Buy WHO
and get Iowa's
METROPOLITAN AREAS,
PLUS the
Remainder of Iowa!

FOOD SALES PERCENTAGES

- 4.9% Cedar Rapids
- 4.5% Tri-Cities
- 11.3% Des Moines
- 2.1% Davenport
- 4.8% Sioux City
- 4.4% Waterloo
- 55.8% TOTAL METRO. AREAS
- 47.7% REMAINDER OF STATE

Iowa has six Metropolitan Areas which, all combined, do 32.8% of the State's Food Sales, as shown above.

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

At 11 a.m., WHO gives you 63,472 Actual Listening Homes for only $47.50 (13.4 LISTENING HOMES per PENNY!)

According to the authoritative 1954 Iowa Radio-Television Audience Survey, 63,472 homes all over Iowa are actually tuned to WHO at 11 a.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 13.4 actual listening homes, per penny!

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE thinking, here at WHO.

Ask Free & Peters for all details!
General Electric's continuing leadership in the electrical world is typified by this model of a future atomic plant for the production of electric power. It is an important example of G.E.'s pioneering and research in the atomic energy field, directed toward building for a better future. In the field of broadcasting, visual and sound, the Havens & Martin, Inc., Stations are outstanding for their leadership in the development of superior programming techniques. Techniques that convert a vast and loyal audience into sales for advertisers on Richmond's only complete broadcasting institution, WMBG-AM, WCOD-FM and WTVR-TV. Join with confidence the growing list of advertisers who use the First Stations of Virginia to reach one of the South's richest areas.
meet
MOUNTAIN MIKE....

Only Mountain Mike can deliver the vast* and prosperous intermountain market with 52 hometown stations located where people live, listen and BUY!

52 STATIONS in
UTAH
COLORADO
IDAHO
MONTANA
WYOMING
NEW MEXICO
NEVADA
TEXAS
NEBRASKA

*One-fourth of the total area of the nation—the nation's fourth largest market in population.

InterMountain Network
Lynn L. Meyer, President
Salt Lake City, Utah—146 South Main
Denver, Colorado—Radio Station KIMN

Represented by Avery-Knodel, Inc.
New York - Chicago - Los Angeles
San Francisco - Dallas - Atlanta

Brand new coverage map and market data available! See your Avery-Knodel man.
3,188,400 TEXANS

That's exactly 37.8% of the total of all the hustling, bustling folks down in the heart of Texas, KRLD's primary coverage area within its 0.5 Mv line. When KRLD's Oklahoma coverage is added, a grand total of 3,555,300, 42% of Texas' total population is tuned to 1080, affiliate for CBS radio network programs in Dallas-Fort Worth and North Central Texas.

KRLD's 50,000 watts, full time, 24-hours per day service has cemented together one of America's largest and most productive selling markets with a degree of saturation that spells out positive sales increases for KRLD advertisers.

In accumulative audience, KRLD is FIRST IN DALLAS 6:00 a.m. through 12:00 midnight, seven days a week.—Pulse, October-November, 1954.

KRLD offers MASS Coverage of Texas and Southern Oklahoma at the lowest cost per unit.

EIGHTH largest CBS Network station—circulation-wise—in the nation.
PROOF OF PERFORMANCE • Inquiries by government agencies to verify use of their “public service” spots and programs on radio and tv have boomeranged to point where U. S. Budget Bureau is surveying situation. Preliminary reports indicate 20-odd government bureaus and agencies are feeding radio and tv stations everything from 10-second spots and film clips to half-hour programs. Obvious need for coordination may provoke action through NARTB. Many stations say they won’t carry programs if agencies persist in checking use.

CBS-TV executives last week were contacting number of their top accounts on rescheduling of evening programs looking toward imminent revamp of schedules. Presumably this also entails what eventually may happen to Godfrey evening programs in event he undergoes further surgery but this is side-bar aspect, with main premise long-range planning stemming from ideas of CBS Inc. Chairman William S. Paley and President Frank Stanton.

GE-FILM PROJECT • Twentieth Century-Fox Film Corp. reported to be negotiating with Young & Rubicam on production of series of 13 one-hour filmed programs for General Electric Co. Production would be at Fox’s Western Ave. Studio in Hollywood, which is to be converted to tv film studio. Plans being considered, it was said, call for Fox to produce show consisting of 45 minutes of dramatic or musical content, six minutes of commercials and nine minutes of behind-the-scenes film clips of forthcoming motion pictures. It was reported CBS-TV will telecast program on alternate Wednesdays, starting at 10 p.m. (EST), sharing time period with boxing bouts sponsored by Pabst Brewing Co.

ADD TO names of those being espoused as possible successor to Comr. Frieda B. Hennock on FCC in event President Eisenhower decides on new appointment to Democratic vacancy as of June 30: Dorothy Lewis, Coordinator, U. S. Station Relations, Dept. of Public Information of United Nations and former Director of Women’s Activities, NAB; Hortense Kessler, member of New Jersey Public Service Commission, and Eva B. Adams, executive assistant to late Sen. McCarran and to his successor, Sen. Bible (D-Nev.).

ONE BALL OF WAX • It’s possible first moves on de-intemixture may be FCC bundling all pending petitions into one package for single proceeding, probably to include arguments. It then would determine whether it should or should not take up “unmixing” matters on case-by-case basis. There are about dozen such petitions or reconsideration requests on file.

RADIO CAMPAIGN underwritten by most of major radio set manufacturers has been lined up by Radio Advertising Bureau, to total $100,000 and be spread over some 25 cities. It will promote portable and gift radios from about May 15 to June 15; radios for bedroom and kitchen from mid-September to mid-October. Objective: to create $10 million in sales of new sets.

MONEY NO OBJECT • Although it has not yet been announced, definite plans are in talking stage at NBC on network’s upcoming revamp of radio programming structure. Producers met last week for initial discussion, reportedly were told sky is limit—that any valid program suggestions, regardless of cost, will be considered.

COMMITTEE Against Pay-As-You-See Tv, following appointment of Dr. Dallas Smythe, director of U. of Illinois’ Institute of Communications, to study economic impact and implications of subscription tv as compared to present “free airwaves” policy [BT, March 14], will not neglect technical aspects of problem. Leading technical firm is considering offer to investigate effect of toll tv installations on reception of free telecasts by neighboring sets and to conduct research into problems of standardizing toll tv on single system versus concurrent operation of number of systems.

PICTURE GALLERY • NARTB’s deep concern over future pattern of commercial tv shown by summoning of special Tv Board meeting April 12 to discuss subscription tv. Incidentally, when tv directors enter board room, first picture they will see on wall will be that of Comdr. Eugene F. McDonald, head of Zenith and sponsor of Phonovision pay-see system. Comdr. McDonald was first president of old NAB, 1923-25, as owner of old WJAZ Chicago, and heads up association’s new presidential portrait gallery.

PITCH was made last week by executives of both CBS-TV and NBC-TV in effort to interest U. S. Steel in moving U. S. Steel Hour, alternate-weeks on ABC-TV, to their respective networks. Plan advanced by CBS-TV would have steel series alternate with General Electric Theatre, now telecast weekly on network. NBC-TV reportedly would clear prime evening time period for steel series, although specific hour has not been decided upon.

NEW LIFE FOR FAX? • As result of FCC decision to allow functional music operations on fm stations (see page 72), Commission already is getting calls as to where facsimile stands. Since fax would be allowed as one of several possible subsidiary services, some zealots hope that long dormant development may soon spring to full commercial bloom.

AUTOMATION—as it applies to running radio and tv stations—may be big subject at NARTB convention. Papers on automatic devices which permit radio station operation with minimum manpower scheduled to be delivered at one convention engineering session, evoking much interest.

BIG CITY • Headquarters of Westinghouse Broadcasting Co. now divided between New York and Washington, will be transferred permanently to New York by this summer, functioning under immediate direction of Chris Witting, WBC president.

WITH expansion of Television Bureau of Advertising membership (see page 68) 12 top-flight station representative firms have joined this tv promotion arm or plan to do so in near future.

DELINQUENCY EXPERTS • Herbert Beaser and Richard Clendenen, staff members of Senate Juvenile Delinquency Subcommittee during hearings last year on tv programming, planning to open consultant firm on juvenile delinquency problems, making services available to city, county and state governments, mass media and other groups. Both resigned from subcommittee last month after authoring series of magazine articles which met objections from former Sen. Robert C. Hendrickson (R-N.J.), chairman in 83d Congress, and other members.

PLANS for entry of F. W. Woolworth Co., New York, into network radio expected to be announced tomorrow (Tuesday) by CBS Radio with details of retail store chain sponsorship of hour-long show featuring Percy Faith and orchestra (CBS Radio, Sun., 1-2 p.m. EST). Starting June 5 program will be broadcast “live,” Agency for Woolworth is Lynn Baker, New York.

WHAT’S MY LINE? • Sidney Davis, new majority counsel of Senate Commerce Committee’s network-tv inquiry, says he’s heard himself described as “the poor man’s Roy Cohn.”
always on target

It's always precision selling when your product story is presented on WGAL-TV. Super-powered WGAL-TV gives you this "always on target" performance because it is the one station that reaches this vast market—with a population of over three million people who have income amounting to more than $5 billion every year. Aim for more sales confidently—BUY WGAL-TV NOW.

Representatives:
MEEKER TV, INC.
New York  Los Angeles  Chicago  San Francisco

WGAL-TV
Lancaster, Pa.
NBC · CBS · DuMont

Channel 8 Mighty Market Place
York          Harrisburg          Reading
Hanover      Lebanon            Pottsville
Gettysburg    Carlisle         Hazleton
Chambersburg  Sunbury          Shamokin
Waynesboro    Lewistown        Bloomsburg
Frederick        Lock Haven     Lewisburg
Westminster      Hagerstown   Martinsburg
Sweeney Sees Many Changes In Radio in Next Five Years

“WHAT Radio Isn’t” was topic of talk delivered Friday by Kevin Sweeney, president of Radio Advertising Bureau, New York, to Adcraft Club of Detroit at luncheon meeting. Mr. Sweeney told group that relationship between radio and television was more remote than ever and “it’s time for advertisers and agencies, told some of the people in our industry to stop dressing up us in mother and daughter dresses that convey we have anything in common except the medium.”

Mr. Sweeney said radio was “proud” of its pictureless status “because its effectiveness depends largely on the fact that it doesn’t show customers pictures.” Because of visual element in TV, Mr. Sweeney said, “if anything, television is far closer to magazines, newspapers and other visual media than it is to radio.”

He also told audience that radio would continue to change materially every year for next five years “before it emerges with a formula that will probably last for 100 years.”

NBC, ABC Hold Session With NABET Negotiators

MEETING was held last Friday between officials of National Assn. of Broadcast Employees & Technicians (CIO) and NBC and ABC, but no agreement was reached. George Markakis, executive secretary of NABET, told at late Friday that negotiations “probably” would be continued.

Union has authorized strike action if negotiations fail. Last January, union and networks agreed in principle on new contract terms, but agreement was rejected later by union members. Differences are said to center around union demands for increased wage scales for non-technical employees, jurisdiction over TV film production and editing, job security provision and pension plan at ABC.

Tower Offers Stations Tips On Wage-Hour Confusion

ARKANSAS broadcasters, haunted by Wage Hour Div. investigators scouring station books for possible overtime violations, were given tips at a two-day meeting which opened yesterday (Sunday), on ways to follow involved regulations and interpretations by government body. Arkansas Broadcasters Assn. meeting opened in Little Rock, with W. N. McKinney, KELD, Eldorado, ABA president, presiding.

“Broadcasters’ $1,000 Club” of stations assessed for $1,000 or more overtime getting more exclusive every day, Charles H. Tower, NARTB executive employee manager, told Radiotelecasting.

He said law is difficult to understand in application to broadcast industry; stations do not run, like factories, on mechanical 40-hour week—many people work on job basis.

Most violations, Mr. Tower said, are due to fixed salary for fluctuating work week; failure to apply overtime exempt work rule correctly, and confusion over talent fees. He said NARTB will continue efforts to obtain more realistic and practical interpretations of wage-hour law.

He said proposals to increase present 75-cent minimum may create problems in some areas.

[BROADCASTING • TELECASTING]

Radio Industry Committee Offers 10-Point Program


Referring to Plotkin and Jones reports, and FCC answer two weeks ago (B&T, March 21), uhf group formed last year to present uhf case to Senate Potter Subcommittee advocated following “prompt and vigorous” program:

(1) De-intermixture, (2) directional, (3) power and antenna adjustments, (4) mileage separation reductions, (5) prohibition on market straddling, (6) reduction of intercity connection costs, (7) competitive common carrier services, (8) permission for broadcasters to build and operate their own intercity relays, (9) encouragement of all land receivers, and (10) grant of funds for FCC investigation of network programming.

GOP Names Counsel

WAYNE T. GEISSINGER, who has been serving with the Committee on Inter-Governmental Relations (Hoover Commission), last Friday was sworn in as minority counsel of the Senate Commerce Committee. Named by Sen. John W. Bricker (R-Ohio), ranking committee Republican, Mr. Geissinger, who was admitted to the bar in Ohio, will serve as the GOP opposite number to Frank Pellegrini, committee chief counsel.

Spokesman for Sen. Bricker said Sen. Bricker early this week will announce choice of GOP counsel for network and uhf-vhf probe, after he has been cleared with other Republican members of committee. Robert F. Jones, Washington lawyer who was GOP counsel for investigation until February, was asked to return to post but had declined, he said.

Spokesman said new man, who has indicated he will accept, has practiced law in Washington about two years and has had “some” communications experience, although he has never practiced before FCC.

NLRB Report Favors Fetzer

EXAMINER’S report to National Labor Relations Board recommends dismissal of NABET complaint against Fetzer Broadcasting Co. (WKZO-TV Kalamazoo, Mich.) of discharging John T. Chance, Roadshow and ending Saturday. Event will be held in larger Canton Auditorium and will be headlined by entertainers personalities including Honeydreamers, Larry Storch, among others.

States T COUNTY’S AM-TV has been promoting “Autorama” on station breaks and programs.

[BROADCASTING • TELECASTING]

RCA Buys Spots

RCA has purchased total of 46 participations scheduled for April and May on The Great Gildersleeve, Second Chance, Roadshow and Weekend, all on NBC Radio. Agency: Kenyon & Eckhardi, N. Y.

E-Z Pop Agency

E-Z Pop, N. Y. (pop corn packaged in its own popper), has signed Hicks & Greist, N. Y., to handle its advertising effective April 1, Malcolm P. Taylor, board chairman of Taylor Reed Corp., parent company, announced Friday. Product currently is advertised on 36 tv stations in 27 cities.

WAX PAPER Spots

Wax Paper Merchandising Council Inc., Chicago, through Ruthrauff & Ryan, Chicago, planning to start radio tv spot campaign in Philadelphia April 18 for 10 weeks, followed by similar campaigns starting at later dates in about 10 markets, Northeast.

Blue Jay TV Spots

Blue Jay Plastic Corn Plaster, Chicago, will participate in sponsorship of Today and Tonight on NBC-TV and Morning Show on CBS-TV, effective April 1. Leo Burnett Co., Chicago, is agency.

GEAR'S TV Spots

Fetzer Broadcasting Co. (WKZO-TV Kalamazoo, Mich.) has refused to rehire Mr. Chisman because of union connection. Mr. Chisman, who was formerly assistant meteorologist for station WVEC-TV, was charged.

Charles Antell Drops TAA Inc.

CHARLES ANTELL, Inc., manufacturer of Formula 9 shampoo, hair spray, cosmetic items, resigned from its agency, TAA Inc., N. Y., last Friday. Company plans to interview advertising agencies for next 30 days to determine which one will handle its entire advertising budget.

Charles Antell has just signed to sponsor 45 minutes of “Easter Parade” April 10 on full NBC-TV network.

TVA Aids Opera, Says Bing

TELEVISION has given opera only “cursory glance,” Rudolf Bing, general manager of Metropolitan Opera Assn., said Friday in address to National Press Club, Washington. He said that tv “is the medium par excellence must at all times address itself to greatest number.” Obviously opera is not yet an attraction like Peter Pan that can deliver 60 million viewers in front of the television sets,” he said. Radio, tv and operatic recordings are beneficial to opera, he added.

NARTB TV Group to Meet

MEETING of NARTB’s Television Information Committee will be held tomorrow (Tuesday) at association’s Washington headquarters. Jack Harris, KFRC-TV Houston, is committee chairman. Group will consider critical comments made against visual medium by associations as well as educators and others.

WVEC-TV Income Rises

INCREASE of 16-20% in sales for January and February were reported for WVEC-TV Norfolk, Va., by Thomas P. Chisman, president and manager of uhf outlet. Along with rise came prediction from Mr. Chisman that sales would continue to climb in March, April and May.

March 28, 1955 • Page 7
Hundreds of thousands of people faithful to radio
(and radio's sales message)
in the rich Detroit area,
consistently tune their home
and car sets to

WJBK Radio
DETOUR

for the best in
news, music and sports

Represented Nationally by
THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690
Edward Lamb to Appear For Questioning by FCC

BROADCASTER-publisher Edward Lamb will appear before FCC Examiner Herbert Sharfman this Friday for questioning by Broadcast Bureau, in respect to his application for license renewal of WICU (TV) Erie, Pa. Examiner Sharfman confirmed Friday afternoon that the filing of Edward Lamb's Marked broadcast Bureau has failed to develop any evidence which would disqualify Mr. Lamb [B&T, March 21]. Total of 19 witnesses have appeared to date in case and Mr. Lamb is expected to be last called by Broadcast Bureau, although it has said it might call others. Mr. Lamb has yet to present defense witnesses or evidence.

J. Howard McGrath, ex-U. S. Attorney General and counsel for Mr. Lamb, announced that appeal of examiner's refusal to end hearing has been reserved "for a future date." Respecting Mr. Lamb's appearance before examiner, Mr. McGrath said "this is the first opportunity that Mr. Lamb has been afforded to give the Commission his side of the case. As late as October 1953, when the renewal hearing had been delayed for four or five months, I requested the Commission to meet with me and Mr. Lamb and express our desire to furnish them any information of any kind and answer any questions they might have. "We were not afforded such an opportunity at that time and have been compelled to sit by while the Broadcast Bureau paraded its witness. Now we welcome an opportunity to have Mr. Lamb testify on his own behalf and we hope that this will provide a basis for early renewal of the license in question. "I hope that this will be the last time that a broadcaster will have to stand trial for exercising the Constitutional rights of freedom of opinion. The conduct of this hearing has marked a serious roadblock to the freedom of the broadcast industry, and in undertaking to contest with the Commission on this score we have felt that the principles involved have been much more important than the particular rights and license concerned."

Petition Filed to Reopen Shreveport Ch. 3 Hearing

PETITION to reopen Shreveport ch. 3 hearing and reverse FCC's grant to KTBS there, has been filed with FCC by unsuccessful applicant KWKH Shreveport. KWKH, owned by Shreveport Times, said KTBS General Manager E. Newton Wray "smearred" KWKH, showed lack of candor. KWKH said it had new evidence regarding Mr. Wray's testimony. It also challenged FCC findings regarding newspaper ownership, integration of ownership, etc.

Commission affirmed examiner's initial decision favoring Shreveport ch. 3 grant to KTBS last month on ground that station better qualified in local ownership, integration of ownership and management and more extensive participation in local affairs. [B&T, Feb. 21] KWKH owners also own KTHS Little Rock, 42% of KTHV (TV) Little Rock and Monroe (La) World and News-Star.

Mexican Service Opposed

OPPOSITION to ABC request to transmit programs to XETV (TV) Tijuana, Mexico, has been filed with FCC by KFMB-TV San Diego. KFMB-TV said move is nothing but scheme to serve lower California viewers from Mexico station. Tijuana is 20 miles from center of San Diego and KFMB said. It claimed there is no showing of need for proposed service, that approval would cause economic injury to existing stations, particularly uhf; that competition from Tijuana station will result in lowering of program standards on part of U. S. stations. XETV, San Diego station said, does not maintain high standards required for American stations. It asks that FCC set ABC application for hearing and that KFMB-TV be made party to proceeding.

Vermont Switch Favorled

PETITION of ch. 3 WMTV (TV) Montpelier, Vt., to switch to Burlington would be approved by FCC if necessary, according to order dated March 15 that would change allocation of ch. 3 to Burlington. Comments ordered by April 22. Commission also invites comments by April 22 to proposed rule making by ch. 40 KCCC-TV Sacramento, Calif., to amend tv table of assignments by two alternative methods: (a) assign ch. 16 to Pittsburg-Antioch, Calif. (not now provided for), substitute ch. 15 for 16 and Red Bluff and substitute ch. 56 for 16 at Santa Cruz; (b) assign ch. 16 to Pittsburg-Antioch, substitute ch. 15 for 16 at Red Bluff, substitute ch. 28 for 16 at Santa Cruz and ch. 31 for 35 at Salinas-Montery.

Twin Falls Satellite Plan

APPLICATION for semi-satellite operation of ch. 13 at Twin Falls, Idaho, has been filed with FCC by August H. Vogeler, local hardware proprietor. Proposed combination transmitter and studio operation, with 80% of programming consisting of rebroadcasts from Salt Lake City, Boise and Idaho Falls stations. Application asks for 13 kw, 596-ft. above average terrain antenna. Estimated construction will cost $86,450, first year's operating costs, $92,000.

Budget Bill Considered

HOUSE Appropriations Committee was to meet last Saturday morning to draw up Independent Office Appropriations budget bill for fiscal 1956. Independent Offices Appropriations Subcommittee, headed by Rep. Albert Thomas (D-Tex.), held closed hearings in February at which FCC members and staff testified, with hearing record released last week (see page 79). President's budget for FCC recommended $6.7 million for fiscal 1956.

WIBG-TV Permit Deleted

DELETION of permit for ch. 23 WIBG-TV Philadelphia, not on air, was confirmed by FCC Friday. Surrender of tv permit was condition to Paul Harron's $3.7 million purchase of ch. 12 WBEL-TV Wilkes Barre from Steinman family, approved earlier in week (see page 79). Mr. Harron retains WIBG-AM-FM. Deletion of WIBG-TV raises total post-thaw deletions to 135, including 109 uhf and 26 vhf. Deletions of ch. 23 KTVP (TV) Houston, ch. 23 KDTX (TV) Dallas and ch. 38 WTLB (TV) La Crosse, Wis., reported earlier in week (see page 80).
THE MAGIC OF ELECTRONICS

What will they do next? Engineers get a preview at IRE meet ... 31
Getting color on black-and-white ... 32
Combined film and live cameras ... 33

FAST TIME—SLOW BURN

Decisions of New York City, New Jersey and New England sections to keep daylight saving time through October throws network scheduling into a quandary ... 34

B&T INTERVIEWS KEVIN SWEENEY

Dip in radio billings doesn't reflect a trend, president of Radio Advertising Bureau says in exclusive, recorded interview ... 39

THIS BANKER LIKES RADIO

It's the No. 1 business-getter, ad manager of major southern chain tells Canadian broadcasters ... 54

MCA-TV GETS REPUBLIC FILMS

Major transaction adds 123 feature films to distribution firm's catalog ... 62

A NEW FILM COMBINE

Reed, Gross-Krasne form new company to produce tv commercials. Other independent film operations will continue ... 62

NCAA PASSES NEW TV PLAN

Regional-national football scheduling, first crack in restrictive tv policy, gets 193-37 approval ... 68

FCC APPROVES FUNCTIONAL FM

Commission seeks to open new business avenues for frequency modulation broadcasters ... 72

A COUNSEL FOR SENATE TV PROBE

Commerce Committee names Sidney Davis, former anti-monopoly investigator, to head inquiry into network, uhf-vhf problems ... 76

the week in brief

FCC WANTS TO CHANGE SEC. 309(c)

Economic protest rule leaves loophole for obstructionists, Commission says in asking Congressional amendment ... 78

PLOTKIN SAYS IT AGAIN

Former counsel for network, uhf-vhf probe repeats warning of government intervention if current problems aren't solved ... 80

GRANTS IN MOBILE, DES MOINES

FCC reverses examiner, awards Alabama channel to WKRG. Cowles wins in Des Moines ... 84

BIG SALES IN ST. LOUIS

Newhouse buys 'Globe-Democrat' and KWK-TV minority for $61/4 million, Reid buys WEW for $100,000 ... 86

THE BEST YEAR FOR CBS

Parent corporation grossed $373 million, netted $11 million in 1954 ... 92

DUMONT'S STATION RELATIONS MAN

Network names veteran broadcaster Bob Coo to succeed Buck Lyford ... 95

THE CARBT CONVENTION

Canadian broadcasters hold 30th annual meet, cite better government-industry relations ... 97

ZENITH DETAILS ITS PHONEVISION

Individual franchise-holder will be key man in subscription tv organization ... 100

THE DUPONT RADIO-TV AWARDS

The three top winners: WHAS, KGAK, CBS commentator Eric Severeid ... 102

departments

Advertisers & Agencies 34
At Deadline 7
Awards 102
Closed Circuit 5
Editorial 122
Education 103
Feature Section 39
Film 62
For the Record 106
Government 72
In Review 18
International 97
Lead Story 31
Manufacturing 92
Networks 95
On All Accounts 26
Open Mike 14
Our Respects 22
Personnel Relations 99
Program Services 100
Programs & Promotion 104
Stations 86
Trade Associations 68

SUBSCRIPTION INFORMATION

Annual subscription for 36 weekly issues: $7.00. Annual subscription including Broadcasting Yearbook ($3.00 issue): $9.00; or Telecasting Yearbook (5th issue): $9.00. Annual subscription to Broadcasting or Telecasting, including 34 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 356 per copy; and 54th issue: $5.00 per copy.

ADDRESS CHANGES: Please send requests to Circulation Dept., Broadcasting or Telecasting, 1735 De Sales St., N.W., Washington 6, D.C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.


Page 10 • March 28, 1955
WOMEN STOP . . . LOOK . . . AND LISTEN
TO COOKBOOK QUIZ, AND HAVE A LOT OF FUN DOING IT!

Cookbook Quiz, the five day a week audience participation program, has a format designed to sell local Western Washington housewives...your product. Affording one of the best merchandising and advertising opportunities in television, Cookbook Quiz has a loyal following of over 10,000 women's club members represented actively on the program...plus thousands of housewives not affiliated with these clubs.

Participating sponsor's products are prominently displayed throughout the show, worked into the quiz, sampled by the studio audience, and given as prizes to contestants.

A sure spot for foods, drugs, or beauty aids, Cookbook Quiz can and is selling products to local women...in one of the nation's fastest growing markets...on the Northwest's top television station.
People today listen to over 26 million car Radios. They listen on the way to and from offices, factories, markets, theatres... in fact, anytime they use an automobile.

Every day 25 to 50 percent of all car Radios are in use. Even at the 25 percent level, car Radio listening exceeds the total circulation of the nation's leading weekly magazine.

And, Spot Radio turns Radio-Active car listeners into customers for advertisers.
# AUTOMOBILES!

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<thead>
<tr>
<th>Station</th>
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<th>Network</th>
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<td>WSB</td>
<td>Atlanta</td>
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<td>NBC</td>
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<td>MBS</td>
<td>Pacific Radio</td>
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<td>ABC</td>
<td>Regional Network</td>
<td>KSO</td>
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<td>*Also represented as key stations of the TEXAS QUALITY NETWORK</td>
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EDWARD PETRY & CO., INC.
NEW YORK - CHICAGO - LOS ANGELES - DETROIT - ST. LOUIS - SAN FRANCISCO - ATLANTA
The Carolinas
EDITOR:
Frank Beatty's Carolina story [BWT, March 21] is by far the most potent thing of its kind that I've ever seen...
Charles H. Cuschetfield
General Manager
WBT Charlotte, N. C.

EDITOR:
As an only-partially reconstructed Charles-tonian, I enjoyed Frank Beatty's article on the Carolinas tremendously...
Thomas Means
Dir. of Promotion Service
CBS Owned Television Stations
New York

EDITOR:
Mr. Beatty is to be commended for his fine article... It presents the story of the economic growth of the two Carolinas in an educational and informative manner...
Don Patterson
Radio-TV Major
U. of North Carolina
Chapel Hill, N. C.

EDITOR:
Your Carolina story is terrible. In the third paragraph of the portion dealing with Asheville you say that Asheville started advertising nationally its enervating climate back in 1910, etc. Do you mean to imply that Asheville was proud of its weakening, enfeebling and debilitating qualities of its climate or did the composing room foul you up and should the word be invigorating instead of enervating?
We plan to issue a special Industrial edition March 30 of the Asheville Citizen-Times. We would like permission to quote from your article... of course, due credit will be given BWT...
Cecil B. Hoskins, Gen. Mgr.
WWNC Asheville, N. C.

EDITOR:
I was pretty well enervated by the time I had finished reading the very interesting article about North and South Carolina, but, after a few lungs full of our bracing Asheville atmosphere, I was thoroughly reinvigorated. It was a nice piece of work...
Don S. Elias, Vice President
Asheville Citizen-Times
Asheville, N. C.

New High in Public Service
EDITOR:
We salute the American broadcasters for the manner in which they participated in the 1955 Brotherhood Week observance.
Our radio committee chairman, Adrian Murphy [president, CBS Radio Network], and our television committee chairman, Sylvester F. Weaver Jr. [president, NBC], and our special committee man Noel Rhyne [vice president, Keystone Broadcasting System], together with our general Brotherhood Week chairman, Ben Duffy [president, BBDO], and general media chairman, Harold E. Fellows [president, NARTB], report that radio and television coverage of the observance far outstrips that of any previous year.

More than 200 broadcasters throughout the country served on our national committees, with another 500 serving on local committees. We feel that through their efforts they are participating in one of the most thrilling and significant phases of our era, that of creating a climate in which our greatest enemies, bigotry, prejudice and intolerance, can no longer exist.
We believe that during Brotherhood Week the broadcasting industry reached a new high in public service to its vast audiences.
We are indeed grateful.
Everett R. Clinchy, President
National Conference of Christians & Jews
New York

Bad Form
EDITOR:
Last night I decided to take a break while working overtime filling out the FCC Annual Financial Report (Form 324) and picked up BWT [March 14] and started to read Our Re-spects. In your tribute to David O. Selznick you said: "In 1953, the annual financial report was revised to require its submission only every third year—at renewal time—and its more than 15 pages was cut down to a single sheet."
The FCC instructions for completion of Form 324 state: 1. Who must file reports? All networks and licensees of broadcast stations and all permittees whose stations were operated during the year covered by this report.
Now my hat is forever off to Mr. Cohn for the wonderful job he did in cutting down the Annual Report—but if he's succeeded in only making it necessary to file every three years—since the FCC mailed us the 1954 version—wire me collect. (I still haven't finished the darn thing.)
Ian A. Elliott, Gen. Mgr.
KATL Miles City, Mont.

[EDITOR'S NOTE: Unfortunately for Mr. Elliott and all broadcasters who must file a quarterly report, the FCC has not revised the instructions for completion of Form 324. It is Form 323, the Ownership Report, that now must be submitted only once in three years. The financial report is still required annually.]

Tidy House Open House
EDITOR:
I wish you could have been with me and the rest of the fellows attending the open house party at the Tidy House Products Co., Shenandoah, Iowa, Monday, March 7. The occasion was the dedication of the new and beautiful quarter of a million dollar office building.
Cy Rapp, president, served as general manager of KMA Shenandoah for 20 years. Al Ramsey, vice president and chairman of the board of directors, was commercial manager of KMA... These two fellows started their selling job back in 1940 in the basement of Cy Rapp's home, with one product—Perfix Super Cleaner. Today Tidy House features: Perfix Super Cleaner, Glosstex, Dexol Safety Bleach, Shina Dish, Tyro Dairy Cleaner, Dex Nylon Rinse, with many new products on the way.
Two plants, Omaha, Neb., and Malta, Ohio; 200 people on the payroll. Tidy House uses more than 60 radio and tv stations today. They used one in 1940. Sales have soared to $6 million.... This Tidy House success story proves again the tremendous impact and the selling power of radio.
Jack Kelly, Gen. Mgr.
WRFW Eau Claire, Wis.

Outstanding Evolution
EDITOR:
I have just finished reading with much interested Ned Midgley's article, "Radio: Evolution of a Medium." I think it is one of the most outstanding articles on radio I have seen.
Robert G. Murdock
Promotion Manager
KSL Salt Lake City, Utah

Open Mike

The Red Foley Show
TRANSCRIBED MUSICAL VARIETY RADIO SERIES
Here's a top-rated show... a proven audience getter in any market... a prestige and sales builder for any product!
It's the combination of the best of the "Fabulous Foley" and his regular cast of Ozark Jubilee network Stars... big name guest stars... perfect production!

AVAILABLE NOW... in most markets... 3 to 5 shows per week. For FREE AUDIATION, information on Promotional Materials and down-to-earth costs in your area...

CONTACT:
John B. Mahaffey • E. E. Simon, Jr.
RADIOZARK ENTERPRISES, INC.
SPRINGFIELD, MISSOURI
PHONE 2-4422

NEW YORK
Plaza 1-3366

CHICAGO
State 2-7494

MINNEAPOLIS
Lincoln 5899

DALLAS
Penrose 3793

LOS ANGELES
San Francisco

Dunkirk 7-4308

Surfer 5568

OPEN MIKE

Page 14 • March 28, 1955
It's Easy When You Know How!

MEREDITH Radio and Television STATIONS

KANSAS CITY: KCMO Radio & KCMO-TV
SYRACUSE: WHEN Radio & WHEN-TV
PHOENIX: KPHO Radio & KPHO-TV
OMAHA: WOW Radio & WOW-TV

Affiliated With Better Homes and Gardens and Successful Farming Magazines

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co. and Blair-TV
after you...
It was pretty nice of the ABC Television Network to salute its fellow networks in a recent advertisement for their program awards from the Academy of Television Arts and Sciences.

We had intended doing the same kind of thing earlier this season when they launched some very exciting program ideas.

But they beat us to it—just as they beat us to Disneyland.

When competing networks applaud each other the applause is genuine; for each success is a fresh demonstration of the value of network television to the audience and the advertiser.

Only through network television can 65 million people share simultaneously the pleasure of NBC’s memorable Peter Pan... or discover a great comic like George Gobel.

Only through network television can an advertiser reach 41 million people each week as economically, for example, as he can on I Love Lucy—another network developed program.

The steady improvement of television is due not so much to the enormous investment of money, time and effort as it is to the constant goad of network competition.

This is the heart of the American system of broadcasting. This is why television builds larger audiences each year.

And this is what has made television in America the world’s largest advertising medium.

The CBS Television Network
HERE’S WHY:

KWTV is the CBS TV affiliate for most of Oklahoma.

KWTV operates from the world’s tallest man-made structure.

KWTV is a maximum 316,000 watts.

KWTV is No. 1 in audience building programs.

KWTV offers more effective coverage from its 1572-foot tower.

KWTV is recognized for outstanding promotional assistance.

KWTV IS OKLAHOMA’S NO. 1 TV STATION

IN REVIEW

HOME

LAST MONDAY was the first day of spring, and in honor of that event NBC-TV’s Home devoted its morning hour to spring in the city and spring in the country. It divided the time about 50-50 if you count Wally Cox as country, which is no more than fair because, although he was picked up in the studio in New York, he talked about picking wild flowers, which you certainly can’t do on Fifth Avenue. Or rather, he talked about not picking them, or they’ll never bloom again. Anyway, country for him.

Major part of NBC’s salute to spring in the country, however, was a visit to the 350-acre farm outside of Louisville, Ky., from which WAVE-TV, NBC-TV affiliate in that city, telecasts an hour-long program each Saturday with the apt title of Farm. Here, along with Home’s Kit Kinne and Hugh Downs, the Monday morning televiewers met the Paxton Marshalls who run the farm, and were taken on a tour of the premises, starting with the farm house, where Kit, escorted by Mrs. Marshall, cooed over the four Marshall children and oohed over a ham, roasted Kentucky style with a cornmeal and brown sugar topping.

Outside again, we rejoined the men to watch the sheep being moved to a new pasture, learning that in Kentucky a ewe is “yo,” a “you,” as well as that changing pasture at regular intervals helps the sheep grow better. A short look at the springhouse, the corn crib, the tobacco barn and fields and beds in which the tobacco is started before it’s put into the fields (and time out for Hugh to give a commercial for King Sano cigarettes) and here we were at the cattle yard watching the Hereford cows and calves and bull.

A calf, we learned, takes a year to 18 months to grow enough to be ready for the slaughterhouse, costs 18-20 cents a pound to raise and brings the raiser 22 to 24 cents a pound. Pigs, visited next, cost about 14 cents a pound to rear, but we didn’t learn how long it takes to raise them nor what they bring at market. We also were told about crop rotation, but we haven’t space to go into that now.

The city part of Home’s greeting to spring dealt with spring fashions, mostly flower print dresses with enamel butterflies, bees, grasshoppers and the like fastened on at unexpected, but we suppose stylish places, such as the hem of the skirt. And with how to turn a stodgy winter room into a gay spring room, with ferns in the fireplace, flowered slipcovers and drapes, floral paintings and live flowers in urns and vases and jars all over the place.

Arlene Francis, head gal at NBC-TV’s Home, displayed new things in the shops, saluted stores, interviewed Mr. Cox and kept the studio part of the program moving at a fast clip.

Production cost: Approximately $45,000 a week for the five telecasts on NBC-TV, Mon.-Fri., 11 a.m.-12 noon EST.

Editor-in-Chief: Arlene Francis; host and shopping news editor: Hugh Downs; cooking editor: Kit Kinne; home decorations editor: Nancyann Graham; fashion editor: Natalie Cox; off-camera editors: Hotel Arnett, Jeanne Homm, Claire Barrows, Anne Berry.

Executive producer: Dick Linkroum; producer: Ted Rogers; director: Harsh Deter; commercial director: Bob Wilbor; film supervi- sor: Phillips Wylly; senior editors: Kay Elliot, Al Morgan; writers: John Fuller, Robert Ruthman; special features integration writers: Beryl Paiz, Ted Tiller.

WAVE-TV producer: Bert Blackwell; WAVE-TV director: Bob Breuer, for Home visit to the WAVE-TV farm during the March 21 telecast.
To get their full share of customer dollars in America's second richest market, national advertisers are most likely to succeed with WNBQ's celebrated "Chicago School" of television.

WNBQ's School motto for advertisers is...

THE PAY-OFF IS AT THE POINT OF SALE

Exciting, original, pace-setting programs—backed by the most active merchandising service in town—keep the motto meaningful.

WNBQ's home-grown shows are designed for the varied interests of every segment of the market. For instance, WNBQ is the first Chicago station to offer a TV course for college credit. In cooperation with the University of Chicago, WNBQ presents "Governments and Human Nature" every Sunday from 10 to 10:30 a.m.

Nearly 400 Chicagoans have paid well over $2,000 as tuition fees for college credit or for the course syllabus, and another 1,000 people have taken time to write letters of appreciation. All in all, an impressive audience response to an unashamedly high-level educational program, at an early Sunday morning hour.

WNBQ takes pride in this exceptional program of higher learning. And WNBQ is justifiably proud, too, that its "Chicago School" specializes in higher earning for advertisers.

WNBQ channel .5
REPRESENTED BY NBC SPOT SALES

TELEVISION IN CHICAGO
OVER 30 RCA 50 KW VHF

RCA 50-KW Transmitter
Designed for full output on COLOR

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN N.J.
Saturation Coverage with RCA’s 50KW VHF and High-Gain Antenna

Now, over 30 high-power VHF stations are on-air and delivering saturation coverage with an RCA 50-kw equipment — operated in conjunction with an RCA High-Gain Superturnstile.

Here are important reasons why you will benefit by selecting RCA’s “Fifty” for your high-power station.

**RELIABILITY.** RCA 50-KW equipments are built to operate with “day-in-day-out” reliability. (Ask any of the RCA-equipped 50-KW VHF stations already on air.)

**CONSERVATIVE DESIGN.** RCA 50-KW VHF’s deliver a full 50 kilowatts of peak visual power — measured at the output of the sideband filter. You get full power output on both monochrome AND COLOR — with power to spare!

**SATURATION COVERAGE.** An RCA 50-KW VHF, operated in conjunction with an RCA Superturnstile Antenna, is capable of ‘f ching’ your service area with STRONG SIGNALS — close in and for out! With standard antennas, RCA 50-KW’s can develop 316 KW ERP — with power to spare.

**AIR-COOLED.** RCA 50-KW VHF’s are all air-cooled. You save on installation costs and maintenance. Visual and aural P.A.’s use conventional RCA power tetrodes (Type 6166).

**MATCHED DESIGN.** RCA 50-KW VHF’s are “systems-matched” to deliver peak performance in combination with RCA 50-KW antenna systems.

**COMPLETE SYSTEM.** RCA supplies everything in system equipment to match the RCA “50-KW” precisely; Antenna, transmission line, fittings, tower, r-f loads, diplexers — and all other components needed to put a 50-KW VHF signal on the air. Take advantage of RCA’s 25 years’ experience in designing and building high-power equipment. Ask your RCA Broadcast Sales Representative to help you plan a completely-matched high-power system. In Canada, write RCA Victor, Ltd., Montreal.

---

**RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION**
Our respects

To Shepard Chartoc

The so-called "growth" companies among the more competitive users of broadcast media never cease to be a source of amazement and gratification to Shepard Chartoc, vice president in charge of radio and television at Gordon Best Co., Chicago.

From his present vantage point—and against a background of producing, directing, packaging and writing pursuits—Mr. Chartoc has played more than a passing role in the dramatic development of Helene Curtis Industries (Suave hair tonic, Egg Shampoo, other products), which today spends about $5 million on advertising. Maybelline Co., Florsheim Shoe Co. and other "growth firm" accounts of midwest origin.

Mr. Chartoc once handled such package properties as Red Grange, Ted Lewis, Bulldog Drummond, Tex Ritter and Rex Allen. He also made his mark at CBS Central Div., agencies like Olian & Bronner and Buchanan & Co., and with the U. S. Air Force. His versatility seems to be a matter of record ever since he deserted a managerial and directorial capacity in the legitimate theatre.

Mr. Chartoc is a transplanted easterner (he was born in New York on June 3, 1913). He attended Morris High School and New York U., majoring at the latter in accounting and business administration. Because of his eastern background and penchant for show business, not to mention the persuasions of his cousin, S. M. Chartoc, he "arrived" in the theatre at an early age—20. At that time he was selected by the World-Telegram as one of the "10 most promising newcomers to the theatre."

The records would unearth the fact that Shep Chartoc and his cousin borrowed $1,000 to put into Milton Aborn's floating "Gilbert and Sullivan" stock company which wound up in New York's Majestic Theatre. When Mr. Chartoc split off from his cousin, he managed winter stock companies in Phoenix and Tucson and summer outfits in New York State and Pennsylvania. During this tempestuous period, Mr. Chartoc recalls, he was active in theatre management and agency work and served as general manager for the Phoenix Theatre (later Mercury Theatre) with Orson Welles. (He once managed actress Peggy Ferris.)

Mr. Chartoc has had more than a passing interest with—and can spin anecdotes from the hours about—the likes of Mr. Welles, Carl Sandburg (the noted Lincoln historian) and writer Norman Corwin. But he would rather talk about his "indebtedness" to such advertising personages as John J. (Jack) Louis Sr., partner and senior vice president in Needham, Louis & Brodsky Inc., and H. Leslie Atlass, vice president in charge of CBS Central Div. (WRBM-AM-TV Chicago), as well as Gordon Best, president of the agency bearing his name, and Jack Van Volkenburg, president of CBS-TV.

After Mr. Chartoc's tenure in the U. S. Field Artillery at Fort Bragg, N. C., Mr. Louis asked him to come to Chicago and work on the civilian Air Force procurement program. A fortnight's stint lasted 17 weeks.

