of the company’s fifth anniversary this month, an “across-the-board” wage increase has been voted for Gotham personnel.

World Offers Stations Baseball Season Shows

SERIES of 26 half-hour weekly baseball programs, to coincide with the start of the major league baseball season in April and ending with the World Series, has been released by World Broadcasting System, New York, to its affiliated stations.

Features in the package include: Scoreboard, which describes famous baseball scores and how they were made; Hall of Fame, tributes to great names in baseball; Home Run, which deals with facts about home run records, and Home Team, which will provide stations with the opportunity to offer listeners general information and news about local scores.

World also is offering a stations variety of new baseball songs. Along with the kits, the firm has made available special promotion material, press releases and advertising mate. Kits allow for the sale of five participating commercials per broadcast for a total of 130 during the baseball season.
RCA Signal Amplifier Developed for Color

DEVELOPMENT by RCA of a color-signal processing amplifier which makes possible reductions in the size, cost and space requirements of color television studio camera equipment was announced last week by Theodore A. Smith, vice president and general manager, RCA Engineering Products Div.

Mr. Smith said the new product performs all signal processing functions and eliminates such major components as the channel amplifier, distribution amplifier, six power supplies used in previous camera equipment, gamma corrector, shading generator and monitor auxiliary. The processing amplifier will be the heart of a new type of RCA live color television camera chain equipment which will be available to broadcasters this month. The new chain will sell for $49,000.

Mr. Smith pointed out that use of the new product would save broadcasters studio floor space and cut operating costs. It also offers the advantage of more economical and efficient camera operation.

The RCA processing amplifier is built around four plug-in video amplifiers which combine to perform the functions of numerous types of other components.

Three of the plug-in units perform such functions as cable compensation, video amplification, blanking insertion, shading insertion, feedback clamping, linear clipping, gamma correction and output amplification, Mr. Smith said. The fourth amplifier serves as the video section of an electronic switcher and can be used to select on the master monitor either individual or combination presentations of the red-green-blue video signals from the camera.

Compact Microwave Link Demonstrated by Raytheon
NEW microwave radio link for color and black-and-white tv, with sound, was demonstrated to government and industry representatives last week in Washington by Raytheon Manufacturing Co.

Useful for studio-transmitter links, remote pickups and interconnections, the four-suitecase package includes transmitter and receiver and control units for each, plus tripods and four-ft, parabolic antennas. Each unit of the KTR-100 weighs about 40 lbs.

Operating with .1 w output, and with an effective radiated power of up to 1 kw, the system uses a klystron tube and operates in the 6,000 mc common carrier band, the 7,000 broadcast, common carrier and military band, and the 13,000 mc broadcast and common carrier band. The complete system sells for $9,500, compared to $12,000-$12,500 for other systems, it was pointed out.

Raytheon also announced that it was manufacturing 10 mc wide microwave link for use in the field sequential system—the CBS system being manufactured by GE. This will cost about $10,000, it was said.

Also shown at the Washington demonstration was a new voice system comprised of two transceivers, operating on 26 mc. Each unit is complete with its own antenna and handsets. Cost is $885.

RCA Charges Zenith With Delaying Tactics
LONG-STANDING legal skirmish between RCA and Zenith Radio Corp. resumed last week when RCA accused Zenith of "deliberately" attempting to delay its nine-year-old patent and anti-trust suit against RCA, General Electric and Western Electric in the Delaware district court.

The charge against Zenith was contained in a brief filed with the U. S. Supreme Court by Adlai E. Stevenson and John T. Cahill, counsel for RCA, in support of an appeal to that court to compel Zenith to submit the issue to trial "in accordance with the Delaware court's blueprint for the disposition of the case."

The brief stated that Zenith was "using a later suit in Chicago [B&T, Nov. 22, 1954] to obtain this delay and to avoid the decisions of the Delaware court in which Zenith first brought suit." It added that "too many litigants are finding it difficult to get one trial without burdening the federal judicial system with too long, sprawling proceedings in the same controversy."

Reviewing the history of the litigation between the two companies, RCA stated that "Zenith instituted this controversy—in 1946—in Delaware by attacking the patents licensed by RCA and everything else RCA has ever done."

Chief Judge Paul Leahy of the Delaware court, the brief continued, had established a "blueprint" for the "orderly disposition of the case ...."

Zenith, RCA charged, "has consistently refused to proceed with anti-trust discovery pursuant to Judge Leahy's blueprint, and is now attempting to delay even the patent case in Delaware while the Illinois case proceeds."

Zenith filed its treble-damage, $16 million anti-trust suit in Chicago last June. Oral argument was heard in October.

A. R. HOPKINS (seated), manager of RCA Broadcast Equipment Marketing, and Theodore A. Smith, vice-president-general manager of RCA Engineering Products Div., demonstrate how the newly-developed color processing amplifier's compact design permits its mounting in a section of a control room console.

C A M A R T
TV TRIPOD SUPPORTS

● TRIANGLE Heavy duty center keystone casting locks legs and sturdy clamps assure solid support. $29.50

● CAR-TOP CLAMPS Insure a steady tripod support for your new real camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof. Set of three: $28.00

THE CAMERA MART INC.
1845 Broadway, near 60th St. New York 23, N. Y. Circle 6-0930

3M Names Wetzel, Holton To General Managements

APPOINTMENTS of Dr. Wilfred W. Wetzel as general manager of magnetic products, and of Robert V. Holton as general manager of electrical products, were announced last week by Minnesota Mining & Mfg. Co., St. Paul. Leonard Johnson was named to succeed Mr. Holton as general sales manager. Dr. Wetzel has been technical director of magnetic

Page 114 • March 21, 1955
products since 1948 and is credited with outstanding research on magnetic film and sound in the recording field. Mr. Holton joined 3M in 1943 and was appointed sales manager of electrical tapes in 1948. He has been general sales manager since 1953. Mr. Johnson has been sales manager of electrical products since 1950. Minnesota Mining markets and sells insulating tapes and films and splicing devices, and is a network broadcast advertiser.

3M Annual Report Shows Record Sales, Earnings
MINNESOTA Mining & Mfg. Co. last week reported record-breaking sales of $295,670 and earnings of $24,6 million for the past year. Three M's current assets were labeled as $102.4 million at year's end, its highest to date. Sales and earnings last year were $219.9 million and $71.9 million, respectively. In its financial report, W. L. McKnight, board chairman, and H. P. Buetow, president, stressed the rising importance of product development and research.

The company also noted that by the end of 1954, 270,000 cellophane tape dispensers had been sent out in response to requests from listeners and viewers of Arthur Godfrey's radio-tv programs.

DuMont Has New Tv Amplifier
DEVELOPMENT of a new television distribution amplifier, type 5437-A, was announced last week by Kenneth P. Peterson, marketing manager for the television transmitter department of Allen B. DuMont Labs, Clifton, N. J.

Mr. Peterson described the amplifier as a compact unit containing three identical distribution amplifier strips which may be used for distributing pulse signals, video signals or composite video signals to various units of studio broadcast equipment. Any strip also may serve as a sync-mixing amplifier, he said.

The unit can be used for color system video distribution as well as for black-and-white. The amplifier is constructed on a single 514-inch chassis of standard 19-inch width. Each of the three distribution strips provides for one high-impedance input and two isolated source-termi-

Sriragusa Sees Imminence Of Color Mass Production
COLOR TELEVISION should enter its "first mass production phase" the last quarter of this year and reach "major proportions" by 1956 and 1957, Ross D. Siragusa, president of Admiral Corp., predicted last week.

His statements were contained in Admiral's 1954 annual report, which showed consolidated net sales of $219,567,089 compared to $250,931,605 for 1953 and net earnings of $6,547,974 as against $8,223,160 the previous year. Mr. Siragusa attributed lower sales largely to military production.

"Keen industry-competition brought on lower retail prices for television and with them reduced profits at all levels during the first half," he reported. "Substantially higher sales in the second half, coupled with increased efficiency and lower operating costs, resulted in more satisfactory profit margins."

Mr. Siragusa said third-quarter sales exceeded those for that period in 1953, offsetting military reductions, and predicted industry-wide tv sales of 6.5 million sets in 1955, including "a trickle of color receivers in the second half." Admiral plans a five-year expansion program in color tv and foreign and domestic manufacturing. Mr. Siragusa disclosed the formation of subsidiaries in Australia, Italy and Mexico. Overall sales and earnings this year for the industry should surpass those of 1954, he felt.

Radio, Tv Set Production In January Up 25%, 50% RADIO set production in January ran about 25% above the same month year ago, with tv output up about 50%, according to Radio-Electronics-Tv Mfrs. Assn. January radio production totaled 1,068,146 sets compared to 871,981 in 1954; tv output was 654,582 sets compared to 420,571 in 1954.

Of January radio output, 1,068,146 total consisted of 180,421 home models, 166,885 clock, 42,530 portable, 573,837 auto. Of tv production, 117,095, or 17.89% of total, had uhf tuning facilities. Radios with fm tuning circuits totaled 16,569; 1,498 tv sets had fm circuits.

Manufacturing Shorts
Port-O-Vox Corp., N. Y., announces new wireless microphone employing five sub-miniature tubes in pocket fm transmitter to be worn on person, with final amplifier input power of 200 milliwatts on frequency of 27.51 mc. All components are sub-miniatures mounted on phenolic printed circuit board. Companion fm receiver employing 18 tubes feeds into public address amplifiers, recorders, etc. Literature available from firm at 521 W. 43rd St., N. Y. 36.

Sylvania Electric Products Inc., N. Y., announces selection of site of over 30 acres in Camillus, N. Y., for construction of new Data Processing Center. Construction on building, approximately 50,000 sq. ft., expected to start as soon as purchase contract is signed. Center will provide centralization of data processing including gathering, recording, computing and classifying of variety of company information.

Manufacturing People

Edward F. Miller, general purchasing staff manager, Stromberg-Carlson Co., Rochester, N. Y., appointed to head newly-created value analysis department.

Alfred Y. Bentley, technical assistant to president, Allen B. DuMont Labs, Clifton, N. J., appointed assistant manager, cathode-ray tube div.; Frederick C. Zorn, DuMont Labs wage and salary administrator, appointed administrative assistant to tv receiver sales division manager.

Leonard G. Taggart, purchasing director, Sylvania Electric Products Inc., N. Y., appointed chief purchasing agent, radio-tv div., headquartering in Batavia, N. Y. Transfer from corporate to divisional level in line with company policy of placing greater emphasis on divisional level purchasing function.

Wesley A. Sager Jr., former manager, Albany, N. Y., office, General Credit Corp., appointed to newly-created position, credits and collections manager, radio-tv dept., General Electric Co., Schenectady, N. Y.

P. M. Davis, in charge of structural sales for 11 western states, Emsco Mfg. Co. (towers), Houston, appointed manager of structural sales.


The best way to sell the KANSAS FARM MARKET use the KANSAS FARM STATION WIBW CBS RADIO in Topeka


March 21, 1955 • Page 115

“KBIZ Phoenix says to ride safely, When do I blow my saddle horn?”
CARTB 30TH ANNUAL MEET STARTS TODAY

For the first time, the Canadian broadcasters' association will conduct separate radio and television sessions. SEPARATE radio and television sessions will be held for the first time by the Canadian Assn. of Radio & Television Broadcasters at its 30th annual meeting today (Monday). The meeting will be held at the Chateau Frontenac, Quebec City, Que., under the chairmanship of the association's president, Finlay MacDonald of CJCH Halifax. More than 300 members and affiliates of the industry are expected to attend. The keynote address will be delivered at the opening session by Frank Owen, columnist of the London Daily Express and former editor of the London Daily Mail. He will be followed by James P. Furniss, vice president of the Citizens & Southern National Bank, Atlanta, Ga., who will discuss radio advertising for banks.

The afternoon session will consist of a panel discussion on newcasts by Vancouver broadcasters Sam Ross and Bert Cunnings of CKWX, and Dorwin Baird and Jack Webster of CJOR. John Karol, vice president of CBS Radio, will discuss "Radio's Resurgence" and give the first Canadian film presentation of "Tune in to Tomorrow," a presentation for radio.

The annual dinner, to be held Monday evening, will be chairperson by Jack Davidson, CARTB vice president, and will feature an address by Thomas O'Neill, president of MBS, on "Tomorrow's Radio."

Tuesday's morning meeting will be devoted to tv problems, followed in the afternoon by a CARTB business meeting. Wednesday morning meeting will be devoted to radio problems and will feature a talk by Joe Ward of Advertising Research Bureau. A joint radio-television business meeting will be held in the afternoon. A CARTB board meeting is slated for Thursday morning.

CBC Receives $15 Million From Tax on Sets, Tubes

A RETURN filed in the House of Commons at Ottawa shows that the Canadian Broadcasting Corp. received $15,005,310 from the 15% excise tax collected on all television and radio sets and tubes sold in Canada during the last 10 months of 1954. In this period, March-December, radio sets sold totaled 417,546, valued at $30,320,908. Of these, 14,718 sets, valued at $789,576, were imported and subject to the tax. Excise tax collected on radio sets was $3,567,918.

In the March-December 1954 period there were 551,431 tv sets sold in Canada, valued at $189,513,470. Of these, 15,913 tv sets were imported at a value of $1,713,644. Tax on tv sets collected for the CBC amounted to $111,537,392. Total sale of radio sets and imports in the calendar year 1954 amounted to 502,967 sets, valued at $367,604. Total sale and imports of tv sets in the January-December period amounted to 642,941 sets valued at $218,531-791.

Canadian Shows Top February Network Offerings

FIVE Canadian radio shows were among the top eight evening programs heard on Canadian networks during February, according to Elliott-Haynes Ltd.

The top eight network shows were: Our Miss Brooks, 16.6; Radio Theatre, 14.4; Wayne & Shuster (Canadian), 10.8; Army Show (Canadian), 10.6; Stars of Tomorrow (Canadian), 9; Championship Fights, 9; NHL Hockey (Canadian), 8.5, and Toronto Symphony Concert (Canadian), 6.7.

Leaders of the daytime radio network shows were: Ma Perkins, 15; Guiding Light, 14.2; Pepper Young's Family, 13.9; Right to Happiness, 13.1, and Road of Life, 12.1.

French-language evening radio network shows were led by Un Homme et Son Parole, 39.3; La Famille Plouffe, 30.7, Le Survenant, 28.7; La Voix du CARC, 17.3, and Zette et Zélie, 16.9. Daytime French-language shows were led by Jeannette Doree, 29.3, Rue Principale, 29.3, Vies de Femmes, 29, Je Vous Aime, 38, Aimee, 29, and Francine Louvain, 26.

Inter Tv Films Ltd. Formed in Montreal

FORMATION of Inter Tv Films Ltd. was completed last week in Montreal by Marcel Leduc, president of International Tv Film Services Ltd., New York, who will also serve the new organization as president. The Canadian firm has taken over control of Robijou Films Inc., Montreal, which represents film production organizations in Europe.

Inter Tv Films Ltd. will function as the parent company controlling International Tv Film Services Ltd. and Robijou Films. Several new series for tv are already in the planning stages for production abroad, Mr. Leduc said.

Radio Time Sales Ltd. of Canada has been appointed by Mr. Leduc to represent Inter Tv Films in Canada. Sales in the U.S. are being handled by International Tv Film Services Ltd. Other sales offices have been established in Toronto, London, Hollywood, Paris, Rome, Amsterdam and Madrid.

British Commercial Tv Eyes 10% of Ad Outlays

SIR KENNETH CLARK, chairman of the British Independent Television Authority, has said that commercial television in Britain may get a share of about 10% out of the total of £230 million (£644 million) spent annually by British advertisers. Speaking before the Man-

The annual dinner, to be held Monday evening, will be chairperson by Jack Davidson, CARTB vice president, and will feature an address by Thomas O'Neill, president of MBS, on "Tomorrow's Radio."

Tuesday's morning meeting will be devoted to tv problems, followed in the afternoon by a CARTB business meeting. Wednesday morning meeting will be devoted to radio problems and will feature a talk by Joe Ward of Advertising Research Bureau. A joint radio-television business meeting will be held in the afternoon. A CARTB board meeting is slated for Thursday morning.

CBC Receives $15 Million From Tax on Sets, Tubes

A RETURN filed in the House of Commons at Ottawa shows that the Canadian Broadcasting Corp. received $15,005,310 from the 15% excise tax collected on all television and radio sets and tubes sold in Canada during the last 10 months of 1954. In this period, March-December, radio sets sold totaled 417,546, valued at $30,320,908. Of these, 14,718 sets, valued at $789,576, were imported and subject to the tax. Excise tax collected on radio sets was $3,567,918.

In the March-December 1954 period there were 551,431 tv sets sold in Canada, valued at $189,513,470. Of these, 15,913 tv sets were imported at a value of $1,713,644. Tax on tv sets collected for the CBC amounted to $111,537,392. Total sale of radio sets and imports in the calendar year 1954 amounted to 502,967 sets, valued at $367,604. Total sale and imports of tv sets in the January-December period amounted to 642,941 sets valued at $218,531-791.

Canadian Shows Top February Network Offerings

FIVE Canadian radio shows were among the top eight evening programs heard on Canadian networks during February, according to Elliott-Haynes Ltd.

The top eight network shows were: Our Miss Brooks, 16.6; Radio Theatre, 14.4; Wayne & Shuster (Canadian), 10.8; Army Show (Canadian), 10.6; Stars of Tomorrow (Canadian), 9; Championship Fights, 9; NHL Hockey (Canadian), 8.5, and Toronto Symphony Concert (Canadian), 6.7.

Leaders of the daytime radio network shows were: Ma Perkins, 15; Guiding Light, 14.2; Pepper Young's Family, 13.9; Right to Happiness, 13.1, and Road of Life, 12.1.

French-language evening radio network shows were led by Un Homme et Son Parole, 39.3; La Famille Plouffe, 30.7, Le Survenant, 28.7; La Voix du CARC, 17.3, and Zette et Zélie, 16.9. Daytime French-language shows were led by Jeannette Doree, 29.3, Rue Principale, 29.3, Vies de Femmes, 29, Je Vous Aime, 38, Aimee, 29, and Francine Louvain, 26.

Inter Tv Films Ltd. Formed in Montreal

FORMATION of Inter Tv Films Ltd. was completed last week in Montreal by Marcel Leduc, president of International Tv Film Services Ltd., New York, who will also serve the new organization as president. The Canadian firm has taken over control of Robijou Films Inc., Montreal, which represents film production organizations in Europe.

Inter Tv Films Ltd. will function as the parent company controlling International Tv Film Services Ltd. and Robijou Films. Several new series for tv are already in the planning stages for production abroad, Mr. Leduc said.

Radio Time Sales Ltd. of Canada has been appointed by Mr. Leduc to represent Inter Tv Films in Canada. Sales in the U.S. are being handled by International Tv Film Services Ltd. Other sales offices have been established in Toronto, London, Hollywood, Paris, Rome, Amsterdam and Madrid.

British Commercial Tv Eyes 10% of Ad Outlays

SIR KENNETH CLARK, chairman of the British Independent Television Authority, has said that commercial television in Britain may get a share of about 10% out of the total of £230 million (£644 million) spent annually by British advertisers. Speaking before the Manchester Publicity Assn., he said, however, that up to now exact income and expenditures of the new medium "is anybody's guess" due to the lack of technical experience in the frequency bands reserved in Britain for commercial television.

A one-minute spot announcement in the London area will cost advertisers as much as £2,000 ($2,800), the Associated Broadcasting Co., one of five or six firms that will package British commercial tv programs, announced last week. This rate is only for what is considered peak viewing time—8:30 to 9:30 p.m., Saturday and Sunday. The rest of the evening will cost £600 ($1,680) a minute. Top cost in the Birmingham area will be £500 ($1,400). Associated has the franchise for Lon-

The Four Falconers, Ltd., formed to produce commercial tv programs, has been registered. Directors are James Robertson Justice, who is a director of Essanay Ltd., and Richard Meyer, a director of Essanay Ltd. The company plans to start with a series of 15- and 30-minute programs.

A survey by Messrs. Alfred Pemberton, British advertising agency, indicates that: "If an advertiser wants a full program schedule is announced he may find all available time sold to competitors. Under these circumstances, unprecedented in the history of advertising, it becomes the agencies' task to act as an intelligence service to pre-release information on all entertainment programs planned by the program contractors."

The number of television licenses in Great Britain and Northern Ireland increased by 151,783 during the month of January. Total of broadcast receiving licenses now is at 13,903,950, including 4,307,772 for television and 263,741 for auto radios.

Egan Succeeds Lang As Director of RFE

RESIGNATION of Robert E. Lang as the director of Radio Free Europe and the appointment of William J. Convery Egan to succeed him were announced last week by Arthur W. Page, chairman of the Free Europe Committee Inc.

Mr. Egan, formerly with the State Dept., had been acting director of Radio Free Europe during Mr. Lang's recent absence on special duty.

The committee expressed "warm appreciation" for Mr. Lang's "valuable service in organizing the work of Radio Free Europe and carrying it to its present effectiveness," and asked Mr. Lang to undertake special work on its behalf.
Canada's Tv Sets

AS OF JAN. 31 there were 1,265,399 tv sets in use in Canada, according to tabulations of All-Canada Television and the Radio-Television Mfrs. Assn. of Canada. This is up from 1,209,639 at the end of 1954.

INTERNATIONAL SHORTS

CKF Fort Frances, Ont., has changed call letters to CFOB.

Bell Telephone Co. of Canada, Toronto, has placed contract for 41 steel towers for microwave relay network from Toronto to Winnipeg, about 1,500 miles, with Provincial Engineering Ltd., Niagara Falls, Ont. Canadian Broadcasting Corp., Toronto, was erroneously reported in B&T Feb. 21, as having placed contract.

CHUM Toronto has appointed Radio & Television Sales Inc., Montreal, as representative except for Toronto area.

CHAT Medicine Hat, Alta., has appointed Paul Mulvihill as representative in Toronto and Montreal effective April 1; CFUN Vancouver, B. C., has appointed Mulvihill as representative in Toronto and Montreal.

CKCY Sault St. Marie, Ont., new 250 w station on 1400 kc, will go on air May 1, represented by Stephens & Towndrow Ltd., Toronto.

CHAB Moose Jaw, Sask., has appointed Stephens & Towndrow Ltd., Toronto, as representative in that city and Radio Times Sales Quebec Ltd., for Montreal area.

INTERNATIONAL PEOPLE

Dennis Townsend, CHSJ St. John, N. B., transfers to CHSJ-TV as program director.

Pierre Petel, formerly senior producer, tv program headquarters, Canadian Broadcasting Corp., Montreal, to Grant Adv. of Canada Ltd., Toronto, as Montreal office manager and radio-tv director.

Ted Abrams to CFCF Montreal as sales promotion manager, succeeding Arthur Weinhall, who is named to audience and station promotion duties.

P. Burke Smith, Canadian advertising manager, Procter & Gamble of Canada Ltd., Toronto, transferred to France as French advertising director, headquartered in Paris.

Queenie Brown, production director, Crawley Films, Ottawa, appointed director of new tv film unit at Toronto.

Jack Hulme, sales representative, world program sales div., and Ontario sales representative, All-Canada program div., All-Canada Television, Toronto, appointed to tv time sales and service department.

Educator Recommends Tv For Solving School Problems

EDUCATORS from 14 states meeting in Atlanta under the sponsorship of the Southern Regional Educational Board heard Dr. John E. Ivey Jr., SREB director, warn against "lock-step mentality and educational-at-usable planning" in urging wider application of tv to educational purposes.

He said that television might be the "one big answer" to the problems facing public school education today.

Haskell Boyter, director of radio education for Atlanta schools, said an application for a uhf educational station is being drawn up for submission to the FCC and Redding S. Suge Jr., staff associate of the SREB, informed the 50-member group that nine other educational tv stations are now in the planning stage in the South.

Other associates and speakers to the three-day conference were: Lynn Poole, director of public relations, Johns Hopkins U., Baltimore; Dr. Franklin Dunham, U. S. Office of Education; Dr. Armand Hunter, Michigan State College; Dr. George Arms, producer-director, KUHT (TV) Houston, educational outlet; Dr. Louis Raths, New York U., and Ralph Steelet, executive director, Joint Committee on Educational Tv, Washington.

NAEB Sets April 1 Deadline For Scholarship Applicants

APRIL 1 is the mailing deadline on applications for scholarships to 1955 tv workshops or summer sessions, according to the National Assn. of Educational Broadcasters, which is awarding up to forty $150 scholarships in connection with the educational program.

The scholarships, made possible by a grant from the Fund for Adult Education, will go to those applicants selected on basis of educational radio and tv experience, education and experience in related arts, and, particularly, on the contribution to educational tv likely to result from workshop attendance.

While no more than 40 scholarships can be awarded, the NAEB's Professional Advancement Committee may award fewer, based on applicants' qualifications and on the course and institution requested. Grantees can attend qualified, accredited or recognized workshops or summer sessions of their choice if the proposed program of study meets with the selection committee's approval, it was pointed out. Applications are being received by Dr. Harry J. Skornia, executive director, NAEB, 14 Gregory Hall, Urbana, Ill. Grantees are to be notified by May 1.

WRCA-AM-TV Reveals Plan To Train College Students

AS a means of encouraging the development of radio-tv newsmen for the industry as a whole, WRCA-AM-TV New York has announced plans for establishing a "college" stringer system, staffed by students from colleges and universities in the New York metropolitan area. Called "Operation Classroom," the plan was described by Hamilton Shea, vice president in charge of the stations, at a meeting of 50 faculty representatives and undergraduate students from 27 nearby colleges. Mr. Shea explained that each college reporter will be placed under the supervision of Bill Berns, director of news and special events for the stations. The reporter, he said, will be expected to cover his campus and make regular reports to the stations, and will be given the opportunity to accompany WRCA's roving reporter on assignments. From time to time, college reporters will interview guests appearing on WRCA-AM-TV's weekly Citizen's Union Searchlight.

Mr. Berns told the group that the plan was "one method of developing potential newsmen and reporters for the benefit of the whole industry."

Conn. Educ. Tv Plan Favors Shows on Commercial Stations

THE CONNECTICUT General Assembly's joint education committee has reported favorably on a bill to appropriate $150,000 for an educational tv "pilot" program for use on commercial stations. Under the plan, a state commission would be set up to supervise the preparation of educational programs for commercial stations. Members of the joint committee were quoted as saying there was little support within the committee for a plan endorsed by the state board of education and the U. of Connecticut for a $2 million appropriation for a three-station network of educational tv stations.

Chapel Hill Workshop Set

TWO-DAY radio-tv workshop sponsored by 12 Junior League chapters in North and South Carolina will be held Thursday and Friday at Chapel Hill, N. C. Purpose of the session is to help league members carry out more effectively their volunteer services in producing programs in cooperation with their local radio and tv stations, according to Louella Hotskin, consultant on radio-tv for the Assn. of Junior Leagues of America Inc., New York.
Thomas Dowd's Name Added to Pierson & Ball Law Firm

CHANGE in name of Washington law firm of Pierson & Ball to Pierson, Ball & Dowd has been announced. The third name is that of Thomas N. Dowd, who has been associated with W. Theodore Pierson since Mr. Pierson began private law practice in 1940. Mr. Dowd, who was born 38 years ago in Sioux City, Iowa, received his AB degree in 1929 and his JD degree in 1942 from George Washington U., Washington, D. C.

During his law school years, he worked as a law clerk for Mr. Pierson, formerly FCC attorney. Mr. Dowd joined the Marine Corps and fought in the Pacific during World War II. He holds the rank of major in the Marine Corps Reserves. He returned to the Pierson firm in 1946. He was carried as a member of the firm and made a partner in 1944 during the war years.

Other partners of the firm are Frederic J. Ball, Harrison T. Slaughter, Ralph L. Walker, Vernon C. Kohlhass, Lowell J. Bradford, Robert E. Hobson and Harold D. Cohen.

O'Donnell, Ehrig Join Daly

ATTORNEYS Matthew Bernard O'Donnell Jr. and Lenore G. Ehrig have joined the Washington radio law office of Harry J. Daly, located in the Pennsylvania Bldg. Mr. O'Donnell is a graduate of Notre Dame and Georgetown Law School. At present he is attending the Georgetown Graduate School of Law. Miss Ehrig is a graduate of National U. Law School. She served as attorney with the Office of Salary Stabilization and in the law office of Andrew G. Halesy as well as doing research work for Fischer, Willis & Panzer.

Fisher Named Law Partner

BEN C. FISHER, of the Washington law offices of Fisher, Wayland, Duval & Southmayd, has become a partner in the firm, it has been announced. Mr. Fisher is son of the late Ben S. Fisher, partner in the firm who died last year. He is a graduate of the U. of Illinois and Harvard Law School and is a former law clerk to Circuit Judge Learned Hand. He presently is serving as secretary to the Federal Communications Bar Assn.