In 1942 he joined CBS Chicago as director of press information, educational director and special events chief. As he recalls it, "the only thing that really appealed to me was special events." Mr. Chartoc wrote copy and turned out documentaries on The Spirit of '43, the role of various industries in the war effort and other subjects.

After a short hitch with Music Corp. of America in 1945 as its radio director, Mr. Chartoc went into the syndicated radio production field as co-owner of Chartoc-Coleman Productions. Its complete line consisted of the aforementioned Ted Lewis and other packages, plus The Inside Story, Franklin McCormack's Book of Memories and Love Letters. The Lewis and Rex Allen stanzas were written, directed and produced by Mr. Chartoc.

In 1948 Mr. Chartoc entered the agency field, starting as radio-tv director of the Chicago office of Buchanan & Co. The following year, he freelanced as a writer, director and producer of tv programs and commercials, both live and film.

Even at that time, as before in his association with Buchanan, he was active on behalf of Helene Curtis Industries. As an independent he turned out commercials for Curtis, Mrs. Klein's potato chips and Florsheim shoes.

From 1952 to 1953 he served as account executive at Olian & Bronner, handling a considerable portion of mail order accounts on radio. About two years ago he joined Gordon Best, which today handles, aside from Helene Curtis and Maybelline, such accounts as Perma starch, Florsheim Shoe Co., General Finance Corp. and Milner Productions. The Maybelline account is serviced completely by Roy Kirtland, Best vice president.

Mr. Chartoc works on all these accounts but specializes on Helene Curtis (which sponsors Professional Father and Robert Q. Lewis on CBS-TV), whose Suave, shampoo, and beauty divisions are handled by Best. General Finance co-sponsors Cubs, White Sox and other baseball broadcasts on radio.

Mr. Chartoc likes to pause occasionally and think about the growth of such firms as Helene Curtis and Maybelline (the latter co-sponsored the recent Emmys award telecast from Hollywood). At the moment he is thinking in terms of valuable network franchises for the former to supplement its spot drive.

Mr. Chartoc's hobbies are sports and the theatre. He has a seven-year-old daughter, Leslie Ann.
Bulldog or oom paul.. meerschaum or briar.. each has its distinctive characteristics. Television stations — on a far broader scale — have equally diverse personalities.

It's as simple as this: quality TV stations concentrate upon tastes and interests of the individual communities they serve. “Packaged” representation is not for them. Nor does it have any place in the tailored, quality service developed by Harrington, Righter and Parsons for the quality stations listed below.

This makes us different, too.. different because we serve only television, different because we believe in giving the maximum to a few instead of the minimum to many. It makes sense to us. Perhaps it also makes sense to you to find out more about our standards of quality representation..

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television — the only medium we serve

WAAM Baltimore
WBEN-TV Buffalo
WFMY-TV Greensboro
WTPA Harrisburg
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
WMTW Mt. Washington
WSYR-TV Syracuse

March 28, 1955 • Page 23
who's proud?
It's hard not to feel a glow of pleasure when you win a *special* Emmy, as KNXT did—on top of fourteen other major awards and commendations* over the past fifteen months.

But more than pride we feel a deep sense of responsibility. For the citation which accompanied KNXT's Special Achievement Award sets a stiff pace for the future...a pace that's going to keep us working nights to continue to merit such honors. Picked by a committee of distinguished Los Angeles citizens, KNXT won the Academy of Television Arts and Sciences award "for general excellence of programming...for outstanding public service to the community...for the greatest contribution to the advancement of television" of any Los Angeles station during 1954.

There's another award we treasure, too, because it means so much to our advertisers. It's the one we get from Southern California's 2,167,800 viewing families each month. According to every one of the rating services, they watch KNXT more than any other Los Angeles station, day and night.

**KNXT**

*Channel 2, CBS Television's key station in Hollywood
Represented by CBS Television Spot Sales*
W. ROBERT GUGGENHEIM JR.
on all accounts

A MEMBER of the noted Guggenheim mining family, W. Robert Guggenheim Jr., west coast tv-radio director of MacManus, John & Adams Inc., Hollywood, has created for himself a position of growing stature in broadcasting.

Robert Guggenheim was born in Seattle on Aug. 13, 1910, the son of Col. W. Robert Guggenheim, former U.S. Ambassador to Portugal. He graduated from William Penn Charter School, Philadelphia, and received a BA in economics and public speaking from Dartmouth College in 1933.

After graduation from Dartmouth he entered the family business as an ore buyer and assistant manager in Mexico and Salt Lake City for four years, before becoming an assistant director at Selznick-International Pictures, Culver City. Finding motion pictures to his liking, he became assistant producer to Kenneth Macgowen at 20th Century-Fox Studios in 1938, leaving that position in 1940 to enter radio as a producer at KNX Hollywood.

In 1942, he entered the navy as a lieutenant (j.g.), served in naval intelligence in Australia and the South Pacific and was discharged as a reserve lieutenant commander in 1946.

Mr. Guggenheim produced and packaged radio programs for a short period before joining KNBH (TV) [now KRCA (TV)] Hollywood as manager of film operations in 1948. In 1952, he became general manager of Major TV Productions (subsidiary of Sol Lesser Productions), Hollywood, leaving the following year to become west coast representative for William H. Weintraub & Co. in coordinating and supervising tv film production for Revlon.

Last year he assumed similar duties with MacManus, John & Adams where he currently is active in the production of NBC-TV's Medic (for Dow Chemical Corp.) and Jack Carson programs (for Pontiac) under Henry Fowenes, national radio-tv director of the agency.

Trained in film, Robert Guggenheim is convinced that tv film will eventually play the major role in tv programming. "Film gives you more control over the program," he says.

Citing ABC-TV's Disneyland, and the proposed Warner Bros. tv series which will follow the same format, Mr. Guggenheim feels there is a trend toward hour-long programming. Mr. Guggenheim sails, collects stamps, and also is active in civic organizations. He is a director and the campaign director of the Southern California Society for Mental Hygiene, as well as a director of the family's Guggenheim Foundation. He has two children, Grace, 19, and Daniel, 17.
COLOR TV ONLY MAKES THEM ALL

COMPLETE FACILITIES FOR TV STATIONS, MANUFACTURERS & LABORATORIES
Finest color film chains, colorplexing, transmitting, analyzing, monitoring, testing equipment.

617-AR AUTOMATIC BALANCE CONTROL FOR ALL COLORPLEXERS
(Regardless of Manufacture)
An ingenious circuit locks the entire encoding equipment in balance within 20 seconds after being turned on. Thereafter balance is held under even the most difficult operating conditions.

609-AR AUTOMATIC BALANCE CONTROLLED COLORPLEXER
The only colorplexer which incorporates Automatic Balance Control. Eliminates all drift problem. Colorplexer automatically and instantaneously in balance at all times.

700-A 3V COLOR FILM CHAIN
Finest in quality, lowest in price. 3V provides greatest latitude in selection of color films. Designed specifically for broadcast application, retains little space. Multiplexes 35 or 16mm film, slides, projected.

302-AR DRIVE GENERATOR
Small, portable, interchangeable unit. Provides horizontal blanking, horizontal sync, vertical drive and burst signal for driving most signal generating equipment where standard sync is not available.

304-AR PHASE SCOPE (ENVELOPE DELAY) CURVE TRACER
Inexpensive scope or meter reading of the envelope delay and phase characteristics of color signals. Suitable for testing any network, video amplifiers, or transmitters. Precision type, either horizontal or vertical sweep, and rotatable units which allow one way or four way measurements.

1601-AR CHROMASCOPE

1604-AR PHASE MAGNETIZER
Expanded phase indicator of a visual for measurements of differential phase to ± 1° or better accuracy on standard 16mm, 35mm, 100, or 75% chroma.

1607-AR WINDOW GEN.
Provides a 2V burst of 200 µsec for checking the CRI of broadcast studio and transmission facilities, receivers and monitors. Can be tied into a system. Provides complete color signals at 100 or 75% chroma.

636-B CHROMALYZER
Portable Precision Color Bar Generator for checking color broadcast studio and transmission facilities, receivers and monitors. Can be tied into a system. Provides complete color signals at 100 or 75% chroma.

DELIVERY 30 DAYS
Literature on these and many more items. Additional items for color TV by TELECHROME are available on request.

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road, Amityville, N. Y.
AMityville 4-4446

See These Units at BOOTHS 181-183
IRE SHOW
ATOMIC! THE NEW TV SERIES THAT'S GOT EVERYBODY EXCITED!

HERE ARE A FEW OF THE MARKETS ALREADY SOLD...

- **PICTSWEET...**
  - Los Angeles, Sacramento, Fresno, Denver, Tucson, San Francisco, San Diego, Boise, Portland, Seattle, Spokane

- **THE TOBIN PACKING CO.**
  - Utica, Rochester, Buffalo

- **OLYMPIA BEER...**
  - Los Angeles, San Francisco, San Diego, Portland, Seattle, Spokane, Boise, Bakersfield, Las Vegas, Eugene, Anchorage, Fairbanks, Sacramento, Fresno, Medford, Idaho Falls, Chico

- **BROMO-SELTZER...**
  - New York, Philadelphia, Washington, D.C., Baltimore, Detroit, Chicago, St. Louis, Indianapolis, Cleveland, Greensboro, Salt Lake City, Charlotte

- **PROGRESS BEER...**
  - Oklahoma City

- **NATURAL GAS COMPANIES...**
  - Pittsburgh

- **GENESEE BEER...**
  - Rochester

- **SERUTAN...**
  - Cincinnati, Dayton, Columbus

- **NATIONAL BANK OF TULSA...**
  - Tulsa

- **ARIZONA PUBLIC SERVICE...**
  - Phoenix, Yuma

- **1st NATIONAL BANK...**
  - Miami

- **WISCONSIN OIL...**
  - Milwaukee

- **1st NATIONAL BANK...**
  - Atlanta

- **RIDER JEWELRY COMPANIES**
  - Baton Rouge

- **WHITE KING SOAP...**
  - Eureka, Salinas, Chico

- **WCCO-TV...**
  - Minneapolis-St. Paul

- **KSL-TV...**
  - Salt Lake City

- **WBZ-TV...**
  - Boston

- **WDSU-TV...**
  - New Orleans

- **KSD-TV...**
  - St. Louis

- **KOPO-TV...**
  - Tucson

... THIS IS ONLY THE BEGINNING! HURRY! WRITE, PHONE OR WIRE TODAY FOR AN EARLY SCREENING OF...

"SCIENCE"

Amazing because it's science! Compelling because it's fiction!
A WEEKLY SERIES OF DRAMATIC HALF-HOUR STORIES! GEARED TO TODAY'S ATOMIC AGE!

FICTION THEATRE

Out of scientific truth comes STIRRING TV DRAMA... thrill-packed with romance, adventure, suspense, on scientific facts dramatically demonstrated by your host TRUMAN BRADLEY.

WILLIAM LUNDIGAN

MARIE WINDSOR

DON DEFORE

OTTO KRUGER

RICHARD ARLEN

WILLIAM LUNDIGAN

TOM DRANE

TOM DRANE

OTTO KRUGER

WILLIAM LUNDIGAN

MARIE WINDSOR

RICHARD ARLEN

TOM DRANE

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RICHARD ARLEN
JAN. 17th 1955

"Miami's progress in business and industrial development can only be termed phenomenal."

JAN. 17th 1955

"Miami's growth amounts to a consistent 10% each year. Some 7,000 new families come in each month."

Our Thanks to Two Great Magazines for Giving You the Facts on the Fabulous Growth of South Florida

Florida's First Television Station

Now -- Call your Free & Peters Colonel and have him give facts on the ONE Television Station that can give you complete coverage of this phenomenal market.

Maximum Power 100,000 watts — 6 years "On the Air" experience — 1,000 ft. tower (tallest in Florida) — Award-winning Merchandising Dept. — FIRST IN PROGRAM RATINGS EVERY 1/4 HOUR OF EVERY DAY — Telecasting COLOR since September 1954.

CBS TELEVISION NETWORK

Basic Affiliate

WTVJ Channel 4 MIAMI
ELECTRONIC MAGIC PROMISES TO TRANSFORM RADIO AND TV

IRE convention in New York witnesses disclosure of transistorized radio, tricolor vidicon, improved uhf transmitting antenna, earth satellite relay station for transoceanic tv, automation, compatible high-definition black-and-white tv and other developments. Coincidentally, new tv production improvements are announced.

A WONDER WORLD of electronic devices which promises to revolutionize the production of television programs and the manufacture and design of radio-television transmitting and receiving gear was unveiled last week.

In New York, 40,000 members of the Institute of Radio Engineers saw an impressive exhibit of equipment that already has emerged from the laboratories and heard about still more to come. Three principal technological trends were evident at last week's IRE convention:

- Smaller parts for smaller sets along with improved performance.
- New color tv advances.
- An underlying anticipation of eventual automation in the manufacture of broadcast equipment and radio-tv receivers.

Highlights of the convention included: a discussion of transocean tv; "frozen" tv caught on a storage tube; transistorized radio—according to the manufacturer, heralding an era just around the corner; a panel on spurious radiation; automation, electronic brain computers, memory computers and a host of other electronic developments applicable to industry.

Among the exhibits were new tubes, transistors and other components, many of which have various applicability in radio and tv.

Although most of the technical advances last week were concentrated at the IRE convention, two other developments of significance to television were shown elsewhere. In Los Angeles a new camera capable of simultaneous motion picture filming and live telecasting was announced (see page 33), and in New York an "additive" method of color photography for tv filming was demonstrated (see page 32).

At the IRE convention electronic apparatus filled New York's Kingsbridge Armory and Kingsbridge Palace. The main sessions were held at the Waldorf-Astoria Hotel and at the Hotel Belmont-Plaza.

RCA scientists disclosed a tricolor vidicon which was described by RCA as "a revolutionary new type of color tv camera tube." It simultaneously generates red, green and blue signals. RCA said the tricolor vidicon was a major step in its research program aimed at an all-purpose color television camera as simple and compact as those now used for black-and-white tv.

A five-man team, Drs. Paul K. Weimer, Sidney Gray, Stefan A. Oehls, Harold Borkan and Harry C. Thompson, said tests in a modified monochrome camera at the David Sarnoff Research Center at Princeton, N. J., showed the ability of the new camera tube to telecast color slides, color motion pictures and scenes where high levels of lighting may be used. Greater sensitivity, they said, is expected with further development thus permitting the tube to be used under varied lighting conditions.

Color tv cameras have separate tubes to emit each color, the three independent signals later combined into a composite signal which is broadcast.

Dr. Weimer told the IRE that the tricolor vidicon combines all color pickup functions in a single tube no larger than RCA's standard image orthicon tube in the black-and-white camera. Advantages of the single tube color camera, he said, include insurance of precise optical and electrical registry (avoiding any tendency of overlap or fringing of color images) as well as greater simplicity and compactness in color camera design.

A new color picture tube with a picture brightness three to four times greater than those used in current color receivers was claimed in a paper presented by three engineers of the Rauland Corp., a subsidiary of Zenith Radio Corp. The tube, they explained, has been commercialized in both the 19-inch round and 24-inch rectangular sizes.

Another talk dealt with a description, by O. M. Woodward Jr. of RCA and James Gibson of Sweden, of a new type of high-gain uhf transmitting antenna. This antenna, called "Omniguide," employs waveguide components in the design instead of coaxial line elements. According to the paper, a full-scale experimental model having a nominal power gain of 13.6 db was built for uhf ch. 72. The model is 26 feet long, 20 inches in diameter, and weighs 750 lbs.

A new type of television transmitting antenna, especially useful in color tv, was discussed by R. W. Masters and C. J. Rauch of Ohio State U., which conducted research under a contract sponsored by the RCA Victor Div.

Two Discuss Hi-Fi Tv

A system for compatible high-definition black-and-white television, which would be the tv viewer's version of high fidelity, was outlined by two Westinghouse Research Lab scientists, Pierre M. G. Toulon and Francis T. Thompson.


At the opening session of the IRE convention, Dr. John R. Pierce, director of electronics research, Bell Telephone Labs, suggested the
IRE EXHIBITS LATEST RADIO-TV GEAR

Many manufacturers show new developments in radio-tv equipment. RCA displays color bar and color dot generators. Memory computers, tubes, tuners, automation gear, also shown at convention.

A LARGE sampling of the latest radio-tv equipment drew heavy attendance last week at the Institute of Radio Engineers' largest exhibit of its convention history.

Among the many exhibits:

The RCA Tube Div. for the first time demonstrated its new color bar and color dot generators which were used with RCA's 21-inch color kinescope. The bar and generators were developed to aid in the production testing and servicing of color tv receivers.

General Instrument Corp. displayed a series of what it called color television tuners which it claimed were smaller, better in performance and more flexible, and at a lower price.

A 22-inch rectangular glass bulb for color tv tubes was shown publicly for the first time by Corning Glass Works which predicted the bulb would become the industry's "standard." According to Corning, the color enclosure is the largest in manufacture and can be used with either the three-gun or the single-gun system.

Corning announced at the show an arrangement for marketing of a number of its electronic components through the Electronic Distributors Div. of Erie Resistor Corp. The line demonstrated included resistors, fixed capacitors, timer capacitors and inductances.

Altec Lansing Corp., New York, displayed broadcast tv control consoles along with a line of microphones for both radio and tv.

"Frozen tv" storage tube which captures fleeting images on the tv screen and instantly plays them back as still pictures was shown by Raytheon Mfg. Co., Waltham, Mass., which also had on tap new portable transistorized radio-tv set which was being shown for the first time and operated for nearly a year on four ordinary flashlight batteries.

Various exhibits of broadcast station programming automation through switching devices and announcing tapes were shown. Raytheon Mfg. Co., also demonstrated its operation of station magnetic tape which can feed complete daytime or nighttime programs without use of operators. Switches are thrown by inaudible tones.

Another innovation was a transistor gun for tv actors. The trigger squeeze operates a transistor transmitter which is hidden in the handle. Radio waves actuate an electronic sound device which is off-stage and which sounds like a gun shot. This device was shown by Electronic Research Assoc.

Canadian Marconi Co. showed a memory computer which can record tv programs more efficiently and more economically; another Marconi development was a semi-conductor photocell extremely sensitive to light which can be used for automatically adjusting the brightness of the tv picture to the light level of the living room.

Presto Recording Corp., Paramus, N. J., displayed a variety of recording and transcription equipment—studio tape and disc recording. Petron Corp., Chicago, showed a multi-channel magnetic tape recorder with six recording and playback channels on quarter-inch wide magnetic tape.

Projection receiver for tv audiences of 50 to 300 people was introduced by General Precision Lab of Pleasantville, N. Y. Superior Tube Co., Norristown, Pa., showed a new passive grade of cathode alloy.

A three vidicon color film chain was exhibited by Telechrome. It permits transmission of color films from the studio regardless of color quality.

Do-it-yourself kits to build electronic equipment, including radio transmitters (for radio hams especially), were offered for inspection by Heath Co., subsidiary of Daystrom Inc.

Another electronic robot which copies Morse code messages from the air and converts them into teletypewriter printer messages was shown by CGS Labs, Stamford, Conn. A "radio frequency bridge," a new test instrument offered by Sylvania Electric Products Inc., measures the resistance in a junction-tetrode transistor before directly applied to the circuit.

Model of the U. S. Army Signal Corps' new electronic automatic component assembly system, being built by General Electric's Electronics Div. of Schenectady, N. Y.

Federal Telephone & Radio Co., Clifton, N. J. (ITT & division) showed the working of a centralized control by microwave, and new and exclusive vacuum tube types.

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vision’s "additive" projection made other camera processing and reduced time stock; "unanimously enthusiastic.

New demonstrations of the Colorvision for rental of the projection within program development that work have been hinting about FOR MONTHS for image good," but said simiasm upon the number of feet of earnings was the $870,000, half Mr. Lee said last week, with annual report for telecasting are excessive." Among those who aided in the development of the camera, according to Mr. Simon, are the late Art Reeves, who designed the original reflex film camera; Robert Nichols, who carried on with Mr. Reeves' project; Dwight Warren, optical problems, and Earl Spicer and Douglas Upton of RCA, who aided with the electronic phase of the project.

Tempered Enthusiasm
One reaction of somewhat tempered enthusiasm was voiced by Peter Kean, technical and research director of Screen Gems Inc., who called the Colorvision demonstration "quite good," but said that "for all practical purposes Colorvision records and projects a 16mm image from a 35mm frame size, so that any comparison to other processes must be made on a 16mm basis." Print and soundtrack costs for production would be higher than for Eastman 16mm color prints, Mr. Kean said.

FOR MONTHS executives of the Allen B. DuMont Labs and the DuMont Television Network have been hinting about a revolutionary development that would combine live and film tv in a way to provide high-quality network programs in service on a nationwide basis, with radically reduced costs [8*7, Feb. 7, Jan. 3]. But until last week, there were only hints from within DuMont and only speculation on the outside.

Last week, with the appearance of the company's annual report for 1954, the veil of secrecy was lifted a little. The name of the cost-cutting implement was revealed as "Electronicam" and a picture of the device in use was included in the report and is reproduced herewith.

The report begins by citing DuMont 1954 profits before taxes of $7 million earned by the company's manufacturing and tv station operations, including approximately $3 million from the sale of WDTV (TV) Pittsburgh to Westinghouse. But, the report states, "the network's loss of $5 million was the factor which reduced earnings from a satisfactory level to the low figure of $1,739,000 before taxes, or $870,000 after taxes."

ONE CAMERA FOR FILM, LIVE TV DEVELOPED

THE SIMON video-film camera, capable of simultaneous motion picture filming and live telecasting, has been completed after four years in development.

Developed by Al Simon, production supervisor for McCadden Productions, Hollywood, with the cooperation of RCA, the video-film camera transmits a live image via tv and at the same time records the image on 35 mm motion picture film using the same lens.

Mr. Simon explained how it works: "An image is picked up by the camera by means of a regular photographic lens, which transmits it to the film plane in the usual manner. Between the lens and the film, a beam-splitter is interposed which causes a duplicate image to be picked up by the vidicon tube of the electronic side of the camera. The 'camera' is actually two cameras in one—a film camera and a complete tv camera. "

"Uniting the two types of cameras in a single unit made possible the electronic viewfinder, with outlets for a number of remote monitors, which industry cameramen have long hoped for. The electronic finder eliminates entirely the old parallax problem because the image seen on the finder screen is exactly that which is recorded on the film and by the tv pickup tube."

"Any current problems of telecasting are expected to be solved with the video-film camera, according to Mr. Simon, who planned the original multiple camera filming system for CBS-TV I Love Lucy. With his camera, spectators such as "Peter Pan," in addition to going out live, can be recorded directly on film, black-and-white or color, for perpetual replays."

Another advantage, Mr. Simon revealed, "is that the arrangement would make possible a practical electronic viewfinder, enabling the cameraman and others to see the scene exactly as it is being picked up by the camera lens. It would also make possible for the first time the use of slave monitor in the filming of shows with multiple cameras [such as I Love Lucy] which would permit the show director to observe the coverage of a scene from a remote position on the stage," he added.

Tv commercial's production also will benefit, he declared. Sponsors and their agency representatives often "make it a point to be present when such films are being shot in order to insure that their product or service is being photographed in the most advantageous way. The remote monitor will enable them to see the commercial exactly as it will appear on film, as it is being filmed. Any changes or corrections that appear necessary may then be made on the spot."

First series to use the new video-film camera will be CBS-TV's George Burns and Gracie Allen Show, currently a two-camera operation. Production economies can be effected by speeding up operation on the set, "since each take is observable on the monitors by both the director and director of photography," Mr. Simon declared.

"A feature receiving serious consideration is the addition of a cueing device in the camera so that when two or more cameras are used, the various cameras can cue each other out, making it possible to edit some extent the production as it is being shot in the manner that live tv shows are presently edited," he revealed.

Among those who aided in the development of the camera, according to Mr. Simon, are the late Art Reeves, who designed the original reflex film camera; Robert Nichols, who carried on with Mr. Reeves' project; Dwight Warren, optical problems, and Earl Spicer and Douglas Upton of RCA, who aided with the electronic phase of the project.

'ELECTRONICAM'—DUMONT'S ELECTRONIC COST-CUTTER

Pointing out that "the DuMont Network has never shown a profit," the report notes that "most tv networks have had a struggle. They have been kept going mainly by profits from stations owned and operated by the networks. The cost of producing live programs and transmitting them by cable to independent stations has proved to be too great."

There was a need for "decisive and constructive action," so the DuMont research labs were put to work on the problem. Their "major accomplishment," the company reports to its stockholders, "was the development of a technique and apparatus long sought by both motion picture producers and television broadcasters. It is the DuMont "Electronicam"—a single unit combination motion picture camera and television camera using a single lens and focusing system devoid of parallax."

Our new development is a wedding of electronic equipment and motion picture cameras. It permits the instantaneous and continuous recording on high quality motion picture film of all programs at greatly reduced cost. In this way, it should be possible to eliminate cable costs (which have amounted to several million dollars a year), except for occasional uses to carry profitable current events, or live sports or other important live shows.

More Flexible Schedule
"By this method," the report states, "there can be delivered to independent stations programs of the highest quality for use at times permitted by their schedules. The improved quality and lower cost should be more attractive to advertisers.

"The application of this new concept should be in terms of the advertisers' demands and our ability to earn a profit on each use of the facilities. This development offers promise of eliminating network losses, and an encouraging potential for profits through its proper use in multiple ways."
SPORADIC DAYLIGHT TIME EXTENSIONS PROMISE NEW HEADACHE FOR INDUSTRY

With some eastern sections planning to keep the summer time through October, networks, advertisers and agencies are girding for the complications of dislocated schedules.

NETWORKS last week were trying to decide what to do with the extra month of daylight saving time that threatened to cost them more than $2 million.

The dislocation of time schedules has been an historical inconvenience to advertisers, agencies and other segments of the industry.

The decision of New York City and New Jersey State authorities to extend DST a month—from the last Sunday in September to the last Sunday in October—left the networks in a dither.

And it's a quandary that may be compounded as the extended savings plan appears to be spreading to more of New England with Connecticut slated to have made a final decision this past weekend. The extra time was voted by New York City last week and followed the New Jersey action of the preceding week.

Radio networks for the most part were prepared to take the DST extension in stride. TV networks on the other hand were forward to "confusion, difficulty and consternation."

The problem for TV networks was whether to try to feed their affiliates on a schedule that would conform to the stations' respective local times as in the past, or, alternatively, to have it conform to New York times and put affiliates' local scheduling a-kilter.

The whole question of network time and of just what constitutes Class 'B' or 'C' time appeared to be at stake. Programs originating in New York between 5 a.m. and 6 p.m. DST, for example, ordinarily would be in Class B time. But the extension of DST in New York would disrupt standard time programming in the Central, Mountain and Pacific time zones.

No network last week had decided definitely upon the course it would follow. It appeared likely, however, that in most cases the network would service its affiliates according to present schedule and then telecast, via kinescopes, the same programs for the New York audience.

Thus a 7 p.m. EDT program would be presented at that same time the next day, the same program during October would be telecast at 8 p.m. EDT in New York and other areas where the late-time has been adopted.

These include New York, New Jersey and most of New England.

The cost which DST's extension will add to network operations has been broken down, unofficially, to about $600,000 apiece for CBS-TV and NBC-TV, upwards of that much for DuMont and ABC.

The time of some of the country's largest networks will be one-hr. delay service, as usual, starting with the move to daylight saving time on the last Sunday in April.

This also will complicate the figuring of what or how, network option time.

It was expected that many stations which ordinarily take live network programs would ask to be serviced with kinescopes for re-play one week later—adding substantially to the network's bill.

THERE'S NOTHING NEW ABOUT MIXED-UP TIME

YOU THINK you've got time troubles! Daylight time or no daylight time, clock complications facing the broadcast industry are of the pre-uniform time era that began Nov. 18, 1883. Still toting engraved pocket "turnips" are old-timers who can recall when 12 noon in Washington was 12:02 p.m. in Baltimore and 11:48 a.m. in Pittsburgh.

The story of uniform time is told by Carlton J. Corliss in a booklet published by Assn. of American Railroads. It is entitled "The Day of Two Noons," and although it might be well as well have been called "The Day of 202 Noons-two day."

Before 1883 most time was based on sun-time, based on transit of the sun across the meridian of its place of origin, or for that matter of its principal office. The minute, hour and day was the length of time for every 1,140 feet of longitude, according to Mr. Corliss.

The time difference in Washington, D. C., under this plan amounted to seven seconds between the Capitol Dome and Lincoln Memorial; 67 seconds at the eastern and western borders of Chicago, and 30 seconds between the two ends of the San Francisco-Oakland bridge.

It was then natural sun-time was not observed, according to Mr. Corliss, because the longitudinal time varied constantly with latitude and with the seasons. Therefore each city generally had its own standard time based on the city hall or another prominent spot, or on railroad time.

Each of the leading jewelers set the local time in Kansas City with a range of 20 minutes depending on individual whims. Customers confronted to their favorite jeweler and those intent on meeting or catching a train would go to the nearest hill and look down the tracks.

The confusion was eased when Prof. H. H. Pritchett, astronomer at Washington U., St. Louis, devised a solution. Each noon a huge ball was dropped from a mast, visible for several miles. Presto! Standard time over an area with a several-mile radius range.

Then one May day in 1872 a railway association, forerunner of the Assn of American Railroads, met at the old Southern Hotel, St. Louis, according to the chronology developed by Mr. Corliss. A permanent association was formed. William F. Allen, managing editor of the Official Guide of the Railroads and secretary of the association, worked day and night and around the clock—or clocks.

A decade later the General Time Convention was adopted and all were reduced to five zones ranging from Intercolonial (Canada) to the U.S. zones.

April 20, 1898, the first attempt at Daylight saving time was made in the 75th, 90th, 105th and 120th meridians west of Greenwich. The longitudinal meridian then were Philadelphia, Memphis, Denver and Fresno.

Thirty-five years later the first federal legislation entered the time situation with passage March 19, 1918, of the Daylight Saving Time Act. This sanctioned the railroads' four zone system and provided for daylight saving time as a fuel conservation measure. The Interstate Commerce Commission was given power to fix time zone boundaries and makes changes.

Daylight saving went into effect March 31, 1918, but was unpopular and Congress repealed it in the summer of 1919, over- riding a veto by President Wilson. Year-round daylight time was voted by Congress in World War II, effective Feb. 9, 1942. The whole nation was put ahead an hour without upsetting the four-zone principle. This was a big improvement over the scrambled daylight saving plans adopted by city and state governments, but the national confusion was resumed Sept. 30, 1945, when the wartime uniformity was repealed.

COMPARATIVE TIME-TABLE SHOWING THE TIME AT THE PRINCIPAL CITIES OF THE UNITED STATES. COMPARED WITH NOON AT WASHINGTON, D. C.

<table>
<thead>
<tr>
<th>City</th>
<th>CST</th>
<th>EST</th>
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<tbody>
<tr>
<td>Albany</td>
<td>11:32 A.M.</td>
<td>11:30 A.M.</td>
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<td>Augusta, Ga.</td>
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<tr>
<td>Augusta, Me.</td>
<td>11:31 A.M.</td>
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<td>11:47 A.M.</td>
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<td>Burlington, Vt.</td>
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<td>12:09 A.M.</td>
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<td>12:11 P.M.</td>
<td>12:09 P.M.</td>
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<tr>
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<td>12:11 A.M.</td>
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<tr>
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<td>Detroit, Mich.</td>
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<td>Jacksonville, Fl.</td>
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<td>Kansas City, K.</td>
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<td>Lexington, Ky.</td>
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<td>Louisville, K.</td>
<td>12:20 A.M.</td>
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<td>Milwaukee, W.</td>
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<td>Mobile, Ala.</td>
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<td>Minneapolis, Minn.</td>
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<td>New York, N. Y.</td>
<td>12:12 A.M.</td>
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<td>Portland, Ore.</td>
<td>12:18 A.M.</td>
<td>12:17 A.M.</td>
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Comparative time table before the turn of the century.
AD COUNCIL LAUNDERD FOR MEDIA EFFORTS

H. E. Humphreys Jr., board chairman-president of U. S. Rubber Co., addressing annual White House Conference, cites Council's media contributions. Stuart Peabody is re-elected Council chairman.

MEDIA contributions by members of the Advertising Council have played "an important role" in calling for public response to all types of campaigns aimed at the general welfare of the nation, H. E. Humphreys Jr., board chairman-president of U. S. Rubber Co., told the annual White House Conference held Monday-Tuesday in Washington.

Recalling such drives as the vote-getting promotion of 1952 and charitable campaigns, he said the Council's current "Future of America' campaign has been supported by 250 million radio-tv impressions. A "Future of America" tv film has been important in the campaign and has been shown on many tv stations.

Stuart Peabody, assistant vice president of Borden Co., was re-elected chairman of the Council's board at a Monday meeting. He has been a director of the business-supported, public service advertising organization since its inception in 1942 and is its ninth board chairman.

Re-elected vice chairmen were Louis N. Brockway, executive vice president, Young & Rubicam; Leo Burnett, president, Leo Burnett Co.; John C. Sterling, publisher, Time Inc.

Others re-elected were Theodore S. Reppplier, president of the Council; Allan M. Wilson and George P. Luman, vice presidents; Frederick R. Gamble, president of American Assn. of Advertising Agencies, secretary; Paul B. West, president of Assn. of National Advertisers, treasurer.

Messrs. Reppplier, Wilson and Luman will continue to serve as directors-at-large ex-officio.

Three new members were named to the board: Marion Harper Jr., president, McCann-Erickson, and Victor Schwab, president, Schwab & Beatty, were elected for advertising agencies, and Frederick Bowes Jr., director of public relations and advertising, Pitney-Bowes, was named for advertisers.

Five Agencies Compete For Recruiting Account

FINAL presentations were made Thursday and Friday by five advertising agencies to a selection board of officers for award of the U. S. Army Recruiting Service's fiscal 1956 national advertising contract, recommended by the President for slightly more than $1 million, the Army has announced.

One of the five agencies will be selected, perhaps this week, to continue negotiations until final award of the contract around July 1.

Agencies still in the running are Buchanan & Co.; Dancer-Fitzgerald-Sample; Doherty, Clifford, Steers & Shelfield; Grant Advertising and Marschalk & Pratt, a division of McCann-Erickson.

Freitag, Adams Merge Agencies in Atlanta

CONSOLIDATION of the Freitag Advertising Agency, Atlanta, and Burke Dowling Adams Inc., Atlanta and New York, effective June 1, was announced yesterday (Sunday) by presidents Joseph V. Freitag and B. D. Adams. Under the plan, the Freitag agency becomes a division of BDA.

All operations will be concentrated in the new headquarters offices of the Adams agency, located at 992 W. Peachtree St., N. W., Atlanta. Staffs of both agencies, totaling about 60 people, will be retained.

In addition, it was announced that Mr. Freitag, effective June 1, will form a partnership, Freitag & McGowan, advertising consultants, with Kathryn McGowan, present vice president of the Freitag agency. Freitag & McGowan will serve two present Freitag clients for whom it has published employe magazines. The consultant firm will be available to both advertisers and agencies.

Avco to Name New Agency

AVCO Mfg. Corp., New York (Crosley Div.) of "white goods" and radio and tv sets, with an estimated advertising budget of $5 million is expected to announce soon the appointment of its new agency, Mumm, Mullay & Nichols, Columbus.

Benton & Bowles, New York, which has been handling the "white goods" portion for the Crosley Division, announced its resignation of the account, with an approximate $2½ million budget, effective July 1.

BBDO, New York, which served the radio-tv portion of the Crosley Division, had released the account several weeks ago.

Compton Elects Nickerson

E. GRAHAM (Nick) NICKERSON has been elected vice president and assistant to the president of Comp-ton Adv., New York, it was announced last week by Barton A. Cummings, presi dent. Mr. Nickerson has been with the agency since 1943 as copy chief for several accounts and most recently as creative consultant. Before joining Compton, he was vice president and part owner of J. Stirling Getchell, advertising agency.

Mr. Freitag  Mr. Adams

Mr. Nickerson  Mr. Adams
New Sunbeam Ad Plans
Set $3 Million for TV

Nearing completion of the first year of its "spurge" in television, the Sunbeam Corp., Chicago, last week announced plans to invest $3 million in TV during the 1955-56 season and to explore possibilities of additional expenditures in the medium. Agency for Sunbeam is Perrin-Paus, Chicago and New York.

Last year, a Perrin-Paus spokesman said, Sunbeam will sponsor one-third of the Milton Berle-Martha Raye Shows (NBC-TV, Tues., 8-9 p.m. EST) on behalf of its "Shavemaker," and an undetermined number of the Colgate Shows (CBS-TV) for its complete line of products. Additionally, Sunbeam has signed for 60 participations on NBC-TV's Home (Mon.-Fri., 11 a.m.-12 noon), starting next month and extending through Dec. 31, with special concentration during Mother's Day, Father's Day, Thanksgiving and Christmas periods. An agency spokesman said that Sunbeam presently is "shopping around" for additional spots to bring its TV investments within distance of the 1954-55 expenditures.

The past season marked Sunbeam's entry into TV on a substantial scale, with expenditures estimated at $4 million. The company participated in NBC-TV's Sunday night spectacles and Home and also sponsored Ethel and Albert.

Robert Hall Clothes Buys
On 200 Radio-TV Stations

Record-breaking radio and TV advertising has been placed for Robert Hall Clothes, retail chain, on 200 radio and TV stations in 115 cities coast-to-coast this spring.

Jerry Bess, vice president of Frank B. Sawdon Inc., New York, agency for Robert Hall, reported last week that the spring radio-TV budget exceeds by 20% the expenditures previously allocated for these media. He said schedules on stations have been increased by as much as 30% to 100% in some instances.

During the spring campaign, Mr. Bess said, Robert Hall commercials will be carried about 10,000 times per week, with TV used in 30 markets and 75 stations. The TV commercials, patterned after the ones used on radio, will consist of one-minute films in full animation and include the Robert Hall jingle and models demonstrating clothes. While not minimizing TV, Mr. Bess declared: "Radio still represents a major portion of the Robert Hall budget. We have strengthened our coverage in major markets, such as New York, Chicago, Cleveland, Boston and Baltimore."

American Dairy Realigns
Fall Radio-TV Schedule

The American Dairy Assn. of Chicago plans a realignment of its network radio and television for the fall of 1955, it was revealed last week.

The dairy organization, comprising some 1.5 million farmers in 44 states, is buying a 15-minute weekly segment of the Walt Disney Mickey Mouse Club on ABC-TV, and dropping its Bob Hope Show on NBC Radio (Thurs., 8:30-9 p.m. EST) and Bob Crosby on CBS-TV (Thurs., 3:45-4 p.m. EST). The agency is Campbell-Mitun Inc.

The company already is an alternate week spotter for the Jimmy Durante Show on the same network (Wed., 7:30-8:30 p.m. EST).

The group announced its general advertising plans, calling for an increased advertising expenditure from $4 million last year to $5,280,000 in 1955, at its national convention in Chicago last week.

At its meeting, attended by some 450 delegates, the dairy organization handed out four citations, one each to (1) Don Durang, director of ABC research and sales development, (2) Walt Disney, head of Disney Productions, (3) the Kitchens of Sara Lee Co. (bakery products) and (4) Ray Rowland, Ralston-Purina Co., all for helping to promote the use of dairy products in the American way of life.

ARF PROBING REASONS FOR TV SET PURCHASE

Study reported underway in Philadelphia test area. AMA session advised that TV receivers are now regarded as a necessity and not a luxury.

WHAT kind of thinking goes into the decision to buy a TV set?

There's evidence now that most people think of a receiver as a necessity rather than a luxury, and will bring in the whole family on the actual decision to buy.

A study pointed up these discoveries along with percentages that have been made. It is labeled, however, "inexpensive" and "expensive." Some of the results trickled out Thursday at a luncheon meeting of the New York chapter of the American Marketing Assn. devoted to a progress report on the Advertising Research Foundation.

Dr. D. B. Lucas, ARF technical director and chairman of its motivation research committee, referred briefly to the TV set purchasing finding as an example of product buying information being developed by new techniques in "consumer dynamics" as he described the motivation research field. The overall study is on "buying decisions."

This in-the-laboratory study found in a testing of a specific Philadelphia area that in TV set buying decisions: 72% of those surveyed said TV sets were necessities not luxuries; 52% said sets were "inexpensive" as against "expensive"; 62% said many facts about the set entered into or influenced their decision to purchase, and 86% said the entire family took part in making the buying decision.

Dr. Lucas emphasized that he was only sketching the sampling technique for the benefit of the audience and that the results he gave were general and in summary form.

Also on the program was a brief report on ARF's radio-television ratings review committee by its chairman, Dr. E. L. Deckinger, vice president in charge of research, Biow-Biern-Toigo, who assured the meeting that the ARF study of radio-TV ratings would continue its step-by-step approach.

LATEST RATINGS

Two Weeks Ending Feb. 26 (Tv)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Homes (000)</th>
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<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (P &amp; G) (CBS)</td>
<td>(NBC) 48.4</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>I Love Lucy (P &amp; G) (CBS)</td>
<td>(NBC) 48.4</td>
<td></td>
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<tr>
<td>3</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>51.0</td>
<td></td>
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<tr>
<td>4</td>
<td>Dragnet (NBC)</td>
<td>48.1</td>
<td></td>
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<tr>
<td>5</td>
<td>Colgate-Beale Show (NBC)</td>
<td>46.4</td>
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<tr>
<td>6</td>
<td>Jack Benny Show (NBC)</td>
<td>46.3</td>
<td></td>
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<tr>
<td>7</td>
<td>George Gobel Show (NBM)</td>
<td>45.2</td>
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Copyright 1955 by A. C. Nielsen Co.

Top 10 Network TV Programs

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Ratings</th>
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<tbody>
<tr>
<td>1</td>
<td>Producers Showcase--Peter Pan (NBC)</td>
<td>(NBC) 60.1</td>
<td></td>
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<tr>
<td>2</td>
<td>You Bet Your Life (NBC)</td>
<td>53.5</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Jack Benny (CBS)</td>
<td>53.0</td>
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<tr>
<td>4</td>
<td>Toast of the Town (CBS)</td>
<td>49.2</td>
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<tr>
<td>5</td>
<td>George Gobel (NBM)</td>
<td>47.2</td>
<td></td>
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<tr>
<td>6</td>
<td>Disneyland (ABC)</td>
<td>46.7</td>
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<td>7</td>
<td>Two For the Money (CBS)</td>
<td>44.7</td>
<td></td>
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<tr>
<td>8</td>
<td>Jack Benny (CBS)</td>
<td>44.0</td>
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<td>9</td>
<td>This Is Your Life (NBC)</td>
<td>43.9</td>
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<tr>
<td>10</td>
<td>Dragnet (NBC)</td>
<td>40.6</td>
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Copyrighted by American Research Bureau
(A&A continues on page 58)
Oregon's only maximum power station

Let's face it. Whether it be baseball or television you want a pitcher that will go the distance—and that's why KOIN-TV is pitching sales curves sky high in the big Oregon market.

No other television station, or combination of stations, duplicates KOIN-TV's tremendous 35,000 square mile coverage in Oregon and Southern Washington. It delivers a consistent picture as far as 150 miles from Portland. The reasons are self-explanatory.

* KOIN-TV is the only maximum power station in the area.
* KOIN-TV has the highest tower (1530 feet above average terrain).
* KOIN-TV is the only low-band VHF station in the market.

So no matter how you look at it—KOIN-TV is your best advertising buy. Phone, wire, or write for complete availabilities.
FROM 7:00 A.M.