Beckjorden to Personnel

ELISABETH BECKJORDEN, radio and TV consultant, has joined the staff of Personnel Assoc., New York, employment agency specializing in the advertising field. Mrs. Beckjorden, who will head the agency's broadcasting department, which serves stations, representatives, advertising agencies, radio-TV departments, film producers and distributors, also will continue her consultant activities. Mrs. Beckjorden was formerly assistant national public relations-publicity director in the Picture Department for Television, New York, and prior to that publicity, promotion and research director of the O. L. Taylor Co., station representative firm.

PROFESSIONAL SERVICE PEOPLE

Sidney G. Pietzsch, senior account executive, Witherspoon & Ridings (public relations), Dallas, Tex., promoted to vice-president.

Robert J. Burow, business manager, Danville (Ill.) Commercial-News (WDAN-AM-TV), appointed general manager of paper.


Edith M. Holland, formerly assistant to promotion-publicity and public relations managers, KPAB Omaha, to Wilson-Wadley Enterprises (public relations), Washington, as special assistant to owners.


PROFESSIONAL SERVICE SHORTS

Page Communications Engineers Inc., Washington, has released "Channels Unlimited," brochure describing its services and operation.

RUDOLPH VALENTINO

HAD
40,000,000 WOMEN SWOONING--YOU can see HIS technique
ON MOVIE MUSEUM

STERLING TELEVISION CO., INC.

NEW YORK  CHICAGO  DALLAS  HOLLYWOOD

Tv Writers to Base Awards On First Six Months of '55

THE FIRST awards to be given by TV Writers Branch, Writers Guild of America West, Hollywood, will be based on scripts produced during the first six months of this year. Thereafter, the awards year will start on July 1 and end June 30.

Members are asked to nominate five programs in each of four categories: best situation comedy, best variety comedy, best dramatic anthology and best dramatic episode. Both live and film shows are eligible, with awards shared where two or more writers are involved (i.e., original writer and adapter).

Voting will be confined to WGAV members, excluding WGA East, for the first awards.

Wehde Named 1955 Chairman Of Woman's Award Committee

APPOINTMENT of Ursula M. Wehde, account executive at Hoffman & York Inc., Milwaukee advertising agency, as general national chairman of the 1955 Advertising Woman of the Year Award Committee has been announced by Mary E. Busch, vice president of the Advertising Federation of America and chairman of the AFA Council of Women's Advertising Clubs.

At the same time, Miss Busch announced that Josephine V. Keim, creative copy-contact staff, Al Paul Lefton Co., New York, would serve as national publicity chairman and Joan Hirsch, fashion coordinator, Buffalo, as national finance chairman.

The Advertising Woman of the Year Award will be presented to the woman deemed to have contributed most to the growth of the advertising profession. The selection will be made by a panel of three judges and the announcement and presentation of the award will be made at the AFA's annual convention in Chicago June 5-8.

Talent Assoc. Awards Set

ESTABLISHMENT of the Talent Associates television awards competition for the three best original half-hour television plays by undergraduate college or university students was announced last week by Talent Associates Ltd., New York, tv producing and packaging firm.

The awards will include $1,000 for the first prize; $500, second prize and $250, third prize. The contest will be judged by tv writers N. Richard Nash, Robert Alan Arthur and David Shaw. The deadline for the competition is June 15, 1955. All inquiries and communications should be addressed to Play Awards Editor, Talent Associates Ltd., 41 E. 50th St., New York 22, N. Y.

Arthur Levey, president of the producing firm, said it is planned to make the competition an annual affair.

AWARD SHORTS

Betty Stickle, conductor, Story-Time, WNNI Newton, N. J., awarded radio-tv scholarship by New Jersey Synod of Presbyterian Church.

E. Preston Stover, program operations manager, WPTZ (TV) Philadelphia, presented Award of Merit from United Fund of Philadelphia.

Robert Wogan, operations supervisor, NBC Radio, awarded certificate of commendation by National Guard Bureau, U. S. Dept. of Defense, "in recognition of patriotic service to the National Guard of the U. S. during the year 1953-54."
JOSEPH E. BAUDINO (c), chairman of the board of Radio Advertising Bureau, presents two citations to former association leader for contributions to the industry. Charles C. Calley (l), former chairman of the board of Broadcast Advertising Bureau, forerunner of RAB, and president of WAMD Peoria, Ill., and Robert D. Swezy (r) former board member and chairman of the committee which formed the original Broadcast Advertising Bureau, and present president of WDSU New Orleans, were recipients.

WDFD Flint, Mich., presented special plaque by Genesee County (Mich.) 4-H Club in recognition of meritorious service.

KXOK St. Louis cited by four Jewish congregations in St. Louis area during 30th anniversary celebration of Voice of Israel program.

Dr. Susan B. Riley, national president, American Assn. of University Women, and English professor, George Peabody College for Teachers, Nashville, Tenn., and Turner College, managing editor, New York Times, appointed to awards committee, Alfred I. duPont Awards Foundation, which names annual winners of duPont radio-tv awards.

CBS-TV You Are There chosen best educational program on tv by high school editors in poll conducted by Compact magazine.

Joe Rosenfield Jr., conductor, Happiness Exchange, WMGM New York, presented citation from Veterans Hospital Radio Guild "in appreciation of his devoted efforts in behalf of our hospitalized veterans."

Lynn C. Thomas, general manager, KWRO Coquille, Ore., presented U. S. Air Force Public Service Award for outstanding service to USAF in civilian capacity.

Ralph Kanna, production director, WKNB-TV New Britain, Conn., presented award from Business & Professional Women's Club of Hartford (Conn.) for Adventures of Pasye program.

Chet Huntley, news commentator, ABC Hollywood, presented citation from Jewish National Home for Athetic Children, Denver, for distinguished service to needy children of America.

Klaus Landsberg, vice president, Paramount TV Productions Inc., and general manager, KTLA (TV) Hollywood, presented special award by Adult Education Assn., L. A., for "lasting contribution to the educational and cultural welfare of the community" for City At Night program, which Mr. Landsberg personally directs.


'BQUIZ 'EM ON THE AIR'

NEW PROGRAM, Quiz 'em on the Air, has been started on KPRC-TV Houston, Tex., in cooperation with the affiliated Houston Post and high schools of the area. The show features teams of students from different schools which are quizzed by KPRC-TV quizmaster Ray Miller on local, national and international news of the previous week. The victorious team wins a set of books for its school library.

WJAR-TV THEATRE DISPLAY

SPECIAL DISPLAY in the lobby of Loew's State Theatre in Providence, R. I., points up the tie-in salute to Loew's every Friday news column on WJAR-TV's Breakfast at the Sheraton program. Complimentary tickets to the theatre are given out to all who attend the program on Fridays, telecast direct from the Sheraton-Blithmore Hotel in Providence.

COON HUNT

SIMULATED coon hunt was televised by KNOE-TV Monroe, La., as a kickoff to the Mountain Music's wild coon hunt there. Coons were placed in trees in the station's 20 acres of ground and bled and graded coon dogs from all over the country were turned loose to pick up the scent. KNOE-TV believes the event was the first of its kind on tv.

KLRG DRUG PLAN

KLRG Little Rock, Ark., with the Little Rock Wholesale Co., is sponsoring a drug merchandising plan whereby a drug firm by becoming a participating sponsor on the station's Merry Go Round program will receive distribution for its product in the wholesale company's 720 "health and beauty aid" racks in 720 retail outlets in Louisiana and Arkansas if the product is accepted by the wholesale firm. KLRG provides point-of-purchase tags and signs identifying the product as being advertised on the station. The advertiser is invited to supply product items for giveaways on the program for which name-mention will be given through the show in addition to regular commercials. KLRG believes the plan is one of the few, if not the only one, offering advertisers immediate distribution in so many stores.

SURVEY IN AUSTIN

STRONG EVIDENCE that 68% of the residents of Austin, Tex., have tv sets which are tuned in for more than three hours a day, is shown by a survey conducted by the Austin Independent School District among pupils in the city's schools, grades one through eight, KTBC-TV, the only tv station in that city, reports. More than 18,000 youngsters, over 90% of the total enrollment in those grades, replied to the survey. The results showed 68% of Austin homes have tv and 70% of the children in grades one through six and 72% in junior high school (including a few ninth graders) watch tv three hours or more per day. In grades one through six, 74% of the teachers thought tv's influence on children wholesome, 14% undesirable and 12% were indifferent; in junior high, 55% wholesome, 14% undesirable and 31% were indifferent. I Love Lucy was the most popular program in all grades. KTBC-TV is affiliated with all four national networks.

NBC PASSPORTS

"PASSPORTS" to a $20 billion market have been issued to advertising agencies and clients by NBC Radio on behalf of the network's NBC Travel Bureau, Saturdays, 7-7:05 p.m.

Pretty, Fair Promotion

AD AGENCY offices in New York were visited by six tall blondes, dressed as royal pages and carrying cardboard trumpets. They were preceded by telegrams reading in part: "...a fair young maid will show herself dressed as a herald in silken array... she'll be there for entertainment!" The blondes, described by ABC-TV promotion people as "azure-eyed," were the "live commercial" phase of WABC-TV's (ABC-TV's) outlet in New York) current campaign for its new 25-hour, variety daytimer, Entertainment. The models also were placed in the audiences of rival networks' shows, winning interviews from Steve Allen on NBC-TV's Tonight and Robert Q. Lewis on his CBS-TV program.

Pretty, Fair Promotion

AD AGENCY offices in New York were visited by six tall blondes, dressed as royal pages and carrying gilded trumpets. They were preceded by telegrams reading in part: "...a fair young maid will show herself dressed as a herald in silken array... she'll be there for entertainment!" The blondes, described by ABC-TV promotion people as "azure-eyed," were the "live commercial" phase of WABC-TV's (ABC-TV's) outlet in New York) current campaign for its new 25-hour, variety daytimer, Entertainment. The models also were placed in the audiences of rival networks' shows, winning interviews from Steve Allen on NBC-TV's Tonight and Robert Q. Lewis on his CBS-TV program.
TIME OUT from a day-long sales meeting between executives of George P. Hollingsbery Co. and WWJ-AM-TV Detroit is taken by (l to r): seated, Douglas Sinn WWJ-TV assistant sales manager; George P. Hollingsbery, president of the representative firm; Edwin K. Wheeler, general manager of WWJ-AM-TV; Robert J. Mcintosh, WWJ sales manager; standing, Jack Peterson and F. E. Spencer Jr., Hollingsbery vice presidents; Wendell Parmelee, WWJ-TV national sales manager; Thomas J. Warner, WWJ national sales manager, and Fred Hogue, vice president of the Hollingsbery Co.

STORY OF SILICONE

STORY of silicone, semi-organic material derived from sand and quartz with so many uses and known as “bouncing putty,” was beamd to viewers in Saginaw Valley, Mich., when WNMJ-TV Bay City and WKNX-TV Saginaw presented demonstrations. Silicones were born commercially in Saginaw Valley during World War II and the first plant designed exclusively for silicone production and development was built in Midland in 1944 by Dow Corning Corp. The special tv coverage afforded the Dow Corning silicone had a double-feature aspect; acknowledgment of the local recognition given in an article on the material in the Saturday Evening Post and the 12th anniversary of the founding of Dow Corning Corp. Officials of the company appeared on the separate half-hour programs on the two stations and demonstrated the material and its uses. Parker Adv., Saginaw, was the agency arranging and producing the broadcasts and, according to it, the airings were the first complete demonstrations of silicones and silicone properties on tv.

ENTERPRISE IN CANADA

THAT young Canada is sold on non-government broadcasting is proved in a letter to a Canadian bank by a group of teenage school-boys who have a one-hour Saturday afternoon program aimed at school-age children on CKLG North Vancouver, B.C., and who are looking for sponsors. The two-page letter points out the value to the bank of having teenagers familiar with the bank’s services because the youngsters of today are the customers of tomorrow. The letter says radio is the best means to reach teenagers since it “provides the music youth demands, and caters to the hurrying symptom of the modern age by permitting the listeners to do something else while they listen.”

‘YOUR SENATORS’ REPORT’

NEW PROGRAM featuring U. S. senators from four states has been started by WGN Chicago under the title, Your Senators’ Report. The weekly series started March 5 with a talk by Sen. Joseph R. McCarthy (R-Wis.) and features other senators each week from Iowa, Indiana and Michigan, discussing major issues and activities in Washington. The program is taped at the joint congressional recording facilities in the capitol. It supplements the regular weekly Your Senators’ Report featuring Sens. Everett Dirksen (R-Ill.) and Paul Douglas (D-Ill.).

RED CROSS KITS

CHICAGO CHAPTER of the American Red Cross has dispatched its second radio and television kit to local broadcasters for use throughout March in connection with its fund-raising drive. Among suggestions for promotion are spot announcements, live or transcribed, featuring celebrities, as well as slides and film trailers. Tv props include oversized lapel buttons, flags, easel cards and posters.

OUTLET FOR TEENAGERS

LOVE-SICK teenagers now have a medium for gushing in KIST Santa Barbara, Calif., and its program, Seven-Up Teenage Party, aired two hours Saturday evenings. Teenagers phone in recorded requests and dedications, which are taped and heard almost instantaneously on the air. Those making requests are interviewed to develop human interest, love interest and “even the inevitable triangle not uncommon to... puppy love.” The interviews are often accompanied with other giggling voices in the background, KIST program was developed by Harry C. Butcher, president and general manager, and William S. Trueman, Seven-Up distributor who wanted a program to appeal to the teenage group and which also could be used in other cities in the area. The same format now is being utilized by KCOY Santa Maria. The program earned the top award in the annual contest conducted by the Santa Barbara Advertising & Merchandising Club.

EUROPEAN JUNKET

FOR its civic project, “Operation: Hometown America,” Oak Park, Ill., is sending the Cliff Johnson family, featured on WGN Chicago, as goodwill ambassadors on a two-month tour of Europe to ring doorbells and shake a few hands. Tape recordings will be flown back to the station for use on their regular program. The Johnson family have been on Chicago radio about eight years with broadcasts direct from their suburban Oak Park home. They will leave June 17 for New York and points east.

HOUSTON DISC M.C. CONTEST

WHEN Phico Corp. wanted to stage a campaign in the Houston market to generate a lot of traffic to dealer stores, a disc jockey m.c. popularity contest was conducted with seven stations and 32 record-spinners participating. More than 20,000 radio listeners, without obligation, went to Houston dealers to vote for their favorite and the winner was Paul Berlin of KNUZ. The promotion proved successful for all stations concerned, KNUZ reports, because of the intensified interest created for local disc shows and from the "bang-up" job the stations did covering and promoting the contest. Mr. Berlin will be the guest of singer Johnny Desmond for an all-expense paid trip to New York City.