KSTP-TV leads all Minneapolis-St. Paul TV stations in average weekday program ratings—week-in, week-out.*

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

KSTP-TV is the Northwest's first television station, first with maximum power, first with color TV and first in audience. Through superior entertainment, top talent, showmanship and service, KSTP-TV has earned a listener loyalty that means sales for you. That's why—dollar for dollar—KSTP-TV is your best buy!

*ARB weekly average, combined metropolitan and outside area, January, 1955.

KSTP-TV 100,000 WATTS
MINNEAPOLIS-ST. PAUL Basic NBC Affiliate
CHANNEL 5
"The Northwest's Leading Station"

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES
RADIO: THAT DIP ISN'T A TREND

RADIO's problems and radio's prospects for solving them successfully receive a realistic, down-to-earth view from Kevin Sweeney, president of Radio Advertising Bureau, in a roundtable interview with B&T editors. Mr. Sweeney's comments on radio's virtues and defects and his ideas for exploiting the former and reforming the latter, transcribed with a minimum of editing from a verbatim record, are published below.

Q: In 1954, according to our estimates [see page 41], total radio revenue was down for the first time since '38, for the first time, to all intents and purposes, in radio history. Do you think of that as the beginning of a trend, or is it a temporary dip?

A: I think that your figures, which are highly accurate, may not have caught one factor—that local radio sales have been increasing far more rapidly in some areas than I think anybody realizes. Small stations have had zooming increases in business and have come to the point where a station considered to be small actually outbills some of the giants. I certainly wouldn't question the authenticity of your figures, and the industry is indebted to them, but I think you need to reflect those figures as well as some of the ones that are in your current sample.

Q: We showed local billings slightly up, by less than $1 million. But spot was off and network was way off.

A: My personal opinion is that local billing increases in 1954 more than made up for any national spot loss, possibly made up for both the national spot and network losses. That may be inaccurate. At any rate, I don't regard last year's figures as a trend in any sense of the word. I think that the radio business will be bigger in 1955—on the basis of our preliminary estimates and in talking with station operators—than it ever was in 1954. I think 1955 will be probably our best year.

Q: In all categories?

A: No, I don't feel it will be the best in all categories. I think that national spot, on the basis of what we know now, will be as good or better than in 1954. I think that local will show an increase. I wouldn't think the network will show an increase.

Q: Do you want to mention any percentages? Do you think national spot will be 10% higher? 15%?

A: No, I don't think national spot will show that type of gain. I think that national spot's gain will be a modest one, because national spot is going through a readjustment. I think national spot this last year decided that it had to sell. That was a revelation to some of the people in the business. As far as national spot goes, I think 1955 will be a year of marking time. We will be putting Band- aids on some of the wounds that we suffered in 1954. We lost, for instance, all the cold cure business, and what we did was to stand around and say, "They can't do that to us." But they did it to us.

Q: Where did this business go?

A: It went strictly to television and we stood there and watched it go. In fact, we waved goodbye to it. We knew for two years that the cold remedy business was going to go unless we solved one of our problems. This was the coupling of a couple of years of warm weather which depressed their sales—and no advertising medium could have done anything about it—plus the fact that all the field men of all the cold remedy companies insistently demanded television.

What did we do about it? Well, we didn't do very much about it. We said, "Well, we did most of the business in 1955, and we'll do it again in 1954-55." We didn't. All of a sudden all of them pulled the cord on us, just as a number of other advertisers on whom we've done an improper job of selling.

Q: What was their reason for switching away from radio, if they'd done well all of those years?

A: Strictly a matter of the enthusiasm of field forces for television. We can't decry this, because this is what made radio in the 1930's. The field force blindly said, "We want radio." They didn't assess its value as an advertising medium. It was an exciting new gimmick. Television today is the same thing. There's tremendous enthusiasm by field organizations and national advertisers for television... because they say the dealers want it. It's a conversational gambit in talks with the dealer now: "We're on television." Just as Life magazine is a conversational gambit with the dealer: "Look, here we are in a four-color spread over two pages in Life!" This is excitement. Radio substantially neglected these field forces over a long time and it has been our undoing with a lot of national advertisers.

Q: How do you go about exploiting or re-establishing your position with these field forces, if they are so critical to national advertising selection?

A: Well, as I see it, the job is one that the stations have to assume the responsibility for doing. It's an old-fashioned idea, but unfortunately all of our problems have old-fashioned solutions. At one time, 20 years ago, radio stations made it a matter of honor to know every field man, every broker, every district manager in their area. Radio was difficult to sell then, and we relied upon them to sell against the entrenched advertising agency media people.
who said radio was a poor buy on a cost-per-thousand basis.

As we prospered, we forgot these guys. The newspapers have never forgotten them. Newspapers' big increase in national billing, its substantial growth in the last ten years, has been because the newspapers have done a meticulous, in fact, an almost exciting job of massing local influences to recommend newspaper advertising. The strength of newspaper advertising, what accounts for its more than $600 million a year billing, is basically a local strength. Talk to agencies and advertising managers in the big centers of population. They'll tell you that newspaper advertising is highly expensive advertising. On a cost-per-thousand basis, it is not a medium that you would buy. However, it's voted in by field forces, by retailers, by all the factors that we should be massing to get more votes for radio.

Q: If radio has lost this identity with people within its own community, that is, who are able to influence advertising judgments at the headquarters level, what can be done to restore that identity? How can you get the stations to get back in the business of exploiting those local contracts which in turn will result in greater national business?

A: Oh, I think the thing that comes first is the philosophy, a realization that this is the way national advertising must be sold by radio stations, that some of the trips to New York to call on the wonsome lass who is in charge of radio and television for the agency are much more exciting, but they're not as fruitful. It's an infantry job, this job of going down and getting hold of 50 guys in your community who really control national advertising. . . making sure that they understand your story, and getting the recommendations from them.

You see, the difference between our set-up and that of a metropolitan newspaper is that the national advertising department of a metropolitan newspaper is a local advertising sales force. The Washington Post and Times Herald will have perhaps a dozen men whose function is national advertising, who will never set foot outside of Washington, D.C. Their job is to make sure that if Pontiac has a schedule coming up, is going to spend some money, that the Pontiac dealers are for newspapers; to make sure that if General Foods is introducing a new product, that the General Foods district manager is voting for newspapers first.

**SALES FORCE NEEDED**

We don't have a sales force of that type. We're going to have to have a sales force of that type. The stations are going to have to spend the money for it. Part of the money they can divert from some of their non-productive efforts to get national advertising at the moment.

Q: You mean more work at the local level and fewer trips to New York?

A: Not necessarily fewer trips because less of anything is not what we want in the station business. This business is the most undersold advertising medium in the country. We have too few people calling on the local advertisers. We spend too little money for promotion to the local and national advertisers. We put too little pressure on the national advertiser at the national level. We have too few salesmen from the networks and the representatives calling on them. So it's not necessarily a diversion of funds from the way they're being spent, but the creation of a new activity. Now, stations'll tell you, "We do that," but I don't know a dozen stations in America who do a good, intelligent job of getting recommendations from local people to buy national advertising on their stations.

Q: What you're saying in essence is that there is a sluggishness on the part of station ownership and top management. . .

A: In the sales category, and unfortunately in the program category. Our problems are soluble inside our own industry. They're mostly self-created and a little money, and what's more important, a few ideas, will solve them.

Q: Would this indicate that unless there is a revitalization of these activities that you've described, which in turn will lead to an increased amount of business overall for radio, there's likely to be a fair casualty rate in the next few years among either stations or existing ownerships?

A: I would say that not only is there likely to be, it's happening at the moment. Old, tired managements and ownerships are for one reason or another leaving the field. Undoubtedly, they're being replaced by new guys, who see the opportunities in this business, who are not impressed by the fact that the station once billed a million dollars, who say, "Why can't it bill two million dollars?" And going out to prove that it can. In fact, this has been in the last year a declining market. This new management and ownership is simply applying the principles that any good businessman would apply to a business which presents such great opportunities as radio, a business with no substantial inventory problem, low operating costs and problems that are solvable by improvement of the product, namely programming, and by increasing the sales effort.

Q: How is the radio audience today compared to last year, or the year before? Are people listening?

A: People are listening. It's fortunate for us that we can't keep them from listening. We've got something that's so essential, which has such native advantages over other methods of communication, that if we did even less than we're doing now, we'd still have millions. People listen. Radio doesn't depend on people listening, it depends on doing something worthwhile. . . making sure that they understand your story, and getting the recommendations from them.

Q: Do you agree with Pat Weaver with [Sylvestor L. Weaver, NBC] then, that the nation cannot support 1,400 disc jockey stations? [B-T, Feb. 28?]

A: I do not agree with Pat Weaver that it cannot support them. I feel that it will support them because a radio station's economy makes it possible to operate on a relatively little income. But I don't think the industry needs 1,400 disc jockey stations, and I think Pat's point, if I read it correctly, was that the big operator, the 50,000 watt operator, cannot justify his rate and his position in the community—and his high operating cost—by doing the same thing as the little guy with 17 people and 250 watts.

I'm saying this: that you don't need, in a community where there are eight stations, eight disc jockey stations. Somebody has got to look and see what the areas that need exploitation are, has got to enter those areas and do a merchandising job and a selling job. May I suggest one area? There are 1,500 or 1,600 daily newspapers in this country. Sure, they merchandise "Joe Palooka" and "Li'l Abner" and astrology lessons and classified ads and people read them because Bergdorf Goodman or Lord & Taylor or The Hecht Company has advertising in them. But their basic commodity is news. Now, they can whip us on some aspects of news. But there's one thing: while they're still thinking about sending news down from the city room in the chute, we can put it on the air. Point out once for me, one outstanding news job being done by a radio station in the country. I'd like to see it, where news is their primary commodity. Is there room for it? I don't know. Maybe. If it costs you in the metropolitan area five-six million dollars to get into the business of selling news that you print, for a few hundred thousand dollars you could get into news-on-the-air. Is it an impractical idea? Why doesn't somebody find out? Then he has something specific to sell that is not "Sincerely" or "Sh-Boom," or what everybody else has got.

Q: How about the cost-per-thousand story that radio can tell?

A: Radio has a tremendous cost-per-thousand story. We can deliver a thousand families, or a thousand individuals, depending on what kind of deck of cards you're playing with, for anywhere from half to a quarter of what other competitive media can. I could prove to you conclusively with all the bar charts that I can amass
that we can deliver a thousand families for a fifth of what newspapers can deliver them for.

That is one of the things that has hurt radio. Did anyone inquire in 1937 what the cost-per-thousand of the Jack Benny program for Jell-O was going to be? This was a medium that was sold with ideas. Our reliance now unfortunately is completely on the cost-per-thousand, the economy approach. This is an appealing argument to people, some people, but obviously it's not an appealing argument to most people, or otherwise there would be no Oldsmobiles, no Cadillacs sold, no homes above $14,500 sold, no shirts above $2.98 sold.

We've got to re-inject into this medium something besides our cost story. Our cost story gets no listening at the top echelons in business. They don't care whether we reach people for 49 cents a thousand or 94 cents a thousand. They'll willingly pay $6 a thousand for something that excites them and makes the blood course through their veins faster. We've got to sell in addition to our economy story a great, tremendous basic story. That's an impact story—the excitement of radio. Everything we're trying supplied by people employed in other industries—the film industry, for instance—by talent agents, by advertising agencies. Radio was something that happened on Madison Ave. and Hollywood and Vine and there's where the great ideas came from.

Now it's every man for himself. We've got to create invent Oska-loosa, in Madison, Wis., as well as in New York. We've got to replace the impetus that was given us by outside forces. Those forces will be difficult to woo back. We've got to create something that is exclusive for radio.

It's nice to have people who work in television working in radio, I suppose, but I would rather have a mediocre talent and own him exclusively, so that people in order to hear him would have to come to me. A few stations, I think, have done a good job of complete separation of their radio and television interests in which not only the management and the engineers and all of those people are exclusive to radio, but the people who appear on the air are on radio and they're not allowed on television. Unfortunately, the number is few. The idea does not have wide currency. Radio has been drained of creative people to supply television.

Q: This question has to do with a broadcaster who owns both a radio station and a television station. Have you had difficulties in trying to get him to give the right amount of attention to radio?

A: Less difficulty among some than you would think. There are bright guys and stupid guys in this business. Unfortunately there are more stupid guys than there are bright guys. And unfortunately some of the stupidest guys have control of some of the biggest facilities in the country.

My classification of a stupid guy is a guy who ignores the profit potential of radio and its contribution to the total picture for him, in favor of devoting his full time to television. I would say that there are substantially fewer of those than there were in 1953. Recognition is much more widespread among combination operators now that radio plays a big role. A lot of guys have gone back into the radio business.

I would say to their credit that some of the best radio operations in the country today are being run by some of the new converts, the guys who have gone back into radio. They've awakened and have a completely fresh viewpoint toward the medium. They've said, "Okay, let's consider this a separate business and operate it for a profit." They have given it a separate staff, a separate sales organization, a separate budget. They've made the division all the way along the way. It's the few guys with the joint operations who have said, "Let's see, can't we program this thing? Let's do something to turn on radio sets."

Q: Are they permitting competition between the sales staffs?

A: Oh, yes. It's the mark of an intelligent operator that he permits full competition between his radio and television, because it's axiomatic that both profit under this circumstance. If he suppresses one to the benefit of the other, the one that gets the supposed benefit actually enjoys no benefits at all. Competition produces a lot more business for both of them.

Q: Are the stations which you've just mentioned, the few which have completely separated their operations from television, universally successful radio stations?

A: They are far more successful radio stations now than they were a couple of years ago when the prime interest in the shop
was television, when the prime interest of the talent and the salesmen was in what they could do with the magic lantern. Radio is an entity in itself. It's a business. It's not a subsidiary of television. For those people who feel that it is a subsidiary of television, the best thing to do would be to sell their subsidiary to somebody who would do something with it. A great many of them are just sitting on their radio properties and pay utterly no attention to them. I don't mean to imply that everybody who has both a radio and television property is doing that. Far and away the largest number are beginning to do something about their radio properties. But there is still a substantial number who are ignoring radio and it's suffering. The separation should be as complete as possible.

Q: Is there a particular time period during the day that you're thinking of? Many people aren't listening to radio in the evening when there's television. They look to television for the productions that they used to go to radio for years ago.

A: They're looking to television because substantially there's a vacuum in radio. Let me give you an illustration. The CBS Night Watch program, for instance. Can I believe, if you go to records what happens when a police department prowl car goes out to investigate calls. You run up against life in the raw, to coin a phrase: the drunk who insists he's not drunk, the woman who says that she's been raped, the fight in the bar. This is radio, exciting radio. Now, a station in the California valley duplicated the program, on its own facilities, in its own city. It sold it just like that, sold it with full talent, made a nighttime half-hour radio program in an area there's 90% tv. For the first time, people came to the management of the station and said, "That's an exciting program you've got on." For two years nobody would talk to this guy about his radio station, then all of a sudden, because he did something, people began talking about it.

299 SOLUTIONS TO GO

This is a program which anybody can do who's got a police department with a prowl car. And it is sensational radio. You never could do it on television. Now, that solves one half-hour for one station, maybe one-three-hundredth of the problem; 299 more solutions to go. The solutions can be a lot of different things. I believe that if you put a good radio program on, you'll get enough people to listen to that program to make it economically feasible for the originating station to support it. But if you're going to spin a disc—and I don't care how much money the guy spinning the disc is getting, whether $50 or $500—eventually the program turns out to be something that you can hear on any juke box for a nickel or a dime. This does not create a desire on the part of people to listen. They don't say, "I'm going to turn off this drab television program and I'm going to stop reading to listen to the radio." Now we need a few hundred programs like that. And they're not that hard to create, I believe.

Q: So radio is not going to become a daytime-only medium?

A: Not unless we make it a daytime-only medium. At the rate we're going, we're doing our best to make it not only a daytime-only medium but we're making it a medium which begins and ends between 6 and 9 a.m. And if we don't quit choking that period with 19 announcements per quarter-hour, we're going to have problems there, too.

We've got two ways for people to listen to the radio. Our great vitality is that people can listen to the radio daytime, when they're substantially occupied in other work and they can absorb advertising in a way that they never can with other media. They've got to stop to read the newspaper. They've got to stop to look at television. This is not a brilliantly new idea, but that's our strength, because people are basically occupied in tasks during the daytime. You'll get a high level of daytime listening. But at nighttime when they've got leisure, then they're available to do all kinds of different things and they make a choice between media. Unless we do something that appeals to them, that entertains them, that informs them, that excites them, we'll lose the race. And we'll lose it to media that are far less interesting per se than ours, like magazines and newspapers.

Q: Shouldn't RAB do something to circulate these program ideas?

A: We've got a big bunch of the hog to fry just in the sales department. Somebody should do it, but we've got our own troubles at the moment. We've got the job of tightening up the sales muscles of this industry—a fulltime job which could keep us occupied for 10 years, teaching our guys a different approach to selling the medium, showing them where there's a lot of money that they've never tapped before; this is fulltime.

Q: What is this new, untapped money?

A: Well, substantially the money is retail money. Our industry has had an incestuous approach to selling. We've got to take it from one another. There's a tradition that the only business worth stealing in this market is on the other guy's radio station. And television, of course, is aping the radio industry, because they've so occupied stealing from one another that they lose sight of the fact that this is the way business breaks down in the metropolitan market: 70% of the total dollars spent in the market go into newspapers; 10% go into radio; 10% into television; and the other 10% are broken down among a lot of other media, including outdoor.

Now, what's the point of the radio stations in the community fighting among themselves for the 10%? That's what they've always done. The untouched money is basically local advertising money, of which there's a tremendous amount. Our approach to it has been gauche, to say the least, and ineffective. RAB's job is to show our industry how to go about prying some of this money loose from other media, the other 90% of the dollars which are available in the local market.

Q: What are you doing about the department store problem?

A: Well, we've devoted a lot of time to the department store, a disproportionate amount of time because the department store is the spearhead of local advertising. What the department store does is aped by all the other advertisers. The approach is always: if radio is such a great advertising medium, why doesn't the big department store use it? So we had to break this point. We devoted the better part of two years to it and I'm most proud and happy to tell you that we have 40 major department stores on the air today, virtually every big one. We have them basically using radio intelligently, which involved a change from the 30-year-old pattern. We've got our stations informed as to how to sell them and how to keep them on the air.

To be immodest again, we know more about what will sell on the air for department stores, which items, what price lines will sell, how to approach radio, what copy is to be written, than, I think, any other advertising medium that serves the department stores known about what it can do for them. We've managed to do that in two years and we've done maybe a 10th, a 15th, of the job that we have to do. The department store remains a big problem for us, but I think by 1957 or '58 the department stores will spend $60 million a year with us that they didn't spend in 1953-54.

Q: Do you have any idea how much they're spending right now?

A: The department stores in 1953—and I'm talking about big stores now, I'm talking about the Marshall Fields and the Macys and the Hodsons—were spending less than 2% of their total advertising dollars with radio, and most of what they were spending was being spent wrong. Many times it wasn't being spent as advertising; it was a gift to support a project which perhaps the head of the store believed was important. Our forecast is that by 1957 somewhere between 10 and 20% of the advertising dollars of department stores, major department stores, will go to radio.

Ten to twenty percent of those dollars will sell us out so solidly, that if we get no other retail business, we're in. Ten to twenty percent of the advertising dollars of major department stores will solve all the ills of radio. That's why we've devoted a substantial amount of our time to department stores—not only because of the leadership that they have in retail advertising, but because they alone represent such a tremendous potential—$400 million of advertising basically concentrated in a few markets—that they can solve our problems by themselves.

Q: Are radio stations doing a better job of selling department stores?

A: I think they're doing a substantially better job. I hope they are,
The face in "Let's Face the Facts" this month is that of O. E. Bettis, Advertising Manager, Phillips Petroleum Company, Bartlesville, Oklahoma.

The continued use by advertisers is any medium's greatest claim to success... and KFAB has many who have used the station successfully down through the years.

Many new advertisers have "faced the facts" and joined Big Mike's Oldtimers Club. You're invited to "face the facts" and join the ranks of successful advertisers using Nebraska's most effective station.

Free & Peters will be glad to give you more information... or, "face the facts" with General Manager Harry Burke.
because we devote a lot of time to it. They're making the right approach to a department store. They're taking cognizance of the fact that there's no sense in advertising for bad days and they're not trying to sell them the Monday-through-Friday pattern. There is no sense trying to evoke a miracle with three announcements. They realize that 50% of all department store advertising in newspapers now fails, and it fails for reasons beyond the control of advertising media. In other words, they're not taking the same kindergarten look at a department store. I hesitate to say we're doing the right thing, but I would say that within a couple of years radio station salesmen will do the best job of approaching retailers, considering the lack of experience they've had, of any advertising medium in history. They'll know more about it.

What is it that we do for retailers? Last year RAB made perhaps 200 presentations to big retailers, big department stores. And again it's immodest, but we were batting better than .400 in making sales to guys who said, "I will never buy another dime's worth of radio," simply because we—and our stations are duplicating what we've done—are attacking the problem at the root.

Retailers are happy to see us. They've got manifold problems, some of which radio can solve. When you make your presentation on that basis, you're bound to get a listen. Our guys are making it on that basis now, I think.

Q: If department stores and other retailers don't want across-the-board, predictable, regular, fixed schedules, doesn't that mean that the sale of programs will become a diminishing factor in radio and the sale of announcements in groups, or at specific time periods, the predominant technique?

A: I think, generally, that's true. The department store operator more than any other retailer must rely on announcements because of the type of business that he's in. That's the big concept which our guys are beginning to get, that the department store owner is not Procter & Gamble, that he's not interested in just an item to clean your teeth, or an item to wash your face or wash your laundry with. He has somewhere between 50,000 and 150,000 separate merchandising problems, each one a little bit different. What he needs is to reach the people who are interested in the individual items, and he's got thousands of different approaches.

ANNOUNCEMENTS FOR RETAILERS

So a program for the department store is possibly the worst purchase that he can make. Not that he can't be successful with it. But he'll be more successful in using announcements. Now, when their business is less diverse, other retailers can use programs better. But the announcement still remains for the retailer probably the best buy. But the seasonal nature of his business precludes the intelligent 52-week use of programs.

When a guy does 28% of his business in 30 days, as the credit jeweler does, then does it make any sense to try to force people to come in during the month he can't possibly sell anything and over-advertise in that month, and then, by using the same amount of advertising in the month of December, under-advertise when opportunity exists?

You can't force people to come into your store against the trend, unless you want to give something away. Let's take Philadelphia as an example. Downtown Philadelphia stores do 4% of their week's business on Friday, traditionally. Wednesday they do 35%. Wednesday is nine times as good potentially as Friday.

The intelligent thing for the Philadelphia department stores to do is buying the right opportunity to take advantage of the natural momentum people have. Thirty-five percent of the business is going to be done on Wednesday, so what you should do is to do roughly 35% of your advertising then. For a generation advertisers have known this about newspapers and that's why newspapers bunch up a few days of the week.

But how do they use the radio? Well, we've sold it to them the way we sold General Mills and Procter & Gamble, five days a week, we sold them programs. In our honest way, in our honest, stupid way, we loused up their chances of ever being successful, because we didn't take the time to learn the fundamentals of the retailing business. Now we know the fundamentals. We've got something that's basic for the retailer. We can't help but be successful.

Q: If these fundamentals are applied, won't we come to the time when most radio time is sold in the magazine and newspaper concept of an advertisement to be inserted in the schedule—certain ones in preferred positions, others run-of-schedule?

A: I think we'll have a modified magazine concept, but don't lose sight of the fact that there is a tremendous number of advertisers who can use programs far better than they can use announcements. The retailer, more or less, uses announcements better than programs. But let's re-examine what the concept of a program is—and it's about time we re-examined it in this business, because everybody loses sight of the unique thing that you can do with a program that you can't do with advertising in the magazine or newspaper concept. A program holds people while you hit them. It gets the same people to come back day after day, week after week.

Q: The "same time, same station," routine?

A: Same time, same station and the same people. Today your wife, if she's a normal American woman with access to all media, got hit by 200 different guys asking her to buy goods and services. Go home tonight and ask her, "Dear, how many advertising messages can you play back for me? What did they say on television, radio, newspaper, magazines, outdoor, point-of-purchase, today?"

The point is that glancing blows were struck. And glancing blows don't bring about conviction. But, re-expose this lady to something day after day. She will be under no misapprehension as to what's being sold. Certainly one of the things that we have to sell is repetitiveness . . . over and over and over again until conviction is created. You can't do that as well with announcements as you can with programs when you're dealing with a relatively small group of people.

You don't get that conviction by striking this one a blow today and then hitting her again three weeks from Sunday. You get it by telling her over and over again by having a man, somebody she believes in, doing it. This is a program job. My point is that programming has a big place, a place that we've lost sight of. The fact that we have more retail business necessarily means we're going to do less programming in proportion to our announcement business as compared to 20 years ago, but still a very substantial amount of program business.

Q: Then the national manufacturers ought to go on using radio with their same program formula, the across-the-board formula they've used since the beginning?

A: Yes. And advertisers in the local area like automobile dealers, who have a big ticket item to sell. No one arrives at the conviction he's going to buy a $3,000 automobile in a flash, or they've got him in a paddled cell. If you can get 10% of the people and expose them over a period of six months to your message and what a peachy-keen place you are to do business with and how your allowances are bigger than anyone else's, then you use programs. What I mean is, when you're selling something that is not a snap-decision purchase item, programs make an awful lot of sense.

Q: What about the automobile manufacturers?

A: The automobile manufacturers were never convinced that radio was here to stay. They have never represented the billing that they should have represented. By other advertisers' standards, they are big—they'll come in and spend a million dollars—but this is nickels and dimes in that business. The automobile industry is yet to be sold on radio.

Q: Are you making any efforts to do so?

A: Well, RAB is right now involved in what we regard as an all-out effort, although in terms of money it doesn't mean very much in the automobile industry. We're trying to sell a concept, that there is no profit to an automobile company now in further showing pictures of their automobile. If you haven't seen it now, you'll never see it; if you can't recognize it now, you never will. We've conducted tests to prove that the degree of recognition by the man in the street of an automobile is extremely high, much higher than you would ever suspect. Our point now is that they should skip the pictures and tell over and tell over again what are the advantages
All this and
20 TIMES
MORE POWER
TOO!

Plus The Greatest
Audience-Building Promotion
In The Milwaukee Market

More power to you! 20 times more! That’s what you now get with WEMP’s tremendous new power boost in the vital Milwaukee market. Bonus coverage! Tremendous impact!

But that’s not all you get with WEMP.
You get one of the greatest audience-building promotions ever staged by a radio station in one market. WEMP’s top stars are featured on billboards, newspapers, radio, posters, direct mail, personal appearances. The whole town’s talking . . . and tuning in.

Here’s POWER that PAYS OFF! Schedule WEMP and see.

WEMP
now at 1250 on the dial

MILWAUKEE'S BEST ADVERTISING BUY—Represented Nationally by Headley-Reed
MORE PEOPLE LISTEN TO KYW

than any other radio station in the Philadelphia area *

* Largest share of audience in total day, 6:00 A.M. to midnight in NSI and total station area. December 1954, A.C. Nielsen Survey.

KYW is first in America's Third Market covering over 36 counties. Throughout this rich area, Nielsen proves that more people tune to KYW than to any other station. That's why advertisers interested in lowest cost-per-thousand love KYW.

Best buy nationally
Best buy locally
Best by any standard of measurement

WESTINGHOUSE BROADCASTING COMPANY, INC.
KYW-WFTZ, Philadelphia; WBJI-WBZJ-WBZJ-TV, Boston; KDKA-KDKA-TV, Pittsburgh; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco
KPIX represented by THE KATZ AGENCY, INC.
All other WBC stations represented by FREE & PETERS, INC.
that should cause a person to buy their car. What are their advantages? They should tick them off with almost monotonous repetition.

June, July and August are the big months of the automobile sales. That's when all the long winter preparation and sowing of seeds comes to fruition. This is the time when the decisions are made. This is the time for an advertiser to dominate. This is the time in which he can use radio far better than he can use other media. RAB's got a campaign which involves a lot of advertising, direct mail, telegrams, personal presentations, and ends with the recommendation that at least one manufacturer spend $1,300,000 in a 30-day period to assure complete dominance of the beachhead when people come to buy. So that, in the month of June, no one who is going to buy a car can avoid this guy's advertising messages, his suggestion that they buy his automobile.

Q: How far along is that proposal?
A: Well, the proposal is just being made, and we won't have any results on it till the first week in April and then we may not be successful. But I can assure you that every automobile manufacturer in America must give radio some attention, because we are trying to dominate his every waking hour between the 14th of March and the 2nd of April. He can't avoid us for that period of time unless he goes into seclusion.

Q: What do you think about contemporary radio research?
A: There's too much of it on subjects that we shouldn't bother with and too little of it in the areas where we need researching.

Q: Can you amplify that?
A: We spend hundreds of thousands of dollars every year to establish what happens in Keokuk between 8:45 a.m. and 8:50 a.m., thereby piling up a mountain of minutiae about this relatively unimportant fact, a fact which our biggest competitor, the newspapers, don't even feel is worthy of recognition.

What a newspaper sells is the percentage of the total market it reaches during the day. It doesn't sell how many people you can expose page 13 to. They say that 48% of the families in the retail trading zone and 66% of the families in the city zone see this newspaper. There, in my opinion, is a station's basic selling tool: X% of the total number of families are exposed to it every day.

There is so much information that we lack. As an example: what type of people listen to your programs? The type is far more important than anything else. It's the complete magazine concept of selling. Better Homes & Gardens hasn't the largest circulation. They have a type of people. Time hasn't the largest circulation. They have a type of people. And that's what they sell. We know basically what types of people listen to a news and music station, what types of people listen to daytime drama. But we don't really know for sure.

Most magazine research is done in the area of: what is the income of people? Magazines have sold their medium as the one reaching the upper incomes. RAB is just now beginning to do something on that. We're conducting research right now to find out what kind of programming interests women whose estimated family income exceeds $10,000.

Q: Last week there were 2,686 am stations on the air in the United States. How many do you think there will be at the end of next year?
A: 2,800.

Q: You look for an increase despite sluggish management and not particularly inspired programming and not very imaginative selling?
A: I call your attention to a fact that you already know. Scarcely anyone has surrendered a CP for an am radio station or put an am station off the air. This is such an inexpensive business to get in and it requires such a small market to support a radio station that radio stations can't help but expand. I think that they'll have different guys running them and different owners, but I don't think any radio station licenses or any frequencies— even bad frequencies—1700 kc with nine towers direction— are ever going to go off the air. Each one will find its niche. In a metropolitan area there'll be fewer stations; I think, two years from now. Yet large markets represent an untapped opportunity.

Q: Do you expect stations to go into a more specialized type of operation?
A: Yes, more specialized. There will be in every metropolitan market in my murky crystal ball two or three stations, possibly only two, which will do a generalized job which will be a Life magazine—all types of things. They will have drama, news and comment, women's programs. And below that area there will be basically specialized operation, in which they appeal to a segment of the people in those areas whose main interest is in what they have to offer.

Q: How many members does RAB have?
A: About 840 stations and the four radio networks.

Q: How much more of a potential should you have?
A: We're aiming this year at the million dollar budget that the RAB was set up to have. We are increasing the rates of some of our stations; we're increasing the rates of the networks and the representatives and we're aiming to add a hundred new stations. If we do all those things, we will go from our roughly $720,000-$730,000 level to approximately $1 million. Every one of those new dollars is worth two of the other kind because we now have this superstructure, the organization setup, so that we don't have to do the things that we previously had to do with the dollars that came in. These dollars are better dollars.

Q: What can you give them with that money that you aren't giving them now?
A: Well, I’m glad you asked that question. This makes the inquisition worth doing. We have four men on the street selling radio now, four men attacking the spots at the roots, which is at the planning boards of agencies, the account executive level, the account group and the advertiser himself. Our industry is directing most of its sales effort, and must of course direct it, to the day-to-day problem of getting the dollars for individual stations.

So we have hundreds of men calling at the media department level, but only four men supported by the industry going in fulltime to sell radio, and you shouldn’t be in newspapers, you should be in spot radio. With this extra money we plan to add at least seven men which will give us nominal representation. The Bureau of Advertising of the American Newspaper Publishers Association has 30 men who hit the street every day, who do just the same job, only eight times as big a job as our four men can do. That’s one phase of it. We’re going to spend in the neighborhood of $100,000 for research in an industry which will gross three quarters of a billion dollars, $100,000 worth of RAB research to get at these fundamental problems we were talking about. We plan to add $70,000 to that.

We made last year at the local level probably 250 presentations to big advertisers, like The Hecht Company. We came to Washington and we sold the Woodward & Lothrop business. It’s only $100,000 for a week that they’re spending, but RAB had in mind with the stations make a mass presentation in order to persuade them. A few hundred presentations we made. We plan to make a few thousand—to get incessantly before the J. C. Penneys, the Colonial Stores, the Safeway Stores, rather than a couple of times a year. To do that we need six or seven men at the local level, servicing the stations, showing them how to sell, setting up these sales pitch formula, so the stations can work together to make the presentations that can only be made as a group and actually making the presentations for them. I could go on forever telling you what the money is going to go to, but those are some of the areas to which the money can go to and yield profit for the stations.

Q: What do you think of group selling by stations?
A: Well, I’m in favor of any type of group activity which is not set up to oppose another group. The success of stations selling to local advertisers as a group is unquestionable. We have broken, in market after market, the backbone of the resistance of a big advertiser, not because we did a brilliant presentation, but because the guy looked across his desk and he saw four or five competitors sitting out there, all of them saying, “Listen to this guy. He’s talking for all of us.”

These stations, instead of telling divergent stories, told one story. That also applies at the national level. I’m particularly thinking in terms of spot. If you can, with one order, one telephone call, buy a group of markets and get one invoice, then, there’s no limit to the amount of new business that can be developed in that way.

Q: Didn’t you say that there’s a new formula to be found in national spot selling?
A: There had better be a new formula, because some of the old formulas are not working. Spot radio has need for and is getting some of the most imaginative selling that is being done in our business. It still needs a lot more.

We can go in and revolutionize a guy’s business with the proper use of a massive saturation spot campaign. We’ve got to make saturation spot easier to buy, easier to bill for. We’ve got to take some of the areas of expense out of spot radio for the agency, because no matter how much they insist that they attempt to do the best that they can for their advertisers, if they find two things that are about equal, and one costs them three times as much as another thing, they’re going to buy, as any businessman would, the thing which represents the least expense to them. So we’ve got to find new formulas in spot just as we’ve got to find new formulas in network. I think you are finding the problem at the roots, which is the planning of new business that can be developed in that way.

Q: Do you see any real probability of any such formula emerging in the next year or so?
A: Not in the next year, but I think that we will eventually come to it. I can see every representative now, with a possible few exceptions, striving for a uniformity in what he can offer on all of his stations, so that an advertiser will buy the whole list, and he eliminates some of the problems by doing that. He just provides one insertion order and they go from there. I don’t think there’s a representative—a major, intelligent representative—that isn’t working on some such plan.

Q: How can you have that along with your specialized stations idea, where the kind of stations that a representative has will vary from city to city? Aren’t those mutually exclusive?
A: In a sense they are. With the result, I think, that the properties that a representative has will eventually have a uniformity about them that they have never had before. A representative will endeavor to have the same type of thing available, and the representatives that I’m talking about are putting a certain amount of mild pressure on their stations to provide similar facilities, so they’ll have something to sell as a group.

Advertisers now are getting accustomed to buying a million dollars worth of advertising—with a few hours’ consideration. When you come to a big advertiser with a deal that involves nine stations and a net expenditure of $857, he can’t be bothered with it. So you’ve got to make something big and potent, like the representative who took up to Detroit a list of stations which only included seven of his stations, but 36 markets. He said “Here is a buy you can make, 90 ID’s a week. Here’s 36 markets. Here’s the complete cost of it. All you have to do is to sign here. We’ll go out and take care of the rest of it” We’ll all go to you and solicit the stations.” Well, this guy is bound to get an order, because he’s made it simple for the advertiser to do something big without looking up a lot of different things and having a lot of mess with stations. This is, I think, going to be a new concept in the representative business. There’s going to be more selling of stations that you don’t represent, in order to get your stations in the list.

Q: Don’t you have a radio set promotion project in the works?
A: Yes, we do. We have about half the radio set manufacturers at this moment committed to a big test campaign, the first phase of which we’ll run May 15 to June 15. We still have to get the other half of these guys to put their money down, but we’re hopeful they will. We’ll conclude that soon. If so, we’ll do the thing that we should have done 30 years ago in the business classification, I think, is the biggest single classification now in our medium on the local level. Most of those dealers are buying the concept that a radio message reaching a guy in an automobile is more effective than elsewhere.

We’re not making as rapid progress with this concept with national advertisers generally as we should. A large part of it comes from our inability to research it on any continuing basis. The problem is finding out where people are listening to the radio are, and the problem is finding out where people are listening to the radio. We’re doing a great deal of research, but not enough. The big problem is finding out where people are listening to the radio are, and the problem is finding out where people are listening to the radio.
Do You Know—

HOW BIG
The KVOO Market is?

HOW GOOD
The KVOO Market is?

HOW COMPLETE
KVOO Coverage of this Market is?

Don’t finalize your market list until you have all of the answers to the above questions, for the great and growing market of which Tulsa is the hub, is one of America’s fastest growing, most buying minded. Only KVOO, Oklahoma’s Greatest Station for more than 30 years, blankets this tremendous market. Only KVOO can give you unquestioned dominance in the Tulsa metropolitan market — only KVOO can give you unquestioned dominance in the entire market area! Today when every advertising dollar must deliver its maximum in able-to-buy prospects, no matter how you measure it, against any other station or any other media, KVOO is your best buy in Oklahoma’s No. 1 market! See your nearest Edward Petry & Company office for the right answers to the above questions.
the radio listening in a four-block square area in a metropolitan city. To get all the radios operating through in automobiles, to get the cleaners and dyers who are listening as they press your pants, to get the restaurants—simple? The problems are so tremendous and the expense is so great you can scarcely believe it.

But in places of business and institutions are 10 million units of circulation. Life magazine does $114 million a year on 5 million units of circulation. We've got 10 million units and we can't even figure out how to measure it, much less how to sell it. We've got another 26 to probably 30 million sets in automobiles and we have only begun to talk about that and measure it and try to sell it. We have so many opportunities to sell that it's pitiful we've made so little use of them.

Q: Are you doing any store traffic surveys?

A: We will do this year at RAB alone ten times as many surveys as was done by the entire industry in the year 1953. Most of these are for the confidential information of the stores involved. We estimate that there will be 1,300 of these done, minimum, this year.

Q: At RAB?

A: No. We will participate in the financing of somewhere between 300 and 400 of them, minimum. We have commitments already in March to participate that far. But the important thing is that the stores themselves have said, "There's a device here for measuring what happens when we advertise," and have taken on the job of measuring the response to advertising, either in terms of traffic or in terms of sales.

Q: What's induced the stores to come into this type of survey, which used to be considered too favorable to radio?

A: Well, because, interestingly enough, it isn't uniformly favorable to radio. We have surveys in which we beat the brains out of other media, and the next day the other media will beat the brains out of us, and we have departed as a result from the sophomoric idea that there is one advertising medium that is universally productive. I can tell you a list of items which we cannot sell. At least, we have not found a way of selling them. And I can tell you a list of items in which radio can consistently produce more traffic than newspapers seem to be able to.

The important thing is that in each case newspapers will reach people that radio didn't reach and radio will reach people that newspapers didn't reach. It expands the total audience of the store, the total market of the store when you use both. That's the major concept: to find out what percentage of people you can reach overall that you weren't reaching with the advertising on which you're currently depending, to which you're apparently devoting most of your money. The stores get tremendous by-products from these surveys; find out where people go in the stores.

GOING AFTER YOUTH

One of the surveys we did put the finger on something that a few people in the store suspected but nobody would ever face: that their customers were basically people over 55 years of age. In other words, give them another 10 to 15 years, and they're completely out of business. The store immediately saw what we could do. What could we do? We could reach young adults, young women, who are the lifeblood of a store. So they put their money on the radio to go after the young women. That's our job for that store.

The survey didn't put a finger on radio doing a tremendous job. It just said, "Here's the job to be done." And then we happened to be able to do a tremendous job with young women on the programs I've been maligning here all along, the disc jockey. He happens to do a tremendous job, he's one of the best ways of reaching young, middle class women, and the lower middle class women.

Q: Can the department stores use personalities?

A: They can. I think they'll use them better in smaller cities than they will in big cities. I think the department stores can use an individual personality, but not in the sense that that personality has a program. They can use a personality on announcements to give the store the type of identity that they get with their logo. After a while they should change their pace, just as they change their pace in their other advertising. One day they may shout. Another day they may whisper. The personality may not be equally adaptable to both formats.

A personality in a big city, I think maybe has 60 to 90 days of usefulness. Then you get another personality who appeals to a different group. The problem in a department store is to keep reaching the people that you're not reaching. To get all the different types of people to come into your store, at the same time creating a concept of what your store stands for. One personality would inhibit that, rather than expand it, I would think.

In a big city where you've got a lot of different, fine personalities on different radio stations, a store should take advantage of the bold those people have on their audience—that unique thing that you have in radio that you don't have in newspapers where a guy will say on the radio, "You go on down there and buy this thing," and he gets the people to do it. If you don't take advantage of that, you're missing the boat; you're short-changing yourself.

Q: What's this chain store survey you have—this supermarket survey?

A: We are working in the area of: What is the last exposure that people have before they come to make a buying decision? You remember what I was saying about 200 exposures. We have a feeling that the guy who gets the last word is possibly going to have an effective word. So we've set about to determine who gets the last word with people. We're now in the field with what will amount to about 12,000 interviews conducted in Kansas City, Buffalo, New Orleans and San Francisco, after rather extensive field research.

I'm afraid we're going to find out that radio and out is most with the very important woman who comes into the supermarket. I think it's going to have a material effect on the way both grocery manufacturers and grocery retailers spend their money. Because if you want to get women on their way to the market, if you want to get them before they make up their minds and make out their shopping lists, here's the medium that's consistently hitting them.

Q: You mean auto radio?

A: No. All types or radio. I don't know if you saw the things we released called "Two Out of Three Have Already Listened." It was our first study of whether people have listened to their radio before they come into supermarkets. It was made in five cities and about 25 supermarkets. We didn't attempt to find out whether they read newspapers or magazines or looked at television before they came. We kept it in the narrow area. Were closer and related to radio? We found out that two-thirds of all the women who come into a supermarket today all over the country, whether they are women who work for a living in an office or a factory or whether they are women whose primary job is that of a housewife, two-thirds of them had listened to the radio before they came in. So we put out, "Here's the job to be done. What can we wonder what it is for the other advertising media." What we found was 70% of them—10% of all the women who came into a supermarket, not 10% of the people who listened—listened to an auto radio on their way there.

Here's a tremendously impressive figure, one out of every ten women who ultimately go through that turnstile has listened on the way down. What a chance to get in your last selling effort before she gets in there. And this is during the daytime, basically, when our automobile use is lower than it is for the two periods, 7-8 a.m. and 4-5 p.m.

Our big area of growth, I'd say, among retailers in the last couple of years has been with the chain grocers. We have a number of very big chain grocers who spend a substantial amount of their own money and I underscore the "own" money, because these guys are reluctant to spend their own money for anything. They like to spend co-op money. They like to make a profit on their advertising. A third of the Supermarket Institute used radio on a regular basis in 1952. Something like 53% of them used radio on a regular basis in 1954. They've just found that radio is an essential ingredient.
It will pay you to take a closer look at Keystone

To sell more — you have to tell more to more people! It's as simple as that. Lots of good businessmen have forgotten something very fundamental about advertising media. We'd like to re-discover the principle for them right here and now.

"Look for that advertising medium which reaches the largest number of able-to-buy customers per dollar expended. Then check a little further and see what pluses you can buy with that same advertising and selling dollar."

If you will apply that measurement to KEYSTONE'S 814 HOMETOWN AND RURAL RADIO STATIONS — looking at their overwhelming coverage of this great market of 60 million good customers you'll know that this "closer look" will pay large dividends.

The story of KEYSTONE'S market and its PLUS MERCHANDISING is told, not by KEYSTONE but by contented advertisers whose names you know and respect. We'd like to show you this SPECIAL report . . . NOW! Send for our new station list.

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
121 West Washington St.
State 6-6303

NEW YORK
580 Fifth Avenue
Plaza 7-1460

LOS ANGELES
348 Wiltshire Blvd.
Downtown 3-2500

SAN FRANCISCO
57 Post Street
Sutter 3-7440

TAKE YOUR CHOICE
A handful of stations or the network . . .

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

ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.
### Sunday - 6:00 PM
- **ABC**: Sanford C. Moore's Morning Meeting
- **CBS**: Paul Harvey Boontoon
- **MBS**: ABC News
- **NBC**: Metro Life Inc.

### Sunday - 7:00 PM
- **ABC**: Arcade Orchestra
- **CBS**: Sunday Playhouse
- **MBS**: Nothing But Nails
- **NBC**: The American Forum

### Monday - 6:00 PM
- **ABC**: Metax Life Ins. Alaska, Jackson
- **CBS**: QQQ, QQQ
- **MBS**: No Service
- **NBC**: No Service

### Monday - 7:00 PM
- **ABC**: Bahler Distilleries
- **CBS**: QQQ, QQQ
- **MBS**: No Service
- **NBC**: No Service

### Tuesday - 6:00 PM
- **ABC**: Music Life Inc.
- **CBS**: QQQ, QQQ
- **MBS**: No Service
- **NBC**: No Service

### Wednesday - 6:00 PM
- **ABC**: Metax Life Inc.
- **CBS**: QQQ, QQQ
- **MBS**: No Service
- **NBC**: No Service
<table>
<thead>
<tr>
<th>Day</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<tbody>
<tr>
<td>NBA</td>
<td>Chicago Bulls</td>
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### March 28, 1955

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>2:00 p.m.</td>
<td>Spring Forward: Pennsylvania, Delaware, and Maryland</td>
</tr>
<tr>
<td>3:00 p.m.</td>
<td>Spring Forward: New Jersey, New York, Connecticut, and New Hampshire</td>
</tr>
<tr>
<td>4:00 p.m.</td>
<td>Spring Forward: Connecticut, Rhode Island, and Massachusetts</td>
</tr>
<tr>
<td>5:00 p.m.</td>
<td>Spring Forward: Massachusetts, Maine, New Hampshire, and Vermont</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>Spring Forward: Vermont, New York, Connecticut, and Massachusetts</td>
</tr>
<tr>
<td>7:00 p.m.</td>
<td>Spring Forward: New York, Connecticut, and Rhode Island</td>
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### Time Table

<table>
<thead>
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<tr>
<td>8:00 a.m.</td>
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<tr>
<td>9:00 a.m.</td>
<td>Spring Forward: New Jersey, New York, Connecticut, and New Hampshire</td>
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<tr>
<td>10:00 a.m.</td>
<td>Spring Forward: Connecticut, Rhode Island, and Massachusetts</td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td>Spring Forward: Massachusetts, Maine, New Hampshire, and Vermont</td>
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<tr>
<td>12:00 p.m.</td>
<td>Spring Forward: Vermont, New York, Connecticut, and Massachusetts</td>
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<tr>
<td>1:00 p.m.</td>
<td>Spring Forward: New York, Connecticut, and Rhode Island</td>
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### NFL Schedule

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A GEORGIA BANK
BANKS ON RADIO

BROADCASTING IS NO. 1 BUSINESS-GETTER FOR FINANCIAL FIRM

By James A. Furniss

It has been our feeling that unfriendly attitudes toward banking come more from people who have had no experience with banks than from those who have had a checking, savings or loan account. Thus, by using radio, the most effective medium for reaching the non-banking public, we are doing a double job of getting new business and making people happier about the banking system that serves them. Beyond that, there are other things about radio. First, radio is a good story at the price it is being offered in Georgia. Another thing—compared with other media, production costs on radio are next to nothing. Still another fact is that people are listening to radio, they almost have to listen to our commercials. They can't skip over our message as they can when it is presented to them in printed form.

Georgia is growing industrially and financially at a much faster rate than the rest of the country. As a bank, we enjoy a pretty broad range of customers both in type and in number. In our region, we are the largest bank. In Georgia one out of every dollar on deposit in banks is on deposit in the Citizens & Southern.

Spread out as we are, we try to keep ourselves decentralized as far as authority goes. Each officer in charge of a bank or office can make his own decisions without having to touch base with headquarters in Atlanta. Doing so means that the local bank can provide banking service of the kind that is needed locally.

Following this same reasoning we reorganized our advertising set-up and in 1957 appointed a full-time advertising office in each office throughout the C & S System. Twice a year, we hold a meeting of all these advertising officers and review procedures and ideas. We acquaint our people with the reasoning behind our suggestions on media. Only in rare cases do we actually order something done. We feel it is better to suggest. This feeling has worked out in fact as well as we had hoped.

With this kind of background about our bank, here is how we have handled radio at the Citizens & Southern.

First, our agency, Burke, Dowling, Adams, of Atlanta, has prepared a large number of radio spots, on every conceivable scale. Mr. Furniss told of his company's radio success experiences at the Broadcast Advertising Bureau panel during the 1954 NARTB convention in Chicago [B&T, May 31, 1954]. In the following excerpts from a talk delivered last week by long-distance line from Atlanta to the Canadian Asn. of Radio & TV Broadcasters, he tells some of the more recent experiences.

IN LESS than 2 1/2 years as advertising manager of Citizens & Southern National Bank, operating 22 offices in 13 Georgia cities ranging from Thomson, 6,000 population, to Metropolitan Atlanta, 800,000, James A. Furniss, vice president-advertising manager, has found radio its No. 1 business-getter. The chain budgets $53,000 for radio, 30% of its total budget for external media. Mr. Furniss told of his company's radio success experiences at the Broadcast Advertising Bureau panel during the 1954 NARTB convention in Chicago [B&T, May 31, 1954]. In the following excerpts from a talk delivered last week by long-distance line from Atlanta to the Canadian Asn. of Radio & TV Broadcasters, he tells some of the more recent experiences.

In five cities so that it blankets the state. We also prepared a format on a hillbilly show called Record Rodeo. This is a half-hour of top folk music tunes of the day, selected by the local radio station which follows the format we prepared but selects its own records and remarks.

Then we prepared what we call one-minute news caps. These spots start out with two or three top news headlines and then swing into the banking news of the day. They're for use between regular news programs in the morning or evening.

We also suggested that each office go in pretty heavily for women's participation spots. As the lady in charge of the program developed familiarity with the messages we had to get across, we urged our local advertising officer to let her present the spots in her own language.

In addition to that, we encouraged each advertising officer to hunt around for local programs that would fit his own local need. For example, in Atlanta our survey had told us that a tremendous number of people go home by automobile between 4:30 and 5:30 in the afternoon. Some of the traffic jams we could see every day didn't exactly make the survey necessary—at any rate it meant that these people were out of reach of most other media except radio. So we bought a one hour show, Hour of Stars, which is used every week-day on WGST from 4:30 to 5:30 p.m.

Another case, one officer in charge of an office had a reputation locally for being disinterested in what was going on in that community. As a result, he bought 15 minutes of morning time and contributed it in its entirety to the use of local civic groups to use as they saw fit. The last time we heard about it, it was booked up for eight weeks in advance.

In still another case, we have a bank in Dublin, a rural community, which has only three major industrial concerns. The major source of income is farming. In Dublin we use a five-minute weather and market bulletin program every morning to catch the farmer before he goes out into the field. The results have astounded us.

One of our newest programs is called Bouquets for Breakfast. It went over so

Page 54 • March 28, 1955
Attention, all agencies. Do your commercials have that dull, lifeless look—do they lack that crisp, fresh-from-Hollywood sparkle? Just buy a schedule on KING-TV. You’ll get the biggest audience in the Pacific Northwest and your films are cleaned for free.

Our crew is pretty ingenious. They outdid Rube Goldberg when they rigged up the Handy-Dandy KING-TV Automatic Film Kleener. Spots come out spotless...one-half second before they go into the projector. Makes a world of difference on the air. They show up nice and bright like a good selling message should, with a soundtrack crisp enough to satisfy even a Hi-Fi addict.

We figure it’s just one more small plus for KING-TV. First, we have the highest rating. Second, low Channel 5 at 100,000 Watts. Third, Seattle’s leading TV personalities. Fourth, the market’s most aggressive merchandising and publicity service. And now—well, the Automatic Film Kleener.

FIRST IN SEATTLE

KING-TV

Otto Brandt, Vice President and General Manager
Stars Sell on Alabama's greatest TV station

WABT

News! Sterling Brewer gives 5 minutes of the latest. WABT is the only Alabama station with "Photofax" service, bringing pictures from all over the globe in a matter of minutes! Sports! Dan Daniel with late scores, feature stories, "Photofax", and often top sports folk as his guests. Weather! Bart Darby, pointing it out on the weather map.

You can SELL Your Products to Alabama folks

If you TELL them on programs they enjoy seeing

Represented by BLAIR-TV

Page 56 • March 28, 1955

well in Atlanta that we are now using it in

two other cities. Fifteen minutes long, it

go on the air about 7:30 a.m. and is de-

voted primarily to popular music and the
correct time of day. Toward the end of

the program, the announcer pays verbal tribute
to someone who has done something on be-

half of this community or people living in

it. The person who is honored also receives

a bouquet of flowers.

In buying these local programs and also in

selecting good times for the ones that we

prepared in Atlanta, we have relied very

heavily on the local station manager or his

representative. We believe that if anyone

should know his audience, it should be the

local radio station's man. Our idea was that

we could get the best time and program

available to do the job we were trying to
do by relying on the local radio man's judg-

ment. From our standpoint, it has worked

out much better than trying to schedule

radio for the town of Valdosta by using

figures and guesswork from an office in

Atlanta.

Now the question is how has radio ac-
tually worked for us? The best way to tell

you is to cite a few examples.

One way we tried once to promote trust

business might be compared to a cold can-
vass or making sales calls without advance

introduction or preparation. We had an ex-

cellent booklet on the subject of wills and
decided to offer it as a give-away, figuring

that people who were interested in the sub-
ject would ask for it. So we designed a

ewspaper ad offering the book as a give-
avay and ran it. We got nine requests. Then

we used the same amount of money in radio
time. The results were amazing. We had

over 400 requests for the booklet and had to
cut out the spot because we had run out of

our supply of the booklet. One piece of

business we got more than paid for the ex-

periment. I don't recommend this method

of going after trust business but the results

were astonishing.

A Winning Argument

In spite of all our arguments, sometimes

the head of an office will wonder whether

radio is as good as we tell him it is. When

that happens, we ask him to do us a favor

and go to the radio station and present some

of the spots himself. I talked to a number of

people who later say to him: "I heard you on

radio yesterday," usually is all the convincing

he needs.

Still another case—Charlie Smith who is

president of our bank in Dublin was inter-

viewed not so long ago on a program on

WMLT. During the interview he just hap-
pened to mention that the bank had a board

of directors room which was available to

civic groups to use as a meeting place. He

was mighty startled by the results—by night-

fall of the next day he had promised the

room out weeks in advance. He had to call

a halt so that his directors would not have
to look for another place to meet.

Radio helps get business. Last fall, we
decided to go after the non-banking market

in earnest with an all-out campaign lasting

six weeks. We were asking people who had

no checking accounts to come in and open

accounts with us. We used all media, news-
paper, television, radio, advertising, above all,

radio. We asked for and got a budget in-
crease of several thousand dollars. Among

the media we usually use, only radio's

budget was increased.

The results were eye-opening. Normally,

we would expect to open about 2,200 ac-
counts during such a six-week period. In

this case, we opened 6,636—more than three
times the normal number. And they were

new accounts, too. Some have since been
closed out. What was even more surprising

was what happened after the campaign was

over. In every month since the campaign,

we have opened at least 60% more check-

ing accounts than we normally do. Radio

did a tremendous job for us with savings

certificates, taking our investment paying

2 1/2% if held until maturity. They were

sold in units of $100 or larger. We decided to

introduce them July 1 of 1953 as a way of

paying people more on their invested sav-

ings than the 1% we were paying on regu-

lar savings accounts.

Just before the kick-off date, we pulled

out all the stops. We used every media we

could lay hands on—tv, direct mail, dis-

play, outdoor, newspaper—and of course

radio. Radio carried the brunt of the job.

In several areas we increased spots to a rea-

sal saturation schedule. In the first four

weeks, for example, we added 800 spots to

our Atlanta schedule. We did this to play up

depth of newspaper because the idea of sav-

ings certificates was new in Georgia and needed

detailed explanation. Radio, however, was

used to keep up the drum fire.

The result? The bank tentatively had

hoped to sell $6,000,000 worth of certificates

in the period of a year. Within six months,

though, we had sold over $7,000,000 worth.

And in the following 12 months we sold

another $12,000,000—over a million dol-

ars a month! Our total time money, that

is savings and savings certificates, in the par-

tent bank of the C & S system has increased

21% since we introduced savings certifi-

cates. Anyone in banking, I think, will tell

you that an increase such as this is not

bad. Our two largest banking competitors

had practically the same package to sell—

2 1/2% two-year certificates. The difference,

I feel, was that they didn't promote the pro-

gram to the degree that we did. In the same

time that they were spending $25,000 worth,

we were spending our time deposits stayed exactly the same.

In the last two years, we have experienced

the problem of what to do in four Georgia

cities where tv has just started. We bought

tv time in three of them and skipped it in

the fourth. And we bought pretty heavily—about $25,000 worth. In spite of adjustments we had to make in other

media including radio to pay this additional

amount, our radio budget for 1954 was only

$3,000 less than the year before.

At the end of 1954, however, we took

another look at the situation and made a

change. We are now using television in

only one city. Our radio budgets have been

increased in the two cities where we can-

celled television. Basically, the reason was

that we felt we were getting more advertis-

ing per dollar for radio than we were for
television. Even now, only 28% of the

money we spend in television is being spent

for time. The balance goes into talent, live

announcers, actors, cameramen and other

production expenses. In radio, however,

95% of the money we spend goes for time,

the balance going into production.
sum total!
(a refresher course in profitable arithmetic for the timebuying profession...)

add up-
PRODUCTIVITY
in thousands of industrial plants
PEOPLE
whose skills earn them bigger incomes
PAYROLLS
measured in millions and millions yearly
PROFITS
which mean greater and faster growth
PROSPERITY
with no limitation anywhere in sight

then add up-
PROGRAMMING
that’s tailored to local tastes
POWER
for wider and clearer coverage
POPULARITY
that has no equal in the whole area
PROMOTION
planned to benefit every advertiser
PERSUASIVENESS
that gets results day after day after day

and you get
GIGANTIC
BUYING POWER
in the Industrial Heart of America!

and you get
GIGANTIC
SELLING POWER
in the Industrial Heart of America!

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

WSAZ-TV
CHANNEL 3 - BASIC NBC NETWORK
MAXIMUM POWER
HUNTINGTON-CHARLESTON, W. VA.

WSAZ ABC
930 KC.
HUNTINGTON, W. VA.

WGKV NBC
1490 KC.
CHARLESTON, W. VA.

RADIO
REPRESENTED NATIONALLY BY
The KATZ Agency

March 28, 1955 • Page 57
Longines-Wittnauer Plans Fairy Tale Dramatizations

PLANS for a year-round weekly half-hour tv series of dramatizations of great fairy tales have been announced by Alan Cartoun, advertising director of Longines-Wittnauer Co., New York. Mr. Cartoun said the idea was the result of favorable audience response to the narrated music and ballet dramatizations of fairy tales on Longines’ Thanksgiving and Christmas television shows. As yet, no date has been set for the start of the series.

The format of the proposed series includes an off-stage narrator whose lines are coordinated with a story told in pantomime, ballet and animated film sequences with vocal and symphonic musical accompaniment.

The Thanksgiving production of “The Sleeping Beauty” was narrated by Walter Hampden, Judith Anderson and Monty Woolley, respectively, and featured in “The Little Match Girl” and “The Elves and the Shoemaker,” at Christmas.

Pulse N. Y. City Survey Now Includes 17 Counties

PULSE has expanded its radio and television audience measurements in New York to cover the entire 17-county area which is designated metropolitan New York by the U. S. Census Bureau, Dr. Sydney Roslow, the firm’s director, has announced.

Previously, Pulse had checked 12 counties for the metropolitan area. The five counties added are Rockland, Westchester, Putnam, Dutchess, Ulster and Middlesex, Morris and Somerset in New Jersey. The 12 counties formerly accounted for 93.3% of the families in the census-designated metropolitan area, Dr. Roslow said. The 17 counties now will include 4,162,190 radio homes. Dr. Roslow also pointed out that other marketing statistics on the metropolitan area normally are based on these full 17.

Size of the sample used for Pulse’s nighttime radio ratings will be increased, subsequently, from 2,450 to 2,800 homes per week, and samples for Saturday, Sunday and individual evenings increased from 200 tv homes to 300 homes in all markets with three or more tv stations where TelePulse reports are issued on a continuing basis. Mid-week strip programs will continue on a base of 1,000 tv homes. Increase in the overall monthly sample, he said, is 25%.

Nyland Named Geyer V.P.

NEAL NYLAND, formerly with R. L. Polk Co., Detroit, as senior account executive and supervisor on Chrysler Corp. accounts, has been appointed vice president and account executive for Geyer Adv., Detroit, it was announced last week by B. B. Geyer, chairman of the board and president.

Mr. Nyland, who will serve as account executive for the Kelvinator Div. of American Motors Corp., has been in advertising for more than 20 years. He has been with Benton & Bowles, New York, as a vice president and account supervisor; with Chrysler Corp., Detroit, as an executive and member of the steering committee and as assistant director of advertising and sales promotion of the Plymouth Div. He also has been advertising manager of Nash Motors.

How WOR Processes Advertising

How DOES a station “process” its advertising so as to guard against undesirable advertising?

Screening of advertising at WOR-AM-TV New York was cited by General Manager Gordon Gray before New York Gov. Averell Harriman’s conference on ad advertising last fortnight (B&T, March 21).

This is the way the station’s screening works, according to Mr. Gray:

“We consider:

A. The Product

1. Who makes it?
2. Does it live up to its claims? a. What are reasonable claims? b. Is toilet or drug, what ingredients? c. Does it comply with all laws?
3. Is it available at price declared?: a. Compare with similar items. b. Determine what factors govern cost of such merchandise. c. Does any reduction or absence of such quality factors account for a ‘miracle low price,’ and is this made clear?

B. The Client

1. What is client’s credit standing and the character of the business based on past experience?
2. Does he stand behind his merchandise with an unquestioned money-back guarantee?
3. Does he have a warehouse, a source of supply?: a. If in doubt, check possible sources to determine source of supply and approximate whole-sale price.
4. What is conduct of client’s salesmen in the field?: a. Local Better Business Bureau record? b. Remind client that his salesman also represents the station in listener’s mind. Warn that no talk-down of advertised merchandise will be tolerated.
5. In rare instances, “plant” a customer by giving a station employe as a lead to check client’s actual practices.
6. WOR and WOR-TV seek information in any field from those best qualified to get it.
7. “We maintain a department of three people who spend full time on continuity acceptance, but additionally, continuity acceptance is the responsibility of the individual salesman involved and the sales manager as well as our management group. Despite this, in rare instances, a product may slip by and cause us some concern. I am sure that many stations are not so fortunate as to have the facilities we have at our stations, but our industry, as I know it, polices itself pretty strictly and is quite well aware of its obligations, if for no other reason than the fact that to harm our listeners is to harm the individual radio or television station itself.”

BBB Says Newspapers Had 91% of Questioned Ads

OF A TOTAL 16,350 "questionable" advertisements in 1954 which required Better Business Bureau contacts with the advertisers involved, 91% appeared in newspapers, 3% on radio, tv and 6% in other media, according to the annual report of the Assn. of Better Business Bureaus Inc., released Thursday.

Most questionable advertising on tv in 1954, the BBB report said, was for (in order) home appliances, used cars, radio-tv-music (sales and services) and apparel. On radio, the most objectionable commercials ranked: used cars; home appliances; apparel; home furnishings; jewelry, and radio-tv-music, BBB said.

The total number of questionable advertisements was lower in 1954 than 1953, the BBB report noted. The 16,350 ads which required action were taken from hundreds of thousands of ads studied, BBB explained. Of the 16,350 cases, 8,315 objectionable, 3,567 were cases in which voluntary adjustments were refused, "necessitating turning over the files to the appropriate authorities.

The report showed that inquiries and complaints handled by the local BBBS in the U. S. and Canada reached a new high of 2,005,288 in 1954, of which only 423,942 (21%) represented complaints.

Respecting its public relations program to "sell the BBB story," BBB cited publicity during 1954 which included 7,833 radio spots, 486 radio shows, 206 tv spots, 223 tv shows and 3,554 newspaper stories. BBB advertisements totaled 799, the report said.

‘Kansas City Star’ asks Verdict Be Set Aside

MOTION to set aside a jury verdict finding the Kansas City Star and its advertising director guilty of anti-trust violations is before Federal District Court. The Star and Emil A. Sees, ad director, were convicted by a jury of attempting to monopolize dissemination of news and advertising in the Kansas City area. The Star also was found guilty of monopolizing news and advertising.

In the petition, the Star and Mr. Sees asked judgment of acquittal or a new trial. The offense is misdemeanors. The government has indicated it will ask summary judgment, on the basis of trial evidence, in connection with civil charges.

Lennen & Newell Aids Drive

ADVERTISING for the 1955 multiple sclerosis drive will be handled by Lennen & Newell, New York, which has volunteered time and talent to the campaign. Jackson Taylor, senior vice president and management account supervisor at the agency, has been named chairman of the advertising committee. Serving on the committee are Tony Pan, Clark Agnew, George Tompkins, Leo Kelmlerson and Oliver Toigo, all of Lennen & Newell.

Gillette Buys Sunday ‘Game’

SPONSORSHIP of half of Sunday Game of the Day baseball on MBS has been bought by the Gillette Safety Razor Co. for the 1955 season. MBS is broadcasting pre-season exhibition games from Florida training sites. Agency for Gillette is Maxon Inc.
"make mine a double... 
wabi and wabi-tv!"

Now there's a smart time-buyer for you! No chance this maître d'hôtel (name of Gus) at Hollywood's Brown Derby will ever mistake him for one of those peasants that wander in from Vine Street.

The young man has just given a substantial opinion on one of the best radio-TV buys in New England. You can see for yourself how the young lady is mighty proud of having latched onto a smart guy.

You'll be mighty proud of yourself, too, when you see the results WABI (radio) and WABI-TV salesmanship can conjure up for your products in the fastest-growing part of Maine. As Gus puts it: "the real gentlemen among my time-buying patrons always specify WABI—WABI-TV when establishing their spot advertising schedules for maximum effectiveness." He's hep, that boy is! How about you?

wabi AM

wabi TV

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.
United Auto Workers
Appoints Kaufman Agency
THE United Automobile Workers, Detroit, has named Henry J. Kaufman & Assoc., Washington, D. C., to handle its radio-television advertising, effective April 15, it was announced last week. Robert S. Maurer, tv director, will be account executive. Reggie Schubel Inc., New York, will assist Kaufman in servicing the account.

The union uses radio and tv announcements in industrial areas to explain its purposes and aims. Future plans and the amount of money to be spent were not disclosed.

Kaufman replaces Luckoff & Wayburn Inc., Detroit, as agency on the account.

Toy Council Signs P. Winchell
TOY GUIDANCE Council, New York, independent business organization seeking to influence selection of correct playthings for children, has signed Paul Winchell, ventriloquist, to start in a series of television films.

Mr. Winchell with his dummy Jerry Mahoney will present 104 Educator-Approved Prestige Toys in a series of 13 films to be seen on television across the country beginning late in October and running until Christmas. The series will be sponsored by the Toy Guidance Council and its member stores.

Scholty Heads K&E Office
ILES SCHOLTY, Lincoln-Mercury account executive, Kenyon & Eckhardt Inc., Hollywood, has been named to head the Hollywood office, succeeding Vice President Robert Wolfe, resigned. Mr. Scholty remains Lincoln-Mercury account executive.

SPOT NEW BUSINESS
Arneste Paint Co., N. Y., through Philip Rohr & Co., same city, will use radio spots to open 1955 campaign, starting in April for 10 weeks.


NETWORK NEW BUSINESS
Gordon Bakering Co. (Silvercup bread), Detroit, will sponsor second annual Kakulaplan Easter Show on four ABC-TV stations April 10. Network's co-op program will offer show as special feature to about 110 other stations. Agency: D'Arcy Ad., N. Y.


Procter & Gamble, Cincinnati, assumes full sponsorship of My Favorite Husband on CBS-TV (Sat., 9:30-10 p.m. EST) effective May 7. Alternate sponsor Simms Co. (beds, sofas, mattresses), N. Y., withdraws April 29. Agency for both: Young & Rubicam, N. Y.

Procter & Gamble signs for alternate sponsorship of The Line-Up, CBS-TV, Fri., 10-10:30 p.m. EST, effective April 1. Agency: Young & Rubicam, N. Y. Other sponsor is Brown & Williamson Tobacco Corp., through Ted Bates & Co.

Scott Paper Co., Chester, Pa., will sponsor Father Knows Best, produced by Screen Gems Inc., effective Aug. 31, replacing the Margie series on NBC-TV, Wed., 8:30-9 p.m. EST. Scott Paper Co. also sponsors Omnibus on CBS-TV. Agency for Scott is J. Walter Thompson Co., N. Y.

NETWORK RENEWALS
Sunbeam Corp. (Frypan, Mixmaster, Shave- master), Chicago, renew sponsorship of Home on NBC-TV (Mon.-Fri., 11 a.m.-12 noon EST) for 60 participations between April 1 and Dec. 31, concentrated during Father's Day, Mother's Day, Thanksgiving and Christmas periods. Agency: Perrin-Paus, N. Y.

AGENCY APPOINTMENTS
Buitoni Foods Corp., said to be largest manufacturers of spaghetti and spaghetti products, appoints J. Walter Thompson Co., N. Y. Also appointing JWT were: Edison Voiceactor Div. of Thomas A. Edison, for V. P. Edison Voiceactor and Edison Televoice (in U. S. and Canada); Trico Products Corp. (windshield wipers), for firm's public relations advertising and publicity.


National Housing Center, Washington (to be officially opened Aug. 15), appoints Farson, Huff & Northlich, Cincinnati. Radio-television will be used.


Boyle Inc. and Barbara Gould Inc., both N. Y., appoint Lawrence C. Gumbinner Adv., same city.

The Siegler Corp., Centralia, Ill. (oil, gas space heaters), appoints Dancer-Fitzgerald-Sample Inc., Chicago.

Lee Hotels of Calif. (Hollywood Plaza, Hollywood Hotel; Beverley Carlton, Beverley Hills; Cavalier Hotel, West Los Angeles, and Hotel Laguna, Laguna Beach) names The Edwards Agency, L. A., as advertising counselors, Edward L. Kobiltz, agency president, is account executive.

Air Force Reserve, Continental Air Command, Mitchell Air Force Base, N. Y., appoints Bozell & Jacobs Inc., same city, for promotional account. Account involves about $275,000 during current fiscal year.

A&A PEOPLE

Paul S. Twichell, former assistant director, state publicity div., New York State Dept. of Commerce and, before that, president of Nolan & Twichell Adv., Albany, N. Y., to Dave Fris Adv., same city, as assistant to president.

Donald E. West, formerly in charge of merchandising activities, Ogilvy, Benson & Mather Inc., N. Y., to Rockwood & Co., Brooklyn, N. Y. (chocolate, cocoa products), as vice president in charge of marketing, consumer products division.

So there you are!

HERE'S HOW WTTV AND NBC-TV STACK UP IN THE INDIANAPOLIS AREA

Based on share of audience study for 91 night time quarter-hour NBC-TV periods in 42 counties surveyed by ARB*, January, 1955, WTTV Grade B.

Star of the PET MILK-ARMOUR GEORGE GOBEL SHOW. (Not represented in these figures, but he'll be included in the next ARB Survey)

Here's the area Surveyed

WTTV Television Serving Indianapolis, Terre Haute, Bloomington and ALL of the great HOOSIER HEARTLAND

WTTV channel 4

A SARKES TARZIAN STATION

BUSINESS OFFICE: Essex House, Indianapolis 6, Indiana
Represented Nationally by MEEKER TV, Inc.
MCA-TV TO HANDLE REPUBLIC BLOCK

Total of 123 feature films to be made available in agreement with Republic Pictures bringing another major film studio into the television field.

IN a transaction said to involve "the biggest contract of its kind in the history of television"—and marking the largest break to date in the front that major theatrical producers have put up against tv—the MCA-TV Film Syndication Division last week acquired world-wide tv distribution rights to 123 feature films which were produced originally at a reported cost of $23 million.

MCA-TV obtained the package from Republic Pictures Corp. The contract was signed in Hollywood last Tuesday by Herbert J. Yates, president of Republic Pictures, and Taft B. Schreiber, vice president of MCA-TV Ltd., and provides for a long-term agreement.

MCA-TV said the package constituted "the largest block of films ever released to television by a major studio from their backlog of pictures." Last month Guild Films Co. acquired from Motion Pictures for Television Inc. $13 million in tv exhibition contracts of 700 feature films (BT, Feb. 7).

The package consists of 56 feature films, starring Gene Autry and 67 feature films, starring Roy Rogers. Each feature film has been re-edited for hour-long programming and each film will be seen on tv for the first time, according to an MCA-TV spokesman.

The sale climaxizes a long legal battle between Republic and the cowboy stars, which reached the U. S. Supreme Court. The stars had sought to stop the release of such films to tv.

Well-known personalities appearing in these films in featured roles, MCA-TV said, include Noah Beery Jr., John Carradine, Dale Evans, Virginia Grey, Andy Devine, Jimmy Durante, Jack Holt, Raymond Hatton, Sterling Holmes, Ann Rutherford and Dale Storm.

The films distributed for television will have the original sound tracks and contain many of the nation's top western songs, according to MCA-TV. In many instances, it was pointed out, the songs were written expressly for the films.


MCA-TV spokesmen said that national, regional and local sales plans with respect to the films currently are being studied and will be announced shortly. He said the company is in the process of formulating an extensive advertising and promotion campaign.

Reed, Gross-Krasne Combine Operations

FORMATION of Roland Reed-Gross, Krasne Tv Commercials for the purpose of producing tv film commercials has been announced by Roland Reed Productions and Gross-Krasne Inc., Hollywood. The new firm's staff is headed by Roland Reed, Guy V. Thayer, his executive vice president, Jack J. Gross, Philip N. Krasne and Lee Savin, G-K executive vice president.

Headquartered at California Studios, Hollywood, the organization will be able to draw on all facilities, including nine stages, new editing, dubbing and insert installations. This equipment, according to Mr. Gross, will enable advertisers to see rough cuts and release prints of their films more quickly than heretofore. Additionally, a complete lab service will be maintained for making and distributing release prints for both national and spot tv commercials.

Designated a partnership, both Gross-Krasne and Roland Reed Productions will continue, independently, their present operations of tv programming, film, stage, tv, radio and motion picture productions of NBC's Big Town and, in association with Rawlings-Grant, the syndicated Mayor of the Town. Upcoming are Alias Jimmy Valentine and O. Henry Playhouse. On the Reed production schedule are NBC-TV's My Little Margie, ABC-TV's Stu Erwin Show, syndicated Rocky Jones, Space Ranger and Waterfront.

Goldwyn-Pickford Hearing Opens in Long Beach Court

HEARING in the current litigation between Samuel Goldwyn and Mary Pickford over Goldwyn Studios got under way March 22 in Long Beach Superior Court with each party asking approximately $500,000. Mr. Goldwyn, 39/80ths owner of the property, asks $502,355 as the former star's share of studio operation and maintenance since 1949. Miss - Pickford, 41/80ths owner of the studios, in a counterclaim asks $500,000 and an accounting of rentals, claiming all income since 1949 has gone to the producer.

Meanwhile, sealed bids on the 10-acre studio site must be in by next Monday (April 4) under an order signed by Superior Judge Paul Nourse (BT, Feb. 21). Both Miss Pickford and Mr. Goldwyn are expected to bid when the date for public auction is set.

Miss Pickford, if successful in acquiring the estimated $35 million property, is expected to enter tv film production.

'Looney Tunes' to KTLA (TV)

FIRST-RUN and exclusive rights to a package of 191 "Looney Tune" cartoons, originally produced by the late Leon Schlesinger for Warner Bros. Pictures at an estimated $6 million cost, have been purchased by KTLA (TV) Hollywood.

Contract with Guild Films, Hollywood, present package owners, gives KTLA exclusive rights for two years, with options.

Shellric Sets New Series

SHELLRIC Corp. has purchased a series of shows proposed for tv showing and titled The Boy Who Changed the World, Sid Caesar, NBC-TV star and president of Shellric, New York, has announced. The series will portray the boyhood of men who have made outstanding contributions in the arts and sciences.

Idea for the programs originated with a tv play of the same title by Joseph Schrank which was telecast last fall on Studio One (CBS-TV). That drama treated the early years of Thomas Edison. Mr. Schrank will serve as writing supervisor and script editor.

Manhattan Tv to Handle AAP

NEGOTIATIONS were completed last week under which the newly formed Manhattan Television Co., Los Angeles, will handle tv film distribution of the entire film catalogue of Associated Artists Productions, New York, in the 11 western states of Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and New Mexico.

Transaction was arranged by Robert I.

Page 62 • March 28, 1955
REMEMBER the DIFFERENCE between Radio and Radio

Two radio stations in the same market can represent the difference between mediocrity and greatness. The big difference may be in facilities, or programming, or management... or in all these elements.

Quality reflects itself in audience acceptance. Great stations build huge and responsive audiences. They offer advertisers the full strength of an immensely influential and surprisingly economical medium.

The radio stations which we represent are great stations in important markets. The quality of their services has earned them significant leadership in public prestige. Naturally, they produce better results.

Let one of our experienced staff explain how the difference between radio and great radio applies to your problem.

THE HENRY I. CHRISTAL CO., INC.
NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

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<tr>
<th>Station</th>
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DASHING?

If you're rushing hither and yon, seeking the biggest TV audience in Kentucky and Southern Indiana, use your head — prop a telephone against it and...

CALL YOUR REGIONAL DISTRIBUTORS!

Go ahead, talk with your jobber in Louisville...

... then in Evansville (101 air miles)
... then in Lexington (78 air miles)

Ask each, "What TV stations do you and your neighbors prefer?"

The calls will cost a few bucks, but you'll have the facts... and you can relax again!

WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT

Spot Sales
Exclusive National Representatives

Page 64 • March 28, 1955
Guild’s Assembly Film

SPECIAL screening of an episode dealing with “horror” comics from Guild Films Co’s Confidential File tv film series, was presented before 125 legislators of the New York State Assembly in Albany last Monday. The screening, believed to be unique in the history of the state body, was arranged by Assemblyman James A. Fitzpatrick of Plattsburg. The next day the assembly unanimously passed a bill, sponsored by Mr. Fitzpatrick, seeking to curb the sale of “horror” and sex comic books to minors. Lou Shainmark, vice president of Guild, reported that several assemblymen had requested the film for showing to women’s groups in their communities.

Kronenberg, president of Manhattan Television, and Kenneth Hyman, AAP vice president. For the past several years, Mr. Kronenberg has been president of Manhattan Film International (distributors) film distributor in the West. Mr. Kronenberg reported that he is currently organizing a staff for his tv distribution company.

ZIV TELEVISION ADDS 11 ACCT. EXECUTIVES

Rifkin describes new personnel as part of firm’s $9 million expenditure for production in 1955.

ELEVEN new account executives have been added to the sales staff of Ziv Television Programs Inc., New York, M. J. Rifkin, vice president in charge of sales, announced last week. Mr. Rifkin said the personnel additions were part of Ziv’s expansion plans represented in the $9 million slated as a production budget for 1955.

New salesmen reporting to the western division sales force are William Andrews, Spence Fennell, and John Forsythe. Mr. Andrews was formerly with the KPTV (TV) Portland, Ore., sales staff. Before joining Ziv, Mr. Fennell was with the sales department of Medallion Productions. Mr. Forsythe was formerly with Rocket Productions, producer of sales training films.

William Dubois, Herbert Pierson, and Dan Bryan have joined Ziv’s eastern sales division. Mr. Dubois was a sales executive with Atlas TV. Prior to his Ziv association, Mr. Pierson was manager of WOIC Columbia, S. C. Mr. Bryan moves to Ziv from Guild Films, where he was a salesman in the Southeast territory.

Five account executives report to the midwestern sales division. They are: Roy McGuire, tv sales manager, WDSU-TV New Orleans; John J. Harpford, sales manager, KCEB-TV Tulsa; Paul Miles, sales representative for Brown & Bigelow, specialty advertising firm; James Delaney, advertising account executive with the New York Herald-Tribune, and Lynn Kirt.

Mr. Rifkin also announced a number of changes within the organization. Jack Gregory has been named western spot sales manager. Jack Pater has been transferred to the Denver area and Art Breiter of Ziv’s Cincinnati office moves to Los Angeles.

In the eastern sales division, Leon Ray and Jack Gainey have been named spot sales managers.

Livingston to Telenews Film As Executive Vice President

APPOINTMENT of Norman S. Livingston as executive vice president of Telenews Film Corp., New York, was announced last week by Robert K. Straus, president. Mr. Livingston will be in charge of the firm’s planned expansion activities in tv programming, commercials, documentaries, government and industrial films of the wholly-owned subsidiary of Telenews Productions.

Previously, Mr. Livingston has worked in the motion picture, broadcasting and advertising fields. Before joining Telenews, he headed his own tv film production firm. He also has served as vice president of Edward Ketter Assoc., and Roy S. Dustine Inc., and was director of program operations at WOR-AM-TV New York.

At Telenews, Mr. Livingston will work directly with Charles N. Burris, general manager; Robert W. Schofield, executive producer; Leona Carney, script editor; Richard Milbauer, news editor, and A. Douglas Comeaux, assistant treasurer.

FILM PRODUCTION

Transfilm Inc., N. Y., has announced completion of production on series of 13 filmed commercials for Shulton Inc. (Old Spice) for use on Paris Precinct. The filmed series is said to be the first tv program to be sponsored by Shulton.


Charles Michelson Inc., N. Y., has completed 26 half-hour programs of The New Adventures of Michael Shayne, featuring Jeff Chandler and based on character created by Brett Halliday, and will place show on syndication market April 1.

FILM PEOPLE

Henry Trainman, editorial supervisor, Robert Lawrence Productions Inc. (tv film producer and packager), N. Y., elected a vice president.


Matthew Rapf and Sidney Lumet appointed producer and director, respectively, on Frontier, new tv series, represented by Ashley-Steiner Agency, New York, and produced by Worthington Minor Productions, which went into production fortnight ago.
18 G-E EQUIPPED STATIONS TOTAL HIGHER MAXIMUM AUTHORIZED POWER THAN ALL OTHER TV STATIONS COMBINED!

Map at right shows number of stations in each Pacific Coast state now on the air with General Electric equipment.

FROM SEATTLE

HERE ARE THE REASONS FOR THE BIG SWING TO GENERAL ELECTRIC

RELIABILITY...Depend on G-E transmitters to keep you on the air year after year. In installations from coast to coast you find positive proof of the reliability of transmitters made by General Electric. Here is equipment of top precision quality, equipment that lives up to G.E.'s world-wide reputation for fine electrical products.

G-E LEADERSHIP IN DESIGN IMPROVEMENTS...G-E engineering constantly aims for and achieves top-notch transmitter design. Increased accessibility saving time for the station engineer...extended tube life...block-building design for easy, economical addition of new amplifiers when higher power is authorized...and provision in the transmitter for convenient conversion to color at minimum cost!

METICULOUS QUALITY CONTROL along the production line plus careful checking of every transmitter at FULL POWER before shipment. Every control circuit is tested...and complete color TV tests are made.

ROCK-BOTTOM INSTALLATION COSTS stem from careful G-E planning of each step...to save time and labor costs for your installation.

THOROUGH PRODUCT SERVICE...Then the G-E engineering staff follows through, during and after installation to assure completely satisfactory performance.

1. A general inspection of the customer's installation to determine that it has been made in accordance with good engineering practices.
2. Alignment of the equipment for proper operation.
3. General evaluation, without proof of performance, that the equipment operation is as it was designed to be.
4. Instruction of Purchaser's personnel in proper operation and maintenance.

LOW MAINTENANCE COST...Long-life tubes and other components minimize replacement needs. Reduce labor hours required to check tubes.

* * *

Get the complete facts on our comprehensive transmitter product line. Write, wire, or phone your nearest field sales representative. General Electric Co., Broadcast Equipment, Section X235-28, Electronics Park, Syracuse, N.Y. In Canada, write: C.G.E. Electronics, 830 Lansdowne Ave., Toronto.
Engineers factory-test a transmitter before shipment.

TO SAN DIEGO

5 stations in WASHINGTON

2 stations in OREGON

11 stations in CALIFORNIA

Progress Is Our Most Important Product

GENERAL ELECTRIC

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

TRANSMITTERS
powered from 100 watts to 100 KW

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

STUDIO EQUIPMENT
for complete audio and video facilities

PORTABLE EQUIPMENT
to handle all remote services
NCIIA GRID PLAN VOTED 193 TO 27

LESS than 24 hours before a scheduled meeting of its tv committee with network, agency, and advertiser representatives in New York, the NCIIA last Thursday announced membership approval, in a mail referendum vote of 193-27, of a restricted conservative national-radio network television football program for 1955 [B&T, March 21].

The committee was slated to meet in New York Friday and Saturday to weigh bids for a network schedule of eight national football telecasts under a plan drafted by the committee. The Big Ten, which fought NCIIA's past restrictive national "Game of the Week" policy in favor of a liberalized regional plan, indicated Thursday it will hold off on selling a Western Conference regional package of five games to a prospective sponsor or sponsors until NCIIA adopts a national schedule.

Opposition to the National Collegiate Athletic Association broadcast plan was expressed earlier last week by the Pacific Coast Conference, which revealed that it had voted against the plan in mail balloting of NCIIA members which it had sent last month.

A statement issued by PCC Conmr. Victor Schmidt in Los Angeles announced: "The Conference has decided to cast a negative vote, but intends to see if the plan is adopted. Publicity in membership benefits, appealing to what extent, if any, Pacific Coast Conference members may participate in it."

While the plan adopted by NCIIA tv committee contained some elements of regional game telecasting under national control, as proposed by the PCC, it did not measure up to what the Conference had asked, Mr. Schmidt observed.

He further emphasized that the negative vote cast last week was that of the Conference alone, and that the PCC member colleges and universities had also cast individual ballots on the issue.

SDX Committee Assignments Include Many From Radio-Tv

BROADCASTERS figure prominently in the appointments of the new committee to wage the primary activities of Sigma Delta Chi in 1955. The appointments were announced last week by the professional journalistic fraternity in Chicago through Allen C. Waite, president of Sigma Delta Chi Associated Newspapers.

Among the broadcasters named to the committee on historic sites in journalism was Spencer Allen, WGN Chicago; Robert E. Tripp, WEAF Dallas; Joseph Hainline, WIR Detroit; Toin Whalen, WBAP-TV Fort Worth; Jack Krueger, WTMJ-AM-TV Milwaukee; Lyell Bremer, KFAB Omaha, and Victor A. Sholis, WHA Milwaukee.