‘TRUTH OR CONSEQUENCES’

RETURN of Truth or Consequences, one of radio’s first comedy quiz shows, to NBC Radio March 23, 9:30-10 p.m. EST, has been announced by the network. The series will be an edited version of the tv adaptation of the program telecast Tuesdays, 10-10:30 p.m. on NBC-TV. Ralph Edwards, creator of the show and host on This Is Your Life on NBC-TV, is executive producer. Ralph Bailey is m.c., a role Mr. Edwards filled until he restricted his activities to This Is Your Life.
FREE BOOKLET
HIGHLY informational booklet of particular interest to news editors, newsmen and others is being offered free by the Assn. of American Railroads. The booklet, Rail Oddities, Odd and Interesting Facts About the Railroads, contains matters of interest which occur in the railroad business and is available from the association at 928 Transportation Bldg., Washington 6, D.C. (see coupon, page 34).

KBS AFFILIATION LIST
STATION affiliation list and an accompanying letter have been distributed by Keystone Broadcasting System to all advertising agencies and clients. Under the signature of Edwin R. Peterson, KBS vice president, the letter cites claims of the network for its stations on the following factors: population, households, radio homes, consumer spendable income, food, drug and automotive retail sales, total retail sales and similar information on farm listeners. The list notes KBS had 800 affiliates as of Jan. 15 and will be by the city, town, power, frequency and radio families, based on 1952 Nielsen coverage service areas. The booklet containing the stations is available to anyone who did not receive one through the network's mailing.

WALA-TV INTERVIEWS BENNY
FILMED INTERVIEW with Jack Benny was obtained by WALA-TV Mobile, Ala., when Mr. Benny drove through the city on his way from New Orleans to Miami for a vacation. He was interviewed by Al Holman, program director, and Jim McNamara and the event was given full promotion since Mr. Benny's show is aired by the station.

CINCINNATI’S ‘GOOD NEIGHBOR’
WHEN General Electric Co. wanted a woman in its program representing the company in the Cincinnati area as a “good neighbor,” WSAI there offered to GE and its agency, The Ralph H. Jones Co., The Carolyn Watts Show, employing a combination of music and comments of interest to women. The station has previous experience in knowing the needs of GE, which has been sponsoring Sportstime on WSAI for four years, a program of the same type for men. Carolyn Watts, a new personality to Cincinnati, is featured on the program, purchased by GE on a 52-week basis.

CBS-TELECASTS FLORIDA DERBY
TELECAST of the Florida Derby, a mile-and-90-inches, for three-year-olds, will be shown by CBS-TELECAST on March 26, 4:30 p.m. EST. The telecast will originate at Hallandale, Fla. Sportscaster Bryan Field will broadcast the race, which guarantees $100,000 to the winner. Pre-race color will be handled by John Der, CBS director of sports.

‘BEAUTIFUL BUILD, BUT...’
WPEN Philadelphia is circulating a promotion piece titled “Beautiful Build, BUT...”, in which the station claims that from noon to 6 p.m., the highest ratings for radio programs available to local and national spot advertisers in Philadelphia are open on WPEN.” The folder stresses that “the high rated network programs are not for sale to national and local spot advertisers.”

ACTIONS OF FCC
New TV Stations...

APPLICATIONS


APPLICATION DISMISSED

FOR THE RECORD
Existing TV Stations...

STATION DELETED
KMIV (TV) Miami, Fla.—George L. Coleman & Kenyon Brown d/b as Miami TV Co. FCC deleted TV station on ch. 58 for lack of prosecution. Deleted March 7.

New Am Stations...

APPLICATIONS
Hillsdale, Mich.—Baw Beste Bostra, granted 1360 kc, 100 w unlimited. Post office address to E. H. Munn Sr., 306 N. West St., Hillsdale, Mich. Estimated construction cost $8,000, first year operating cost $4,200, revenue $6,000. Principals include Stanley W. White, auto dealer, president (14.95%); E. Harold Munn Jr., stockholder WTVB Coldwater, Mich., WSTR Sturgis, Mich., and WSHE Sheboygan, Wis. (construction permit), vice president (14.95%); Guy Osborn, insurance and real estate business, vice president (26.95%); Lloyd V. Nickol, appliance dealer, treasurer (8.95%); E. Harold Munn Sr., college teacher and stockholder WTVB and WSTR, secretary (19.1%). Twenty other stockholders, including Earl D. Stelp and Elmer D. Cheney who have interest in WSTR. Granted March 9.

Carrizo Springs, Tex.—Ben L. Parker granted 1450 kc, 250 kw unlimited. Post office address P.O. Box 247, Pleasanton, Tex. Estimated construction cost $15,258, first year operating cost $30,250, revenue $40,500. Mr. Parker is licensee of KUOP Pleasanton and KLFLP Fallsburg, both in Tex. Granted March 9.

APPLICATIONS
Arcadia, Fla.—H. F. McKee t/a as Arcadia Punde Corp. Bolig. Co., 1480 kc, 1 kw daytime. Post office address Shelbyville, Tenn. Estimated construction cost $17,000, first year operating cost $15,500, revenue $20,000. Mr. McKee is model and clothing store owner. Filed March 9.

Hazard, Ky.—Hazard News Corp. 1430 kc, 1 kw daytime. Post office address 4 David B. Jordan, 3005 Hampton St., Ashland, Ky. Estimated con-

APPLICANTS

PPAILLARD PRODUCTS, INC., 100 SIXTH AVE., NEW YORK 13, N.Y.
Station Authorizations, Applications, 
(As Compiled by B•T)
March 10 through March 16

Includes data on new stations, changes in existing stations, ownership changes, cases, rules & standards changes and routine roundup.

Abbreviations:
CP—construction permit. DA—directional antenna. ERP—effective radiated power. STC—studio-transmitter link. SYN—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aural—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. L—local station. mod.—modification. tr—transmitter. url—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporal authority. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Feb. 28, 1955

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,487</td>
<td>525</td>
</tr>
<tr>
<td>CPs on air</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>101</td>
<td>11</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,689</td>
<td>542</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,793</td>
<td>553</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>177</td>
<td></td>
</tr>
<tr>
<td>New station requests</td>
<td>186</td>
<td></td>
</tr>
<tr>
<td>New station bids in hearing</td>
<td>133</td>
<td></td>
</tr>
<tr>
<td>Facilities change requests</td>
<td>146</td>
<td></td>
</tr>
<tr>
<td>Total applications pending</td>
<td>953</td>
<td></td>
</tr>
<tr>
<td>Licenses denied in Feb.</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>CPs pending in Feb.</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational and tv stations.

* Authorized to operate commercially, but station may not yet be on the air.

Am and FM Summary through March 16

<table>
<thead>
<tr>
<th>On</th>
<th>AM</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apps.</td>
<td>Pnt.</td>
<td>Hear.</td>
</tr>
<tr>
<td>Licensed CPs Dng</td>
<td>576</td>
<td></td>
</tr>
</tbody>
</table>

Am 2,700 3,490 119 78
Fm 542 525 29 7 0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>273</td>
<td>318</td>
</tr>
<tr>
<td>Educational</td>
<td>31</td>
<td>33</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.:

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>vhf</td>
<td>uhf</td>
<td>Total</td>
</tr>
<tr>
<td>Commercial</td>
<td>303</td>
<td>108</td>
</tr>
<tr>
<td>Educational</td>
<td>57</td>
<td>29</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>906</td>
<td>337</td>
</tr>
<tr>
<td>Educational</td>
<td>57</td>
<td>29</td>
</tr>
</tbody>
</table>

Total, 1,013 376 694 1,331

* One hundred-thirty CPs (26 vhf, 104 uhf) have been denied.

* One applicant did not specify channel.

* Includes 35 already granted.

* Includes 283 already granted.

Existing Am Stations

**ACTIONS BY FCC**

KBSB Bishop, Calif.—Inyo Bostg. Co. granted permission to sign-off at 6 a.m. for period of 90 days. Granted March 9; announced March 14.

WHIO Sulphur Springs, Fla.—Sulphur Springs Bostg. Inc. granted mod. of CP to designate studio location at Tallahassee, Fla. Granted March 8.

WWRN Elijah, Ill.—The Elijah Bostg. Co. granted permission to sign-off at 7 a.m. on 2020 m.w. Granted March 7; announced March 14.

WTVL St. Paul, Minn.—The Luther Bostg. Co. granted permission to sign-off at 6 p.m. for the months April through August. Granted March 7; announced March 14.

WRVL New Albany, Ind.—Ohio Valley Bstg. Inc. granted permission to sign-off at 7 p.m. on 1490 k.c. Granted March 7; announced March 14.

Existing FM Stations

**ACTIONS BY FCC**


WTOC Columbia, Md.—Cumberland Valley Bostg. Corp. seeks to change to 1350 m.w. Granted March 14; announced March 14.

WCLG Morgantown, W. Va.—C. Leslie Guilday tr/has Morgantown Bstg. Co. seeks CP to change to 950 w. Granted March 14; announced March 14.

New FM Stations

**ACTIONS BY FCC**

WCMY-FM Ashland, Ky.—Ashland Bstg. Co. granted mod. of license to change ERP to 2.75 kw. Granted March 14; announced March 14.

KCFM (FM) St. Louis, Mo.—Commercial Bstg. Co. granted mod. of CP to change to ch. 229 (163.7 mc). ERP 11.5 kw; antenna height above average terrain 350 ft. Granted March 7; announced March 14.

STATIONS DELETED

WLSR-FM Ogdensburg, N. Y.—Lawrence Bstg. Corp. granted request to cancel license for one FM station on ch. 221. Deleted March 9; announced March 14.

WARW-FM Crossville, Tenn.—WAWE Inc. granted request to delete one FM station on ch. 246. Deleted March 8; announced March 14.

Ownership Changes

**ACTIONS BY FCC**

WRNN Elijah, Ill.—The Elijah Bstg. Co. granted assignment of license to J. Richard Sutter and associates d/b a/ Elijah Bstg. Co. by sale for 18.7% interest by F. E. McNaughton and 2.7% interest by F. J. McNaughton to other partners for $13,000. Principals will now include John F. McNaughton, F. J. McNaughton, W. W. McNaughton (15%), and J. Richard Sutter (31%). Granted March 11; announced March 14.

KICA Clovis, N. Mex.—KICA Inc. granted voluntary relinquishment of negative (56%) control by Max Stiles through transfer of 51% shares to Gardner Packard for $830 and 15% to Garfield Packard for $100 to Frank Leslie for $1,350. Each of the above principals will now own an 1/4 interest in station. Granted March 9; announced March 14.

APPLICATIONS

KJKJ Forest City, Ark.—Forest City Bstg. Co. granted application for voluntary conversion from noncommercial educational to corporation to partnership consisting of William R. J. Johnson (36%), Regenie Johnson (36%), W. D. W. Campbell (16%), W. M. Campbell (16%), and E. J. Butler (4%). d/b as Forest City Bstg. Co. Granted March 7.

WLCO Eustis, Fla.—Broadcasters Inc. seeks voluntary assignment of CP to R. A. B. Martineau & Reggie B. Martin d/b a/ Lake County Bstg. Co. for $2,250. Principals include R. A. B. Martineau (50%); building construction and investments, and Reggie B. Martin (25%); public relations producer of radio-telev programs and 1/2 owner WSTU Stunt. Fl. Filed March 8.

FOR THE RECORD

Allen Kander
Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C. NA. 8-3233

Lincoln Building • New York 17, N. Y. MU. 7-4242

Page 122 • March 21, 1955
WNES Central City, Ky.—Muhlenberg Beaty, Co. seeks voluntary acquisition of control by V. R. Anderson through acquisition of 15% interest in Muhlenberg Beaty, Co. for consideration in the cancellation of notes. Mr. Anderson will now own 8% interest. Filed March 11.

WMWA Menominee, Mich.—Green Bay Beaty, Co. seeks transfer of ownership of license by Men-Mar Beaty, Corp. for $25,000. Principals included in the sale are manager general manager WMWA, L. B. Koebling (27%), and secretary treasurer L. G. Glickman (30%), physician, and 8 others. Filed March 8.

WTCN-AM-TV Minneapolis, Minn.—Minnesota TV & Radio, Inc. requests transfer of control to Consolidated TV & Radio Beaty, Inc. through sale of all stock for $1,815,000. Filed March 31.

KOKO Las Vegas, Nev.—Reno Beaty, Co. seeks voluntary assignment of license to Southwestern Beaty Co., owners by Donald W. Reynolds, a principal stockholder in KKLK-AM, KOVU-AM, KOKU-AM, and KPFA-AM-FM-TV Fl. Smith, Ark., KHRG Okmulgee, Okhata-AM-FM-TV, and KOHOKA-AM-FM-TV, to whom he also has transferred KOLO Reno. Filed 250 w., unlimited time. Action March 11.


KOTV (TV) Tulsa, Okla.—KOTV Inc. seeks voluntary assignment of control to Harry C. Steere through sale of all stock for $1,600,000. Filed March 26. Pres. Emerick N. H. Steere (51%), and Sec. John K. Steer, whom he also has transferred WOKT Tulsa. Filed March 7.

KNCN Ft. Worth, Tex.—Blue Bonnet Beaty Co. seeks voluntary transfer of control to Long & Wagner, owners of WFAA-AM-FM, and James C. Wagner and Owen Cowan d/b/a Texco Beaty, Co. for $2,000,000. Pres. and chief engineer KFVN Hombach, Tex., and Owen Cowan transferred investments. Filed March 8.

KFCN Fort. Worth, Tex.—Blue Bonnet Beaty Co. seeks voluntary acquisition of positive control by J. H. Speck through purchase of 15 shares from Elliott Wilkenson for $15,000. Mr. Speck will now own 94% interest. Filed March 9.

LOWI Portland, Or.—Commonwealth Beaty, Co. seeks voluntary transfer of negative control (5%) to Harald Kaye and Emil J. Arnold for $2,000,000. Companion service 15% owner WORC Worcester, Mass., and Emil J. Arnold, real estate and investments. Filed March 10.

WMEC McMinnville, Tenn.—FCC by order made effective immediately an initial decision and grant of application for Por Shell Beaty Co., to change facilities of station WMEC Bad Ax, Mich., from 1540 kc. 250 w., daytime only, to 1450 kc. 200 w., unlimited time. Action March 10.

Lawton, Okla.—New am, 1050 kc. FCC by order made effective immediately an initial decision and grant of application for Por Shell Beaty Co., to change facilities of station WMEC Bad Ax, Mich., from 1540 kc. 250 w., daytime only, to 1450 kc. 200 w., unlimited time. Action March 10.


KWSB-TV Roswell, N. M.—John A. Barnett, FCC designated for hearing on April 4 application to move station WBOC to Roswell, N. M. from Hyman Rosenberg and 23 others to Lowell J. Thomas, et al., with burden of proof placed upon Van Curlier Beaty Corp. (WTRC [TV] ch. 8), Atlantic, N. Y. which protested to Commission's grant on Nov. 3 of

OTHER ACTIONS

Mobile, Ala.—Ch. 5 proceeding. FCC by order granted petitions to make editorial corrections to the transcript of oral argument in the Mobile, Ala., ch. 5 tv proceedings. Action March 16.

WDIN Phoenix, Ariz.—FCC by order (1) denied petitions of Western Beaty Co. to waive Sec. 309 of the rules and reconsider and grant its application for modification of construction permit to change hours of operation of KIFN Phoenix, Ariz., on 810 kc with 1 kw from daytime only to unlimited time with DA-2, and, on petition of the Broadcast Bureau, dismissed said application. Reconsideration of Metropolitan Television Co., Denver, Colo., was dismissed as moot. Action March 16.

KBTY-TV Sacramento, Calif.—FCC by memorandum opinion and order, denied petition filed by Valley Beaty Corp., licensee of station KFBS Sacramento, Calif., seeking stay on an order of the Commission's action March 5, modifying CP of KBTY-TV Sacramento Telecasters Inc. (ch. 16), Sacramento, for change of transmitter and studio locations and certain other matters. Motion to certify to the original grant to Sacramento Telecasters with denial of Valley Beaty Corp.'s petition for rehearing is pending in court. Action March 16.

WOPA Oak Park, Ill.—FCC by order denied application of Village Beaty Co. for reconsideration and grant without hearing its application for modification of station WOPA from Oak Park to Chicago, Ill. Action March 16.

Anderson, Ind.—Ch. 61. FCC by memorandum opinion and order, denied protest filed Feb. 11 by Anderson Radio Telephone Service Inc., licensee of station USA 625 in the Domestic Peaceful Land Mobile, Ind. Filed by Anderson, Ind., directed against the Commission's grant on Feb. 10 of a CP for new commercial TV station on ch. 61 in Anderson. Action March 16.

Boston, Mass.—Ch. 5 proceeding. FCC Exam- iner James D. Cunningham granted motion to amend its bid for new tv station on ch. 5 due to death of Roger Preston (1%) and to specify interest held by estate of Roger Preston. Action March 16.

Bristol, Mass.—Ch. 5 proceeding. FCC by memorandum opinion and order, denied one petition of WMAK at Springfield to enlarge certain area of Ch. 36, as well as conceding a substitute proposal by Springfield Television Corp. of Springfield, Mass. by WMAK. Action March 16.

Springfield-Holyoke, Mass.—TV-Changes. FCC invited comments by April 4 concerning proposed rule making to propose substitute ch. 22 in place of ch. 23. In Springfield-Holyoke, Mass. a proposal by Springfield Television Beaty Corp. (WWLP [TV] ch. 6 there) would provide for a line of competing stations in ch. 22 for substiuting ch. 23 for ch. 56 in Boston, adding ch. 61 to Easthampton, deleting ch. 35 in Forestburg, and substituting ch. 36 for ch. 22 as the educational channel in Providence, R. I. A counter proposal by the Board of Education of Rhode Island and Providence Plantations would substitute ch. 36 for ch. 23 in Springfield-Holyoke, and transferring the latter to Easthampton and deleting ch. 38 in Northampton. The notice of proposed rule mak- ing was extended on the basis that the Commission's special motion, which would grant the petition of Springfield Television Corp. as uncontroverted; and that the petition of the other party to the proceedings is not opposed. Action March 16.

MKolleit, Beaty & Co., 159 Browning Chief Engineer, WTAG

How do you choose the best transmitting tube?

Data sheets won't tell you...but tube performance, backed by the manufacturer's reputation, will! Choose Machlett and you find

57 years electron tube experience.

Leadership in high vacuum technique.

Design superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

Machlett tubes are distributed by

Graybar, Westrex, Dominion Sound.

For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.

Springdale, Connecticut
paid transfer application; denied Van Currier's petition. IF petition for enlargement of Class B station, 80 kw and 10 kw and change of call letters, was denied; condition. Commission Hennock dissented. Action March 16.

KOEY 14 Pittsburgh.—Streets Electronics Inc. FCC designated for hearing on April 11 application to move transmitter site (ch. 5) to 3200 ft and make antenna and other equipment changes. Action March 16.

WPKA New Kensington, Pa.—Allegheny-Kiski Bcstg. Co. FCC designated for hearing status application to increase power to 1150 kw from 250 w to 1 kw and install daytime directional antenna; made WVVA Wheeling, W. Va., a party to the proceeding. Action March 16.

WMJ State College: WAKU Latrobe, Pa.—FCC by orders denied petitions of WMJ State College and The Orange Television Co. application for new station on ch. 6 in Centre County; to vacate cause proceeding and terminate the rules of the Commission as to regular full-time employment at the station of one or more operators holding a radio license for a first-class operator license. Action March 16.

WMFS Pittsburgh.—Telesigning Inc. FCC granted special temporary authorization until April 1 to operate educational ch. 23 during hours reimbursed for that purpose by WQED (TV) pending restoration of tower and transmission lines of WENS (TV) (ch. 18) which were downed by snow. Commission Hennock will issue a dissenting statement. Action March 16.


KWDR 1440 St. Louis.—FCC designated for hearing application to change of call letters from KDLO to KFDR, St. Louis, Mo., which authorized changes in the DA system and move transmitting antenna for extension of completion date (DMP-7972). Action March 16.

License for CP


Modification of CP

WISH Indianapolis, Ind., Universal Bcstg. Co.—Modification of CP (BP-8532) as modified, which authorized changes in the DA system and move transmitting antenna for extension of completion date (DMP-7972). Action March 16.

License for CP

WMBD Moline.—Bedford Bcstg. Co. to license to cover construction permit (BP-9199) which authorized new standard broadcast station (BL-5561). Action March 16.

March 11 Applications

ACCEPTED FOR FILING

Remote Control


Renewal of License


WVIM Vicksburg, Miss., Radio Mississippi Inc. (BPCT-4063). Action March 16.

License for CP

KOLN-TV Lincoln.—Greater Nebraskan Radio & Television Corp.—License to cover operation (BP-5069) as modified, which authorized new standard broadcast station (BL-5561). Action March 16.

March 14 Decisions

BROADCAST ACTIONS

By the Commission

KCMU Columbia, Mo., Cecil W. Roberts.—Was directed to show cause by April 15 why its call letters FM should not be changed in order to avoid possible misconception in the minds of listeners that KCMU is a renumbered station "1; of Mr. C. W. Roberts, of KOMU, to Permit the operation of KO-MU, which is generally an objection. Commissioner Hyde and Doerfer dissented. Action March 16.

By the Bureau

WCET (TV) Cincinnati, Ohio. The Greater Cincinnati Television Educational Foundation.—Granted license for noncommercial educational television broadcast station; this is the first educational TV station authorized by the Commission as educational. Action March 30. At this time it has authorized (BLET-1). Action March 16.


Granted CP


Modifications of CP

The following were modifications of completion dates as shown: WHAT-FM Philadelphia, Pa., to change date from May 15 to April 15; WCAU-FM Philadelphia, Pa., to change date from May 15 to April 15; WHTM-TV Nashville, Tenn., to May 15 to June 15; WEMP Indianapolis, Ind., to May 15 to June 15; WQXL-TV Louisville, Ky., to May 15 to June 15. (Continued on page 129.)

BROADCASTING

TELECASTING

---

Top Southern Independent

$135,000.00

Ideal facility in one of the Souths best markets. National business high percentage of gross. An outstanding earner doing specialized programming. Good terms.
JANSKY & BAILEY INC.
Executive Offices
1735 De Soto St., N.W.  ME 5-5411
Offices and Laboratories
1259 Wisconsin Ave., N.W.
Washington, D. C.  Albem 4-2414
Member AFCEE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCEE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.  MO 3-3000
Laboratories Great Natch, N. J.
Member AFCEE

GAUTNEY & JONES
CONSULTING ENGINEERS
1052 Warner Bldg.  National 8-7757
Washington 4, D. C.
Member AFCEE

CRAYON, LOHNE & CULVER
MUNSEY BUILDING  DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCEE

FRANK H. MCINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan B-4477
Member AFCEE

RUSSELL P. MAY
711 14th St., N. W.
Sherraton Bldg.
Washington 5, D. C.
Republic 7-3994
Member AFCEE

WELDON & CARR
CONSULTING Radio & Television
Engineers
Washington 6, D. C.
Dallas, Texas
1001 Conn. Ave. 4212 S. Bunkter Blvd.
Member AFCEE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
3601 14th St., N. W.
Executive 3-5670
Washington 5, D.C.
Member AFCEE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N.W.
EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Highland Park Village
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCEE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(Member suburban, Lockwood 5-1811)
Member AFCEE

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D.C.
Phone Emerson 2-8071
Box 2648, Birmingham, Ala.
Phone 5-2533
Member AFCEE

ROBERT H. LAMMET
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 7-7545

JOHN B. HEFFELFINGER
815 E. 83rd St.
Hiland 7010
KANSAS CITY, MISSOURI

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
Member AFCEE

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional Directory
advertising contact
BROADCASTING + TELECASTING
1735 DeSoto St., N.W., Wash. & D.C.

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 ancil, fm, tv, and other facilities.
*1953 AAB Projected Readership Survey

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty night and night
JACKSON 5302
901 S. 6th St.
Kansas City, Mo.

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curriculum
3524 16th St., N.W., Wash. 10, D.C.
Practical Broadcast, TV, Electronics en-
ingineering home study and residence
courses. Write for Free Catalog, specify course.

TO ADVERTISE IN THE SERVICE DIRECTORY
Contact
BROADCASTING + TELECASTING
1735 DeSoto St., N.W., Wash. & D.C.

March 21, 1955 • Page 125
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$5.00 minimum.

All other classifications 30¢ per word—$5.00 minimum • Display ads $15.00 per inch.

No charge for bilboard box number. Send box replies to:

BROADCASTING • TELECASTING, 1735 DeSales St. N.W., Washington 6, D. C.

APPLICATIONS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance immediately to best number on label). BROADCASTING—Telegramly expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Manager—top salesman with experience in small market. Unusual opportunity for advancement in metropolitan market. Box 3824, B-T.

Commercial manager. Must know business and be a producer. Salary $500 plus over-all commission on total station gross. Send complete details, photo and references. Box 7802, B-T.

Need steadfast crackerjack sales manager. Familiar with operation of network and independent stations, capable of boosting sales for independent program producers. Must have thorough experience in use of presentations, brochures, etc. Ability to teach their first use to local salesmen. Our stockholders are young and relatively untrained. Must have management or executive experience and entire staff is young and extremely aggressive with potential tremendous. Remuneration to be determined. Probably 16% personal salary, 5% over-ride on three good salesmen and share of national-regional business. Send detailed resume in entirety or in lengthy letter. Interview availability helpful. (P.S. Less than 1½ hours from finest beaches.) WAGB, Lumberton, N.C.

RADIO

Help Wanted (Cont'd)

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B-T.

Wanted: Man or woman salesman, $50 a week plus 25% commission. Box 688G, B-T.

Florida coastal independent wants young self-starting experienced radio account executive to talk local accounts. Excellent commission rate. No high pressure men or women wanted. Asks for resumes. Box 762G, B-T.

Wanted: A traveling representative experienced calling on radio and television station to introduce new development that will substantially increase earnings to stations. One thousand dollars per month advance commission against account balance due to right-man. This could be a bonanza. All replies held in confidence. Reply Box 789G, B-T.

Wanted: Sales manager to head complete sales for 1600 watt independent. Thriving tri-city area, car expenses paid and your own compensation plan to Box 7THG, B-T.

Excellent opportunity for good time salesman able to handle own copy. $75 a week salary plus 5% commission. Send complete details, photo and references. Box 790G, B-T.

Going 5600 watts. Position open radio salesman, also radio salesman with first, and announcer-engineer. Experienced personnel only. Send photo, references. KCHJ, Delano, California.

Experienced aggressive salesman or sales-anouncer with creative ideas wanted for medium market station. Immediate. Qualify or salary plus commission. Write or call John Powell, KWBW, Hutchinson, Kansas.

Experienced radio salesman, 1 kw station. Must be sober, honest, capable of active accounts to start. Draw against commission. Reply Box 511, Anderson, South Carolina.

Wanted: Young family man desires managerial position—15-20 years experience—large stations. Send resume at once. WAGB, Lumberton, N.C.

Managers

Manager—15 years radio experience, presently assistant program manager-studio director. Stable personal, capable of sparking staff to get results; must have experience in all phases of broadcasting. Write for interviews. Reply Box 7THG, B-T.

Young family man desires managerial position—15-20 years experience—all phases. Box 835G, B-T.

WANTED BY MANUFACTURERS. Young commercial manager interested in permanent connection with substantial am station. 12 years as commercial manager. Interested in managing one of two good network stations in highly competitive field midwest. Answers three years in newspaper display and merchandise. I am not a hot shot. I have a good brain, a good heart, am interested, can help others to sell. Married, stable, strictly sober, good citizen. References from industry leaders available. Available for interview your office. Box 866G, B-T.

Manager, 15 years experience. Presently employed but desires to relocate permanently. Box 856G, B-T.

Manager, fully experienced in program, promotion, sales. Excellent record and recommendations. Presently employed fifteen years executive experience. Salary secondary to opportunity to produce. Box 857G, B-T.

Can you use this man as manager of your radio station? Ten years experience in management and sales, in both broadcasting and advertising. Letters from stations he has helped locate in the southern states. Presently employed, but looking for the job of a lifetime. Married, 2 children, no drifter or dreamer. Eager and ambitious for a good opportunity. Write Box 780G, B-T.

Manager—commercial manager—ten years all phases commercial radio. Want small independent with opportunity to grow. Evening sales, programming and anyoneMMM. Desire to locate in the Southern States. Presently employed, but looking for the job of a lifetime. Married, 2 children, no drifter or dreamer. Eager and ambitious for a good opportunity. Write Box 780G, B-T.

Salesman

Wanted: This man has proven sales ability and experience. Interest in sports radio. Box 443G, B-T.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

706 Bond Bldg., Washington 5, D. C.
Help Wanted

Announcers

Announcer—First class license. Good voice. Experienced announcer. Box 768G, B-T.