Soil Taishoff, editor and publisher of B&T, was appointed chairman of a committee to study possible broadcasting awards for undergraduates. The committee includes William Ray, news director, NBC Central Div., and Richard B. Hull, director of WOJ-TV Ames, Iowas. Mr. Taishoff also was selected as a member of SDX's Ways and Means Committee, headed by Bernard Kilgore, president of the Wall St. Journal.

The newly Advancement of Freedom of Information Committee is being chaired by V. M. Newton Jr., managing editor of the Tampa (Fla.) Tribune, and is instructed to take an "active, aggressive leadership" in the fight to eliminate "press barriers." Among state chairmen, the list is:

RAB Releases Digest Of ARF-Politz Study

RADIO Advertising Bureau last week started to circulate to 6,000 executives of advertising agencies and advertisers an 18-page, illustrated one: "Annual State of the Last Year's Radio Research Foundation-Politz study on the number and location of household and automobile radio sets."

"They All Have Radios," the RAB report contains 24 charts. The ARF-Politz national survey was undertaken jointly by NBC Radio, CBS Radio, Mutual, ABC Radio and RAB.

The RAB digest emphasizes that the 1954 survey, only 14 million families had "A.C. Nielsen Co. radios just around the house," 25,320,000 in living rooms, 21,560,000 in bedrooms, 16,100,000 in kitchens, 4,390,000 in dining rooms, 1,450,000 in dens and studios, 5,920,000 in miscellaneous locations.

Other data from the study included in the report: radio has a "long lead" over tv, particularly in the South and West, with 90.8% of all households in the South having radios in 1954, compared to only 73.7% for tv, and 94.9% of households in the West having radios as against 50.8% for tv; "excellent coverage of radio for all sizes of families—families with two to six or more persons are being covered by radio at 95.5% to 96.3% of the cases," with comparative figures for tv ranging from 52.3% to 70.7%; "the deep penetration of radio" of the more than 18 million families who live outside of metropolitan areas.

"One reason so many television homes own radios," the RAB study declares, "is that there are so many places where radio and television do not compete for people's attention. There are 18 million places—living rooms —where radio and television are in the same room. But in 97 million other places there is only radio.

TvB Board Meets in N. Y.; Nielsen Pact Announced

TELEVISION Bureau of Advertising, New York, last Friday entertained 34 advertising agency executives at a luncheon at Club 21, New York. The luncheon was the climax of a two-day meeting of Tvb's board of directors. At the meeting, Oliver Treyz, president of TbB, announced that the organization had signed a contract with "A.C. Nielsen Co. for "important marketing research studies."

He pointed out that TbB was "the first sales bureau representing any advertising medium to engage the services of Nielsen for special surveys in the measurements media." As a result of agreement, TbB will be in a position to go to prospects with marketing facts pertaining to the commodities involved.

Northeast N. J. AWRT Formed

A NORTHERN New Jersey Chapter of the American Women in Radio & Television has been organized by N. J. State Chairman Helen Sutton, WN J Newark. Miss Sutton is trying to form a Southern N. J. Chapter.

Officers of the northern group are: Betty Butterfield, WATV (TV) Newark, president; Marilyn Kay, writer, radio, vice president; Maggie Bartel, New York Times, second vice president; Esther Untermann, Newark Civil Defense Council, secretary; Beatrice Kirby, WTTM Trenton, treasurer; Esther Donner, Stater-Simon Inc., and Bertel C. Wright Essex County Tuberculosis League, directors.
DISCOVER A NEW HIGH IN AIR TRAVEL...

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

MEET FELLOW PASSENGERS in the fashionable
"Starlight Lounge." Relax in deep-cushioned
sofas, enjoy your favorite drink from TWA's
complete beverage service at no extra cost.

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

Here's a combination of unsurpassed luxury
and outstanding speed never before dreamed
possible—TWA's new Super-G Constellation!

There's a richly decorated lounge for
pleasant conversation; four spacious cabins;
extra-large lean-back chairs, and many other
luxurious features. At mealtime you'll be
delighted by each course of a delicious de
luxe dinner. And any time at all you can
enjoy your favorite drink—champagne,
scotch, bourbon, or cocktails, all compli-
mentary, of course.

Now operating non-stop between New
York and Los Angeles, Super-G service will
soon be extended to key cities coast to coast.

Be among the first to try the incomparable
new TWA Super-G Constellations.

For reservations, see your TWA travel
agent, or call TWA, Trans World Airlines:

Fly the finest... FLY TWA
TRANS WORLD AIRLINES

March 28, 1955 • Page 69
Fellows Takes Swings At Broadcast Censorship

NARTB President Harold E. Fellows has charged the New York State government, the U.S. House of Representatives and the American Bar Assn. with "assaults" upon the freedom to broadcast.

In an address before the Northeastern U. Convocation in Boston, Mr. Fellows said that "the most complex among the problems ... of mass communications has been the infestation of the people fairly, frequently and in the absence of the odious and heavy hand of censorship."

Mr. Fellows referred to the New York State ban against radio-tv at public hearings, a similar ban in the House of Representatives and the ABA's Canon 35 against the presence of radio-tv at courtroom proceedings.

In his talk, titled "The Freedom Switch," Mr. Fellows warned that since the government licenses radio and tv, "those who regulate and govern may usurp the very liberties which are established in the charter of this nation."

He added: "There have been frequent ex- cessions by governmental authority into the program content of broadcasting. There have been various instances where such authority has said there is too much advertising on radio, too little public service, or in other fashions attempted to influence the content of broadcasts."

"The public has the right to be protected in the Communications Act which establishes the procedures for licencing."

**Deadline Near in RAB Radio Success Contest**

RADIO Advertising Bureau, New York, is ac-
counting unduly Thursday entries from its member

stations in RAB's annual "Radio Gets Results" contest based on 1954 success stories reported by stations for their radio advertisers.

Details of the contest were announced by Kevin Sweeney, RAB president.

Mr. Sweeney said that prizes will be awarded in a variety of advertiser classifications. The fields covered are: apparel; appliances; amusements; automotive; department, dry goods and variety stores; chemicals and drug products; furniture and floor covering dealers; financial; grocery stores; grocery products; housing materials; automotive, in of contest based stations casting, a too little public influence the people fairly, frequently and in the absence of the odious and heavy hand of censorship.

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"The public has the right to be protected in the Communications Act which establishes the procedures for licencing."

**RAB Goes 'Down Under'**

RADIO ADVERTISING BUREAU as-
sumed a more pronounced international flavor when MacQuarie Broadcasting Service became the first Australian radio broadcasting group to join the associa-
tion. Arch L. Madsen, RAB director of member service, announced that nine U.S. radio stations also have been added to the member station list. They are: KWN Reno, Nev.; WAPX Montgomery, Ala.; WIBC Indianapolis; WMAL Washington, KVLW Pauls Valley, Okla.; WCTA Andalusia, Ala.; WCUM Cum-
berland, Md.; WDKN Dickson, Tenn.; and WGEA Geneva, Ala.

**Libel Suit Protection Dominates Illinois Meet**

PROTECTION for broadcasters on civil libel suits and the soundness and effectiveness of radio as a medium dominated discussions of the Illinois Broadcasters Assn., meeting last Thursday in Springfield, Ill.

Talks were delivered by Chet Thomas, vice president and general manager of KXOK St. Louis, on the subject, "How Independent Can We Be?"; Fred Palmer, Fred A. Palmer Co., radio talent consultant, and Illinois State Sen. George Drach, who discussed his current bill designed to protect broadcasters against civil libel suits in defamation by statutory measures by political candidates.

Roundtable discussions, under chairmanship of Leslie Johnson, WHBF-AM-TV Rock Island, included these broadcasters: Shaun Murphy WTVP (TV) Decatur; Harold L. Dewing, WQOK Springfield; Robert Burrow, WDAN Dan-
ville; Milton Friedland, WICS (TV) Springfield; Marvin Hult, WMBD Peoria; Ollie Kelle, WATX Springfield; Gordon Sherman, WMAY Springfield; Joseph Bonansinga, WQEM-AM-
TV Quincy, and Ray Livesey, WLBH Mattoon.

**NARTB's Fellows to Address AWRT Meeting May 5-8**

NARTB President Harold E. Fellows will ad-
dress the American Women in Radio & Tele-
vision convention to be held in Chicago May 5-8. Over 500 women broadcasters, executives and other personnel are expected to attend the four-day workshop and panel sessions at the Drake Hotel. The program is designed to im-
prove salability of women's programs.

Mr. Fellows is slated to speak along with Mrs. Ovetta Culp Hobby, Secretary of Health, Education & Welfare; Bea Adams, St. Louis, "Advertising Woman of the Year," and Mrs. Mildred McAfee Horton, former president of Wellinger Claire, and commanders of the WAVES during World War II. Jane Dallon, WSPA Spartanburg, S. C., AWRT president, will preside at a dinner opening the conven-
ience May 5. Judith Waller, NBC Central Div., will introduce speakers.

**Sports Broadcasters Assn. Appoints Committee Members**

APPOINTMENT of seven members of a newly-
created advisory committee of the Sports Broad-
casters Assn. has been announced by Don Dunphy, president.

Members of the committee are Mel Allen, Red Barber, Bryan Field, Russ Hodges, Jimmy Pow-
er, Bill Herrn and Jack Imus, radio sportscasters, and Jimmy Dolan, sports director of DuMont. Other committee members include press, radio and press directors, of the membership commission.

The other committee members are Chris Senkel of DuMont, Bob Finnegan of ABC, Jack Dillon of NBC-TV and Wilt Aesch, sports director of WMGM New York.

**Pa. Broadcasters to Meet**

SPRING meeting of the Pennsylvania Assn. of Broadcasters will be held April 28-29 at the Bedford Springs Hotel, Bedford, with Harold E. Fellows, NARTB president, as a speaker. Quid Pro of the press panel will be Richard P. Doherty, consultant; FCC Comm. John C. Doerfer, and Gov. George M. Leader of Penn-
sylvania.

**TRADE ASSN. PEOPLE**

Hilda Rayfield, national spot sales manager, KABC Hollywood, and Virginia West, pub-
licist, ABC Radio there, elected president and corresponding secretary respectively. Cinema City, Business & Professional Women's Club, Hollywood.

H. Needham Smith, sales manager, WTRF-TV Wheeling, W. Va., named president, Wheeling Ad Club; William Greaver, promotion director, WTRX Belleair, Ohio, named vice president.

Bob Fouts, sports director, KOVR (TV) Stock-
ton, Calif., elected president, Northern California Basketball Writers & Broadcasters Assn.

Lyle Bond, sportscaster, KJH-TV Hollywood, elected vice president, Southern California Basketball Writers & Broadcasters Assn.

William J. O'Meara, casualty advertising man-
ger, Aetna Affiliated Companies, Hartford, Conn., appointed chairman, Hartford Adv. Club awards project.
You Might Cycle Coast to Coast in $14\frac{1}{2}$ Days*—

BUT . . . YOU NEED WJEF RADIO TO COVER GROUND IN GRAND RAPIDS!

WJEF is the "big wheel" for radio in Metropolitan Grand Rapids—which is Western Michigan's big wheel market.

There are 116,870 radio homes within the Metropolitan Grand Rapids area. Conlan figures, left, show that WJEF gets 12.6% more morning listeners than the next station—25.2% more afternoon listeners—9.6% more evening listeners. And WJEF costs less, ALL the time!

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* Corporal Donald Mainland, U.S.M.C., cycled from Santa Monica to New York in $14\frac{1}{2}$ days in May, 1953.
FUNCTIONAL FM OPERATIONS AUTHORIZED BY COMMISSION

Effective May 2 fm stations may begin functional music or other secondary programming via multiplex. For a year, simplex transmission may be used in hours other than new 36-hour weekly minimum set for regular programming to public. ‘Subsidiary communication authorizations’ must be obtained.

IN AN EFFORT to breathe new life into fm, broadcasting and open new horizons to radio for business development, FCC last week authorized functional music and related “subsidiary” services by fm stations on both a simplex (for the year only) and multiplex basis, effective May 2 [CLOSED CIRCUIT, March 21].

FCC opened the door once more to fm transcasting, but this time on a local option basis subject to interpretation and regulation by local public utility commissions.

Since the Commission majority refused to recognize functional music operation as “broadcasting” within the meaning of the Communications Act, FCC will license each specific subsidiary service through the issuance of a “subsidiary communications authorization,” dubbed an SCA.

SCAs will be given fm broadcasters who— in addition to airing a newly established minimum of 36 hours weekly of regular program service to the public—wish to simplex or multiplex functional music, news, time, weather or related subsidiary program material to specific “customers” having special receivers tuned for their service.

Outside of the 36-hour weekly minimum established for regular program operation (five hours daily in the period 6 a.m. to 12 midnight), fm stations can simplex functional music programs for a year since multiplex equipment is not immediately available, the report indicated.

FCC said both multiplex transmitting and receiving equipment will be available “within a relatively brief period,” basing its estimate on comments by Multiplex Development Corp., Crosby Labs. Inc., Field Enterprises Inc. and W. G. H. Finch’s WGHP (FM) New York, among others.

Stations now engaged in “unauthorized” functional music operations will be given 60 days after May 2 to file applications for an SCA to cover their respective operation, FCC said. About 20 outlets have been engaged in functional music programming since 1948, it was estimated.

Although the Commission report did not specify how many subsidiary program services might be multiplexed into the primary program signal of a given fm station under the SCA policy, Commission representatives told B&T last week they estimated three additional good quality program services probably could be accommodated within the technical specification set forth in the report.

A larger number of subsidiary services of lesser grade, such as purely voice channels, also might be accomplished, it was believed. Factually also would be allowed, it was noted, but this type of service already was authorized in FCC’s rules, Sec. 3.566.

Practical application of the Commission policy was projected to mean an fm station might broadcast its regular balanced schedule of programs for the public and in addition gain added revenue through commercial exploitation of three multiplexed, subsidiary services.

For instance, it was hypothecated, the three multiplexed programs might be functional music services for different purposes, each including its own schedule of commercials, news, time and weather or other material in addition to music. The first multiplexed service could be planned for chain grocery stores with commercial spots for various national brands of food. By using supersonic “beep” tones to trigger specific receivers, additional commercials could be selected for airing only in A&P markets, others citing the day’s specials in the Safeway stores, etc.

The second multiplex service might be designed for background music in restaurants, hotels, banks or factories, while the third multiplex service could include voice or facsimile programs of weather data, news or similar information desired by special clients.

The subsidiary program material will have to compete with content of an entertainment or informational character as usually conceived, FCC indicated, and may not compete with services now available to the public through common carrier or other licensed radio operations. Taxi dispatching or doctor paging, FCC noted, would not be allowed as an auxiliary fm service since they already are provided by other radio operations.

The continuous stock market news subscription service for business firms was described as a borderline case for fm stations, FCC said, since Western Union already provides the service on a common carrier basis. Functional fm operations may not acquire common carrier status, FCC said.

FCC’s rules on political broadcasts and control of the air in (equal opportunity views) will apply to subsidiary programs whether multiplexed or simplexed, the report said. Annunciation of sponsorship or identification of mechanical records, however, will apply only to simplex operations, the report indicated, although such announcements can be cut out from reception on the special functional music receivers through use of supersonic “beep” signals.

One important feature of financial and legal interest to fm broadcasters, it was pointed out, lies in the Commission’s interpretation that the subsidiary services are not broadcasting. As a result, such programs may fall under Sec. 605 of the Act prohibiting interception of private or nonbroadcast communications, thereby enabling fm broadcasters to stop pirating of their functional music shows by commercial establishment which do not pay for the service.

“Although we have considered the application of Sec. 605 in this matter,” the FCC report said, “we wish to note that the question of the applicability of this section will, in all probability, be determined by court actions. However, it is our opinion that Sec. 605 would be contravened by the unauthorized reception of a signal only if the signal is being transmitted only for reception by the special interests of the industrial, mercantile, transportation or other subscribers without any intention of reception by the general public.”

FCC cautioned that the SCA will be issued only to duly authorized fm stations (under license or permit) and may not be transferred or assigned unless the station license or permit itself is transferred.

Fm stations will have to win renewals of their licenses solely on the basis of a showing that their regular programs are balanced, FCC said. An fm station’s original grant or renewal “cannot be promoted by the SCA operation,”

REPORT TO THE INDUSTRY:

Results of the balloting of the leaders of the National Audience Board Inc., identified with 22 civic and cultural organizations, after a special studio preview of “DAVY CROCKETT AT THE ALAMO” at the invitation of Walt Disney and after the public screening over ABC-TV:

"Excellent Entertainment for the Entire Family. Historically Instructive."

NATIONAL AUDIENCE BOARD INC.
Peter Goelot, President
New York City, N. Y.

Technical Specifications

TECHNICAL specifications for multiplex operation by fm stations pursuant to the FCC’s new policy were covered in an article in the final report, Commission spokesmen said, to allow full development of the art.

The report concluded “the present operating and performance requirements of the main channel should not be changed except to permit a reduction of approximately 3 db in the program level. It is also concluded that operating parameters for sub-channels should not be rigidly specified.”

Limitations decided for sub-channels included:

(a) Frequency modulation for subcarrier shall be used. (b) The instantaneous frequency of the subcarriers shall at all times lie within the range of 20 to 75 kc. (c) The arithmetic sum of the modulation frequencies of the main carrier by the subcarriers shall not exceed 30%. (d) The total modulation of the main carrier, including the subcarrier, shall meet the requirements of Sec. 3.268. (e) The instantaneous frequency modulation of the main carrier caused by the subcarriers shall exceed 3 db in the frequency range 30 to 15.000 cycles, be at least 60 db below 100% modulation.
Just how much territory does the KENS 50,000 watt voice cover?

- 105 counties in the .5 Millivolt area of KENS
- 4,271,400 people within the KENS coverage
- 1,171,100 families earn their living within KENS' range
- $5,845,696,000 is the annual buying power for the KENS audience

The powerful daytime voice of KENS 680 Kc. dominates the 109,737 square mile area lying between Houston . . . Waco . . . San Angelo . . . Del Rio and Brownsville. All that land . . . with all of its cities and all of its people with all of that money gives the KENS advertiser amazingly low cost per thousand, astonishingly low cost per sale. Free & Peters has full information.

Ask FREE & PETERS, Inc. for details
the report warned, pointing out "the licensee must establish that its broadcast operation is in the public interest, wholly apart from the SCA."

Adopted by a Commission majority March 16 and released Tuesday, the report is based on a proposal first issued Dec. 31, 1953. The final report was approved by Chairman George C. McConnaughey and Commissioners H. Hyde, Robert E. Lee and Robert T. Bartley. Comr. Frieda B. Hennek did not participate. Partial dissent were written by Comrs. John C. Doerfer and E. M. Lyle.

Comr. Doerfer took issue with the majority's conclusion that the functional music-type service is not "broadcasting" within the meaning of the Act. He pointed out that the functional music program has wide popular appeal via home receivers in addition to the special functional music customers of the particular stations.

Comr. Webster believed the Commission's effort to help fm broadcasters through allowing new sources of revenue actually will result in overemphasis upon the subsidiary program. He thought "nonbroadcast operations over fm channels on a multiplex basis will foster the growth of fm broadcasting only if the licensees are required to broadcast simultaneously with their nonbroadcast activities from 6 a.m. to 12 midnight, retaining the 36-hour minimum requirement."

**Effect Would Be Reallocation**

He suggested the practical effect would be a "reallocation" of the fm band to subsidiary services without opportunity of public hearing for all interested groups.

In concluding functional music-type service is not broadcasting, the FCC majority reasoned that "the functional music operator has no objection to and indeed, probably desires the reception of his transmissions by the general public in addition to the special places primarily involved. But as demonstrated by the format adopted and apparently the station's source of revenues, the service directed to the special points or subscribers would clearly appear to be the key to the overall operation."

"A background music or storecast operation employing telephone wires is concededly providing an industrial point-to-point service; we cannot conclude that the essential nature of such an operation is changed because of the use of radio transmissions."

"It is our view that the operation—insofar as the programming is directed to the special interests of the industrial, mercantile, transportation, or other subscribers and is not primarily intended for reception by the general public—must be characterized as predominately non-broadcast in nature. The fact that a large portion of the transmission—excluding most of the program material—may be received by the general public on home receivers as an incidental by-product of the primary intent of the transmissions does not change this rationale."

"The argument that these are specialized services similar to a 'good music' service does not withstand scrutiny. To sustain this, a showing would have to be made in each case that the functional music station was meeting some specific local demand in a community having several broadcast services."

Concerning fm's need of a financial boost, the report concluded "the basic idea behind the outstanding proposal is sound and should be adopted."

In reaching this conclusion, FCC said, "we reject the contentions made by the National Committee for Utilities Radio, Central Committee on Radio Facilities of the American Petroleum Institute and the U. S. Independent Telephone Assn. and Storer Broadcasting Co. These parties contend that the proposals in effect constitute a reallocation of the fm band to non-broadcast services."

FCC discounted Stover's fear that the fm policy would be an opening wedge to converting all broadcast bands to non-broadcast uses, such as subscription radio or tv. The Commission said these issues are pending in a separate proceeding.

Concerning the issue of "forced listening" involved in fm transitcasting operations, the report said the problem "stems from the necessity of the public to patronize monopolistic transportation facilities. In every situation, therefore, there is either a regulatory body established to supervise the activities of the transportation company or the latter is municipally-owned and regulated directly by the community legislative council.

**Agencies in Better Contact**

"We believe such regulatory agencies are in closer contact with the situation and, therefore, can better decide the policy questions involved. Thus, it is conceivable in a small community to have a survey or referendum vote which reveals overwhelming or total support of a transitcasting operation. In such a situation, it is difficult to see how a broad rule of this Commission proscribing such an operation could be justified."

The report indicated FCC does not intend to prevent fm stations from making agreements with others to install and maintain functional music equipment, engage in sales promotion or supply record libraries. "What is intended," the report explained, "is that the licensee maintain continuous control over all the material transmitted ... all contracts involving these specialized services must have a provision that the licensee is to have complete control over and pass on all material to be transmitted, not only to the station on a simplex transmission, substitute a broadcast program at any time when it deems it in the public interest to do so."

**Ban on Functional Music Will Arouse Public—Strouse**

PREDICTING great public protest if functional music programs will no longer be available to the general public, Ben Strouse, manager of WWDC-FM Washington, announced last week that his station has received more than 1,000 letters a week lauding the functional music service.

"It is true that WWDC-FM's programming of instrumental music was originally designed with Transit Radio in mind," Mr. Strouse said. "After the abandonment of Transit Radio, it was concluded that the latter was a specialized service which FCC in its decision narrowly calls non-broadcast services."

"That is the record, but only to a point. A by-product developed which even broadcasters did not foresee. The general public appreciates, enjoys and listens for hours on end to what the FCC calls non-broadcast services."

Believing WWDC-FM's audience now exceeds 100,000, Mr. Strouse noted that under FCC's new policy "WWDC-FM must abandon almost immediately 36 hours a week of this program-
The above message is typical of the reports RCA is getting from broadcasters throughout the industry—in shortwave broadcast operations—in standard band services—in television, VHF and UHF.

RCA Power Tubes enjoy this widespread professional acceptance because they operate with remarkable stability. Their long-life performance helps reduce capital investment per hour of tube operation...cuts "down time" to a minimum.

Profit by the satisfactory experience of leading stations. Specify "RCA"—the Power Tubes with a proved-in record of operating performance. They're available ON CALL—from your RCA Tube Distributor.
DAVIS CHOSEN FOR SENATE TV PROBE

Former chief counsel of Senate Judiciary Committee's Anti-Monopoly Subcommittee becomes majority counsel for Senate Commerce Committee's investigation of television networks and uhf-vhf problems.

CHAIRMAN Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee last week appointed a trust-busting attorney as majority counsel for the committee's investigation of the networks and uhf-vhf problems, but it looked like upcoming hearings may not begin until late April.

Sen. Magnuson named Sidney Davis, New York attorney who has been chief counsel for the Senate Judiciary Committee's Anti-Monopoly Subcommittee since the GOP-controlled 83d Congress, for the Democratic post. Meanwhile, there was speculation last week among the questions raised by the FTC's jurisdiction and whether the Clarksburg newspapers opposed they are adequately regulated.

The FTC, and whether the Clarksburg newspapers the Clark County, and whether the Clark County newspapers are adequately regulated.

The FTC, and whether the Clarksburg newspapers are adequately regulated.

The FTC, and whether the Clarksburg newspapers are adequately regulated.

The FTC, and whether the Clarksburg newspapers are adequately regulated.

The FTC, and whether the Clarksburg newspapers are adequately regulated.

The FTC, and whether the Clarksburg newspapers are adequately regulated.

The FTC, and whether the Clarksburg newspapers are adequately regulated.

The FTC, and whether the Clarksburg newspapers are adequately regulated.
because industry is booming in the San Francisco area...

In the San Francisco area, there's a kinship between the city's "better things" and the area's industry. Support for San Francisco's great opera season, for example, comes from the ranks of both labor and management; both have money to spend and spend it for "the better things".

... AND THE BETTER THINGS THEY SEE ON KPIX CBS-TV

In this responsive area, full CBS programming and highest-rated local productions give the KPIX advertiser a remarkably high response potential. Ask your Katz man for the whole KPIX story.

The huge new Ford assembly plant at Milpitas contributes over a million dollars a month to the metropolitan area's annual payroll which grows like this:

1945: $825,000,000

1954 (est): $2,800,000,000

WESTINGHOUSE BROADCASTING COMPANY, INC.

SAN FRANCISCO, CALIFORNIA

Affiliated with CBS Television Network

Represented by the Katz Agency
FCC SEEKS TO AMEND PROTEST RULE

Commission asks changes which would not permit obstructionist tactics by competitors for radio and tv grants.

Comr. Doerfer wants complete repeal of the rule.

The FCC last week asked Congress to amend Sec. 309 (c) of the Communications Act. It said that the protest rule—one of the major provisions inserted in the Communications Act by the 1952 McFarland Act—was used to delay competition by existing stations. The Commission also claimed that the term "party in interest" has been so broadly interpreted by the courts that almost anyone could claim standing.

Comr. John C. Doerfer submitted separate views calling for the outright repeal of the protest rule.

The protest rule provides that any party in interest can object to a grant made without a hearing, for 30 days after the grant is made. It also requires the protestant to specify "with particularity" his objections. The Commission is given 30 days to consider the matter and either to deny the protest or grant a hearing. Denials are usually based on the fact that the objector does not have standing as a party in interest or that he has not specified in sufficient detail his reasons for protesting. The rule also tells the Commission to stay the effectiveness of the grant complained of, unless it is an existing service.

The Commission asked Congress to amend the rule in three particulars:

1. Permit the FCC to deny a protest without a hearing if the facts alleged, even if true, are not sufficient to warrant a reversal; (2) permit the Commission to deny a request that its order be stayed if in its opinion it would not be in the public interest to do so; and (3) allow the FCC to draw the issues for a hearing and not be required to take the issues presented by the protestant.

The protest rule has resulted in substantial delays in the construction and operation of new television or radio stations authorized by the Commission without a hearing," the FCC said.

FCC Personnel Sidetracked

The Commission continued: "Such hearings, it should be indicated, not only delay the effectiveness of the particular authorization involved but also occupy the time and efforts of members of the Commission's limited staff who could otherwise be utilized in connection with other proceedings, including necessary hearings involving competitive television applications."

The request was referred to the Senate and House commerce committees.

It is similar to the recommendations submitted to the 83rd Congress (HR-7795), which died in committee.

Comr. Doerfer said the Sec. 309 (c) rule "is inconsistent with the philosophy of the Act which seeks to provide for the public interest within the framework of competition."

"Experience has shown," he said, "that Sec. 309 (c) demands an undue amount of Commission time, is used primarily for delay by competitors, and accomplishes no useful purpose."

If the Commission has made a mistake, he said, evidence should be submitted to the FCC directly "not by the creation of an official kibitzer."

"The idea that the public should be denied a service pending selfish and self-serving maneuvers by competitors is wholly foreign to the American concept of administrative agencies," he said. The protest rule is an "obstruction" to the working of the Commission. He said that over the recent 1,400 minutes of Commission time, 397 minutes (28%) were spent on protest matters.

"This constitutes a demand for an undue proportion of time on matters which eventually prove to contribute little if anything to the protection of the public interest," he concluded.

The Commission objected to the inclusion of the protest rule in the Communications Act when it was being considered in 1952. The provision had support from broadcast attorneys.

At first the Commission attempted to circumscribe the use of this regulation by narrowly interpreting it regarding standing and whether the allegations were set forth in sufficient detail. However, a number of court decisions—including a last week's ruling on the Spartanburg, S. C., case (see story below)—overruled the Commission's literal approach.

FCC Ordered to Hear WSPA-TV Move Protests

FCC was told last week that it must hold a hearing on the protests of WGVL (TV) Greenville and WAIM-TV Anderson, both South Carolina, against the transmitter move of WSPA-TV Spartanburg, S. C., from Hogback Mt. to Paris Mt., a few miles outside of Greenville.

Federal Court of Appeals in Washington said that ch. 7 WSPA-TV affiliation with CBS would adversely affect the two protestants. Both ch. 23 WGVL and ch. 40 WAIM-TV claimed that the WSPA-TV move was due to its desire for a CBS affiliation, which could not be gained from the Hogback Mt. site because of overlap with CBS-affiliated WBTV (TV) Charlotte, N. C.

Both the uhf stations currently hold CBS affiliations, and the WSPA-TV move, they said, would cause them to lose that network.

The unanimous three-judge decision, written by Circuit Judge Henry W. Edgerton, held that there was sufficient indication of economic injury to warrant the hearing required by the protest rule (Sec. 309 [c]).

In answer to the Commission's contention that the matter of affiliation was one of private negotiation, the court ruled that "the economic injury that gives standing . . . to oppose Commission action, is seldom if ever a direct result of Commission action. Even the grant of a new station license does not automatically take advertising revenue away from existing licensees, but only creates a situation in which the new licensee may be able to get the revenue by private negotiation, yet existing licensees are 'adversely affected' and 'parties in interest.'"

Circuit Judges David L. Bazelon and Charles Fahy concurred.

WSPA-TV received its ch. 7 grant late in 1953. Early in 1954, it asked and received FCC approval to begin temporary operation from its Paris Mt. site. This brought objections by the Greenville and Anderson stations. Failing to win FCC to their protests, the uhf sta-

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and many more . . .

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Page 78 • March 28, 1955
tions filed a court appeal and secured a stay order. Following this, WSPA-TV surrendered its de-intermixture order and asked for a permanent move of its transmitter site to Paris Mt. Again, over the protests of the uhf stations, the Commission granted the move. Again the FCC propositions appealed and secured a stay order. Last week's ruling was the result of argument before the court last month [BT, Feb. 7].

FCC DEFENDS BUDGET IN HOUSE HEARING


AN INVESTIGATION of networks would take six months and cost $100,000. That is the FCC view offered when the Commission appeared before the House Appropriations Committee Feb. 19 in defense of its proposed $6.7 million budget for the 1956 fiscal year.

Those estimates were given by Comr. Rosel H. Hyde, and reported in the transcript released last week.

Mr. Hyde, former FCC chairman, also reported that the FCC had asked for 10 extra men in 1951, 14 in 1952 and 1953 and 16 in 1954 to conduct a network study. All of these were disallowed by the Budget Bureau, he explained.

The subject of alleged network domination by a vhf was referred to several times during the meeting.

Rep. Albert Thomas (D-Tex.), chairman of the Independent Offices Subcommittee, referred to the network information associations which should "sell that service to every station that wants to buy it. Do they [the networks] not have a monopoly just like it was alleged the AP and the UP had in another field?"

Comr. Frieda B. Hennock concurred.

"What you suggest is wonderful," she said to Mr. Thomas, "but they are 10 times as powerful as AP or UP ever were. They control their advertisers and have controlling influence on the stations...."

Mr. Thomas asked if this "problem" had been submitted to the Justice Dept.

"Not to the Dept. of Justice," Miss Hennock answered, "but we have two proposed investigations. I do not even have sufficient data on it. We cannot compete with those fellows. This got so bad one day I could not do anything but cry, and I cried."

The hearing developed that as of the Feb. 17 date, there were 140 tv applications being processed, another 30 being processed. It also was shown that at least one network, in the FCC's opinion, should be disallowed by the Budget Bureau.

The FCC is asking for $6.7 million for the fiscal year beginning July 1, 1955. Of this, $1,205,764 is for the broadcast activities. The FCC Bureau is listed for 190 people.

At one point, Comr. Robert T. Bartley declared that if the FCC was to do its proper job, it should be built up to where it would warrant a $1.9 million appropriation. At another point, Comr. E. M. Webster anticipated one million new transmitters in the U. S. in a "very short time."

Meanwhile, the House last week approved a second supplemental appropriation bill which carries $5,800,000 for the FCC for this fiscal year. This is to maintain FCC's present personnel load of 1,036, according to Chairman George C. McConnachie in a statement to the House Appropriations subcommittee March 9.

Without the supplemental appropriation, Mr. McConnachie said, the FCC would have to let 40 people go on June 30. He called attention to the fact that the proposed 1956 fiscal budget provides for 1,030 employees.

The greatest need, the FCC chairman said, was in broadcasting. He cited subscription tv, court litigation, standard broadcasting backlog, and rules changes as among the major, heavy broadcast activities. He also referred to the heavy load of consumer, safety and special services, common carrier and national defense.

The supplemental appropriation is now before the Senate Appropriations Committee.

New Orleans, Baton Rouge De-Intermixture Proposed

REQUEST to de-intermixin New Orleans and Baton Rouge, La., was filed last week by ch. 61 WJMR-TV New Orleans [BT, March 21].

WJMR-TV asked the Commission to switch Baton Rouge's ch. 2 to New Orleans and New Orleans' ch. 61 to Baton Rouge. This would, WJMR-TV said, make New Orleans a vhf network and Baton Rouge, uhf.

It also offered to exchange equipment with Baton Rouge ch. 2 for WBRZ (TV) which is scheduled to begin operation April 15.

New Orleans is allocated commercial chs. 4, 6, 12, and 61, and educational ch. 2. Pre-freeze WDSU-TV operating on ch. 6, is affiliated with all four networks. WJMRL-TV said, it is sure it will lose its CBS affiliation when the ch. 4 station begins operating. It will then have to go off the air, it warned. It said it had been operating at a loss ever since it began operating.

STORER URGES AREA DE-INTERMIXTURE

DISAGREEMENT with the Plotkin Report has been expressed by George B. Storer, president, Storer Broadcasting Co., in a letter to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee.

In alternatives, Mr. Storer recommended:

(1) area de-intermixture, (2) no limitation on multiple ownership, (3) extension of broadcast station licenses from present three years to five, (4) revision of network affiliation contract term from present two years to five, and (5) abandonment of 90-day or six month cancellation clause in network contracts.

In discussing uhf, Mr. Storer suggested a 60 to 90-day freeze on uhf applications, including those in hearing, to permit uhf stations to take steps to seek de-intermixture. This should be permitted, Mr. Storer said, if at least 40% of reception and market are uhf-uncovered, not more than one vhf in market and no uhf vhf Grade B signal from another uhf less than 60 miles away is received. Otherwise, Mr. Storer said, the city should be closed.

Networks are essential to the development of uhf, Mr. Storer pointed out. Regarding network-affiliate relationship, Mr. Storer said he regarded Mr. Plotkin's recommendations as "unsound and unworkable and could mean the end of network broadcasting."

Multiple ownership has improved broadcasting, Mr. Storer said.

"We do not know of any instance in which a station's service to the public has not benefitted from multiple ownership," he added.

Mr. Storer also alluded to the anti-trust laws as being applicable to any instance where monopoly, because of multiple ownership, might arise.

Storer Broadcasting was the first group owner to acquire the maximum number of tv stations: WJKB-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WBBM-Chicago, WXEL (TV) Cleveland, WGBS-TV Miami, and KPTV (TV) Portland, Ore. The last two are uhf.

It was this company which initiated the suit in the appellate court which resulted in a finding that the FCC's maximum ownership limitations were invalid. This is being appealed to the Supreme Court.

Government-Industry Effort Need on Radiation—Baker

CLOSE industry and government (FCC) cooperation in tackling the problem of spurious radiation was advanced last week by Dr. W. R. G. Baker, GE vice president and director of the Radiation Engineering Dept.

He noted that with increased use of electronic devices, a comparable rise in interference between services has been evident.


Dr. Baker proposed a joint consulting group made up of FCC and industry members which he said would find immediate acceptance within the manufacturing industry.

Mr. Sterling reviewed FCC studies and policies. Mr. Loughren, taking note of the Joint Technical Advisory Committee (JTAC), said he thought that group's final report would suggest certifiable apparatus would be set up by FCC. After manufacturers proposed limits and test methods and comments were solicited from users of apparatus to be disturbed, FCC could then determine limits and conformance.

WDEL-TV, KBTB (TV) Sales Approved by Commission

SALES of WDEL-TV Wilmington, Del., for $3.7 million and KBTB (TV) Denver for $900,000 received FCC approval last week. WDEL-TV's transfer was on FCC's "explicit understanding" that it remain a Wilmington station.

WDEL-TV, ch. 12, was purchased by Paul Harron, principal owner of WIBG-AM-FM Cleveland, from John F. Steinman, owner of WGAL-AM-TV Lancaster, WLEV-TV Bethlehem - Allentown, WKBO Harrisburg, WET West Orange, WORK York and WARR Reading. The Steinmans also publish the Lancaster Intelligencer-Journal and New Era.

Mr. Harron is also the principal owner of a New York and Philadelphia wired-music com...
pany, of the Atlantic City Racing Assn., and an outdoor swimming pool.

WDEL-TV went to maximum 316 kw power early last month and is putting a Grade A signal into Philadelphia from its transmitter site, five miles out of Wilmington toward Philadelphia. The Wilmington station was an NBC affiliate until it increased its power. The affiliation reportedly was cancelled because of overlap with NBC-TV affiliate WPTZ (TV) Philadelphia.

The transfer was approved on the condition that it not be consummated until the permit for ch. 23 WIBG-TV is surrendered. With reference to its understanding that WDEL-TV will remain a Wilmington station, the FCC, by letter, advised Mr. H. F. Serpas, Washington law firm of Pfizer, Fortas & Porter, and former special counsel to the Senate Interstate & Foreign Commerce Committee.

Advising the Broadcast Adv. Club of Chicago Wednesday, Mr. Plotkin predicted further hearings would be held on the subject and stressed that it is a "bi-partisan issue and cuts across party lines."

"I think you can count on the government moving in an even stronger wave of proposals if a solution if a solution is not worked out," he declared, adding "There are no scapegoats—no evil people involved."

Referring to network option-time proposals as outlined in his memorandum, Mr. Plotkin noted that enforcement could be attained through any one of three channels—the Justice Dept., in a suit charging anti-trust violations; adoption of new FCC rules and regulations; and by Congress.

Mr. Plotkin also lauded the proposed film network venture, National Affiliated Television Stations Inc. [B.T., March 21]—backed by General Electric Co.—as a "far-reaching and far-sighted program" and noted it could be an answer to the problem. He said it is "too early to know what effect it will have" but expressed hope other companies would "pitch in on grounds that "GE can't do it alone."

Mr. Plotkin noted the government traditionally steps into controversies when the parties involved are unable to resolve their problems. With respect to the common carrier suggestion, Mr. Plotkin was alluding to a proposal submitted by Sen. John Bricker (R-Ohio), ranking GOP member of the Senate Interstate & Foreign Commerce Committee [B.T., Feb. 21]. Mr. Plotkin questioned this course in his report.

Speaking before a BAC lunch before a meeting at the Sheraton Hotel, Mr. Plotkin traced the history of tv station allocations the past 10 years. He acknowledged that the "sparkplug" for the current uhf investigation was the economic plight and serious economic difficulties of uhf outlets. He noted complaints that certain stations were not getting network programs, particularly programs of CBS and NBC.

Mr. Plotkin reminded that uhf stations got into operation seven years after vhf operators went on the air. He noted introduction of the color problem before FCC in 1946-47 and presented the tv freeze Sept. 30, 1948, and the Commission looking into certain propagation factors in 1948-49.

Aside from "a few lucky ones," Mr. Plotkin observed, most uhf operators with the lifting of the freeze entered already established vhf station markets. He conceded that uhf pioneers might have had it a bit easier than their early vhf tv brethren in that, while they lacked circulation, programming sources were there. Mr. Plotkin said experience has shown that where there is no vhf competition, uhf has faced "relatively well," providing it had sound management. But "by and large, uhf operators..."
Only STEEL can do so many jobs so well

Enduring Beauty. Since church building budgets are limited, it might seem an extravagance to cover the steeple with stainless steel. But stainless steel lasts so long, and is so resistant to corrosion, that in the long run it is the least expensive metal you can buy for hard service. USS Stainless Steel is made in all types and finishes.

Custom Fit. This main line crossing for a famous railroad contains 1,585 separate parts. All U.S. Steel Trackwork is made to exacting tolerances, in fact the units of the type shown here are always pre-assembled at the shop before shipment to guarantee perfect alignment and fit in the field. It will then be dismantled and shipped.

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found it difficult where two vhf outlets were operating," Mr. Plotkin said, and where only one vhf is functioning, a uhf broadcaster has "a reasonable opportunity of success."

Over 170 uhf permits have been returned, he said, and there's "little chance" that a large part of 80 other permits will be used. He said this situation poses a legitimate question that requires a serious answer for uhf with respect to alleged monopoly control.

Mr. Plotkin mentioned three possible solutions as outlined in his report with these comments:
- Move all television into uhf. ("A theoretical but not a practical solution. . . . Poses set conversion problem . . . a decision the American public wouldn't take. Would force government officials out of office.")
- Deintermixture. ("Two many stations are already on the air. It could be done in some markets. If the Commission could keep future uhfs out of existing vhf markets, it might help.")
- All-channel receivers. ("If the present 10% excise tax on all-channel receivers could be removed, then the price spread between all-channel sets and vhf-only could be eased and provide an incentive for manufacturers to make more all-channel units. This would help uhf broadcasters on circulation.")

Mr. Plotkin reiterated his belief that it is virtually impossible for any station, especially a uhf outlet, to operate profitably without a network affiliation. Until this year, he noted, many independent stations had "large deficits" and failed to break even.

FCC's statutory obligation to license as many stations as possible, Mr. Plotkin commented, has led to the result of increased reliance by stations on networks. Some affiliates, he charged, live in fear of displeasing the networks.

Contending that networks should publish standards on duplicated coverage, Mr. Plotkin emphasized that he doesn't suggest they should be subject to Commission supervision. But networks should be made to make available to other stations certain programs rejected by their affiliates. He added that where there are fewer than four stations in a community, a station should be restricted on the amount of time given to a network.

With option time, Mr. Plotkin suggested, there is "no incentive" for advertisers to develop programs on a national spot basis which may be canceled on 56 days' notice in competition with network advertisers. Mr. Plotkin felt national spot representatives operate at a disadvantage and that everybody should be on the same competitive basis.

"There is no justifiable reason for networks to use option time for selling film programs," he added, describing this practice as a "definite strain on competition." Mr. Plotkin said he has discerned no substantial sentiment, however, for taking networks out of the program field.

Mr. Plotkin claimed that option time provisions may violate anti-trust laws and described them as worse than the old "block booking" techniques in the motion picture production and exhibition fields. Stations should have a choice of programs they wish to carry and not have to depend on this feature of network operation, he contended.

**NEW ARKANSAS LAW HITS TOWER HEIGHTS**

State passes measure requiring that counties go by Air Force standards. NARTB says bill is unconstitutional.

CONSTITUTIONALITY of a new Arkansas law—requiring local zoning boards to follow Air Force airport standards—was raised last week by Arkansas broadcasters, backed by NARTB.

The bill (H. B. 505) was passed by the Arkansas legislature early this month. Arkansas Gov. Orval Faubus has signed it, pending his decision on the legislation, which is in the form of an enabling act. It provides that county zoning officials must follow U. S. Air Force standards for military airports.

Believed to be the first such adoption requiring that Air Force standards be followed, the law has been criticized by NARTB General Attorney Vincent Wasilewski and consulting engineer A. Earl Cullum Jr., Dallas.

Mr. Wasilewski, in a memorandum to the Arkansas Broadcasting Assn., declared the act was clearly unconstitutional. It conflicted with the due process clause of the Constitution, Mr. Wasilewski said, and also violated the separation of powers concept between federal government and the states, he declared. The bill requires local zoning units to follow Air Force criteria, he said. The Air Force is part of the Executive Department, the NARTB attorney pointed out.

Mr. Cullum said the bill was dangerous to broadcast interests. Latest Air Force regulations maintain protection to an area 50,000 ft. about airports, he said. It is also unconstitutional, Mr. Cullum said, since it arbitrarily takes away property rights of present property owners.

Even the Civil Aeronautics Administration, responsible for all civilian air service, does not endorse the bill, it was learned. Air Force standards are much more stringent than CAA standards, it was said.

According to best information, about 40 states have passed enabling legislation to make uniform zoning between civilian and military airports. Half of these are the CAA-approved model airport act, sponsored also by the League of Municipal Officers.

Only two court rulings have been made in this field. One, it was understood: a Newark, N. J., airport zoning ordinance was declared illegal because the state had not passed enabling legislation; a Maryland act also was declared illegal because height limits were considered unreasonable.

Meanwhile, at the behest of the Air Coordinating Committee's Washington Airspace subcommittee, FCC announced last week that greater accuracy was to be required in antenna locations and heights.

This is due, the Commission said, because in certain "critical" areas, the variation of even
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Here's that extra power you need for S-T-L and remote pickup—4000 watts E.R.P.* (using 4' parabola). The TLR-3 provides highest quality transmission of color or monochrome signals with program sound channel meeting FCC requirements for S-T-L operation.

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

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

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- Color and Monochrome
- Program Sound channel meets FCC specifications
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*Effective Radiated Power
one foot from the height authorized might involve changes in air flight enroute altitudes or approach procedures. Although FCC now requires geographical coordinates and antenna heights above sea level and above ground, no specific data is required for added height—such as obstruction lighting, beacons, etc.

From now on, the Commission said, it would include in construction permits for antennas in "critical" areas maximum height of uppermost portion of the structure. It also said that the horizontal portion of such antenna sites shall be determined within 1/2 second of latitude and longitude.

MOBILE, DES MOINES GRANTS MADE FINAL

FCC reverses examiner in awarding Mobile ch. 5 to WKRG-TV, upholds initial Des Moines ch. 8 grant to Cowles Broadcasting.

FINAL decisions to grant ch. 5 at Mobile, Ala., to WKRG-TV Inc. and ch. 8 at Des Moines to Cowles Broadcasting Co. (KRNT) were announced by FCC last week.

In the Mobile ruling, FCC reversed an earlier initial decision of a hearing examiner which had preferred the competing bid of Mobile Television Corp., identified in ownership with the Mobile Press Register and WDSU-AM-FM-TV New Orleans. "Substantially overall preference" was voiced by FCC for WKRG-TV Inc., headed by principals in WKRG-AM-FM Mobile, on the basis of diversification of mass media of communication. Comr. John C. Doerfer dissented.

The final ruling to grant ch. 8 at Des Moines to Cowles was taken without prejudice to any action the Commission may take later on any application to effectuate the March 3 agreement whereby Cowles and its former ch. 8 competitor, Murphy Broadcasting Co. (KSO Des Moines), agreed to merge [BT, March 7]. Murphy holds option for three years to buy 40% interest in the tv venture upon disposing of KSO.

WKRG-TV Inc. is owned 20% by Kenneth R. Giddens, president and general manager. Mr. Giddens operates WKRG-AM-FM, which are to be transferred to the tv firm, FCC said. Mr. Giddens and T. J. Rester, father of two other principal stockholders in WKRG-TV, own and control seven local theatres.

Spring Hill College, local Jesuit school, holds 6.8% interest in WKRG-TV and the school's president, Rev. Andrew Cannon Smith, is treasurer and director of the tv station. The Society of Jesus, FCC said, also controls the licensees of WEW St. Louis and WWL New Orleans, both tv applicants in their local areas, "but it is not the Commission's policy for purposes of diversification, to take account of other television applications in which a party is interested, Commission action on which has not been taken."

The decision noted there is overlap of both the 0.5 and 2 mw contours of WKRG and WWL, but no overlap exists between WKRG and WEW or WEW and WWL. The 0.5 mw overlap between WKRG and WWL represents 33% of the WKRG contour and 8.1% of the WWL contour, FCC said.

Mobile Television's principal stockholder (19.85%) is the Mobile Press Register, operator of WABB-AM-FM, Edgar B. Stern Jr., president and chief owner of WDSU properties, is vice president and 10% owner of Mobile Television and holds trust to vote a total of 24%, FCC said. WDSU in turn is largest stockholder (19.3%) of WAFB-AM-FM-TV Baton Rouge, La.

Observing that Press Register officers also would be active in Mobile Television and the paper would supply news, pictures and some programs, the final decision concluded the publishing firm "will be in a position to exert a substantial influence upon the policies and operation of the television station." The ruling also noted that Mr. Stern and other WDSU officials, including Manager Robert D. Sweezey, would "play an important role in the shaping of Mobile Television's future plans and policies."

The merger in the Des Moines ch. 8 case came after a hotly contested hearing which began in 1953 and after an examiner had issued his initial ruling favoring Cowles on local ownership and program factors [BT, Aug. 30, 1954]. Cowles owns the Des Moines Register and Tribune, the Minneapolis Tribune and Star and Look magazine and 49% of WCCO-AM-TV Minneapolis and 100% of WNAX Yankton, S. D., and KVTY (TV) Sioux City, Iowa.

Campaign Expenditure Hearing Date Set

THE SENATE Rules Committee's Privileges & Elections Subcommittee has set hearings April 12-13, and possibly longer, on a bill to raise the limit on political campaign expenditures.

Sen. Thomas C. Hennings (D-Mo.), subcommittee chairman, said his group will call on representatives of the radio and tv broadcasting industry and the press to express their opinions on the merits of the proposal and the effect it will have on their respective industries.

The bill (S 636), introduced Jan. 21 by Sen. Hennings on behalf of himself and other senators, would raise to $125 million the limit a national political committee may spend for presidential elections. Present ceiling is $3 million.

Sen. Hennings said he also will ask Attorney General Herbert Brownell and Paul Butler, chairman of the GOP and Democratic National Committees, respectively, to testify.

Under the bill's provisions, the maximum which could be spent by a candidate for senator would run from $50,000 to $250,000, and for representative $12,500 to $25,000, depending on the voters cast in the last election for the office.

Total expenditures by candidates for senators and representatives also would include amounts spent in their behalf by political committees.

Formulas for the expenditure ceilings would be (1) for presidential candidates, 20 cents for each primary voter in 1952, total voters in any one of the past three elections for that office (the 1952 presidential election had a record vote of 61,551,-978), and (2) for candidates for senator and representative, 10 cents for each of the total votes cast for that office in the last general election, up to the maximum limit.

The limit an individual could contribute or expend to or for any candidate or candidates, or to a political committee, would be $10,000.
Alvin I. Handmacher, President of Handmacher-Vogel, Inc., says

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"When a woman sees a style she wants, she wants it fast," says Mr. Handmacher. "In fact, she wants it first! "And we see that she gets it — in her size and color. How do we do it? By Air Express!

"We push our production schedules to meet insistent buyers’ re-orders. Then we rely on Air Express to deliver door to door in record time.

"Without Air Express, we’d never suit women as well as we do!

"Air Express pays off in two ways. It wins us customer good will and saves us money! For instance, it costs $4.10 for a ten-pound shipment from New York to Louisville—$1.64 less than by the next lowest-priced air service."

It pays to express yourself clearly. Say Air Express!

---

Air Express
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CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY
WNHC-TV Also Protests WRTV (TV)’s Proposal
SECOND objection against the proposal of ch. 58 WRTV (TV) Asbury Park, N. J., to move ch. 8 to Asbury Park, permit operation with low power, was filed with the FCC last week by ch. 8 WNHC-TV New Haven. First opposition was made by ch. 8 WGAL-TV Lancaster, Pa. Both maintain they would suffer major interference by the proposal and that it would violate required mileage separations.

At same time, WRTV announced that it was suspending operation April 1 “in expectation” that the FCC will approve its petition to move ch. 8 into the area. Present service is too limited to warrant continuation, WRTV said.

Kefauver Sets Hearings On Tv and Delinquency

THE SENATE Juvenile Delinquency Subcommittee will begin hearings in “two or three weeks” on tv programming as a possible factor in childhood delinquency, James H. Bobo, chief counsel, said last week.

The subcommittee, under the chairmanship of Sen. Estes Kefauver (D-Tenn.), has received $125,000, instead of a requested $154,000, to complete its work, with the further condition that the study be completed by July 31, 1955, instead of Jan. 31, 1956, as originally asked [AT DEADLINE, March 21].

Sen. Kefauver has said he will ask the Senate for more time and money before the July 31 expiration date. The subcommittee will publish a special report on tv programming and motion pictures. Tv industry spokesmen aired their viewpoints on the issue last fall [B\*T, Oct. 25, 1954].

The July 31 deadline and the funds cut were approved by the Senate-in-an amendment made by Sen. Allen Ellender (D-La.), who first had tried to kill the original resolution (S Res 62), among others, by repeated quorum calls late on the day of March 18.

Sen. Ellender said he offered the amendment so as “not to give the subcommittee funds with which to hold a new series of dramatic presentations and to again parade all over the country.”

KCOY Sold to Arenze Firm

The Gross family, headed by James H. Ranger, Stockton, Ca., for $146,000, subject to FCC approval. Arenze is headed by Samuel Arenze, Stockton, Calif. Transaction was handled by Blackburn-Hamilton. Seller is Santa Barbara News-Press Publishing Co. (KCBS Santa Barbara). T. M. Storke is president. KCOY operates with 250 w on 1400 kc.

WJIM-AM-TV Transfer Filed

APPLICATION for the transfer of control of WJIM-AM-TV Lansing, Mich., to Harold F. Gross and family so as to be able to sell minority interest in a public offering, was filed with the FCC last week. The Gross family, present owners of the stations, would retain 51.15% controlling interest with the remaining interest represented by 193,000 shares of common stock to be sold to the public.

WEW IN ST. LOUIS, ‘GLOBE-DEMO’ SOLD

S. I. Newhouse buys paper for $614 million including 23% of KWK, Inc.; Aubrey Reid buys station for $100,000 plus.

A 103-year-old newspaper and a 34-year-old radio station were sold in St. Louis last week.

The newspaper is the venerable St. Louis Globe-Democrat, sold to publisher-broadcaster Samuel I. Newhouse for $614 million.

The radio station is WEW, founded in 1921, sold by St. Louis U. to Aubrey D. Reid (better known as Bruce Barrington), a station executive of KXOK. The price was said to be in excess of $100,000.

The radio transaction is subject to FCC approval.

Mr. Newhouse’s ownership of the Globe-Democrat, bought from E. Lansing Ray and family, also includes a 23% interest in KWK-AM-TV St. Louis. Other owners of the KWK stations are Robert T. Convey and associates, 28%; Elzie Roberts, 23%, KSTP-AM-TV Minneapolis-St. Paul, 23%, and a group of St. Louis businessmen, 3%.

KWK operates on 1380 kc with 5 kw and is affiliated with MBS. Ch. 4 KWK-TV began operating last July following a merger of five competing applicants, is affiliated with CBS and ABC. Both stations are represented by The Katz Agency Inc.

Mr. Newhouse closed the transaction last Wednesday. Brokers were Blackburn-Hamilton, John G. Burton Assoc., and Allen Kander.

Mr. Newhouse has announced he intends to retain the present business and editorial management of the Globe-Democrat.

Mr. Ray continues as publisher and editor, and C. Arthur Weis, heretofore vice president and treasurer, becomes president and will continue active in the policy affairs of KWK, Inc.


Daytimer WEW, owned by the Jesuit St. Louis U., operates on 770 kc with 1 kw. It has been run as a good music and cultural station.

Rev. Paul C. Reinert, in announcing the station’s sale, said that the university regretted the necessity for ridding itself of the outlet. He pointed to the 10 full-time radio stations in the St. Louis area as indicative of the increased competition which faced the university-owned daytimer.

The present staff will remain, it was announced.

St. Louis U. is 60% owner of St Louis Telecast Inc., one of four applicants for St. Louis ch. 11. This interest is not affected by the WEW sale.

WOOD Dedicates Building

A TELEVISION tour of the new WOODland Center of WOOD-AM-TV Grand Rapids, Mich., is scheduled for tomorrow (Tuesday) to officially dedicate the studio-office structure [B\*T, Feb. 28], the station has announced. Frank Sisson, program director, and Louis Bergenroth, chief engineer, will act as guides.
**THIS HAMSTER CAN'T GET CANCER!**

![Image of a hamster on a hand]

**RADIO:**
Transcribed materials ranging from 20-second and one-minute spots to 6 quarter-hour shows of every variety, to a big half-hour All-Star Revue, starring Bing Crosby. Script material also available.

**TELEVISION:**
2 fifteen-minute film shows, 20-second and one-minute film trailers, flipboards, slides, telops, posters and other visual aids. Copy for live announcements also available.

Scientists, experimenting with hormones, have made this animal immune.

Ultimately, research will conquer cancer in humans, too... but it will take time and money.

In the last ten years, the American Cancer Society has allocated nearly $35,000,000 of donated funds to research. You in the radio and television industry have played a major role in making these dollars available by broadcasting the Society’s annual appeal for funds. You have, indeed, saved human lives by bringing the Society’s lifesaving educational messages to your audience.

Will you pitch in again this year?

Available to you, free, are a multitude of radio and TV materials designed to fit any and every need.

**These are the stars who have helped make this material**

<table>
<thead>
<tr>
<th>Tallulah Bankhead</th>
<th>Dorothy Dandridge</th>
<th>June Havoc</th>
<th>Phil Rizzuto</th>
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<tr>
<td>Janet Blair</td>
<td>Doris Day</td>
<td>Goldie Hill</td>
<td>Eleanor Roosevelt</td>
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<td>Victor Borge</td>
<td>Cecil B. DeMille</td>
<td>Hedda Hopper</td>
<td>Rosalind Russell</td>
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<td>May Singhi Breen</td>
<td>Jack Dempsey</td>
<td>Louis Jordan</td>
<td>Al Schacht</td>
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<td>Yul Brynner</td>
<td>Tommy Dorsey</td>
<td>Danny Kaye</td>
<td>Dinah Shore</td>
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<td>Ralph Bunche</td>
<td>Kirk Douglas</td>
<td>Nancy Kelly</td>
<td>Frank Sinatra</td>
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<td>Rosemary Clooney</td>
<td>Billy Eckstine</td>
<td>Burt Lancaster</td>
<td>Jan Sterling</td>
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<td>Nat King Cole</td>
<td>Lou Effrat</td>
<td>Paul Lavalle</td>
<td>Spencer Tracy</td>
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<td>Bing Crosby</td>
<td>Joan Fontaine</td>
<td>Tony Martin</td>
<td>Ernest Tubb</td>
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<td>Gary and</td>
<td>Judy Garland</td>
<td>Les Paul and Mary Ford</td>
<td>Fred Waring</td>
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<td>Lindsay Crosby</td>
<td>Molly Goldberg</td>
<td>Walter Pidgeon</td>
<td>Fran Warren</td>
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For further information, consult the American Cancer Society Unit in your community or write to:

American Cancer Society

RADIO AND TELEVISION SECTION
521 West 57th Street, New York 19, N. Y.

March 28, 1955 • Page 87
WPRO-TV STARTS; THREE MORE READY

WPRO-TV, third tv outlet for Providence, R. I., was scheduled to begin regular programming yesterday (Sunday) with full power of 316 Kw after an 18-month delay due to a protest hearing before the FCC. The ch. 12 station, the second vhf there, is represented by Blair TV Inc. It is owned by Cherry & Webb Broadcasting Co. (WPRO).

WPRO-TV's debut will increase to 427 the number of stations with regular programming. Three other new tv stations have announced April starting dates:

WTVT (TV) Tampa, Fla., will begin commercial operations April 1 affiliated with CBS and represented by Avery-Knodel Inc. WTVT, on ch. 13, is Tampa's second tv.

WBRZ (TV) Baton Rouge, La., using RCA equipment, will make its debut April 14. The ch. 2 station will use a 125-foot, 232-ft.-long antenna, which RCA claims is the largest of its type. It will stand 1,001 ft. above sea level when mounted on a triangular steel tower.

WFRV-TV Green Bay, Wis., is scheduled to begin test patterns April 15. The ch. 5 outlet merged with the former WNAM-TV Neenah, Wis. (ch. 42). It will be affiliated with ABC and DuMont and represented by Headley-Reed Tv Inc.

Gordon Resigns WNOE Post Over Policy Disagreement

JAMES E. GORDON, general manager of WNOE New Orleans, announced his resignation Thursday, following a disagreement over policy matters. The 50 kw day 5 kw night station is operating as an independent, having relinquished its MBS affiliation recently [B+T, March 21].

Stephen C. French, formerly of Dallas stations, has been named to succeed Mr. Gordon, according to James A. Noe, owner. Mr. Gordon has been in Louisiana radio many years and had managed WNOE on a previous occasion.

WPTZ (TV) Philadelphia morning personality Alan Scott hands the keys of a new car to Sister Mirian Ruth, R.S.M., Wilkes-Barre, Pa. She won the automobile as her postcard was picked from 205,000 sent into the station during a 12-day period prior to St. Patrick's Day when the drawing was held. The half-ton of mail, from viewers 16 and over, was the result of one announcement per day during the 12 days. WPTZ (TV) believes this volume of mail to be the largest amount ever received in the history of Philadelphia radio and television.

WABB said its program, written and produced by WJR as a public service, was inspired by an editorial in B+T, Nov. 29, 1954, titled "Conelrad: Second Chance," which said, in part: "Broadcasters have invested $3 million of their hard-earned dollars in Conelrad. Civil Defense regards Conelrad as its crown jewel—its single greatest accomplishment. But the public doesn't know it... Broadcasters carry a heavy responsibility. They ought, without delay, to launch a campaign to tell the public what Conelrad is and how it operates."

Following the program's initial seven broadcasts over WJR, recordings are to be offered to the Michigan Civil Defense Office for distribution to other radio stations, or to civic, veterans or similar groups, the station said. The program, written by Jack Lestor of the WJR script department, first explains the importance of Conelrad to the listener, then simulates a Conelrad alert and an enemy air raid.

McMurray Takes New WJBK-TV Sales Post

WJBK-TV Detroit has announced that Maurice E. McMurray, formerly station sales manager, has been named to the newly-created post of national sales manager for the outlet. Three other sales department changes were reported.

Keith McKenney, WJBK-TV sales staff member, has been appointed local sales manager. Reporting to him will be new staff additions W. J. Dickerson, previously with KENS-TV San Antonio, and Robert Crosswell, formerly with WCPO-TV Cincinnati.

WJR DRAMATIZES CONELRAD SYSTEM

CONELRAD, system of alternating the origin of broadcasts among a group of stations to prevent an enemy bomber from fixing on a radio beam as a guide to a target city, is explained and its use in civil defense dramatically illustrated in No Second Chance, quarter-hour program which WJR Detroit is broadcasting each day this week.

To make it available to all segments of the station's audience, WJR is scheduling each day's broadcast at a different time: today (Monday) at 11:30-11:45 p.m.; Tuesday at 12:45-1 p.m.; Wednesday at 10:10-11 a.m.; Thursday at 12:45-1 a.m.; Friday at 8:45-9 p.m.; Saturday at 9:15-9:30 a.m., and Sunday at 11:45 a.m.-12 noon.

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Says an auto dealer: WONE provided a month's business in 3 days

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

. One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS
PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

Clyde Kittell Dies

FUNERAL services were held Friday for Clyde Kittell, 54, NBC newsmen and pioneer announcer, who died last Wednesday at his home near Clinton, N. J. Mr. Kittell, suffering from a heart ailment for several months, was on leave of absence from the network. Mr. Kittell had been with NBC for almost 27 years, starting in 1929 at WQY Schenectady, an NBC affiliate, as an announcer. He is survived by his widow, a brother, Paul, and a sister, Mrs. Elizabeth K. Bradley.

WBVP Reports Record Sales

WBVP Beaver Falls, Pa., during 1954 had the highest number of time sales in its six-year history, Thomas B. Price, station manager, has reported. Local sales surpassed the 1953 figure by 4.1%, according to the station.
One of the Greatest Success Stories Ever Told!

When Courtesy Motors, a Chicago Hudson dealer, began advertising on WGN-TV, they ranked 1,500th in the sales of Hudson cars.

Today, after 5½ years of advertising weekly on WGN-TV, Courtesy Motors has become not only the world’s largest Hudson dealer — BUT SELLS MORE AUTOMOBILES THAN ANY OTHER DEALER IN THE WORLD!!

Take a tip from advertisers who know—for top results—it’s WGN-TV in Chicago.

WGN-TV
Chicago 9

441 N. Michigan Avenue, Chicago 11, Illinois

Gloria Swanson started as a Sennett comedienne and became an all time dramatic star... You can see her before, and after, on

MOVIE MUSEUM
STERLING TELEVISION
NEW YORK CHICAGO DALLAS HOLLYWOOD

March 28, 1955 • Page 89
Garland Takes Sales Post
With Phoenix-Tucson Stations
ROBERT C. GARLAND, former general manager of KOLD-Yuma, Ariz., has been appointed to the newly created position of national sales manager of KOOL-AM-TV Phoenix and KOPO-AM-TV Tucson, it has been announced by Tom Chauncey, managing director of the stations which are owned by Gene Autry. Mr. Chauncey noted the separation of national sales from local sales was due to the expanding volume of national business placed on the four stations.

Mr. Garland will act as liaison between the stations and their national representatives—George P. Hollingbery Co. for television and Am Radio Sales Co. for radio. He graduated from Denver U. in 1949 and has had varied experience in radio, including announcing, sales and management. He also is a stockholder and director of the KOPO firm.

Mr. Garland will report to Charles H. Garland, KOOL-AM-TV general manager, and E. S. Mittendorf, KOPO-AM-TV general manager. William Connelly is general manager of local sales for KOOL-AM-TV and Paul Plunkett for KOPO-AM-TV.

All four stations will affiliate with CBS when KOOL-TV joins the network June 15, the station announced.

WFRV-TV Appoints Schulz
JOHN SCHULZ, account executive with NBC TV Spot Sales in Chicago, has been appointed station manager of WFRV-TV Green Bay, Wis., it was reported last week. Mr. Schulz, who will assume his new duties on or about April 4 before the station begins operation, will report to Don Wirth, general manager of WFRV-TV.

Hoag-Blair Appoints Foote
As Eastern Sales Manager

APPOINTMENT of Richard L. Foote, account executive of Hoag-Blair Co., New York, to the newly created position of eastern sales manager for the station representation division is being announced today (Monday) by Robert B. Hoag, president.

Before joining Hoag-Blair when it was formed last year, Mr. Foote was an account executive with WFTL-TV Fort Lauderdale, Fla., and associated with the New York office of Forjoe & Co. He also was formerly assistant sales manager of Clinton Foods Inc., marketer of Snow Crop Frozen Foods.

EXTRA SALES & COVERAGE
NO EXTRA COST on KXLY-TV

Advertisers using KXLY-TV's BIG Parade of Products promotion not only experience gratifying sales gains in the immediate Spokane Market but enjoy BONUS sales in far outlying areas, due to KXLY-TV's tremendous TV coverage. Read what W. S. Bingham of Kelley-Claire Food Brokers says about his principle.

"We received excellent cooperation from the jobbers and also the retailers and we consider your "Parade of Products" promotion on Walla Walla Asparagus to have been successful from every angle.

Walla Walla Canning Company also informs me they showed an increase, as well, in the Lewiston-Clarkston Area, The Idaho Panhandle, and even in Western Montana. There is no question in our minds but that the "Parade of Products" on this item gave a real impact to the whole area."

(Signed)
W. S. Bingham
Kelley-Claire Company

Paul McNutt Dies

PAUL V. MCNUTT, 64, former governor of Indiana, high commissioner to the Philippines and high Democratic Party official, died last Thursday, after six months illness. Mr. McNutt, with James R. Fleming, controlled the Fort Wayne Journal Gazette. They were also equal partners in Anthony Wayne Broadcasting Co., applicant for Fort Wayne's ch. 69. Following reversal of the hearing examiner's initial decision favoring Anthony Wayne, with the FCC granting WANE Fort Wayne the coveted frequency, Anthony Wayne appealed. The case is still in litigation.

STATION PEOPLE

Alan C. Tindal resigns as vice president, Springfield (Mass.) TV Broadcasting Corp. (WWLP (TV) there), to devote full time to duties as president-general manager, WSPR Springfield. Mr. Tindal has been elected to board of directors, Springfield TV Broadcasting Corp.

David M. Sacks, formerly assistant sales manager, KGO-AM-TV San Francisco, promoted to sales manager, Allaua W. Gilman, station sales dept., becomes Mr. Sacks' assistant.

Clem Walters, formerly announcer-account executive, WAEB Allentown, Pa., to WBRE-TV Wilkes Barre, Pa., as advertising account executive.

Ed Hundley, formerly program director, KLWN Lawrence, Kan., appointed station manager, KTIN Trenton, Mo., whose target date is early April.

H. Taylor Vaden, formerly promotion director, WPTF Raleigh, N. C., to WCAU-TV Philadelphia, in similar capacity.

John-Carl Morgan, announcer-engineer-program director, WINC Winchester, Va., to WFVA Fredericksburg, Va., as general manager-chief engineer. Other changes at Richard Field Lewis Jr. stations include: Phil Potter, announcer, WSG Mt. Jackson, Va., to WINC; Bill Smith, announcer, WFVA, to WINC; Stan Marshall, announcer, to WSG; Arch Harrison, announcer, to WFVA, and Jack Stellings, announcer, to WHYL Carlisle, Pa.

Sidney E. Barger, formerly with WCPO-TV Cincinnati, has joined WLWC (TV) Columbus, Ohio, as executive producer.
GEORGE ROESNER (c), newly-named director, KPRC-AM-TV Houston farm dept., checks the stations' coverage area with M. K. Buchanon (b), who was appointed form specialist by Mr. Roesner, and Jack Harris, vice president and general manager of the stations.

Bob Carlson, staff announcer, KIRX Kirksville, Mo., appointed program director.

Tom Decker, WVET-AM-TV Rochester, N. Y., named sports director.

Blaine Littell, formerly with CBS News and New York Herald-Tribune, appointed news bureau manager, WCBS-TV N. Y.

Bob Shaffer, WCCO-TV Minneapolis news editor, named news bureau associate news director.

Don Padilla, WCCO-TV Minneapolis, formerly news and sports photography dept. head, named producer-director, station's business film dept.

Paul Mason appointed program director, WSSB Durham, N. C. He will be in charge of local news coverage, supervising 13 daily local newscasts.

Stelle White, conductor of women's show, WATT Chicago to WJJD there, in same capacity.

Tom Edwards, formerly of WELI New Haven, Conn., to sales staff, WSGM Huntington, N. Y.

John Thayer, regional sales manager, KHOL-TV Kearney (Holdrege), Neb., to local sales staff, KBTX (TV) Denver.

Marie Blum appointed public relations director, WKDA Natchville, Tenn.

Francis Robbins, formerly news director, KDHL Fairbault, Minn., to WCCO Minneapolis, as news writer.

John McMurrin, formerly advertising and promotion director, Mario Packing Corp., S. F., to KSFO sales dept., there.

Pete Franklin, former sports writer, Newport News (Va.) Times Herald, to sales staff, WVEC-TV Hampton, Va.

Jim Sullivan to WCCO-TV Minneapolis news staff as cameraman-reporter.

Dallas Spencer has joined KCOW Alliance, Neb., as announcer-operator and Dick Fieldman and Ken Dietrich have become station staff announcer and account service man, respectively.

Bill Elliot, formerly disc m.c., WCNH Quincy, Fla., to WWRL New York to conduct Spanish Night Patrol.

Jeff Solem, announcer, KELO-AM-TV Sioux Falls, S. D., to WNAK Yankton, S. D., in similar capacity.

Michael Stanley, announcer-disc m.c., WGBB Freeport, N. Y., to news and announcing staff, WJOC Jamestown, N. Y.

Jeanne Conskin, record librarian, KJH Hollywood, and William Vivian were married March 11.

Marilyn Miller, traffic dept., KCBS San Francisco, will marry George Swett Jr., April 16.

Will Dougherty, executive vice president and general manager, WDOK Cleveland, father of girl, Lorraine.

William C. Goodnow, account executive, WXIX (TV) Milwaukee, father of girl, March 17.

Clyde Moody, director of folk music, WDVA Danville, Va., father of girl, Susan Lynn.

Arnold Snyder, news director, WTTM Trenton, N. J., father of boy, Scott Lawrence.


Bernard Phaneuf, engineer, KNXT (TV) Hollywood, father of boy, Donald Harrison Farnsworth.

William Noethens, engineering staff, KNXT (TV) Hollywood, father of girl, Vanna Rose, March 1.

Bill Lytle, salesman, KOA Denver, father of girl, Janet Jay; Heyward Siddons, KOA-TV director, father of boy, Philip Kemble.

Larry Haeg, general manager, WCCO Minneapolis-St. Paul, father of boy, Mark.


Cliff Hendrix, operations director, KCSI Pueblo, Colo., appointed director of publicity, Colorado State Fair.

Lester W. Lindow, vice president-general manager, WDFD Flint, Mich., elected vice president and re-elected board member, Flint Rotary Club.

Galen Gilbert, manager, KSTV Stephenville, Tex., elected president, Stephenville Rotary Club for 1955-56; Lee Jeter, KSTV music staff, elected president, Stephenville Music Club for 1955.

REPRESENTATIVE PEOPLE

Robert L. Schuessler, formerly with Atlanta Journal and Los Angeles Mirror, named new sales representative, George P. Hollingsbery Co., Atlanta.

Harry B. Simmons, formerly with NBC-TV sales dept., appointed by Bolling Co., as account executive with station representation firm.

Bob Carlson, staff announcer, KIRX Kirksville, Mo., appointed program director.

Tom Decker, WVET-AM-TV Rochester, N. Y., named sports director.

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I'M JOE FLOYD . . .

Sales of minority interests in stations help swell gross revenue to $373,380,139, net income to $11,414,645.

ANNUAL report of CBS Inc., distributed to stockholders last week, showed that gross revenues and sales for 1954 amounted to $373,380,139, "the highest in history," and 18.9% larger than in 1953.

Consolidated net income was reported at the record high of $11,414,645, equal to $4.85 per share on the average of 2,353,312 shares outstanding, as compared with $8,894,645, equal to $3.80 per share on the 2,340,896 shares outstanding during 1953. Cash dividends of $1.90 per share, including a special year-end dividend of $.30 per share, were paid during the year, and an additional stock dividend of 2% was paid on Dec. 20, 1954.

The report showed that in addition to income from normal operations, the company realized non-recurring capital gains in the amount of $5,302,181 after provision for taxes. These capital gains, it was said, resulted principally from the sale of the company's minority interests in corporations owning radio and television stations.

CBS Inc. proxy statement, released simultaneously with the annual report, noted that principal stockholders in the corporation included William S. Paley, chairman of the board, with 39,281 Class A shares and 226,950 Class B shares, and Frank Stanton, president, with 44,686 Class A shares and 10,225 Class B shares.

The proxy statement also showed that re- numeration paid to officers and directors of CBS Inc. during 1954 amounted to $1,666,539.16, with commentator Edward R. Murrow listed as the highest-priced, with $306,611.78. This did not include $105,600 in royalties paid during 1954 to Person to Person Inc., as assignee of Mr. Murrow.

Quarter-million to Stanton

Other salary payments to officers and directors included: Mr. Stanton, $250,836.16; Mr. Paley, $200,000.16; J. L. Van Volkenburg, president of CBS-TV, $101,250; James B. Conkling, president of Columbia Records, $72,499.92; Adrian Murphy, president of CBS Radio, $65,000.08; Charles F. Stromeyer, president of CBS-Hytron, $54,807.30; Seymour Mintz, president of CBS-Columbia, $51,346.22.

It was reported in the proxy statement that on March 10, 1954, the board of directors granted an option to Messrs. Conkling, Mintz, Murphy, Stromeyer and Van Volkenburg to purchase 2,500 shares each of Class A stock, $2.50 par value, with the price at which these options may be exercised set at $45.24 per share. It was pointed out that except in the case of Mr. Mintz, the options were granted on the basis of "past services and loyalty" to the corporation, so that "a proprietary interest in the corporation might be acquired by the grantees as an incentive in the performance of services" to CBS Inc. Mr. Mintz, who had been recently employed by the corporation on the date the options were granted, was given the option opportunity so that "a proprietary interest might be acquired by him.

"On Oct. 18, 1954," the proxy stated, "Frank Stanton, president of the corporation, exercised options to purchase an aggregate of 7,000 shares of Class B stock, $2.50 par value, of the corporation, and an aggregate of 43,000 shares of the Class A stock, $2.50 par value, of the corporation. The purchase price was $24.75 per share for the Class B stock, $26.65 per share for 10,000 shares of the Class A stock and $38.25 per share for 33,000 shares of the Class A stock. The highest sales prices of the Class A and Class B stock on the New York Stock Exchange on Oct. 18, 1954, were, respectively, $72.25 and $71.625.

"In January of 1953, Richard S. Salant, a vice president, who is not a director of the corporation, borrowed $19,000 from the corporation on a non-interest bearing demand note. $12,500 of such indebtedness was outstanding as of March 3, 1955."

The proxy statement said that a proposal will be made at the stockholders' meeting to be held in New York on April 25 to increase the capital stock of the corporation to $30 million; increase the authorized number of shares to 12 million; and change each of the issued shares of stock into three shares of the same class and of the same par value. Class A and Class B directors for the ensuing year also will be elected at the meeting.

TV Termed 'Outstanding'

The annual report called CBS-TV's record during 1954 "outstanding," pointing out that its gross volume of sales rose 50% over 1953 to become "the world's largest advertising medium." It noted that although CBS Radio's sales had declined, the network's gross volume was "almost 60% higher than that of its nearest competitor.

Both CBS-Hytron and CBS-Columbia did not operate profitably in 1955, the report said, attributing this condition to "severe price competition in tubes and receiving sets" and to development costs for color television picture tubes and receiver sets. Columbia's inability to sell its stock in phonograph record sales, the report noted, and increased its sales of phonographs by almost 25% over 1953.

In information provided about station purchases and applications, stockholders were ad-

CBS '53 Income

CBS grossed more than $200 million in 1953, of which $124.5 million came from tv, $66 million from radio and $23.4 million from records, manufacturing and other sources.

This was reported by CBS in the four-applicant contest for St. Louis ch. 11 and used by St. Louis Telecast Inc. in its proposed findings filed a fortnight ago.

The St. Louis Telecast document also showed that CBS grossed $23.6 million from its owned and operated tv stations and $2.3 million from its oao radio stations. In 1953, CBS owned WCBS-TV New York, KNXT (TV) Los Angeles, 47% of WCCO-TV Minneapolis and 45% of WTOP-TV Washington. It owned radio stations in New York, Chicago, Los Angeles, San Francisco, St. Louis and Boston and had minority interests in radio stations in Pittsburgh, Minneapolis and Washington.

CBS '53 net income before taxes was $21,394,000, St. Louis Telecast said. Although the exact figures for tv and radio were not ascertained, St. Louis Telecast said, 66% of the tv income came from owned and operated stations, 34% from network operation, and 56% of radio income came from owned and operated stations and 44% from network.
vised of the purchase of WOKY-TV Milwaukee (ch. 19), and of a contract to purchase WSTV-TV Steubenville, Ohio. The purchase contract is contingent upon FCC approval of a change in the transmitter location of the station to a point near Pittsburgh so that the station will be able to serve Pittsburgh, as well as the surrounding tri-state area.

In manufacturing, CBS-Hytron introduced during the recent CBS-Culertron "205," described as the first, large-size, mass-produced color tube. It was pointed out that color tube has been incorporated into CBS color receivers manufactured by CBS-Columbia.

A statement included in the report from Adrian Murphy, president of CBS Radio, asserted that radio will "retain a permanent and important place in American life," and CBS Radio will "continue to contribute to the profits of the company, although perhaps to a lesser degree than in the past." Mr. Murphy observed that although two families in three have acquired a television set since 1948, the amount of time the nation spends with radio has diminished less than 25%.

Managerial announcements contained in the report were of the election of William C. Fitts Jr., director of labor relations, as vice president in charge of labor relations; Sig Mickelson, director of news and public affairs for CBS-TV, as vice president of CBS' news and public affairs department; Louis Hausman, vice president of CBS, to work on special assignments. The report noted that Dorsey Richardson, who has served as a director of CBS for 21 years, has asked that he not be nominated for re-election, and management is honoring his request "with deep regret."

CBS-Columbia Industrial TV Orders Reach $5 Million

SINCE CBS-Columbia, Long Island City, manufacturing subsidiary of CBS, announced its entrance into the industrial tv field five months ago, $5 million in orders have been received by the firm. Seymour Mintz, president, and Robert K. Hartman, vice president in charge of the government and industrial division, announced last week. The industrial tv field includes the manufacture of military electronic products.

Mr. Mintz expressed confidence the firm would bolster its position in the field before the end of the year. Because the company was late in entering the military electronics field, Mr. Hartman said, efforts would be made to develop new electronic devices for the Army and Navy "and then sell them aggressively instead of waiting for the government to seek it out."

The company already has done this with two devices, he said. One is the "hand-talkie," which he described as an improved version of the "walkie-talkie," and the other is a new shipboard transmitter.

Currently, CBS-Columbia is negotiating with the Signal Corps for acceptance of what it believes is the first application of closed-circuit color tv of tactical military problems.

SRI Working on Transistors

UNDER sponsorship of RCA, Stanford Research Institute has been working for the past three years "on the general problem of applying transistors to television receivers." SRI said last week in its annual report for 1954, "The particular problem chosen," the report said, "is the adaptation of transistors to a color-doped cathode circuit that accepts the video signal and scrambles it into the three signals—red, green, blue—for the color-picture tube.

DuMont Aids Industry

SYSTEMS ENGINEERING group has been established by the Allen B. DuMont Labs to assist industry through the use of electronic techniques. As announced last week by Dr. P. S. Christaldi, manager of the Instrument Div. of DuMont Labs, the new group has been set up to investigate specific problems in manufacturing processes and to make recommendations for their solution, either by designing new, automatic, electronically-controlled equipment or by integrating electronic control systems into existing installations. DuMont's decision to organize the group, Dr. Christaldi said, stemmed from "a growing number of requests" from manufacturers and the government for assistance.

Zenith Reports Sales Drop, Increased Profit in 1954

ZENITH, in its 1954 annual report, indicated consolidated net profits of $5,676,264, $11.53 per share, compared to $5,631,701 net profits, $11.44 per share, in 1953. Net sales in 1954 were $138.6 million and in 1953 were $166.7 million. In its report, Zenith partly attributed its success last year to an "aggressive" advertising program which included sponsorship of the NCAA football games on ABC-TV and co-sponsorship of CBS-TV's Omnibus.

The report stated the company's belief that "the backbone of the industry in the foreseeable future will be the sale of substantial quantities of radio receivers and of larger black-and-white tv receivers." Color tv, one of the reasons cited for depressed 1954 first-half Zenith operations, was still not perfected enough for mass production at reasonable prices, the report said.

Part of the net profit rise was due to $270,000 derived from the sale of television transmitter equipment to CBS, following its compromise with the network in competing applications for Chicago's ch. 2. Zenith's use of Omnibus for advertising also stemmed from this arrangement.

Mitchell Sees Output Surge

INCREASE in the nation's productivity by at least 40% during the past decade was predicted last Thursday by Don G. Mitchell, chairman and president of Sylvania Electric Products Inc., in an address delivered before the Detroit chapter of the National Assn. of Cost Accountants. Mr. Mitchell said increased mechanization throughout industry will be responsible for the gain.

Although industrial and commercial electronics now represents a volume of about $600 million a year, the figure may reach $1 billion by 1960 or even sooner, he said.

Arvin Halts Tv Production

ARVIN Industries Inc., Columbus, Ind., has ceased production of television receivers because it feels it can better employ its resources in certain electronic pursuits better fitted to its assembly lines, it was reported last week.

Glenn W. Thompson, Arvin president, was quoted as saying that his company has found that the rewards are insufficient for the time, energy and capital required, despite an expansion of plant facilities in three cities. He said that new products would be added in all of the company's respective divisions.

Four more reasons why you should buy PLAYHOUSE

Strictly a top-drawer... 52 films combining famous stars (like these), great stories, top production in one quality package. No wonder critics call them "outstanding"..."first class"!

ABC FILM SYNDICATION, INC.
7 West 66th St., N.Y.
CHICAGO - ATLANTA - HOLLYWOOD - DALLAS
Verdict of Guilty Returned in Radio-Tv Tube Fraud Case

COURT of special sessions in Brooklyn last week found an electronics company and two of its officials guilty of fraudulent practices in the sale of radio and television tubes. The maximum penalty is a year in prison.

The verdict against Barrack Electronics Inc., Brooklyn, and Isidore Barrack and Bernard Waterman, president and secretary, respectively, of the company, came several weeks after a New York state-wide conference was held to examine complaints of "fraudulent" radio-tv advertising, as well as alleged "gray" practices among radio-tv set repairmen (BT, March 21).

The defendants were accused of reconditioning used tubes and reselling them to the public as new tubes.

January Radio, TV Set Sales in Usual Post-Christmas Dip

RADIO AND TV sales took their customary post-Christmas dip in January, according to Radio-Electronics-Television Manufacturers Assoc.

Radio sales for the first 1955 month totaled 474,947, compared to 5-week December's 1,158,588 and January 1954's 310,623. These do not include automobile receivers.

TV sales for January were $47,585, compared to 1,093,702 in December and 731,917 for 1954's January.

Motorola to Exploit Research

RESEARCH in color television will be exploited by Motorola Inc., Chicago radio-tv set manufacturer, in an advertising campaign designed to promote the sale of monochrome receivers, the company has reported. At the same time, Motorola announced a 7% increase in its net income and a drop in net sales in 1954 compared with the previous year. Fourth-quarter sales last year rose, however, to rank as the largest for that period in the firm's history.

The account is handled by Leo Burnett Co., Chicago, which conducted a tv set customer study on which the campaign is based. Sample of 500 homes was taken in New York, Chicago and Los Angeles. Motorola will supplement a newspaper ad campaign with filmed spots and suggested radio spot announcements at the distributor level.

Raytheon Earnings Rise

RAYTHEON Mfg. Co., Waltham, Mass., has reported net earnings of $1,197,000 on sales of $46,545,000 for third quarter of fiscal year, equivalent to $.48 per share on common stock. Net earnings for nine-month period listed at $3,592,000, or $1.44 per share, on sales of $139,552,000, as compared with net earnings of $2,703,000, or $1.07 per share, on sales of $126,242,000 for corresponding period of last fiscal year.