Announcer—First class license and over 5 years experience in radio and television. Box 769G, B-T.

Announcer—First class license with 2 years experience in news. Box 770G, B-T.

Announcer—First class license and over 5 years experience in news, good voice. Box 771G, B-T.

Announcer—First class license. Good voice and experience. Box 772G, B-T.

Announcer—First class license and over 5 years experience in news. Box 773G, B-T.

Announcer—First class license. Good voice and experience. Box 774G, B-T.

Announcer—First class license and over 5 years experience in news. Box 775G, B-T.

Announcer—First class license. Good voice and experience. Box 776G, B-T.

Announcer—First class license. Good voice and experience. Box 777G, B-T.

Announcer—First class license. Good voice and experience. Box 778G, B-T.

Announcer—First class license and over 5 years experience in news. Box 779G, B-T.

Announcer—First class license. Good voice and experience. Box 780G, B-T.

Announcer—First class license and over 5 years experience in news. Box 781G, B-T.

Announcer—First class license. Good voice and experience. Box 782G, B-T.

Announcer—First class license and over 5 years experience in news. Box 783G, B-T.

Announcer—First class license. Good voice and experience. Box 784G, B-T.

Announcer—First class license and over 5 years experience in news. Box 785G, B-T.

Announcer—First class license. Good voice and experience. Box 786G, B-T.

Announcer—First class license and over 5 years experience in news. Box 787G, B-T.

Announcer—First class license. Good voice and experience. Box 788G, B-T.

Announcer—First class license and over 5 years experience in news. Box 789G, B-T.

Announcer—First class license. Good voice and experience. Box 790G, B-T.

Announcer—First class license and over 5 years experience in news. Box 791G, B-T.

Announcer—First class license. Good voice and experience. Box 792G, B-T.

Announcer—First class license and over 5 years experience in news. Box 793G, B-T.

Announcer—First class license. Good voice and experience. Box 794G, B-T.

Announcer—First class license and over 5 years experience in news. Box 795G, B-T.

Announcer—First class license. Good voice and experience. Box 796G, B-T.

Announcer—First class license and over 5 years experience in news. Box 797G, B-T.

Announcer—First class license. Good voice and experience. Box 798G, B-T.

Announcer—First class license and over 5 years experience in news. Box 799G, B-T.

Announcer—First class license. Good voice and experience. Box 800G, B-T.

Announcer—First class license and over 5 years experience in news. Box 801G, B-T.

Announcer—First class license. Good voice and experience. Box 802G, B-T.

Announcer—First class license and over 5 years experience in news. Box 803G, B-T.

Announcer—First class license. Good voice and experience. Box 804G, B-T.

Announcer—First class license and over 5 years experience in news. Box 805G, B-T.

Announcer—First class license. Good voice and experience. Box 806G, B-T.

Announcer—First class license and over 5 years experience in news. Box 807G, B-T.

Announcer—First class license. Good voice and experience. Box 808G, B-T.

Announcer—First class license and over 5 years experience in news. Box 809G, B-T.

Announcer—First class license. Good voice and experience. Box 810G, B-T.

Announcer—First class license and over 5 years experience in news. Box 811G, B-T.

Announcer—First class license. Good voice and experience. Box 812G, B-T.

Announcer—First class license and over 5 years experience in news. Box 813G, B-T.

Announcer—First class license. Good voice and experience. Box 814G, B-T.

Announcer—First class license and over 5 years experience in news. Box 815G, B-T.

Announcer—First class license. Good voice and experience. Box 816G, B-T.

Announcer—First class license and over 5 years experience in news. Box 817G, B-T.

Announcer—First class license. Good voice and experience. Box 818G, B-T.

Announcer—First class license and over 5 years experience in news. Box 819G, B-T.

Announcer—First class license. Good voice and experience. Box 820G, B-T.

Announcer—First class license and over 5 years experience in news. Box 821G, B-T.

Announcer—First class license. Good voice and experience. Box 822G, B-T.

Announcer—First class license and over 5 years experience in news. Box 823G, B-T.

Announcer—First class license. Good voice and experience. Box 824G, B-T.

Announcer—First class license and over 5 years experience in news. Box 825G, B-T.

Announcer—First class license. Good voice and experience. Box 826G, B-T.

Announcer—First class license and over 5 years experience in news. Box 827G, B-T.

Announcer—First class license. Good voice and experience. Box 828G, B-T.

Announcer—First class license and over 5 years experience in news. Box 829G, B-T.

Announcer—First class license. Good voice and experience. Box 830G, B-T.

Announcer—First class license and over 5 years experience in news. Box 831G, B-T.

Announcer—First class license. Good voice and experience. Box 832G, B-T.

Announcer—First class license and over 5 years experience in news. Box 833G, B-T.

Announcer—First class license. Good voice and experience. Box 834G, B-T.

Announcer—First class license and over 5 years experience in news. Box 835G, B-T.

Announcer—First class license. Good voice and experience. Box 836G, B-T.

Announcer—First class license and over 5 years experience in news. Box 837G, B-T.

Announcer—First class license. Good voice and experience. Box 838G, B-T.

Announcer—First class license and over 5 years experience in news. Box 839G, B-T.

Announcer—First class license. Good voice and experience. Box 840G, B-T.

Announcer—First class license and over 5 years experience in news. Box 841G, B-T.

Announcer—First class license. Good voice and experience. Box 842G, B-T.

Announcer—First class license and over 5 years experience in news. Box 843G, B-T.

Announcer—First class license. Good voice and experience. Box 844G, B-T.

Announcer—First class license and over 5 years experience in news. Box 845G, B-T.

Announcer—First class license. Good voice and experience. Box 846G, B-T.

Announcer—First class license and over 5 years experience in news. Box 847G, B-T.

Announcer—First class license. Good voice and experience. Box 848G, B-T.

Announcer—First class license and over 5 years experience in news. Box 849G, B-T.

Announcer—First class license. Good voice and experience. Box 850G, B-T.

Announcer—First class license and over 5 years experience in news. Box 851G, B-T.

Announcer—First class license. Good voice and experience. Box 852G, B-T.

Announcer—First class license and over 5 years experience in news. Box 853G, B-T.

Announcer—First class license. Good voice and experience. Box 854G, B-T.

Announcer—First class license and over 5 years experience in news. Box 855G, B-T.

Announcer—First class license. Good voice and experience. Box 856G, B-T.

Announcer—First class license and over 5 years experience in news. Box 857G, B-T.

Announcer—First class license. Good voice and experience. Box 858G, B-T.

Announcer—First class license and over 5 years experience in news. Box 859G, B-T.

Announcer—First class license. Good voice and experience. Box 860G, B-T.

Announcer—First class license and over 5 years experience in news. Box 861G, B-T.

Announcer—First class license. Good voice and experience. Box 862G, B-T.

Announcer—First class license and over 5 years experience in news. Box 863G, B-T.

Announcer—First class license. Good voice and experience. Box 864G, B-T.

Announcer—First class license and over 5 years experience in news. Box 865G, B-T.

Announcer—First class license. Good voice and experience. Box 866G, B-T.

Announcer—First class license and over 5 years experience in news. Box 867G, B-T.

Announcer—First class license. Good voice and experience. Box 868G, B-T.
TELEVISION

Help Wanted—(Cont'd)

For Sale—(Cont'd)

Investment invited for 50,000 watt radio station in Montevideo, Uruguay, South America. Box 110G, B-T.

For sale. fm radio station with all modern facilities and equipment, ideally located in large midwestern city. For further information and particulars write Box 109G, B-T.

Now for sale. fm radio station in new buildings with all modern facilities and equipment. Excellent opportunity for right party. Box 126G, B-T.

Here's a real money maker in the mid-south. Remote controlled kilowatt daytime with practically all stations operated in the black. Owners have other interests. Box 110G, B-T.


Equipment

Six towers, galvanized, self-supporting 75 ft. Used singly for communications or FIRE tv. Combine for 150 or 300 ft. guyed towers. California. Send offer. Box 140G, B-T.

For sale: Studio camera, view finder, RCA TK-19, 300, object glass, control, TD-1 master monitor, with tubes less power supplies. Used few months. $450.00. Box 126G, B-T.

One excess RCA 16mm projector, TP-16F, Condition excellent. Like new. Has run very little film. We will consider $300.00, plus shipping. Box 74G, B-T.

RCA TFA56000 superfluffite. Tuned channel 5 but tunable 4 to 7. Gates transmitter control type SA-97 complete with power supply. Suitable for KGIFB, Pueblo, Colorado.

18.3 KVA power transformer, 3 phase. Tapped primary 220 to 240 volts. Secondary 4000 volts. P.A. Green, Box 125G, B-T.

Complete fm station, clean as a pin, including 1 RCA RTF-39 3kw transmitter, Hewlett-Packard 2000 modulator and transverter, 4-box multi-v lattice tower antenna, 37 feet, 1/4 inch coaxial cable, 1000 feet and complete set of spare tubes. Less than 6000 hours operation. Made in England. $2,500.00. Our end user available at reasonable figure if desired to dismantle and crate. WSNW, Seneca, South Carolina.


Custom built am broadcast transmitters, all types and powers. Fully guaranteed for economical and reliable operation. Fritz Bauer, 1500 S. Fairway Terrace, Springfield, Missouri.

New Western Electric RD 100 program switcher. 10 input, 2 output. Original price $25,000.00, our delivered price $2400.00. O'Brien Electric, 6014 Santa Monica Blvd, Hollywood 38, California.

RCA-1kw uhf transmitter, antenna, monitors and complete studio set up for channel 28 oper. Full specifications and conditions of sale available. Write to: D. L. McNamara, Purchasing Agent, University of Southern California, University Park, Los Angeles 7, California.

For sale: Used Motorola 15 megacycles fm mobile receivers and transmitters, make excellent remote pickup equipment. FM discriminator, 26 watt output. Price, $65. per receiver. Also楚, one monaural flat plate, less than 100 hours, Western Electric 12A transmission measuring set. M. Hoffman, 5321 Swall, Detroit 28, Michigan.

Wanted to Buy

Stations

Lease with option to buy, local or regional full frequency time radio station. FL. Lauderdale, Fl., will trade for radio propety beautiful 10 unit, 18 bath apartment, 1/2 block from ocean. Box 110G, B-T.

Florida, New England, N. East Coast. Provision for 20,000 population will pay cash. Box 110G, B-T.


Equipment

Want to buy uhf equipment. Highest cash prices paid. Box 350G, B-T.

Wanted to Buy—(Cont'd)

Used stabilizing amplifier and master monitor. Prefer RCA. Have Tele-Instrument model 2900. Buying master for sale or trade. Box 144G, B-T.

New or used equipment—desire rock-bottom prices on complete equipment for 5000 watt fm radio station including transmitter—750-400 foot free air agency time. Contact Julie Ekens, 1728 Broadway, New York City or PO Box 110G.

Instruct


FCC 1st phone license in 5 to 6 weeks. Bill includes personal instruction. Contact Julie Ekens. 1728 Broadway, New York City or PO Box 110G.

RADIO

Help Wanted

TV — RADIO

Commercial Writer Wanted

Los Angeles Office of national 4-A Agency needs male writer with minimum of 3 yrs. continuous agency experience. Must be able to write commercial copy with understanding of the requirements of live TV and film production (live action and animation). Write Box 276G, giving age, qualifications and salary desired.

WANTED TO BUY

VETERAN RADIO MANAGER AVAILABLE

If you need a well experienced manager who (1) thoroughly knows the national field; (2) has excellent record in community affairs; (3) has run local, regional and 50 kw stations in small and large markets; (4) wide industry acquaintances; (5) top references; then I'm your man. I'm 44 years old, married, in radio 23 years. Available for personal interview any place, any time. Prefer midwest or Pacific northwest. Box 770G, B-T.
TELEVISION
Help Wanted
Managerial

TV STATION MANAGER WANTED

Must be a man who is strong on sales with a thorough knowledge of TV management problems. Prefer man with background in medium or small market operation with a proven record. This is an excellent opportunity in a VHF station for man who has know-how and will work. Please submit detailed background in first letter. All replies completely confidential.

Box 589G, B & T.

FOR SALE

Situation Wanted

Broadcasting

Employment Services

For classified advertising

March 14 Applications

FOR THE RECORD

ACCEPTED FOR FILING

BROADCASTING

10% $10,000

(Continued from page 124)

Remote Control

The following stations were granted authority to operate transmitters:

WSFC - Nantasket, Mass., using nondirectional antenna.

KORP - Columbia, Mo., using nondirectional antenna.

KOSY - El Paso, Tex., to 30-35.

KORS - Milford, Conn., to 30-35.

KQSD - Benton Harbor, Mich., to 30-35.

KQTV - Davenport, Iowa, to 30-35.

KQTV - Tucson, Ariz., to 30-35.

KQX - Fort Wayne, Ind.

KQY - Port Huron, Mich.

KQZ - Minneapolis, Minn.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Spokane, Wash.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - Sacramento, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.

KQZ-AM-FM - San Francisco, Calif.

KQZ-AM-FM - Seattle, Wash.

KQZ-AM-FM - Portland, Ore.

KQZ-AM-FM - San Diego, Calif.

KQZ-AM-FM - Los Angeles, Calif.
Southern arithmetic:

This apparently zany addition is by no means meaningless. Within the far-flung limits of influence exerted by Atlanta’s radio station WSB and television station WSB-TV are a given number of homes. This is ALL the homes there are in this area. Use the power of WSB plus WSB-TV and you reach them all. In the South no other combination of media reaches so many, so effectively ... for so little.
March 15 Applications

ACCEPTED FOR FILING

Renewal of License

WFFP Hammond, La.; Cyril W. Reddoch and Ralph A. Book 6/6 as Louisiana Bestg. (BR-2542).

KRUS Ruston, La.; Clarence E. Faulk Jr. 17/8
Ruston Bestg. (BR-2543).

Remote Control

KXSM Mankato, Minn.; F. R. Clements & Co. 6/8 as Southern Minnesota Supply Co. (BBRC-681).

Renewal of License


March 16 Applications

ACCEPTED FOR FILING

License for CP

KOAL Sterling, Colo.; High Plains Bestg. Corp. —Mod. of CP (BBHT-92) as modified, which authorized new fm station for extension of completion date (BBIM-5688).

Return of License

WTCN-TV Minneapolis, Minn.; Minnesota Television Public Service Corp.—License to cover CP (BPCT-544) as mod. which authorized new tv station (BL-5687).