Transmitting Equipment

<table>
<thead>
<tr>
<th>Station</th>
<th>Power Used</th>
<th>Use</th>
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<tbody>
<tr>
<td>KDAB, Des Moines, Iowa</td>
<td>250 W</td>
<td>AM new station</td>
</tr>
<tr>
<td>WTVT, Blackhawk, Ohio</td>
<td>250 W</td>
<td>AM new station</td>
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<tr>
<td>KCAI, Clarksville, Ohio</td>
<td>500 W</td>
<td>AM new station</td>
</tr>
<tr>
<td>WAFI, Ashfield, Mass.</td>
<td>1 kw</td>
<td>AM new station</td>
</tr>
<tr>
<td>WHEM, Milwaukee, Wis.</td>
<td>2 kw</td>
<td>AM new station</td>
</tr>
<tr>
<td>WQRA, Traverse City, Mich.</td>
<td>8 kw</td>
<td>AM new power license</td>
</tr>
<tr>
<td>WOJO, Greensville, Pa.</td>
<td>8 kw</td>
<td>AM new power license</td>
</tr>
<tr>
<td>WPGO, Bakersfield, Calif.</td>
<td>10 kw</td>
<td>AM new power license</td>
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EQUIPMENT: RCA has reported shipments of a 25 kw amplifier to KQAM-TV Pittsburgh, Pa. (ch. 7) and a 12-Watt superheterodyne transmitter to WBBZ-TV Boston, Mass. (ch. 2).

Manufacturing People

Joseph H. Gillies, vice president and general manager, government & industrial div., Philco Corp., assumes additional duties of vice president in charge of manufacturing.

Louis F. Weyand, executive vice president and director, Minnesota Mining & Mfg. Co., St. Paul, appointed sale director succeeding George H. Halpin, executive vice president and board member, who will remain as consultant on sales and operating problems.

John C. Legler, formerly vice president and copy chief, defunct Cecil & Presbrey Inc., N. Y., to Electronics Corp. of America, as director of advertising and public relations.


A. William Christopher Jr., formerly government relations and commercial products manager, Trad Television Corp., to Sylvania Electric Products Inc., N. Y., as field representative, electronic systems div.

Manufacturing Shorts

Capehart-Farnsworth Co., Fort Wayne, Ind., has added new 21-in. console with the "Comet" chassis to its "Big 5 For 1955" line of television receivers. Model is available in vhf and all-channel tuner versions. Suggested list price is $299.95.

Schwander Co., St. Louis, has been named distributor of Stromberg-Carlson products in eastern Missouri and southern Illinois.

Kay Lab, San Diego, Calif., announces a new camera consisting of a small vidicon camera, camera control and remote control panel. The firm claims for its equipment technical advantages not available elsewhere in addition to light weight, simplicity of operation, low initial and maintenance costs.

Altec Lansing Corp., N. Y., has issued engineering catalog covering information on all the company's engineering sound products. The 36-page catalog covers am-fm tuners, transcription reproduction arms, 12 different broadcast, public address and scientific microphones, 20 amplifiers and preamplifiers, power supplies, control consoles, 19 different speakers, horns, cabinets and matching transformers. The catalog is available from the company at 9356 Santa Monica Blvd., Beverly Hills, Calif., or 161 Sixth Ave., New York 13.
DTN Appoints Coe As Lyford Successor

RESIGNATION of Elmore B. (Buck) Lyford as director of station relations for the DuMont Television Network and the promotion of Robert L. Coe to succeed him [BWT, March 21] were announced last week by Ted Bergmann, managing director of the network.

The changes were effective immediately. Mr. Lyford’s plans were not announced but Du-

DuMont Network Lineup Faces Further Reduction

NETWORKING of DuMont Television Network was reported dwindling last week, with some nine programs still on a network basis.

Two additional sponsors will drop out during April, with questions as to when or if the shows would be picked up again.

Recurring reports that Admiral Corp. might drop Bishop Fulton J. Sheen’s *Life Is Worth Living* were discounted by company spokes-

men, but the prospect was held out that the series may switch next fall to another network. Admiral has an option (its second one) to pick up the fall series by June and reported itself receptive to a renewal of the prelate.

*KTVH Beams Principal City Signal Over Wichita*

Recent *ARB* and *Pulse* reports prove, more conclusively than ever, KTVH popularity in the Wichita Area. Both the Wichita *ARB* and the KTVH area *Pulse* show at least seven out of ten leading film shows and seven out of ten leading network shows on KTVH.

KTVH programming and strength of signal offer you a profitable combination. Take advantage of it, today!

*Recent report from the FCC states that KTVH has a principal city signal over Wichita.*

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

VHF 240,000 WATTS

CBS BASIC — DUMONT

Represented Nationally by H & R Representatives, Inc.

March 28, 1955 • Page 95
dependent upon what negotiations are worked out with DuMont, which has Bishop Sheen under contract. Reports that Admiral and the Bishop will go separate ways after the current series ends April 26 were emphatically denied.

The second DuMont stanza involves the Chicago Symphony Orchestra, which ends its current season on some 30 or 40 stations April 6. The series is sponsored in Chicago by the Chicago Title & Trust Co. and offered as a co-op feature in other markets. Firm has sponsored the symphony on the air for 10 years, the last two on DuMont. It was understood heavy line charges dictated the decision to drop it off the network. It has not been renewed (on WGN-TV Chicago) as yet.

Webb Signed for 10 Years

TEN-YEAR contract between NBC and Mark VII Ltd. for the exclusive services of Jack Webb, creator-producer-director-star of Dragnet on NBC radio and television, was announced last Wednesday by Sylvester L. Weaver Jr., president of NBC. Another contract was concluded with Sherry TV Inc., owner of the Dragnet properties, granting NBC exclusive rights to Dragnet radio and television for a 10-year period. Mr. Weaver also said that in addition to Dragnet, Mark VII will create other TV properties for NBC in which Mr. Webb will appear. The production firm is now producing a feature-length motion picture, "Pete Kelly's Blues," in which Mr. Webb will star as a New Orleans jazz man. A TV series based on the motion picture is in the planning stage for possible showing on NBC-TV.

Bannister Sees Color TV
As Aid to U. S. Economy

in the pattern of radio and black-and-white television, color TV will help boom the U. S. economy and keep raising the standard of living in this country.

This evaluation of color television was offered last Friday by Harry Bannister, president of station relations for NBC, in a talk before the national convention of Electrical Women at the Hotel Statler in Detroit. Mr. Bannister traced the "dynamic role" that broadcasting has played in helping to meet America's economic crises from post-World War I to the present, and predicted that color TV will help "push America's economy to new heights."

Aside from its role in the economic life of America, Mr. Bannister said, television is contributing to "an ever-upward movement socially and culturally." He called TV "the first of the great modern inventions to bring people back into the home and keep them there."

Most Radio Network Sales
Now Are Short Time Units

NETWORK RADIO is attempting to meet the challenge of declining revenues through a formula of offering multiple programs and shorter time period buys, Thomas F. O'Neill, president and chairman of the board of Mutual, told a meeting of the American Marketing Assn. in Pittsburgh last Thursday.

Mr. O'Neill stressed that the trend toward shorter time period purchases is becoming "more marked," adding that in February 1955, 15-minute programs accounted for 52% of all segments sold; five-minute broadcasts, 21%, and one-minute participations, 12%. In 1946, Mr. O'Neill observed, 15-minute shows were the "most popular" segments of network advertisers, numbering 29%; half-hour broadcasts amounted to 29% and segments of less than 15 minutes were "almost non-existent," totaling 21½% of all segments sold.

The rise of these "splinter" sales has placed more responsibility on the network with respect to selecting and presenting programs "best suited to attract the substantial audiences advertisers require and at the same time best complement the programming of the individual stations themselves," Mr. O'Neill said.

Court Upholds TV Show's
Access to Public Records

MILLION DOLLAR suit for invasion of privacy by NBC has been denied by Washington District Court on grounds that a 1952 Big Story telecast did not constitute a basis for legal injury.

District Court Judge R. B. Keech said that the telecast was based on public records, in fictionalized form. Thus, Judge Keech said, no damage was done to the person portrayed. Appeal to a higher court is being contemplated.

Suit was brought by Charles S. Bernstein, convicted murderer, later pardoned. The TV story told of the work by Martha Strayer, then Washington Daily News reporter, in uncovering evidence helpful in winning pardon. All true names, except Miss Strayer's, were withheld. The decision is one of the first regarding TV's right to use public records in programs.

Disney Plans More 'Crockett'

NEW SERIES of four programs for next season's Disneyland, weekly hour show on ABC-TV, will be "The Legends of Davy Crockett," according to the network and Walt Disney, creator of Disneyland. The first of the four-hour-long telecasts will be shown Sept. 14.

Fess Parker, who originated the role, will again star as Davy Crockett with Buddy Ebsen as his friend George Russell. The new cycle will depict the hero's fictional exploits rather than his factual experiences as presented in Mr. Disney's recent programs on the American pioneer-patriot.

WLOF Drops Mutual Tie

AN INDEPENDENT program format, based on time, news and temperature, has been adopted by WLOF Orlando, Fla., after dropping its Mutual affiliation March 9, Donn Collins, vice president and general manager, has announced. The new schedule will feature 36 news broadcasts a day, along with 19 hours of music built around station personalities. WORZ there, NBC affiliate, has added MBS.

NETWORK PEOPLE


Roger Lyons, director of religious programming, Voice of America, to NBC, New York, as supervisor of religious programs, replacing Marilyn Kaemmerle, on leave of absence.

Peter Hackes, radio-TV newscaster, CBS Washington, father of girl, Carole Austin.
GOVERNMENT-BROADCASTER RELATIONS HIGHLIGHT 30TH CARTB CONVENTION

Canadian association, meeting in Quebec, is told that announcers should be called air salesmen. Tv commentator asserts that control of media of communication by political forces presents danger.

REPORTS of more friendly relations with all phases of government, from the Canadian Cabinet down, highlighted the 30th annual convention of the Canadian Assn. of Radio & Television Broadcasters at Quebec, which closed Wednesday. Television, local radio sales, further negotiations with the Canadian Broadcasting Corp. for changes in regulations, and a decision to continue to secure recognition of radio and television as electronic publishing highlighted the closed business sessions.

Canadian broadcasters decided to continue efforts for legislation to place all telecommunications under one body, separate from any body operating communications, in such legislation for a court of appeals on questions of fact and law. They unanimously agreed to press the fight to obtain licenses for private citizens to operate television stations in all Canadian markets.

More public relations for independent radio and television is planned by CARTB, including the establishment of public relations facilities at the association's Ottawa head-office, securing more feature stories in Canadian weekly and industrial publications and wide use of broadcast facilities.

Sales occupied the Wednesday sessions, starting with a retail sales clinic at which a large number of broadcasters swapped successful local sales methods. These dealt with the necessity to program on a magazine format to attract listeners at the same time and same day every week for particular feature programs. The broadcasters were urged to study competing media, to become real salesmen of radio advertising and to maintain faith in their medium.

How stations sold department stores throughout Canada, how to check prospects for radio advertising, how to solicit business from financial institutions, and gimmicks used to sell special programs and seasonal features as Christmas shopping guides, also were reviewed.

Increasing local sales was the topic of Joe Ward, Advertising Research Bureau, Seattle. He told the group in detail how to sell department stores, how to program for retail stores, how to show local stores ways and means radio can be an effective selling medium for them. He emphasized that announcers be called air salesmen and that sales messages for retail stores should be written for ear, not copied from newspapers. He felt the time was ripe in Canada for a dramatic sales effectiveness study on radio to show its impact.

CARTB's new sales director, Charles Fenton, demonstrated for the first time a new radio presentation for national advertisers, using visual card and tape-recorded methods. He also showed types of mailing matter which the CARTB sales department will distribute to national advertisers in selling radio.

"Radio and television are today the most powerful influences in the world in shaping personality, producing an informed citizenry and establishing the manners and tastes of the public," Dr. Marcus Long, U. of Toronto philosophy professor and nationally-known television commentator, told the Canadian broadcasters at the closing session. He reviewed restrictions placed on radio and television in the name of "freedom" under Canadian radio legislation, pointing out how all political parties were involved.

He stated that "control of media of communication by political forces, no matter how justified the reasons may be, can be both an actual and potential danger. Freedom is vital to democracy and freedom is always endangered where government demands more control than it actually needs. An independent commission to regulate all radio and television services in Canada could accomplish what is necessary while keeping government control to a minimum. You have power to shape the thinking and personality of Canadians. The Massey SPEAKER'S TABLE at the CARTB annual dinner, held at the Chateau Frontenac, included (l to r): Finlay McDonald, retiring CARTB president; Tom F. O'Neil, president, Mutual Broadcasting System, guest speaker; Jack Davidson, new president of CARTB and dinner chairman, and Don Jamieson, CJON-AM-TV St. John's, Nf'd.

APS = Radio . . .

1. APS is the only transcription library which has had the courage to recognize important economic and programming changes in the broadcasting industry and do something realtistically constructive about it.

2. APS is the industry's only all high-fidelity full basic transcription library service.

3. APS is the only transcription library actively managed and operated by broadcasters.

4. APS is the only transcription library produced, planned and engineered with the famous exclusive MUZAK know-how.

5. APS is budget priced.

There's much more to the APS story. Write, phone or wire—we'll be pleased to tell it to you—we'd be proud to have the privilege of serving you and your listeners.

Only APS has everything!


APS "the library that pays for itself" (A division of Muzak Corp.)

221 Fourth Ave., New York 2, N.Y. • Tel (1) 480-000

March 28, 1955 • Page 97
Commission felt you would misuse this power. Presumably the Canadian government still believes it. Your problem is to convince them that you won't. If you fail to do so you will justify arguments of those who feel you should either be eliminated or seriously restricted, you will supply conditions for the death of freedom and the death of your own opportunities."

More than 400 persons attended the convention, largest in the 30-year history of the CARTB. It was held at the Chateau Frontenac, Quebec, March 21-23.

Davidson Elected

Jack Davidson, CKGB Timmins, was elected president, and J. A. Dupont, CJAD Montreal, vice president, of an enlarged board of directors now totalling 18 members. Directors elected at a closed business session Tuesday afternoon were F. A. Lynds, CKCW-AM-TV Moncton; John Hirtle, CKBW Bridgewater; George Cromwell, CHSJ-AM-TV St. John; F. B. Rossard, CHNO Sudbury; Henri Lepage, CHRC and CFCM-AM-TV Quebec; D. A. Gourd, CKRN Rouyn; Rene Lapointe, CKBL Matane; W. Slatter, CJJO Guelph; J. B. Campau, CKLW-AM-TV Windsor-Detroit; W. T. Cruckshank, CKNX Winham; J. S. Boyling, CHAB Moose Jaw; Gerry Gaetz, CICA Edmonton; J. B. Craig, CKX Brandon; H. A. Crittenden, CKCK-AM-TV Regina; F. H. Elphicke, CKWX Vancouver; F. B. Ricard, CHNO Sudbury; John Craig, CKX Brandon; Gerry Goetz, CJCA Edmonton, and Syd Boyling, CHAB Moose Jaw. Ted Campeau, CKLW-AM-TV Windsor-Detroit, was not present when this picture was taken.

NEW MEMBERS of the board of directors for the Canadian Assn. of Radio & Television Broadcasters, are (l to r): seated, Henri Lepage, CHRC and CFCM-AM-TV Quebec; John Hirtle, CKBW Bridgewater; Vice President J. A. Dupont, CJAD Montreal; President Jack Davidson, CKGB Timmins; Rene Lapointe, CKBL Matane; George Cromwell, CHSJ-AM-TV St. John; D. A. Gourd, CKRN Rouyn; standing, Wally Slatter, CJJO Guelph; W. T. Cruckshank, CKNX Winham; M. Finnerty, CKOK Penticton; Hal Crittenden, CKCK-AM-TV Regina; Fred Lynds, CKCW-AM-TV Moncton; F. Elphicke, CKWX Vancouver; F. B. Ricard, CHNO Sudbury; John Craig, CKX Brandon; Gerry Goetz, CJCA Edmonton, and Syd Boyling, CHAB Moose Jaw. Ted Campeau, CKLW-AM-TV Windsor-Detroit, was not present when this picture was taken.

In opening the convention Monday morning, retiring President Finlay MacDonald, CJIC Halifax, emphasized that a new pattern is emerging in Canada as result of the growth of television stations in the past year. Eighteen independent tv stations are now members of CARTB. He reported that the overall broadcasting picture showed a healthy increase in local business development. He welcomed 11 new members, bringing CARTB membership to 145 stations.

Frank Owen, columnist of the London, England, Daily Express, who flew to the CARTE meeting, was keynote speaker. He brought Canadian broadcasters and their American guests a report on the latest developments in British television, emphasizing five restrictions in effect in Great Britain on freedom of the spoken word and visual appearance. The latest restriction, he said, is the recently passed government order forbidding discussion on radio and tv of vital subjects within 14 days of being discussed in Parliament. Mr. Owen pointed out that broadcasting has already taught masses more than they learned at school, and that radio and tv can spread knowledge and sound a warning bell against further restrictions on freedom. He explained in detail how British commercial tv will work and discussed pitfalls and quarrels which already have arisen among the Independent Television Authority and program companies in London, Manchester and Birmingham.

John Karol, vice president of the Columbia Broadcasting System, told broadcasters of the latest developments in the American radio network programming, explaining that an expanding economy can support all new media as they come along. He explained the strip program concept, pointing to its flexibility for advertisers and how they can share nighttime radio with other advertisers. Canadian broadcasters had their first look at Columbia's film "Tune In Tomorrow."

How radio stations can best set up newsrooms and handle editorial broadcasting highlighted a panel presentation by four Vancouver newsmen under chairmanship of Sam Ross, CKWX Vancouver. Mr. Ross told the broadcasters that news is a commodity radio cannot do without and that radio stations must make up their minds to give editorial opinion and guidance to their communities. How to set up a good newsroom, the staff needed, policy formulation, wire services and the value of fast and accurate news service were handled by Bert Canning, news chief of CKWX. Handling of editorial policy and the value of it to gain the station respect and stature in a community was emphasized by Darwin Baird, CJOR Vancouver, while Jack Webster, CJOR news chief, dealt with freedom of information and the radio station's responsibilities in developing news.

Unable to attend because of bad flying weather, James P. Furniss, Citizens & Southern National Bank, Atlanta, Ga., addressed the Canadian meeting by long distance line from Atlanta on how his bank had used radio successfully to build up its business [story, page 54].

CFAR Wins Gillin Award

The annual dinner Monday evening saw presentation of the John J. Gillin memorial award to CFAR Flin Flon, Man., for outstanding community services. Nineteen broadcasters were presented with certificates of membership in CARTB Quarter Century Club and 36 broadcasters and station staff members were presented with membership in the Pioneers Club for service of more than 25 years in the industry prior to 1951.

Tom O'Neill, president of Mutual Broadcasting System, as guest speaker dealt statistically with developments of radio and tv broadcasting in the U.S., showing how old and new program patterns developing in radio broadcasting. First all-tv session in CARTB history was held Tuesday morning at a closed meeting for tv station members only. Discussed were rate cards, standard contract and film agreements, pay scales, training and news. It was generally
agreed that member stations would give advertisers 90-day notification on rate increases as of July. Committees were appointed to study standard contract forms of all types.

The most contentious problem was the formation of a new film pool which would give national film news from member stations to the Canadian Broadcasting Corp. for national TV network news release. Network stations would act as exclusive holders of news in collecting news film for national TV network news. The committee plans investigating all sources of national and international film news for use of independent stations.

At a closed business session Tuesday afternoon Finlay MacDonald reported on last year's activities, including a "most heartening" liaison with all government departments, members of parliament, cabinet ministers and Premier Louis St. Laurent. He stated that "eventually we will receive the type of legislation we have been seeking." He reported on the formation of a Canadian radio and television league with membership throughout Canada to present a brief before the Canadian Parliament for nationalization of broadcasting and television.

In a lengthy report on the CORTB activities, Executive Vice President Jim Allard stated in Ottawa the feeling was that private television stations are now located, would be licensed either within a year, or else not until 1958 when a transcontinental microwave network is completed. He opined that the latter is most likely unless more public pressure was exerted for second stations in these cities: Toronto, Montreal, Ottawa, Halifax, Winnipeg and Vancouver.

Interpreting Canada's census reports, Mr. Allard forecast increased advertising demand but urged stations to program for other than teenage audiences, which forms the smallest age group in the country. He reviewed questions broadcasters ought to ask themselves about programming, commercials and program popularity polls.

Mr. Allard reviewed changes made in the CORTB Sales Div. in the past year, reported on a radio sales presentation to be made at the Toronto annual meeting in May of the Asn. of Canadian Advertisers, and that a separate television sales department is planned when there are more television stations.

Copyright problems, both radio and television, were reviewed and agreements with copyright associations announced. Two briefs will be presented to the Canadian government soon, one on the reduction of transmitter license fees and the other to a parliamentary committee on broadcasting. In closing, he urged continued unity to make the industry a "powerful and a respected force in the life and development of the Canadian community."

Committee reports on the advertising standards Code, CBC liaison and public relations were made at a Tuesday closed meeting. The annual meeting of the Bureau of Broadcast Measurement discussed adding French-language members to the board and methods of French-language surveys.

CHEX-TV Start Scheduled

CHEX-TV Peterborough, ch. 12, was scheduled to go on the air March 21 as the 11th TV station in the province of Ontario. The station was built at a cost of approximately $500,000, with RCA-Victor transmitter and a 400-ft. wavestack, 12-slot antenna costing $60,000. The station will operate with 260 kw video. D. R. Lawrie is station manager.

**PERSONNEL RELATIONS**

**Radio Writers Approve Pact With CBS Hollywood**

FIRST CONTRACT negotiated between CBS Radio Hollywood and Radio Writers Branch, Writers Guild of America West (successor organization to Radio Writers Guild), covering staff news and continuity writers, was overwhelmingly approved at a Beverly Hills membership meeting.

Under contract terms, effective until July 1956, newsmen will receive commercial fees for the first time, continuity writers get broader rights in material they prepare and all writers receive a 6% increase in base pay. Contract provisions are retroactive to Aug. 1, 1954.

Unanimously approved were undisclosed demands of a freelance writers-network negotiating committee, to be presented at radio network negotiations in New York this month. Radio negotiations will be held concurrently with live TV network negotiations [BT, March 7].

Additionally, the meeting, presided over by radio branch President David Friedkin, discussed a code of working rules, a credit arbitration system and the establishment of a number of annual awards by the branch.

**SAG Unit Studies Contract**

APPOINTMENT of a television wages and conditions research committee to recommend changes desired in the present Screen Actors Guild contract has been made in preparation for collective bargaining negotiations covering actors in tv entertainment films. SAG's present contract with producers of these films will expire on July 20. Negotiations with Alliance of TV Film Producers and others are expected to start in May.

Recently negotiated SAG collective bargaining contract covering filmed TV commercials [BT, March 7] has been approved by the guild's general membership by a 60-to-1 margin.

**AFM's 802, WOR-AM-TV Near Accord on Musicians**

YEAR-LONG labor dispute between WOR-AM-TV New York and Local 802, American Federation of Musicians, is expected to be settled shortly with the signing of a contract providing for the employment of 17 musicians on the stations' staff. Attorneys for the stations and the union are reported to be working on the language of the contract, which is expected to be ready within a few days.

The stations have been operating without musicians since March 1954 when a contract calling for 40 musicians was not renewed [BT, March 8, 1954]. The dispute touched off a series of court actions instituted by both the stations and by the union.

**WNHC Directed to Negotiate**

RULING of a trial examiner that WNHC-AM-FM-TV New Haven, Conn., should stop certain allegedly unfair labor practices in its AFTRA negotiations has been upheld by National Labor Relations Board. The stations are directed not to refuse to bargain with AFTRA or to interfere with AFTRA bargaining efforts.

"A valuable asset—We use the Broadcasting Yearbook many many times during the year."

MacDonald Dunbar
Group Media Supervisor
Ted Bates

March 28, 1955 • Page 99
The local franchise holder in each market will be the key man in subscription tv system, firm's pamphlet relates.

KEY POSITION in Zenith's version of subscription tv will be held by the Phonevision franchise-holder in each market. It will be the local license-holder, franchised to administer pay-tv operations, who will sit between the broadcaster on the one hand and the viewer on the other.

This was evident with the issuance last week of Zenith's 12-page brochure entitled "Phonevision and the Broadcaster."

Main points of the book indicate that:

- Broadcasters will be responsible for choosing pay-tv programs and determining what the charges will be.
- Station owners will feed subscription tv programs to local Phonevision franchise holders to be encoded. The scrambled programs will then be relayed to individual transmitters for broadcast. Stations will not have to invest in any equipment. Each station will be free to book pay-tv programs from any source.
- Franchise holders will be responsible for installing and servicing decoders at viewers' receivers. The franchise holder will furnish key data to subscribers so they can "set" their decoders to scramble the pay-telecast. He will make collections and disburse this income according to instructions from the station, retaining his percentage for this service. He will serve all stations in his area.

In what is obviously a preview of some of the major elements to be included in its comments to the FCC, due May 9, Zenith indicated that:

Broadcasters will have no investment to make; they will be solely responsible for arranging for pay-tv programs and charges from any source. Any station will be able to use Phonevision. No specified portions of the broadcast day will be required for subscription tv broadcasting.

Benefits Outlined

Benefit to broadcasters will be in new sources of programs and revenue. Besides the direct financial income from "admission" sales, broadcasters will benefit because they will have decreased production costs when telecasting pay-tv. An indirect benefit to all tv stations is the fact that good subscription tv programs will keep more people at home and thus increase the potential viewing audience for all tv.

Zenith states.

Based on its 1951 Chicago tests, which showed that the average sum spent by the 300 "guinea pigs" in the 90-day test was $1.73 weekly, Zenith said that a city like Chicago has a potential of $44 to $54 million yearly.

Subscribers will receive individual "settings" for their own decoders from the local franchise holder. This may be done by telephone, vending machines, coupons, mail, cash box. Collection will be by cash, except for telephone where a billing system might have to be inaugurated.

Decoders will be installed at a nominal installation charge, similar to telephone practice. There might also be a minimum monthly charge.

Franchise holders will be licensed by Teco Inc., which holds licensing rights from Zenith. It was organized with an initial investment of $1 million capitalization. It has spent about $30,000, and has the remainder invested in U. S. Government securities.

The 100,000 shares of Teco were originally offered to Zenith stockholders on the basis of one share of Teco for every five shares of Zenith. It was offered at $10 per share, has fluctuated from that low to a high of 43 this year. It is currently running about $35 bid and $38 asked. There are about 1,000 stockholders. It is traded over the counter.

Teco also was established to act as a booking agent for pay-tv programs, but this will be a significant factor only in the early days of Phonevision, it is believed.

Preliminary estimates are that each decoder will cost about $80. This means a substantial investment by the designated franchise holder in each community. It will mean $8 million for 100,000 installations and $40 million for 500,000 installations. Zenith itself, it is believed, may have to initiate the first few such installations to prove Phonevision out.

In its 1954 annual report (see story, page 93) Zenith President E. F. McDonald Jr. welcomed the FCC action inviting comments on subscription tv [BTW, Feb. 14].

"Your company welcomes this action as a milestone toward eventual approval of subscription television as an addition to the regular broadcasting services now available," he said.

Pay, Anti-Pay Tv Spar

BATTLE between pro and anti subscription tv advocates, moved into the squaring off stage last week.

In New England, Alfred Starr, co-chairman of the committee told Boston exhibitors that subscription tv would be the death knell of free tv.

In his 1954 annual report, Zenith President E. F. McDonald Jr. questioned the motives of the Committee Against Pay-As-You-See Television. "One obvious motive for the campaign [by the anti-pay-tv committee] was fear of competition—they do not want broadcasters to share the nation's billion-dollar box office for motion pictures and they want to retain the box office events (heavy-weight championships, grand opera, etc.) that they have taken away from television broadcasting to show exclusively on theatre tv."

The struggle is expected to move into the影视 arena on April 14 when subscription tv will be the subject of a debate before Washington newsmen at a National Press Club luncheon. On the pro side will be Millard C. (Tex) Faught, economic consultant and Zenith advocate. On the con side will be Mr. Starr, who is executive committee chairman of Theatrical Owners of America.

NARTB Tv Board will hold a special meeting in Washington April 12 to consider answers to FCC's request for comments.

New Production Firm Formed

FORMATION of Studio Program Service Inc., New York, firm which will specialize in the production of radio-tv properties, has been announced by Bill Mogle, president, and Ed Diresta, vice president. Harry Landon, formerly sales manager at Gotham Recording Co., has joined the new company as sales director. Mr. Mogle will continue to head Mogle-Sheldon Assoc., radio-tv-film consultants. Mr. Diresta was previously with Gotham Recording as an account executive.

Page 100 • March 28, 1955
Capitol Controlling Stock Purchased by London Firm

OVER 96% of outstanding common stock of Capitol Records Inc., Hollywood, has been acquired from 1,057 stockholders up to March 14, in the estimated $8.5 million deal in which Electric & Musical Industries Ltd., London, purchases controlling interest in Capitol [BET, March 14, Jan. 17].

These figures were announced last week by Glenn Wallichs, Capitol president, who also announced the appointment to the Capitol board of directors of J. F. Lockwood, EMI board chairman; L. J. Brown, EMI managing director; J. N. McLeod, EMI International, Paris; Roger Smith, general counsel, Lockheed Aircraft Corp., and John A. Wells, partner, law firm of Dwight, Royall, Harris, Koegl & Kaskey.

Mr. Wallichs further announced that he will remain president and a director of Capitol Records and that other Capitol management will continue without change.

TelePrompTer Forms New Unit

SEPARATE sales service department has been established by TelePrompTer National Sales Corp., New York, to handle an increasing volume of business, Herbert W. Hobler, vice president, announced last week. The department will service stations throughout the country, Mr. Hobler said.

Selma Wickers is head of the new operation, whose national headquarters will be in New York. Branch offices will be opened in Chicago and Los Angeles. Miss Wickers previously was an assistant to Ted Mills, producer at NBC-TV.

N. Y. Exams by C-C Will Save Schools Estimated $12,000

MORE than 700 New York public school teachers, competing for licenses as school principals, for the first time will take their examinations April 11 via closed circuit tv.

The telecast test, eliminating the need for what previously were some 40 examinations spread around the city, will be given for all applicants at the same time, one examination in the morning and the other in the afternoon, both 30 minutes in length. Obliviating need for substitute teachers during the examination will save the schools an estimated $12,000.

The system was worked out by WCBS-TV New York and the New York Board of Education's board of examiners. Theatre Network Television Inc. also worked on the project.

Franchises Offered Stations

EXCLUSIVE franchises for the tape recorded background music library of Magene-Tronics Inc., New York, are now available to 'beep-casters' and prospective multicasters. P. L. Deutsch, president of the firm, announced last week. The franchises were made possible by the FCC's recent approval of multiplexing, Mr. Deutsch said. The music library includes over 5,000 non-vocal selections.

Mr. Deutsch also said that the 50 new titles that the firm adds to its library monthly are also cleared for both methods of transmission. Programs are recorded in England on eight-hour tapes which are leased on a rotating basis to franchise holders.

BOTV Presents Two C-C's

FACILITIES of Box Office Television Inc., New York, producer of industrial and educational video programs, were used last Tuesday for two closed-circuit telecasts—one for General Electric and the other for financier Louis E. Wolfson.

The GE telecast, which originated from the company's Schenectady plant, was a special demonstration for a group of electronic engineers meeting at the Waldorf-Astoria, New York. On the same day, Mr. Wolfson spoke from the Hotel Astor's Grand Ballroom to stockholders of Montgomery Ward seated in the hotel's Belvedere Room. Both telecasts employed two-way audio systems, making possible question-answer sessions at the conclusion of the shows.

PROGRAM SERVICE PEOPLE

Philip Monroe, formerly head of animation, Ray Patin Productions, Hollywood, to Ty Spots Inc., same city, as director and chief animator.

John H. Battison, television consultant, returns to Washington, D. C, after completing contract to put CHCT-TV Calgary, Alta., on air.

Everett Wren, production manager, KBTX (TV) Denver, resigns to return to freelance talent field.

Norman Katz, head of foreign theatrical and television distribution, Associated Artists Productions, N. Y., on world-wide tour to acquire films made in other countries for tv and theatrical distribution in U. S.

THE M90ACC AND M90AC

The finest tape recorder ever engineered for professional use. Exact reproduction up to 20,000 cps with Magnecord's exclusive Audio Cascade System. Instant starting—slot loading—positive, safe action in high speed forward or reverse — lowest flutter rate. See Magnecord—try Magnecord—you'll choose Magnecord too! Portable, case or console mounting.

NOW . . . THE GREATEST LINEUP OF FEATURES ever offered in professional tape recorders

-the new M81 and M90 series

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A precise, professional tape recorder, priced to meet the modest budget requirements, yet it contains all the features that have made Magnecord the choice of professionals everywhere.

Portable, case or console mounting.

These are the new M81 and M90 series Magneords are especially designed for

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DU /><P><B><H2>DUPONT RADIO-TV AWARDS PRESENTED</H2></B></P><P>The Alfred I. duPont Awards Foundation in Radio & Television made its 12th annual presentation last Friday, with WHAS Louisville, Ky.; KGAK Gallup, N. M., and commentator Eric Sevareid walking off with top honors. The winners were selected for “meritorious service to the American people” in 1954. The ceremonies, held at the Mayflower Hotel in Washington, were attended by leaders of the radio-television industry. Dr. Francis P. Gaines, chairman of the awards committee and president of Washington & Lee U., made the presentations. An engraved plaque and a check for $1,000 was awarded each winner. CBS Radio broadcast the proceedings.</P><P>WHAS—a 50 kw, CBS affiliate—was honored for “programming which consistently shows a lively sense of public responsibility and an awareness of public and community interests.” The station also was cited for its “generous support of educational, civic, health and charitable agencies” and for its “programs specifically designed to inform the public on important public issues.” WHAS is associated with the Louisville Courier-Journal and Times. Barry Bingham is station president and Victor A. Sholis is vice president and director.</P><P>KGAK, 250 kw, Gallup, was honored with the “smaller station” award for “initiative shown in establishing and maintaining radio service to the Navajo and Zuni Indians in their own languages, thereby bringing radio communication for the first time to these Indian peoples” [B&T, July 20, 1953]. It also was commended for “developing programs which have contributed to the better health and education of the Indians.”</P><P>Eric Sevareid, CBS commentator whose broadcasts originate in Washington, was credited by the awards committee for “thoughtful and lucid analysis of the current scene, for penetrating knowledge of men and events combined with tolerance, reasonableness, and a leavening of friendly or caustic humor.” The judges said Mr. Sevareid is “an able representative of the best tradition among American commentators.”</P><P>In addition to these awards, the judges made special commendations to two other stations for their records of accomplishment in 1954: WCBS-TV New York for Camera Three, On the Carousel, Here Is the Past, America in the Making and Our Goody Hallmark—shows of “unusual educational and spiritual value.” KMI-TV Fresno, Calif., for “unusually comprehensive programming in the fields of agriculture and education, including . . . a series to teach English to foreign-born residents.”</P><P>Award winners can use their cash awards for establishing fellowships for young people seeking advanced study in some field of mass communications. Foundation curator O. W. Riegel noted that several scholarships have been established under the plan.</P><P>Members of the awards committee are Dr. Gaines, chairman; Mrs. Jessie Ball duPont; Dr. Hadley Cantril, director of the Office of Public Opinion Research, Princeton U.; Turner Catledge, managing editor of the New York Times, and Dr. Susan B. Riley, president of the American Assn. of University Women, Nashville.</P><P>Hall of Fame Deadline Set MAILING deadline for nominations to the Advertising Hall of Fame is April 15, according to Wesley L. Nunn, Advertising Federation of America board chairman. AFA is located at 330 W. 42d St., New York 36, N. Y. Election to the hall recognizes posthumously (after two years) “special achievement and service in the upbuilding and advancement of the social and economic values of advertising.”</P><P>AWARD SHORTS</P><P>James P. Harkins, former assistant talent coordinator, NBC, presented Pro Ecclesia et Pontificia medal for outstanding service to Pope and Roman Catholic church.</P><P>Tennessee Ernie Ford, host, CBS Radio Tennessee Ernie Show, cited by Los Angeles district, California Federation of Women’s Clubs, for consistent attention to matters of public interest.</P><P>WAGA-TV Atlanta, Ga., and TV Ranch program on that station, awarded inscribed plaque by Morton C. Tice, national commander, Veterans of Foreign Wars, in recognition of on-the-air help in promoting fund raising drive for new hospital in that city. Lorenzo F. Jones Jr., WAGA-TV account executive, presented “Patriot” award by Atlanta Account Executives Club for “highest degree of excellence in field of tv sales.”</P><P>John Fox, announcer, CFIB Brampton, Ont., voted “number one master of ceremonies on the Clubtime Show around the world” by a panel of Hollywood producers and directors.</P><P>WRCA-AM-TV New York, for its “Sidewalks of New York” clean-up campaign, presented citation by Mayor Robert F. Wagner lauding efforts of stations in helping make New York “a better place to live and work.” Hamilton Shea, NBC vice president in charge of stations, accepted scroll from Mayor Wagner. Stations involved estimated $100,000 in air time during nine-week drive.</P><P>Ed Sullivan, host and co-producer of CBS-TV’s Toast of the Town (Sun., 8-9 p.m. EST), given the National Newspaper Publishers Assn.’s John B. Russ Wurn Award for “outstanding work in race relations and better understanding among the peoples of this country.”</P><P>John Franklin, newsmen, KYW Philadelphia, given bronze plaque by local Catholic War Veterans chapter for leadership in moving for bill in state legislature seeking to prevent abandonment of iceboxes which have locks and hinges attached.</P><P>WILY Pittsburgh presented with scroll by nearby Hill City, Pa., for work in combating juvenile delinquency.</P><P>Gene Autry and Gail Davis, western personalities, receive President’s Prayer Award for their efforts on behalf of U. S. Savings bond campaign.</P><P>WDAY Fargo, N. D., presented 1954 “Good Neighbor” award of Fargo Eagles Lodge for contributions to city during year.</P><P>Marty Wolfson, conductor, Musical Sketch Pad, KDKA-TV Pittsburgh, presented Vision Conservation Award Plaque of Pittsburgh Optometry Society for efforts in work of conserving eyesight.</P><P>Stan Barron, sports director, WKBK Buffalo, N. Y., presented first annual award for outstanding service and sports announcing from Industrial Softball League of Western New York. Mr. Barron previously presented similar award from Many Baseball League.</P><P>Joe Herold, general manager, KBTY (TV), Denver, presented annual award for promotion of National Crime Prevention Week in Denver area from National Exchange Club, Toledo, Ohio.</P><P>Aune Hayes, women’s activities director, KCMO-AM-FM-TV Kansas City, presented for community service in tv from Community Chest for weekly telecasts covering work of United Campaign Agencies.</P><P>THE best way to sell the KANSAS FARM MARKET</P><P>use the KANSAS FARM STATION</P><P>WIBW CBS RADIO in Topeka</P><P>Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCCH</P><P>Rep. Copper Publications, Inc.</P><P>Page 102 • March 28, 1955</P>
NAEB Receives $42,000 In Educational TV Grants

THE National Assn. of Educational Broadcasters, Urbana, Ill., has received $42,000 in grants-in-aid from the Educational Television & Radio Center and four grants totaling $33,800 from the Fund for Adult Education, according to the March issue of the NAEB Newsletter.

The grants-in-aid from ETRC are for content-oriented radio programs following the general theme of America in the Twentieth Century. Formal announcements of the grants, setting forth conditions and the form that applications must take, will be made shortly.

The FAE granted $12,000 for the third educational television production workshop, to be held in the late summer; $8,000 for the second educational television engineering workshop, to be held in September; $6,300 for about 40 scholarships to enable persons now, or soon to be, engaged in educational TV to attend summer workshops or summer session courses in television; $7,500 for a six-month experimental program of aid to educational TV stations through the use of visiting teams of experts in such specialized fields as program planning, direction, production technique, staging, lighting and technical operation. Further information may be obtained from NAEB.

Communication Course Set

SERIES of courses by the University College of the U. of Chicago dealing with the impact of mass communication will start March 30. Trends in communication research, validity of findings, techniques and procedures will be explored. Among the speakers scheduled are Seymour Bank, media group supervisor, Leo Burnett Co.; Mary Jane Grunsfeld, director of motivational research, Weiss & Geller; Shirley A. Star, National Opinion Research Center; Harriett Moore, director of psychological research, Social Research Inc.; Pierre Martineau, research director, Chicago Tribune, and Kenneth P. Adler, secretary of the U. of Chicago's communication committee. The course will be given for credit in the spring quarter.

Brett to Ala. Educ. TV Post

RUDY BRETTZ, former CBS producer-director, has been appointed director of the Birmingham (Ala.) Area Educational Television Assn., which will share with the U. of Alabama and Alabama Polytechnic Institute the task of programming the three-station Alabama Educational TV Network. Mr. Brett will occupy his Birmingham post on a half-time basis, continuing half-time his original contract with the State of Alabama as program consultant to the entire network.

Fellowship Deadline Set

APPLICATIONS are now being accepted for the fourth annual WAAM Television Fellowship, sponsored by WAAM (TV), Baltimore, for graduate study in the field of television at Johns Hopkins U., Baltimore. The fellowship is open to all professional TV personnel—network or local, commercial or educational stations—and carries a stipend of between $4,500 and $6,000, depending on family responsibilities.

Applications must be filed by May 15, the winner to be announced a month later. The fellowship runs from Sept. 15, 1955, to June 15, 1956. Applications can be received by writing to: Chairman, WAAM Television Fellowship Committee, The Johns Hopkins U., Baltimore 18, Md.

From where I sit
by Joe Marsh

Red Finds a "Sweet Solution"

Red Jackson found a slick way to get his cows to eat what's good for them. Seems they were passing up the tall green grass—full of minerals and vitamins—and eating the short grass, which is naturally sweeter.

Red solved the problem by spraying a solution of corn syrup over the grass that was going begging. The cows sure went at it. Red says it's lucky for him—and the cows—that every one of them has a "sweet tooth."

Next week, according to Red, he's going to have his cows clean up all the weedy grass that grows along his fences—after he sprays it with more corn syrup, of course.

From where I sit, some folks, like Red, are always trying out new tricks—and others stick with the old tried and true methods. Just a question of preference, I guess. It's like the way you may enjoy coffee with your meals, while I prefer a good cold glass of beer. So let's not allow any bad feelings to "crop up" by thinking ours is the only choice.

Joe Marsh

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NBC-TV SHOWS 'INCENTIVE'

NBC-TV's "Summer Incentive Plan" on Today, Home and Tonight was described through a slide presentation to advertising agencies officials at a luncheon last week in New York. The plan offers discounts to advertisers on any combination of "T-H-T" during the May 30-Sept. 2 period, with savings estimated up to 34.6% [B-T, Feb.]. Speakers included Roy Porteous, NBC manager of sales for participating programs; Mort Werner, NBC-TV director of participating programs, and Murray Heilwell, NBC-TV manager of merchandising. Mr. Heilwell outlined the merchandising activities on behalf of "T-H-T," including the use of kinescopes and newspaper ties-in advertising. He said the most recent development is trade paper advertising in food, drug and retailing publications to reach trade outlets.

SOLD ON STEREOPHONIC SOUND

RESPONSE of high fidelity recording enthusiasts to Thursday night stereophonic sound segments of the KABC-AM-FM Hollywood Fred Beck and Lawrence Welk programs has caused the station to add similar Wednesday night programming on the Beck program and during remote Coconut Grove broadcasts of the Freddie Martin orchestra. Stereophonic sound broadcasts utilize simultaneous broadcasts of the same program on am and fm.