March 17 Applications

License for CP

WQXR New York, N.Y.; Interstate Bestg. Co.—Mod. of CP (BF-5686) as mod. which authorized increase in type power and install new transmitter (BFM-5686).

License for CP

License for CP

WEED Becky Mount, N.Y.; William A. Wynne—License to cover CP (BP-945) which authorized increase in type power and install new transmitter (BR-5661).

WQXI Greer, S.C.; Vernon Tenenay Fox and S. Gilson Bruce Jr. 6/8 as Greer Radiocasting Co.—License to cover CP (BP-8532) as mod. which authorized new standard broadcast station (BL-5653).

WALD Walterboro, S.C.; Walterboro Bestg. Co.—License to cover CP (BP-9560) which authorized increase in type power, change hours of operation and installment new transmitter and make changes in the antenna system (increase height) (BB-5690).

WYNT Yankton, S.D. Yankton Bestg. Co.—License to cover CP (BP-9271) as mod. which authorized new standard broadcast station (BL-5657).


APPLICATIONS RETURNED


KRRH Oakdale, La.; Cyril W. Reddoch, as an individual and as executor of the estate of Kilian Evans, deceased, d/b as Louisiana Bestg. Service (BR-5734).

WJPI Greenville, Miss.; Emmet Holmes Mc- Murr 4/2 and Frank Wilson Baldwin, d/b as Radio Service Co. (BR-2559).

March 15, 1955

TELESTATUS

Tv Stations on the Air With Market Set Counts And Reports of Grantees’ Target Dates

Editor’s note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (△) indicates stations now on air with regular operation suspended; line through triangles is operating. (B) is for broadcast and (R) for relays, report total sets.

Where estimates differ among stations in same city, separate figures are given for each as claimed.

Estimated station coverage areas are set estimates from the station.

Stations not preceded by triangle (△) are grantees, not operating.

License for CP

License for CP

License for CP

WILN-TV (48) 12/6/55-Unknown
WEDB (10) 10/13/54-Unknown
Decatur

WMSL-TV (23) CBS, NBC: Walker; 26,226
Saharan

WTVY (9) Young
Mobile

WAKA-TV (10) ABC, CBS, NBC: Headley- Reed: 101,180
WAGA (9) See footnote (i) The Mobile TV Corp. (5) Initial Decision 2/12/54
Montgomery

WCOW-TV (20) ABC, CBS, DuM: Raymer: 51,300

WSFA-TV (12) NBC: Katz; 50,110
Munford

WEDM (7) Same

WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)

KVAR (12) NBC, DuM: Raymer; 116,370

The following tv stations are the newest to start regular programming:

WLEX-TV Lexington, Ky. (ch. 18), March 15

KLOB (PTV) Portland, Ore. (ch. 12), March 14.

RADIO CH 4

This is why KRLD-AM TV

is your best buy

The BRANHAM Company

March 21, 1955

Page 131
**FOR THE RECORD**

Phoenix—
- KKOI-TV (10) ABC; Hollingbery: 115,270
- KPHO-TV (5) CBS, DuM; Katz: 115,270
- KTVK (5) ABC; Weed

Tucson—
- KOYO-TV (15) CBS, DuM; Hollingbery: 77,057
- KVOA-TV (4) ABC, NBC; Raymer: 77,057

Yuma—
- KIVA (11) NBC, DuM; Grant: 26,136

**ARKANSAS**

El Dorado—
- KBSS (10) 2/10/52-Unknown

Fort Smith—
- KFXA-TV (22) ABC, CBS, NBC, DuM; Pearson: 7,000
- KNAC-TV (5) Rambeau: 6/3/54-Unknown

Jonesboro—
- KNFM-TV (8) 1/25/55-Unknown

Little Rock—
- KARK-TV (4) NBC, DuM; Petry: 95,581
- KTHV (11) Brambah: 11/4/54-Unknown
- KATV (7) (See Pine Bluff)

Pine Bluff—
- KATV (7) ABC, CBS; Avery-Knodel: 91,389

Texarkana—
- KGMC-TV (6) See Texarkana, Tex.

**CALIFORNIA**

Bakersfield—
- KBAK-TV (20) ABC, DuM; Weed: 87,000
- KHRE-TV (10) CBS, NBC; Avery-Knodel: 146,398

Berkeley (San Francisco)—
- KRON (9)

Chico—
- KCHL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel: 90,801

Coral Gables—
- KCOA (52) 9/18/53-Unknown

Eureka—
- KIEM-TV (3) ABC, CBS, NBC, DuM; Hosing-Blair, Blair TV: 19,000

Fremont—
- KCOF (30)

K fetus (47) ABC, CBS, DuM; Brannah: 156,033

KERO-TV (24) CBS, NBC; Raymer: 142,006

KARM, The George Harn Station (16) Bolling; Initial Decision 8/31/54

Los Angeles—
- KABC-TV (7) ABC; Petry: 2,034,933
- KBSC-TV (22) 8/10/52-Unknown

**COLORADO**

Colorado Springs—
- KNCI (11) ABC, CBS, NBC; Hollingsby: 53,004

- KDRO-TV (23) NBC; McIlvra: 40,000

Denver—
- KHOW (9) ABC, Free & Peters: 273,009
- KZTV (4) DuM; Maim: 273,009

Englewood—
- KLTV (7) CBS; Katz: 273,009

- KOAA-TV (4) NBC; Petry: 273,009

- KHMA-TV (4) 1/1/55-Unknown

**REPRESENTED NATIONALLY BY:**

The Rolling Co. New York & Chicago

- Grand Junction—
- KOLO (5) NBC, CBS, DuM; Holman: 20,000

- Pueblo—
- KCHJ-TV (5) NBC; Avery-Knodel: 39,000

**CONNECTICUT**

Bridgeport—
- WCAO (11) 1/20/53-Unknown

- WFCC-TV (40) ABC, DuM; Young: 72,340

Hartford—
- WCHP (24) 1/20/53-Unknown

- WGNH-TV (5) ABC, DuM; H-R: 291,399

New Britain—
- WKBW (30) CBS; Bolling: 284,169

New Haven—
- WEAL-TV (58) H-R: 6/3/53-Unknown

- WMRC (4) ABC, CBS, NBC, DuM; Katz: 933,448

New London—
- WNLC-TV (26) 12/31/53-Unknown

Norwich—
- WCNE (93) 1/29/53-Unknown

Stamford—
- WSTD (27) 8/27/53-Unknown

Waterbury—
- WATR-TV (53) ABC; Stuart: 193,320

**DELAWARE**

Wilmington—
- WDEL (12) NBC, DuM; Meeker: 2,551,000

**DISTRICT OF COLUMBIA**

Washington—
- WMAL (7) ABC; Katz: 800,000
- WOFL-TV (50) 7/10/53-Unknown
- WRC-TV (5) NBC, DuM; Spot Site: 273,009

- WNIT (5) CBS; CBS Spot Site: 672,200
- WTTG (5) DuM; H-R: 642,000
- WTV (20) 10/21/54-Unknown

**FLORIDA**

Clearwater—
- WPPT (25) 12/31/53-Unknown

Daytona Beach—
- WFTL (17) ABC, DuM; Bolling: 145,000 (also Miami)

Directory information is in following order: call letters, channel, network affiliation, national representative, market set count for operating stations; date of grant and commencement target date for grants.

---

**a close look at facts...**

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes (147,000 TV homes)

118,000 UNDUPlicated WTHI-CBS TV HOMES!

**TERRE HAUTE, IND.**

316,000 Watts

Page 132 * March 21, 1955 * BROADCASTING * TELECASTING
IZQUIET
Peoria-Broadcasting
Evanston-Decatur-Bloomington-Columbus-Atlanta-West

WLWA

WHBF-TV

WHQP-TV

WSIL-TV

WVPT

WBBM-TV

KIDO-TV

WRBL-TV

Lewiston

WJDM

WINK-TV

WJHP
Lafayette—
KLHY-TV (10) 9/8/53-7/1/55
Lake Charles—
KPCI-TV (7) ABC, NBC, DuM; 66,000
KTXG (25) CBS, DuM, Young: 44,500
Monroe—
KNOX-TV (8) CBS, NBC, ABC, DuM: H-R: 296,000
New Orleans—
WWCG (23) Gulf-Perma: 4/2/53-Unknown
WDGJ-TV (6) ABC, CBS, NBC, DuM: Blair: 296,000
WWL-TV (61) ABC, CBS, DuM: Bolling: 109,260
Shreveport—
KELA (15) ABC, CBS, NBC, DuM: Rayner: 77,730

Shreveport TV Co. (12) Initial Decision 6/7/54—See footnote (d)
XTBs Inc. (2) 2/16/55-5/1/55

MAINE
Bangor—
WABI-TV (5) ABC, CBS, NBC, DuM; Hollisburg: 1,500
WTVO (3) CBS; Venard
Lewiston—
WLAM-TV (17) DuM; Everett-McKinney: 24,000

Poland Spring—
WMTW (8) ABC, CBS, DuM; Hartington, Righter & Parsons: 259,533
Portland—
WCSH-TV (6) NBC, DuM; Weeden: 164,343

MASSACHUSETTS
Adams (Pittsfield)—

THE BUFFALO EVENING NEWS STATION

CBS BASIC

WBEN-TV

CHANNEL 4

WBEN-TV LEADS THE WAY

1st on the air...1st in know how...1st in experience: WBEN-TV, Buffalo's favorite station, is also 1st in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBEN-TV has high penetration in Toronto and Southern Ontario. Trained and experienced personnel of Buffalo's 1st station are equipped to interpret and handle your advertising needs. . .

Get the WBEN-TV Story from HARRINGTON, RIGHTER & PARSONS, INC.
NEW HAMPSHIRE
Keene— WKEN-TV (45) 4/22/53-Unknown
Manchester— ▶ WMGH-TV (8) ABC, DuM; Weed; 581,358
 Mt. Washington— ▶ WMGH (8) See Poland Spring, Me.

NEW JERSEY
Asbury Park— ▶ WHTV (58) 6,000
Atlantic City— ▶ WPFG-TV (46) See footnote (c)
 ▶ WCOC (26) 1/13/53-Unknown
Cament— ▶ WKND-TV (11) 1/28/54-Unknown
Newark (New York City)— ▶ WTVI (13) Petry; 4,280,000
New Brunswick— ▶ WTVL (19) 12/3/54-Unknown

NEW MEXICO
Albuquerque— ▶ KOAT-TV (7) ABC, NBC; Hollenberg; 50,000
 ▶ KOBI-TV (4) NBC; Brantman; 55,650
 ▶ KCOO— DuM; Weed; 55,650
Roswell— ▶ KWTO-TV (8) ABC, CBS, DuM; Meeker; 25,457

NEW YORK
Albany (Schenevucty, Troy)— ▶ WPTV (12) ABC, CBS, NBC, DuM; Bolling; 131,000
 ▶ WWTI (35) See footnote (c)
 ▶ WPAT— DuM; 175,000
 ▶ WNYT (13) 7/23/53-Unknown
Binghamton— ▶ WNBF-TV (42) ABC, CBS, NBC, DuM; Bolling; 362,400
 ▶ WFGT (*46) 8/14/53-Unknown
 ▶ WIBX—DuM; 200,000
Buffalo— ▶ WGR-TV (3) ABC, NBC, DuM; Headley-Reed; 66,000
 ▶ WKBW (18) See footnote (a)
 ▶ WNYF (78) 8/16/53-Unknown
Carthage— ▶ WCNY (27) ABC, CBS, DuM; Weed; 65,000
Erie— ▶ WJZV (24) See footnote (c)
Ithaca— ▶ WAGL (20) CBS; 1/6/53-Unknown
 ▶ WIST (*14) 1/8/53-Unknown
Kingsport— ▶ WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 25,000
Lake Placid (Plattburgh)— ▶ WHE (5) DuM; McGilvra; 80,700
New York City— ▶ WABC-TV (7) ABC; Weed; 4,590,000
 ▶ WARZ (13) DuM; Avery-Knodel; 4,590,000
 ▶ WCBS— DuM; 4,590,000
 ▶ WGST (13) CBS; CBS Spot Sig.; 4,590,000
 ▶ WGTW (*46) 8/16/53-Unknown
 ▶ WNYC (11) 7/24/53-Unknown
 ▶ WNYT— DuM; 4,590,000
 ▶ WPIX (11) Free & Peters; 4,590,000
 ▶ WNYW— NBC, NBC Spot Sig.; 4,590,000
 ▶ WNYT (15) See Newark, N. J.
Rochester— ▶ WGR (9) ABC, NBC, DuM; Weed; 361,230
 ▶ WGRB (8) ABC, CBS, NBC, DuM; Spot Sig.; 361,230
Utica— ▶ WHTV (23) 8/18/53-Unknown
 ▶ WHTV— ABC, NBC, DuM; 361,230
 ▶ WHTV— ABC, NBC, DuM; 361,230
Wichita— ▶ WCAM— DuM; 40,000
Worcester— ▶ WOR (13) ABC, NBC; DuM; 273,400

OHIO
Akron— ▶ WAKR-TV (46) ABC; Weed; 174,066
Ashland— ▶ WICA— DuM; 115,285
Cleveland— ▶ Tri-Cities Telecasting Inc. (29) Initial Decision
11/7/54
Dayton— ▶ WROU— ABC; 87,210
Toledo— ▶ WKEF— ABC; 124,440
Youngstown— ▶ WFMJ— DuM; 124,440
Zanesville— ▶ WHIZ— ABC; Weed; 124,440

OKLAHOMA
Ada— ▶ KTEN (10) ABC; Venard; 100,000
Admire— ▶ KVOS-TV (12) 12/2/54-Unknown
Enid— ▶ KGHO— DuM; 57,900
Lawton— ▶ KSWO— DuM; 57,900
Wichita Falls— ▶ KTXV (8) ABC, DuM; Avery-Knodel; 248,310
Oklahoma City— ▶ KOMA— DuM; 248,310
 ▶ KTVK (22) ABC; 248,310
Tulsa— ▶ KJRH (10) ABC; 248,310

OREGON
Eugene— ▶ KVAL-TV (13) ABC, NBC; Hollenberg; 60,100
Klamath Falls— ▶ KFPI (2) Grant; 12/2/54-Summer 55
Medford— ▶ KRSN— ABC; DuM; 57,900
Portland— ▶ KLOF (21) ABC; Hollenberg
KPRC (27) ABC, CBS; 200,000
North Pacific TV Inc. (8) Initial Decision 6/16/54

Pennsylvania
Alberta— ▶ WFMZ— DuM; 32,000
Allentown— ▶ WCQC (39) Weed; 8/12/53-Unknown
Altoona— ▶ WFLOG— DuM; 124,440

BROADCASTING • TELECASTING
March 21, 1955 • Page 135

That’s right! When you buy a slice of WJAC-TV, Johnstown ... you get a generous portion of the entire Southwestern Pennsylvania market: Johnstown, Pittsburgh AND Altoona! Check these Hoopers on WJAC-TV:
FIRST in Johnstown
(2-station market)
SECOND in Pittsburgh
(3-station market)
FIRST in Altoona
(2-station market)
Sure recipe for fast sales is the 1 buy that covers 3 . . .

Get full details with your KATZ man!
WHAT a market KROD-TV covers!
El Paso and West Texas... 5th market in Texas! Southern New Mexico... Rich in agriculture and atomic development! Juarez, Mexico... tourist-rich, English-speaking largest Mexican city on the U.S. border (est. population 175,000.)

And what a coverage job KROD-TV does! From its mountain-top antenna, KROD-TV reaches a large, wealthy area much of which is covered by no other television station. Let your Branhman man give you the story on the Southwest's booming 3 in 1 market.

RHODE ISLAND
Providence
- WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,092
- WNAC (10) ABC, CBS, Raymer; 89,000

SOUTH CAROLINA
Anderson
- WAND-TV (10) ABC, CBS, NBC, Headley-Reed; 127,400
- WCTI (15) ABC, CBS, Free & Peters; 156,528
- WIS-TV (10) NBC, Headley-Reed; 135,934

Columbia
- WIS-TV (15) ABC, Headley-Reed; 76,000
- WIS-TV (10) NBC, Free & Peters; 155,064
- WNOX-TV (87) CBS; Raymer; 78,000
- WGBW (8) CBS, NBC, ABC, DuM; Spot Sales; 111,940

SOUTH DAKOTA
Rapid City
- KOTA-TV (4) ABC, CBS, NBC, DuM; Raymer; 112,387

TENNESSEE
Chattanooga
- WDEF-TV (12) ABC, CBS, NBC, DuM; Brannham; Mountain City TV Inc. (3) Initial Decision 7/30/54
- WABC-TV (12) ABC, NBC, DuM; Hollingbery; 11/13/53-Unknown

Knoxville
- WATE (6) ABC, NBC; Avery-Knodel; 102,970
- WPTK (10) Initial Decision 1/25/55
- WTSK- TV (26) ABC, CBS, DuM; Pearson; 101,890
- WMBD (6) NBC; Avery-Knodel; 102,970
- WATE-TV (13) CBS; Blair; 243,078
- WMC (10) ABC, NBC, DuM; Brannham; 243,078
- WREC Broadcasting Service (3) Initial Decision 9/27/54
- WSIX- TV (8) ABC, DuM; Hollingbery; 234,750
- WSM-TV (4) NBC, DuM; Petry; 234,750
- WJAC-TV (5) CBS; Katz; 237,400

UTAH
Salt Lake City
- KLTV (3) CBS, NBC; DuM; Spot Sales; 170,400
- KTV (4) NBC; Katz; 170,400
- KUTV (2) ABC, CBS; Raymer; 181,500

VERMONT
Montpelier
- WMVT (3) ABC, CBS, NBC; Weed; 121,639

VIRGINIA
Bristol
- Appalachian Broadcasting Corp. (5) Initial Decision 2/27/55
- Danville
- WSBE-TV (24) See footnote (c)
- Hampton (Norfolk)
- WIWM-TV (15) ABC, CBS, DuM; Avery-Knodel; 131,000

Directory Information is in following order: call letters, channel, network affiliation, national representative, market set count for operating stations; date of grant and commencement target date for grantee.

Broadcasting • Telecasting
HARRISONBURG—
- WSHJ-TV (3) ABC, CBS, NBC, DuM; Pearson; 7/20/55-
- WYLB (9) ABC, CBS, DuM; Hollingsworth; 20,000

NEWPORT NEWS—
- WATQ (33) Walker

NORTHPORT—
- WTAB-TV (3) ABC, CBS, DuM; Petry; 352,962
- WTVQ (8) See footnote (c) 

PASADENA—
- KBEI (SY) NBC, Hollinsbery; (10) Initial Decision 2/28/55

PEORIA—
- WVEE-TV (18) See Hampton

PETERSBURG—
- WPRG (8) 9/29/54-Unknown

RICHMOND—
- WAC-FM (12)/10/53-Unknown
- WTTR (5) NBC, Blair; 484,695

Richmond TV Corp. (13) Initial Decision 2/21/54

ROCHESTER—
- WSLJ-TV (10) ABC, NBC; Avery-Knodel; 224,978

WASHINGTON—
- KFSW-TX (12) CBS, DuM; Forjoe; 158,953

Pasco—
- WPCH-TV (18) 47,587 (satellite of KITV Yakima)

SEATTLE—
- KIRO-TX (5) ABC; Blair; 422,200
- KOMO-TV (4) NBC; Hollingsworth; 422,200
- KXCT (9) KTLI 4/7/54-Unknown

Spokane—
- KGEM-TV (6) NBC; Katz; 188,593
- KREM-TV (3) ABC; Petry; 89,257
- KXLX-TX (4) CBS; DuM; Avery-Knodel; 99,553

Tempe—
- KTVP (13) Barry, N. Y.; Clark, Chicago; 62,900

TornTTV-TX (11) CBS, DuM; Weed; 432,200

Vancouver—
- KVAN-TV (21) Rolling; 9/25/53-Unknown

Vancouver TV (39) ABC, CBS, NBC, DuM; Weed; 47,587

WISCONSIN—
- KVWA-TV (6) Katz; 10/29/54-Unknown
- WSCTV-OH (4) ABC, DuM; Brandon; 405,042
- WTVN (49) See footnote (c) 
- WHKB (3) ABC, DuM; Brandon; 315,000
- WMEV (49) See footnote (c) 
- WBEK-TV (13) Branham; 2/17/54-Spring '54

Patient—
- WDPB-TV (35) See footnote (c) 

Pocatello—
- WSAZ-TV (3) ABC; Katz; 512,460

Pittsburgh—
- WKTC (8) ABC, CBS, NBC, DuM; Raymer; 55,000
- WJTL (38) 12/16/53-Unknown

Plattsburg—
- WLBH (TV) *(c)*

Plattsburg—
- WKWHO (6) ABC, CBS; Headley-Read; 210,000
- WPRF-TV (5) ABC; Headley-Read; 3/10/54-

Pittsburgh—
- WMTV (11) See Marinette

Port Washington—
- WOPT (8) ABC, CBS, NBC, DuM; Raymer; 55,000

Rochester—
- WTRF-TV (7) ABC, NBC, DuM; Hollingsbery; 300,000
- WTVST (8) See Steubenville, Ohio

WISCONSIN—
- WRAU-TV (13) ABC, NBC, DuM; Hollingsbery; 100,000
- WGBY—
- WGBY (2) ABC, CBS, DuM; Weed; 210,000
- WMVY-FM (11) See Marinette

LATROBE—
- WKRT (8) ABC, CBS, NBC, DuM; Raymer; 55,000

LITW (38) 12/16/53-Unknown

LA CROSSE—
- WLBH (TV) *(c)*

LA CROSSE—
- WKWHO (6) ABC, CBS; Headley-Read; 210,000
- WPRF (5) ABC; Headley-Read; 3/10/54-

Pittsburgh—
- WMTV (11) See Marinette

PORTLAND—
- WPTU (8) ABC, CBS, DuM; Free & Peters; 101,200

WAUSAU—
- WATC-TV (7) ABC, CBS, NBC, DuM; Meeker; 50,390

WYOMING—
- RFD-XC (5) ABC, CBS, NBC, DuM; Hollingsberry; 46,100

ALASKA—
- KEEN-TV (2) ABC, CBS; Weed; 15,000
- KTVF (11) NBC, DuM; Alaska Radio-TV Stations Inc.

FAIRBANKS—
- KFAR-TV (2) ABC, CBS; Weed; 7/1/53-Unknown (granted STA Feb. 13)

BROADCASTING • TELECASTING

subscription order blank

PLEASE START YOUR SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked my service details.

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Markets $9.00
☐ 52 weekly issues of TELECASTING Yearbook-Markets $9.00
☐ 52 weekly issues and both Yearbook-Markets $11.00

name

title/position

city

county

state

March 21, 1955 • Page 137
The Editing Function

IN RECENT months a number of broadcasters have asked us to "do something" to discourage record companies from distributing off-color rhythm and blues selections. These broadcasters complain that the growing incidence of smut in R&B releases has obliged them to listen to records before playing them on the air.

We have politely declined to "do something" because even if there were something we could do, and we are not at all sure there is, we would feel foolish suggesting that the record companies assume a function that is the broadcaster's and his alone.

It is not up to the record company to decide what any radio station will broadcast. That is a matter for decision by the station licensee or his hired management. If record companies are releasing smut, and unquestionably they are, it will be the broadcaster's fault—not the record companies—if that smut gets on the air.

The practical fact is that record companies are in business to make records which will sell in profitable numbers. In today's market, rhythm and blues records, including those with shady words or treatments, apparently are selling well. It is not to defend the record companies on ethical grounds to say that they will go on releasing sexy R&B tunes as long as the public buys them.

Now if R&B records are selling in the record shops, it must be because they are being promoted. As everyone knows, the basic promotional medium used by record companies is radio. It does not take a Harvard logician to deduce that at least some radio stations must be playing the very records about which some broadcasters complain.

The best way for broadcasters to "do something" about smutty records is to prevent their presentation on the air. And the act of prevention, we respectfully suggest, does not impose a particularly cruel burden on the broadcaster.

The editors of every respectable magazine and newspaper insist upon inspecting every word of copy before it gets into print. Is it unjust to ask that broadcasters do as much to examine program materials before air time?

When broadcasters complain that the R&B trend is forcing them to audition records, they are implying that until the R&B problem came along they were broadcasting material without prior editorial evaluation. In such haphazard hands, radio stations face a questionable future.

Late for Bait

TWENTY-FOUR radio and television stations in and around New York have adopted a code to curb "bait-and-switch" advertising—which all of them must have known all along was disreputable.

The New York code would have deserved more respect if it had been adopted in time to prevent the abuses which by last week had led to a Brooklyn grand jury indictment of several bai ters and switchers and to a special investigation of the problem by the governor of New York.

If broadcasters hope to persuade the public that they can regulate themselves, they will have to do the regulating before the cops are called.

Big Week

LAST week was a big one for this business of broadcasting. By the grace of Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate Commerce Committee, and the fast footwork of a few energetic broadcasters, the threat of another tv freeze was averted, and an abortive move toward helter-skelter deintermixture of uhf and vhf in possibly 22 markets was nipped.

It was a big week too because it saw the confirmation, without opposition, of George C. McConnaughey as chairman of the FCC, after having languished in the Senate for six months. This delay has had a depressing effect upon the FCC. Mr. McConnaughey now has the opportunity to move ahead, as chairman in his own right, and without a political Sword of Damocles dangling precariously over him.

It was Chairman Magnuson who advised the FCC, by way of

the CBS-TV network (Face the Nation, Sunday, March 13), that he had no stomach for another tv freeze, or even a "chill." When the FCC met Monday, any support that may have been engendered for the staff-recommended freeze evaporated. And along with it the concomitant plan to jam through a deintermixture project that would have brought atomic repercussions.

Sen. Magnuson's outspoken opposition to the staff-recommended freeze sent a dozen broadcasters scurrying to Washington—broadcasters who would have been caught in any move to retain the status quo in vhf. The upshot was the FCC majority's relatively pro forma report to the Senate Committee in answer to the Plotkin-Jones Report, which provides the suggested alternative of giving the Commission funds with which to conduct a network "study," or of having the FCC stand by until the Magnuson Committee completes its projected full-dress study. Otherwise, the efforts would be duplicated, at taxpayers' expense.

The FCC majority's report now makes sense. But does it come too late? The FCC in the past has asked Congress to give it funds to study the network and related situations. Congress heretofore has been so economy-minded that it hasn't made the funds available. And it ain't likely to do it now, since the Magnuson Committee already has budgeted most of its $200,000 investigation fund for the network-tv study.

Meanwhile, the FCC cannot stand still, awaiting instructions from Congress—instructions that cannot conceivably be voiced legislatively for months. It must consider, on a case-to-case basis, those petitions for deintermixture via rule-making. It can look into AT&T line charges, and it must consider policy-making on subscription tv and the increasingly vexatious problem of community antenna systems, which have sprouted almost everywhere.

Last week was a big one for the broadcasters. There are many big ones ahead.

Expanding Markets

FOR the maker of goods and the supplier of services, the past decade has created tremendous new markets in America. In 10 years sleepy towns have exploded into major cities, whole regions have been made over by population and production growth.

Anyone seeking to exploit these new markets must use the best available avenues of advertising. The two best, particularly in today's suburbanized and spreading cities, are radio and tv.

It is to emphasize the significance of the vast expansion of U. S. markets that B&I has undertaken its continuing series, of which an article on the Carolinas appears in this issue. The expanding markets of the U. S. present a real opportunity for alert advertisers—and for radio and tv.
These five inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations... and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined... and at the lowest cost per thousand! (SAMS and SR&D)

In this independent inland area — separated from the Coast by mountains — the Beeline taps a net effective buying income of nearly $4 billion. (Sales Management’s 1954 Copyrighted Survey)
Knockouts!

Proof by Pulse...

Pulse, Inc., recently completed a survey of the Nashville market.

Results proved that of the three television stations in this market, WSM has the largest share of —

the weekday morning, afternoon, and evening audiences, the Saturday morning, afternoon, and evening audiences; and the Sunday morning, afternoon, and evening audiences.

In other words, across the board, WSM dominates.

The survey proved one especially remarkable fact for users of daytime TV — the unprecedented power of WSM-TV's Daytime programming:

There are 44 quarter-hour program segments between 7 a.m. and 6 p.m. (Monday through Friday). Pulse proved that WSM has the largest share of the audience during 43 of the 44 quarter hours (and lagged in the 44th by less than 1 percentage point). Pulse proved further that in 32 of the 44 segments, WSM has a larger share of the audience than the other two stations combined.

Pulse went on to prove that:

- Of the top 25 shows in this market, 21 are on WSM-TV.
- Of the top 69 shows in this market, 60 are on WSM-TV.
- Of the top 15 once-a-week shows in this market, 15 are on WSM-TV.

Which is why time-buyers agree that

WSM-TV

Channel 4 is

Clearly Nashville's No. 1 TV Station!