CBS-COLUMBIA C-C

NATIONWIDE closed-circuit radio broadcast was held by CBS-Columbia to announce to its distributors and their sales personnel gathered in CBS Radio affiliated stations, the special promotion for its "Advanced 1600" new receivers, which includes sponsorship of Arthur Godfrey and His Friends, effective March 30, and Willy, starting April 6, both on CBS-TV. Ted Bates Inc., New York, is the agency for CBS-Columbia. The tv receiver company will continue to sponsor Life With Father on CBS-TV as well as the Amos 'n' Andy show on CBS Radio. Participating in the closed-circuit announcement were Arthur Godfrey; Seymour Mintz, president of CBS-Columbia; Harry Scheeder, CBS-Columbia vice president in charge of sales, and Gerald Light, CBS-Columbia director of advertising and sales promotion. It was the first time that the manufacturing division of CBS has used radio for distributor meetings.

KBIF GOES ON WAGON

TO introduce new Sanger, Calif., residents to the programming of KBIF there, the station has provided literature about the station and its shows for distribution by a "Welcome Wagon" which greets each new family to the area.

KCOP (TV) 'POLICEMAN' M.C.

POLICEMAN trademark of KCOP (TV) Hollywood is brought to life by that station, with actor John L. Sullivan promoting the station in the guise of an old-fashioned, bell-helmeted cop. As Sgt. Sullivan, he also emcees an hour-long film program for children, during which he provides safety hints and advice.

DUMONT'S PROMOTION WINS

PROMOTION pieces prepared by Allen B. DuMont Labs, Clifton, N. J., have been awarded first prize in competition conducted annually by the New Jersey branch of the National Industrial Advertisers Assn. to select the year's outstanding example of advertising promotion. The promotion pieces consisted of simulated leather brief cases which describe DuMont's industrial television products, mobile radio products and the DuMont multi-scanner, a device which enables broadcasters to transmit high quality monochrome or color tv pictures by means of "hot" scanning. The cases were designed to be distributed in two sizes, one for the president of the station and another for the station's representative. One of the cases features a map of the world in simulated skin and the other is a double-breasted suit. The brief cases carry copy which says, "Sorry I missed you, but I'll leave my case in your hands."

WORLD PROMOTION KITS

SPRING kit, including a variety of musical material plus new program and selling ideas, has been sent to more than 1,000 subscribers by World Broadcasting Co. A spokesman for World said it was the biggest spring release in the company's history. The kit also contains a "spring home improvement campaign" aimed at sales to upholstered and fabric stores, home appliance dealers, department stores, paint stores and gardening suppliers.

COLOR CITY'S DEBUT

FIRST color program to emanate from NBC-TV's new $37 million Color City in Burbank was "The CBS Report," a local presentation over KRCB (TV) Hollywood, on which entertainment personalities re-enacted and showed film clips of their own favorite performances. The KRCB program was presented in full color.

DREAMS COME TRUE

CBS-TV Welcome Travelers has launched a weekly contest feature, "Your Child's Dream," with the parents of each winner receiving merchandise gifts. Tommy Bartlett, m.c., invites a child to appear on his show each week with the parents of the child he has selected as dreaming the bigger dream. One winner, who dreamed of becoming an astronaut, spent an afternoon in Chicago's Adler Planetarium, was flown to Los Angeles for a luncheon date at the California Institute of Technology and escorted to Mt. Wilson and Palomar Observatory. The boy reappeared on a later program to relate his experiences.

CLEVELAND TEAMWORK

SEVEN Cleveland radio stations pooled their efforts to broadcast the inauguration ceremonies of the city's new rapid transit system. Taking part were WTAM, WDOK, WERE, WQAR, WHK, WJW and WRSR. The special network involved eight field units, 17 engineers, nine commentators and 77.5 miles of special cable. It fed all stations simultaneously. Eight remote pickups, each by a different station, were made as the inaugural train took its maiden trip.

DIMES FROM KBET-TV

TO ANNOUNCE to agencies and advertisers that it is ready for business, ch. 10 KBET-TV Sacramento, Calif., which went on the air March 20th, is sending them a new 10-gae- piece attached to copy that says: "Bet this on your best bet in television! KBET-TV! Sacramento's only vhf channel! CBS-ABC." The mailing piece suggests booking the bet with the station's representative, H. H. Television, with an option to "buy a beer at a bistro."
OVER 40,000 people were drawn to the opening of the new Georgetown home development near Philadelphia, on Sunday, March 20, when WCAU-AM-TV talent participated in “Star Sunday” activities.

The crowd was big but the results were bigger—329 homes were sold between 9 a.m. and 10 p.m.

Appearance of the radio-tv stars brought a response far in excess of anything the builders had anticipated. Traffic was backed up five miles on a state highway, with 16 officers needed to handle crowds and autos. The WCAU talent entertained from the lawn of a sample house.

The new $55 million Georgetown development, near Camden, N. J., will include 4,000 homes when completed. Prices range from $9,750 to $14,790.

VIEWERS IN PRISON

FIRST live telecast from Holmesburg prison in Pennsylvania was carried yesterday (Sun.), according to WPTZ (TV) Philadelphia, when that station carried a live show from the prison as part of its Telerama series. The program probed the question: “What makes 60% of released prisoners return?”, and tried to find the relationship between prison conditions and the percentage of return prisoners. Through WPTZ cameras, viewers visited the prison grounds, shops and cell blocks, and listened to penology experts discuss conditions at the prison.

NBC SPOT SALES ‘FIRST’

PROMOTION piece printed in new Collotype process has been published by NBC Spot Sales and mailed to 2,500 advertising agency executives. It is reportedly the first promotional piece to be printed which uses the new method. The reader is advised to “cherchez la femme,” meaning top women personalities. The copy points out that an advertiser’s search ends at NBC if he is looking for a way “to get a sales message across to les femmes at home.” A panel is devoted to each of eight women on stations represented by NBC Spot Sales.

ROSEY REMINDER

MARKING the official advent of spring, WGLV (TV) Easton, Pa., distributed rosebuds to timebuyers and other agency people last Monday. The flowers were attached to blotters cards bearing the message: “A boutonniere to remind you that it’s spring. When you want to be reminded of the third largest market in Pennsylvania, turn this card over.” On the reverse side were the WGLV call letters and channel assignment (57) and the words “Serving the entire Lehigh Valley—Allentown-Bethlehem-Easton.”

‘NIGHT TRAIN’ PROMOTION

WDVA Danville, Va., is sponsoring, in cooperation with the Southern Railway, a special train from Danville to Lynchburg and back, with dances scheduled in the railroad stations of both communities. Two bands will also be aboard the train. The WDVA promotion was inspired by its Night Train d.j. show which is on the air two hours and 35 minutes each evening five-times per week.

POLICE HEAR RADIO-TV TALK

NEWS DIRECTOR Otis Morse, WSBA-AM-TV York, Pa., this year gave the initial lecture on “Public Relations With News Media” to a group of Pennsylvania State Police in their training school. This is the first time radio or tv has been represented in the lectures. Arrangements for the inclusion of broadcast media were made by the Pennsylvania Newspapers’ Publishers’ Assn.

RAB PERSONALIZATION

TO dramatize radio’s increasing personalization, the Radio Advertising Bureau last week sent a pocket-sized Regency radio set to the presidents of the nation’s largest advertising agencies. In an accompanying note, Kevin Sweeney, RAB president, pointed out to the agency heads, whose firms bill more than a billion dollars annually, that “radio, changed more than any other advertising medium and still growing at a tremendously fast rate, has just begun to grow.” He cites as a contributing factor the development of radio sets that can be carried in the purse or pocket.

From coast to coast you will find installations where TOWER’S “Package” service is paying off. We manufacture the tower and erect it—handle your Job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coated undercoat supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS

TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

March 28, 1955 • Page 105
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B•T)
March 17 through March 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
CP—construction permit.
DA—directional antenna.
ERP—effective radiated power.
STL—studio-transmitter link.
AM—amplitude-modulation transmitter.
FM—frequency-modulation transmitter.

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>550</td>
<td>550</td>
<td>550</td>
</tr>
</tbody>
</table>

 Licensed (all on air) 2,687 855 1,290

 CPs on air 5 17 418

 CPs not on air 101 11 918

 Total authorized 2,692 864 448

 Total authorized applications in hearing 127 2 187

 New station requests 186 5 17

 New station bids in hearing 101 9 1,511

 Facilities change requests 10 2 36

 Total applications pending 115 16 32

 Licenses deleted in Feb. 2 0 0

 CPs deleted in Feb. 0 0 0

 * Does not include noncommercial educational fm and tv stations.

 ** Authorized to operate commercially, but station may not yet be on air.

 Am and Fm Summary through March 23

 On Air Licensed CPs in ch. 101

 Am 2,702 2,692 118 178 78

 Fm 542 542 30 7 0

 Teleivision Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>274</td>
<td>318 589</td>
</tr>
</tbody>
</table>

 Educational | 18 | 35

 Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Noncommercial</th>
</tr>
</thead>
<tbody>
<tr>
<td>vhf</td>
<td>uhf</td>
</tr>
</tbody>
</table>
| 303 | 108 | 411 | 3

 Applications filed since April 14, 1952:

 New Amendment: Commercial 958 337 739 537 1,277

 Educational 30 29 28 5 3

 Total 1,015 337 768 555 1,354

 One hundred-thirty-one CPs (26 vhf, 105 uhf) have been deleted.

 One applicant did not specify channel.

 Includes 35 already granted.

 Includes 629 already granted.

 ACTIONS OF FCC

New TV Stations . . .

ACTION BY FCC

Des Moines, Iowa.—Cowles Best. Co. (KRKX-Am-FM) granted vhf ch. 8 (118-119 mc), ERP 416 kw visual, 168 kw auditory; antenna height above average terrain 611 ft., above ground 706 ft. Estimated construction cost $686,045, revenue $1,650,397. Post office address 215 Locust St. Des Moines 30, Iowa. Studio and transmitter location: Ninth and Pleasant Sts. Geographic coordinates: 41° 18' 20" N, Lat. 93° 27' 46" W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington, Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Gardner Cowles, Chairman of the Board and Vice President John Cowles, Vice President Luther T. Hill, Vice President James S. Milloy, Vice President Robert R. Tweener, Vice President Robert Dillon, Treasurer Carl T. Kessler and Secretary Vincent Karringer. The Register & Tribune Co. owns all stock, which is voted by Gardner Cowles. Grant is without prejudice to any application by FCC with respect to any further application to effectuate agreement with Murphy Best. Co. Granted March 23.

APPLICATIONS


Twin Falls, Idaho.—August H. Vogeler d/b/a Twin Falls TV Co., ubf ch. 13 (210-211 mc); ERP 11.5 kw visual, 6.5 kw auditory; antenna height above average terrain 596 ft., above ground 217.3 ft. Estimated construction cost $26,450, first year operating cost $92,600, revenue $125,000. Post office address Box 553, Idaho Falls, Idaho. Transmitter location Flat Top Butte, 4.7 miles N. of Jerome, Idaho. Geographic coordinates 43° 46' N., Lat.; 114° 24' W. Long. Consulting engineer Howard D. Johnson, Salt Lake City, Utah. Mr. Vogeler is a warehouse supplier. Filed March 22.

Existing TV Stations . . .

ACTIONS BY FCC

KBET-TV Sacramento, Calif.—Sacramento Telecasters Inc. granted STA to operate commercially on ch. 30 for the period ending June 8. Granted March 17; announced March 22.

KHBC-TV Honolulu, Hawaii—Hawaiian Best. System Ltd. granted STA to operate commercially on ch. 9 for the period ending April 13. Granted March 14; announced March 22.

WBRZ TV Baton Rouge, La.—Baton Rouge Best. Corp. granted STA to operate commercially on ch. 4 for the period ending April 1. Granted March 17; announced March 22.

WILK-TV Wilkes-Barre, Pa.—Wyoming Valley Best. Corp. granted STA to change ERP to 172 kw visual, 396 kw auditory; antenna height above average terrain 240 ft. Granted March 15; announced March 22.

KFTA TV Amarillo, Tex.—Amarillo Best. Co. granted STA to change ERP to 195 kw visual, 396 kw auditory; antenna height above average terrain 357 ft. Granted March 15; announced March 22.

KORD-TV San Antonio, Tex.—KCOR Inc. granted mod. of CP for ch. 41 to change ERP to 190 kw visual and 375 kw auditory; antenna height above average terrain 360 ft. Granted March 15; announced March 22.

WXIX (TV) Milwaukee, Wis.—Columbia Best. System Inc. granted mod. of CP for ch. 15 to change studio location to 54-45 S. 27 St.; ERP to 383 kw visual, and 142 kw visual. Granted March 15; announced March 22.

STATION DELETED

WCNO-TV New Orleans, La.—Community TV Corp. granted request for cancellation of CP for ch. 32 and deletion of call letters. Granted March 16; announced March 22.

New AM Stations . . .

ACTIONS BY FCC

Washington, Ga.—Max G. Pfafender granted CP for ch. 68. Granted March 20; announced March 22.


Stateville, N. C.— Walter A. Duke d/b/a Iradell Best. Co. granted 556 kc. granted March 9, 500 kc. waired. Post office address Box 190, Hartwell, Ga. Estimated construction cost $15,600, first year operating cost $2,000, operating revenue $3,000. Mr. Pfafender is general manager of WATV, New Orleans, La.


Richland, Wash.—James R. Tabor granted CP for ch. 68. Granted March 20; announced March 22.


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 106 • March 28, 1955
**Existing FM Stations**

**APPLICATIONS**

**Norfolk, Va.**—Survey No. 18787, for grant of 10 kw for broadcasting purposes, to be located on 890 Mc. Granted March 14.

**Plattsburgh, N. Y.**—Survey No. 18704, for grant of operation at 10 kw on 880 Mc by the North Country Broadcasting Co. Granted March 31, 1938.

**Stations Deleted**

**WMW** (FM) Detroit, Mich.—Granted permission to cease operation of station on 221 Mc. Granted March 21.

**Ownership Changes**

**KTVI-TV** (AM) St. Louis, Mo.—Harkins Broadcasting Inc. granted transfer of control from Dwight Harkins through purchase of approximately 96% interest from estate of Harry L. Nace Jr., for $27,750. Mr. Harkins, general manager of KTVI, will now own approximately 0% interest. Granted March 15.

**KWIF** (FM) Kake, Wash.—Kake Broadcasting Co. granted voluntary assignment of license to John W. Mathis, owner. Granted March 15.


**KMCO** (AM) Fort Worth, Tex.—KBTV Inc., owner, granted voluntary assignment of license to Cagle in trust for通告's interest. Granted March 24.


**KFMI** (AM) St. Louis, Mo.—Kake Broadcasting Inc. granted voluntary transfer of control to E. J. W. Cagle in trust for通告's interest. Granted March 24.

**KBRG** (AM) Dallas, Tex.—KBTV Inc., owner, granted voluntary assignment of license to Cagle in trust for通告's interest. Granted March 24.

**KBTM** (AM) San Diego, Calif.—KBTV Inc., owner, granted voluntary assignment of license to Cagle in trust for通告's interest. Granted March 24.

**KSNP** (AM) St. Louis, Mo.—Kake Broadcasting Inc. granted voluntary assignment of license to Cagle in trust for通告's interest. Granted March 24.

**KRBC** (AM) Fort Worth, Tex.—KBTV Inc., owner, granted voluntary assignment of license to Cagle in trust for通告's interest. Granted March 24.

Five kilowatt. Leading regional independent in one of the best
industrial areas. Combination operation with good asset position. Gross
increasing progressively and can be outstanding earner with
good owner operator. Liberal terms.

**East Central **

$125,000.00

Five kilowatt. Leading regional independent in one of the best
industrial areas. Combination operation with good asset position. Gross
increasing progressively and can be outstanding earner with
good owner operator. Liberal terms.

---

**Appraisals  •  Negotiations  •  Financing**

**BLACKBURN - HAMILTON COMPANY**

**RADIO-TV-NEWSPAPER BROKERS**

**WASHINGTON, D. C.**

James W. Blackburn
Clifford Marshall
Washington, D. C.

**SAN FRANCISCO**

William T. Stubblefield
235 Montgomery St.
San Francisco 8, California

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**BROADCASTING  •  TELECASTING**

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**(Continued on page 113)**
IN WICHITA...

Just like many, many other areas, wise TV broadcasters, interested in well-screened and highly trained personnel, have turned to Northwest Radio & TV School Graduates, why don’t you start using our FREE Radio-TV Personnel service? Save time. Send for FREE list of all TV and radio stations. Our graduates are well qualified and professionally trained in our studios using standard equipment, screen them... train them... refer them to you with complete details, as they fit your specific needs. Let us help you with your personnel needs. We assure you of prompt, personal attention. Write or call COLLEEN, John Birrel, Placement Director.

NORTHEAST RADIO & TELEVISION SCHOOL
1221 N. W. 21st Ave., Portland 9, Oregon
with schools in
Hollywood- Chicago-Washington, D. C.-Portland

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—$2.00 minimum.
All other classifications 30¢ per word—$1.00 minimum • Display ads $15.00 per inch
No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance to applicant) or 25¢ per box number. Postage, obligation. bro- chures • Transcripts expressly repudiate any liability or responsibility for their custody or return.

Situations Wanted

Manager

Dynamometer Salesman

Must be knowledgeable and experienced in the industrial sales field. Must have an outgoing and winning personality. Good oral and written communication. Must be independent, self-motivated, and possess ability to promote and sell a line of dynamometers to industrial concerns. Must have a valid driving license to handle company cars. Salary commensurate with experience. Excellent opportunity for a good man. Box 836F, B.T.

RADIO

Help Wanted

Manager

Top salesman with experience in small market. Unusual opportunity for advancement in metropolitan market. Box 358G, B.T.

Commercial Manager

Must know business and be a producer. Salary $85 plus over-ride on total station sales. Send complete details, photo and references. Box 782G, B.T.

Wanted

Young, aggressive, all-around station manager for New England market. Write Box 840G, B.T., with full details about past experience.

Selling Manager

Need soonest crackercake sales manager. Familiar with direct network and single-station operations. Must be able to handle and promote sales to local salesmen. Capable of boosting sales for indie program. Must be able to understand and follow through with use of presentations, brochures and ability to teach their use to local salesmen. Our stockholders are young and very forward looking; management and entry is young and extremely aggressive with many new ideas in local radio operation. Our goal: Make a top prestige station new in the market pay profits. Potential tremendous. Remuneration to be determined. Probably 15% personal sales, 5% over-ride on three good salesmen and share of national-regional business. Send detailed resume or tell all in longest first letter. Interview and job. Reply promptly. (P.S. Minimum $85 if less than 1½ hours from finest beaches.) WACG, Lumberton, N.C.

Station Manager

Sale purchased with sales ability needed for daytime 1000 watt station. Excellent opportunity for real producer. Must be able to handle agency contracts and other station business. Tell all first letter. Include pictures. They are not interested in a manager with remotes from behind a desk. Emphasis must be on selling and sales promotion. Call 4-1981 daytime or 6-8006 evenings. WOIC, Columbia, S. C.

Salesmen

Florida—experienced man. Draw against 15%. Box 681F, B.T.

Florida coastal independent wants young self-starter. Account representative. Must live and be looking for challenge and opportunity. Excellent compensation. Must have high pressure, can close women. Protected accounts. Box 746G, B.T.

RADIO

Help Wanted—(Cont’d)

Manager

Excellent opportunity for good time salesman able to handle own copy. $75 a week plus 5% commission for all detailed, photo and reference. Box 781G, B.T.


Sales opportunity, excellent guarantee, commission, for sound experienced representative. Send background and full history with picture to Box 804G, B.T.

Salesman with experience for expanding midwest station. Excellent good guarantee plus commissions. Box 828G, B.T.

Salesman: Salary plus commission, 16% stock ownership. A good place to be. Radio stations, one of the nation’s top east coast metropolitan areas. Box 846G, B.T.

Sales manager for right man as sales manager or commercial manager for radio and tv. Contact Radio Station KSBJ, Jamestown, North Dakota.

Immediate opening for salesman in west Texas market. Some announcing preferred but not essential. Contact Tom Hickey, KTUE, El Paso, Texas.

Very good opportunity for salesman with experience. Excellent draw plus commission. Right person. Full line area population 27,000. Send full details in first letter to Bob Geerdes, Manager, WYTH, Box 67, Sturgis, Michigan.

Wanted trained radio salesman for small market radio with Community Network on western slope of Rocky Mountains. Send letter. Box 279, Montrose, Colo.

WANTED AESTHETICS! Aesthetics wanted for Ozarks. Send complete details and snapshot. Box 281G, B.T.

Announcers

Florida—pop DJ personality. Send tape and resume. Box 746G, B.T.

Need announcer with experience, personality, native of Tennessee. Salary depends on qualifications. Box 748G, B.T.

Staff announcer for North Carolina daytimer. Good opportunity for an all-around man. Experience not necessary if have ability. Box 809G, B.T.

Immediate opening for experienced combo man, restricted ticket for right shirt—featuring news and music. Full line, full tape, photo references. Starts $70.00 for 48 hours for right man. Additional extras benefit. No drifter. Box 851G, B.T.

All-around combo man—pop, hillbilly, concert, news. Prefer family man who can work into sales; comm. is not essential but will invest. Excellent opportunity. No Roasters. Box 831G, B.T.

500 watt CBS affiliate has opening for staff announcer. Strong on news, music or both. Must have good opera- tion. Good opportunity to work into tv. Send picture—several with aerial required to Program Director, KFBS-Radio, Great Falls, Montana.

Announcer, staff on dj side. Send tape and qualifications. KGLL, Billings, Montana.

Immediate opening for experienced announcer that can sell and write copy. Have man ready to live permanently in small non-tv community. Prefer personal interview. Contact KSUE, Sunset, Iowa.

Experienced announcer—operator. WICY, Malone, N. Y. Selling voice!

Experienced announcer with restricted license. Send full information first letter. WLPIM, Suffolk, Virginia.

RAVIO

Help Wanted—(Cont’d)

Manager

Good announcer, with first ticket for new am station in Quad Cities. Call Ken Kilmer, WHMI, Marion, Indiana.

Wanted... all-around staff announcer and DJ. Must have 3rd class, and possibly N. W. Permit. Contact Dr. H. G. Borwick, WYOS, Monticello, N. Y.

Technical

Combo-man, 1st phone, must be capable maintenance man and have experience in announcing. Good opportunity for third class, new station. Clint Formby, KSFAN, Hereford, Texas.

Chief engineer, 40 hour week, double time holidays, paid vacation. Limited announcing. Send complete details, including snapshot, salary requirements, experience data to WSSV, Petersburg, Virginia.

Programming-Production, Others

Girl Friday for continuity and air work progressive midwest station with large staff. Box 828G, B.T.

Situations Wanted

Manager

15 years radio experience, presently assistant manager-program director. Stable personable, capable of sparking staff to best sales performance. Needs progressive manager. Box 787G, B.T.

General manager ready to take complete charge of station. Sales, programming, etc. Midwest area. Daytimer preferred. Will invest. Box 625B, B.T.

General manager or commercial manager, 10 years sales experience and all phases of operations. Age 27, married. Wife experienced in copywriting. Four years experience as PD, commercial manager. Past year as general manager. Strong sales ability and willingness to relocate in south, southeast. Want permanent letter. Hope you would consider my references. Available April 15th. Box 808G, B.T.

Successful general manager—thoroughly experienced 15 years, excellent references. Available soon. Box 820G, B.T.

Safemen

Wanted northern Minnesota market, 10 years successful sales experience. Presently employed by top producer. Box 748G, B.T.

Salesman: Now calling on agencies. In all parts of the country, who would like additional revenue from non-competitive service allied to tv. All replies confidential. Box 786G, B.T.

Announcers

Announcer: 2 years, strong news and commercial delivery, veteran. Box 645C, B.T.

Announcer, news DJ, commercial, news, experience light, ambitious, conscientious, tape available. Box 772G, B.T.

Radio-tv announcer desires position. Presently employed. Experience in two major markets. Four years am and two years tv. Top job on commercial accounts. Good selling record. College, reliable, and conscientious with excellent references. Will consider branching out for news assignment... either am or tv. Heavy news experience. Married, will have new baby boy... draft exempt. Box 733G, B.T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers. No bases. No response. Looking for opportunity to prove myself an asset to your station immediately. Box 797G, B.T.

Staff announcer—news-sports, commercials, control board, etc. Have third class. Third ticket. Vet. Tape, resume on request. Box 795G, B.T.

Wanted: Good sports job—permanency—size of market not as important. They can make sports pay-off. Minimum $100. Presently at top station—willing to look. Box 793G, B.T.

Sports and newscaster, seeks more responsibility, with service stringer. Employed met market. dj, promotion, photography. Box 797G, B.T.

**RADIO**

**Situations Wanted—(Cont’d)**

**Announcer**—copywriter. Personality third Announcer, news, good DJ. Mature, dependable. Box 814G, B-T.

**Guarantee**—years experience, reliable, on highly competitive market. Box 816G, B-T.

**Negro announcer and DJ, a smooth salesmen, very good boardman.** Box 817G, B-T.

**Announcer, seeking job with future, married, veteran, will travel. Tape.** Box 818G, B-T.

**Announcer-DJ, 81, single.** Being discharged from Armed Services job (Radio & TV). 2nd class ticket. Tape. Available immediately. Box 819G, B-T.

**Strong news, excellent comm, good DJ, single, very dependable.** Box 821G, B-T.

**Announcer, presently employed, prefer native New England, married, draft exempt.** Box 822G, B-T.

**Announcer—copywriter, Personality DJ, good news, commercials. Tape, resume on request.** Box 823G, B-T.

**Announcer, First class license. Experience, Good voice.** Box 826G, B-T.

**Announcer, deejay, 2 years, learning, V. I. P. Announcer for sports reporter.** Write direct in small station. Travel, prefer Georgia, North Carolina. Box 827G, B-T.

**Young birth. African love southern sunshine. Box 828G, B-T.**


**Announcer—excellent on commercials strong on continuity.** Box 830G, B-T.

**Announcer, experienced. Presently employed, desires change, radio, voice, copy.** Box 832G, B-T.

**Announcer, seeks opportunity to improve. Two years staff, board, copy, 23, married. Tape. Box 833G, B-T.**

**All-around staff man. Strong on news, commercials, friendly DJ style, heavy duty sports including play-by-play. Write continuity. Hold third class ticket. Interested in small station with future. Tapes available.** Conscientious and dependable. Box 835G, B-T.

**Announcer, experienced, news DJ, friendly voice, married, veteran, will travel. Box 836G, B-T.**

**Announcer—strong on news and music. Married, 26 years, tape. Tape and resume on request.** Box 841G, B-T. Good dependable announcer, over 5 years experience, desires permanent position in friendly town. Box 842G, B-T.

**Experienced staff announcer, family, strong news. Available middle April. Jack Argersinger, Radio Station WTVF-A, Frederickburg, Virginia. Phone: Even, 577.**

**Announcer, 20, single, draft exempt, 16 months experience staff announcer, prefer.** Specialty—sports play-by-play. Prefer Midwest. Station where employed curtailed broadcasting. Available for interview. Ken Burdick, 315 W. Pearl, Staunton, Ill. Telephone: 338W.

**Colored disc jockey, good personality. Willing to work. Will travel. Former graduate Carnegie School of Speech. Good idea.** Send offers. Write, call Reg Dwyer, 633 St. Marks Avenue, Brooklyn, N. Y. Telephone: Ph 3-3214.

**DJ, sports, play-by-play, versatile, 2 years experience. Reliable, employs.** Contact Pete Franklin, WRCSC, Ahotie, N.C. Phone: 3101.

**Staff announcer, good boardman, all staff duties, masters.** Box 870G, B-T.


**TELEVISION**

**Help Wanted**

**Managerial**

**Commercial manager for vhf station in the new York City area. Has 1st class license. Assembles and establishes station.** Box 838G, B-T.

**Salesman**

**Illinois tv only operation has opening (2) for technical and salesmen.** Box 839G, B-T.

**Help Wanted—(Cont’d)**

**Technical**

**TV transmitter engineer—experienced, capable of operation and maintenance of 50w high band equipment.** Box 840G, B-T.

**Wanted:** Denver tv station wants time salesman. Must have experience in tv or radio. Write Box 870G, B-T.

**WANTED:** Employment for engineer now engaged in tv station maintenance. He advance to chief engineer of midwest radio-4tv station in midwestern market. Experience in all phases of television, and salary is adequate. Please state qualifications and present salary in first letter. Box 838G, B-T.

**TV engineer wanted. Experience operating tv studio equipment and experience and reference.** Box 824G, B-T.

**Studio technician to take charge of installation, maintenance, and operation of tv unit in metropolitan market. Good opportunity to become chief engineer. Successful experience necessary in vhf. Very good equipment and excellent employee relationships. Inquire for specific qualifications desired and the salary range.**

**TELEVISION**

**Situations Wanted—(Cont’d)**

**Announcers**

**Talented on camera performers: strong on sports, commercials, and shows. 816G, B-T. 4 years radio, 1 1/2 years tv. Currently employed at top Midwest vhf operation.**

**Production-Production, Others**

**Here's the young television man you've been looking for. He's 26 years old. He's alert, acute. Stands up instruction like a blithe. Worked with top show, 2 years, knows there a man or group of men who he wants to work with, wants to own and wants a young man who would help make station in South. Box 816G, B-T.**

**Talent in rigging and repair. Very physically and technologically competent. Has had good experience and in very good shape. Box 814G, B-T.**

**Motion picture cameraman, completely equipped. Available for nutrition, commercial, production. Prefer foreign assignment.** Box 846G, B-T.

**3 years tv experience . . . film editor, cameraman, video-switcher, director, production manager.**

**Confident. Willing to accept probationary period. Resume available. Box 715G, B-T.**

**Tv baseball director. Over 500 games including network origination of all star and world series games. 7 years experience director and producer in all phases of television.**

**Ten years experience—directly and related to television production—announcer, floor manager and cameraman. Write for resume. Box 825G, B-T.**

**Film editor presently employed in major northeast city. Desires position as film director and buyer. Box 835G, B-T.**

**Newsroom cameraman, experienced. Own equipment, shot, develop, maintain. M. A. 25, very 36 feet. Family man, relocate. Box 846G, B-T.**

---

**WE HAVE YOUR MAN**

**EXECUTIVE & STAFF LEVELS CONFIDENTIAL CONTACT**

**When a vacancy exists at management or staff level, your job it is of the utmost importance that the right man or woman be found . . . and fast.**

**Costs are costly.**

**There is no need to burden yourself and your secretary with reams of needless correspondence and dozens of telephone contacts. A service has already been accomplished for you by our distinguished professional specialists, headed by Howard S. Frazer, 113 S. Wabash Ave. TV & Radio Station Management Consultant.**

**Our placement consultants constitute our LARGEST NATION-WIDE POOL of well qualified and carefully investigated personnel ready to give you service.**

**CURRENT AVAILABILITIES**

**TV AND RADIO**

**General Managers**

**Continuity Editors**

**Commercial**

**Network Executives**

**Managers**

**Station Managers**

**Engineers**

**Technical**

**Promotion**

**Supervisors**

**Directors**

**Program Managers**

**Producers/ Directors**

**Production**

**Editors**

**Special Events**

**TV Floor Personnel**

**Reporters**

**Announcers**

**News Editors**

**Sportscasters**

**Technicians**

**Newscasters**

**Film Buyers**

**TV Film Editors**

**INQUIRE ABOUT OTHER CATEGORIES**

**In most of the above categories we have clients qualified for both major and minor markets. Inquire about these or wire your requirements, describing the qualifications desired and the salary range.**

**We will screen availabilities and furnish information carefully for your consideration and direct contact.**

**BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.**

708 Bond Blvd., Washington 5, D. C.
FOR SALE

Stations

For sale: Established midwest one kilowatt, unlimited, network affiliate, in good farming area. Excellent opportunity for right party. Box 7862, B-T.

West Florida daytimer earning approximately $9000 per year, $5200. half cash. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.


Equipment Etc.

Six towers, galvanized, self-supporting 75 ft. Used singly for communications or frisbee area tv. Anderson, for 150 or 300 ft. guayed towers F.O.B. California. Send offer. Box 704G, B-T.

For sale: Studio camera, view finder. RCA TK-1R-A. current regulator, camera control. TM&-A master monitor, with tubes less power supplies. used few hours. Two for $1175. B-T.

RCA TVS superturnstile. Tuned channel 5 but tunable 4 or 6. Box 7979, B-T.

Equipment

1 Large console—15'10" Ax Ampex $900; 1 Magnetron recorder, complete with tape transport and P20-R amplifier. Selling playing for $3000. B-T.

Columbia-Hoffman recorder, forward and backward adjustment $500; 6 channel plus master monitor. and other supporting system. F.O.B. Los Angeles $550; 1 RCA UP-A $250. Box 865G.

FCC approved Western Electric 250 watt am transmitter. Immediate delivery only $4000. F.O.B. Chicago. Box 359G, B-T.

GE 3 kw fm transmitter, type BT1A, monitor, dryer. 400 ft. 3/4 coax, KFWC, Vernon, California. 182 kw power transformer, 3 phase. Tapped primary 300 to 360 volts. Secondary 4000 volts. P. A. Greer, WAKA, Greenville, S. C.


10 kw fm transmitter—GE BT-T-A. Spares and tubes. Excellent condition. Will accept first reasonable offer. Ridley Bell, WABL, Columbus, Georgia.

Complete fm station, clean as a pin, including 1 RCA 4766-32 kw transmitter. Hewlett-Packard 3263 modulation and frequency monitor, 4-bay multi-73 kHz am antenna. 360 ft. 1/4 coaxial cable and radiator, and complete set of spare tubes. Less than 6000 hours operation. Makes excellent offer as is where is. Our engineer available at reasonable figure if desired to dismantle and crate. WSNW, Seneca, South Carolina.

Priced to sell—3kw Collins fm broadcast transmitter, with all accessories. Tuned to 185.5 mcs. Includes 4 bay antenna. In use less than 3 years. Perfect condition. Contact WWFR, Jasper, Alabama.

FOR SALE

500 foot Lehigh self-supporting galvanised tower. Designed to support tv antennas. Will erect, light station. 120.000 sq. ft. plus lot if desired. Write on call C. H. Fisher, 6100 N. E. Columbia Blvd., Portland, Oregon. Phone: TRinity 9593.

Custom built fm broadcast transmitters, all types and powers. Fully guaranteed for economical and reliable unattended operation. Fritz Bauer. 1500 S. Fairway Terrace, Springfield, Missouri.

New Western Electric RD 100 program switches. 10 input, 6 channels, dual pre-set. Original price $25,000. our delivered price $4950.00. O'Brien Electric. 6514 Santa Monica Blvd., Hollywood 38, California.

RCA-1kw uf transmitter, antenna, monitors and complete studio set up for channel 28 operation. Full specifications and conditions of sale available. Write to: D. L. McNamara, Purchasing Agent. University of Southern California, University Park, Los Angeles 7, California.

219 Blaw-Knox type LE gured tower with Crouse-Hinds CAA spec A-3 lighting PE controlled. Supported workshop. WA-25-18 tv antenna. Staged only 18 months, survived Hurricane Hazel. Will sell where is, as is, buyer to dismantle and remove. Easily accessible, near Elmir, N. Y. Make offer to El-Cor Television, P. O. Box 1697, Elmir, N. Y.

Wanted to Buy

Stations

FOR SALE

100 feet Lehigh self-supporting galvanised tower. Designed to support tv antennas. Will erect, light station. 120.000 sq. ft. plus lot if desired. Write on call C. H. Fisher, 6100 N. E. Columbia Blvd., Portland, Oregon. Phone: TRinity 9593.

Custom built fm broadcast transmitters, all types and powers. Fully guaranteed for economical and reliable unattended operation. Fritz Bauer. 1500 S. Fairway Terrace, Springfield, Missouri.

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Wanted to buy uf equipment. Highest cash prices paid. Box 855G, B-T.

Wanted: Tv remote equipment including microphone relay. 259 watt fm transmitters in good working order. Give fullest particulars and price asked. Box 796G, B-T.

Wanted 1 kw am transmitter. Prefer Gates BC-1F. Consider any at right price. Box 860G, B-T.

Wanted: Complete RCA field camera chain and power supply, model 785-11. Also wanted field sync generator and TTI TA camera pedestal dolly. Chris Berry. Chief Engineer. KCEN-TV, Temple, Texas.

Tv equipment needed.—Lenses needed: 2—35mm; 2—50mm; 2—90mm; 2—150mm. Also needed 1 DuMont portable sync generator, 3-5155s, 2-3114s. 2-connecting DuMont "A" cables with connectors. For the time being, including price, condition, age and guarantee, if any, to North-west Radio & Television School. 1221 N. W. 21st Ave., Portland, Oregon.

INSTRUCTION


RADIO

Help Wanted

Managerial

AUDIO SALES MANAGER

High level salaried position directing audio sales. This is very important position and includes product planning, production scheduling, as well as audio system engineering to assist field sales force. Broadcast audio systems experience essential. Previous sales or merchandising experience in audio also desirable.

Please send full details with photo, if possible, to L. J. Cervone, Sales Manager. Gates Radio Company, Quincy, Illinois.

PERSONALITY-DEEJAY

Need immediately an experienced DJ radio salesman for leading major network affiliate in thriving Midwest market of 460,000. Station has Number One acceptance in most station market and is affiliated with successful TV station. Salary open. Send personal resume and air check.

Box 853G, B-T.

Situations Wanted

Managerial

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.
NETWORK DISC JOCKEY AVAILABLE
This man, presently employed, with over 15 years of disc jockeying experience in one of the nation's largest metropolitan markets, has broadcast his record show over one of the major networks, coast to coast. He is considered one of the country's foremost disc jockeys and air salesmen. His earnings last year, based entirely on talent fees (he cost his station nothing), was in the five figure bracket.

Box 793G-BT

TELEVISION

Help Wanted

Managerial

WE BELIEVE IN UHF
MR. TV MANAGER DO YOU?

We need immediately a capable, experienced sales and TV programming manager to operate the affairs of a UHF station located in a large midwestern city. Must be willing to accept capital stock of the company substantially in lieu of financial reimbursement. Sufficient financial reimbursement will be made to cover living expenses. Give full details as to your qualifications, experience, family, previous employment, and date available.

Box 811G-BT

Programming-Production, Others

TV HOME ECONOMIST WANTED

Need at once: Graduate home economist, experienced in television, for planning and carrying forward TV food feature service for national education and research organization. Some travel required. Send photo and complete information, especially foods training to

Box 714G-BT

FOR SALE

Equipment

TOWERS

Radio-Television Stations

(Continued from page 108)

March 18 Decisions

ACCTIONS ON MOTIONS

The following actions on motions were taken at this meeting:

By Hearing Examiner J. D. Bond on March 17

Whitefish Bay, Wis., Independent TV Inc., Cream City Broadcast Co.—By Notification Order and Order granted petition of Independent to amend its application for tv ch. 9 (Docket 11099; BPTC-1831), to show change in stock interests.

By Hearing Examiner Basil P. Cooper on March 17

WHTY Wilmington, N. C., Wilmington TV Corp.—Granted motion to continue hearing from March 16 to March 31 in re mod. of CP for tv station (Docket 11282).

By Hearing Examiner H. Gifford Irion on March 17

WJW Ames, Iowa, Iowa State College of Agr. and Mechanical Arts—Granted request to correct typographical errors in its proposed findings re application for tv ch. 4 (Docket 10952 et al.).

By Hearing Examiner Elizabeth C. Smith on March 15

New Orleans, La., The Times-Picayune Pub. Co.—Granted request to correct typographical errors in its proposed findings re application for tv ch. 4 (Docket 10952 et al.).

By Hearing Examiner Hugh B. Hutchinson on March 15

Cambridge, Md., The Shore Best Co.—Gave notice of a prehearing conference to begin March 25 in re application for am station (Docket 11144).

For Sale—(Cont’d)

UHF XMTR FOR SALE

RCA UHF 1 kw XMTR

RCA UHF CH. 42 ANTENNA

FILTER PLEXER, R.F. LOAD AND WATTMETER. MAKE OFFER!

WRITE: DON C. WIRTH

WNAM-TV

NEENAH, WISCONSIN

INSTRUCTION

FCC 1st PHONE LICENSE IN 5 TO 6 WEEKS

THE ORIGINAL INTENSIVE 'DOOR OPENING COURSE' RADIO-TELEVISION OUR INTEGRITY PROVEN

Check the school that

solders try to copy.

WILLIAM B. OGDEN

1150 W. Olive Avenue

Burbank, California

BE TAUGHT—NOT TOLD UNDERSTAND—NOT MEMORIZE

Over 1600 successful students in NINE years

FOR THE RECORD

March 18 Applications

ACCEPTED FOR FILING

Modification of CP

KMYR Denver, Co.—KMYR Best Co.—Mod. of CP (BP-6258), which authorized change in frequency; increase power, change transmitter location; install DA mod. and new transmitter for extension completion date (BMP-0768).

WJMN-TV Los Angeles, Calif.—Mod. of CP (BPCT-1927) as mod. which authorized new tv station on top of the tower.

WHEF-TV Brockton, Mass., Trans-American Television Enterprises Inc.—Mod. of CP (BPCT-1927) for a new tv station.

WPB-TE Lordstown, Ohio—Mod. of CP (BPCT-1927) for a new tv station.

WSTV-TV Boston, Mass.—Mod. of CP (BPCT-2031) for a new tv station.

WCTV Orlando, Fla.—Mod. of CP (BPCT-2031) for a new tv station.

WJNR-TV New York, N. Y.—Mod. of CP (BPCT-2031) for a new tv station.

WAFN-TV Dallas, Texas.—Mod. of CP (BPCT-2031) for a new tv station.

WUSA Washington, D. C.—Mod. of CP (BPCT-2031) for a new tv station.

WABC-TV New York, N. Y.—Mod. of CP (BPCT-2031) for a new tv station.

WITC-TV Roanoke, Va.—Mod. of CP (BPCT-2031) for a new tv station.

WBBM-TV Chicago, Ill.—Mod. of CP (BPCT-2031) for a new tv station.

WKBW-TV Rochester, N. Y.—Mod. of CP (BPCT-2031) for a new tv station.

WAGA Atlanta, Ga.—Mod. of CP (BPCT-2031) for a new tv station.

WQIV-TV Miami, Fla.—Mod. of CP (BPCT-2031) for a new tv station.

WBBM-AM Chicago, Ill.—Mod. of CP (BPCT-2031) for a new tv station.

WQIV-AM Miami, Fla.—Mod. of CP (BPCT-2031) for a new tv station.

WBBM FM Chicago, Ill.—Mod. of CP (BPCT-2031) for a new tv station.

WQIV FM Miami, Fla.—Mod. of CP (BPCT-2031) for a new tv station.

WITC FM Roanoke, Va.—Mod. of CP (BPCT-2031) for a new tv station.

WKBW FM Rochester, N. Y.—Mod. of CP (BPCT-2031) for a new tv station.

WQIV FM Miami, Fla.—Mod. of CP (BPCT-2031) for a new tv station.

WITU FM York, Pa.—Mod. of CP (BPCT-2031) for a new tv station.

WBBM TV Chicago, Ill.—Mod. of CP (BPCT-2031) for a new tv station.

APPLICATIONS FOR LICENSE

March 21 Applications

ACCEPTED FOR FILING

Renewal of License

WGRA Cairo, Ga., Grady-Mitchell Best Co.—(BP-2451).

WRAL Bottle Grove, La., Baton Rouge Best Co.—(BP-2451).

WAKM Milledgeville, Ga., Parish Best Corp.—(BP-2451).

WJMR New Orleans, La., Supreme Best Co.—(BP-2451).

WATN Nashville, Tenn., Panola Best Co.—(BP-2451).

WRBC Jackson, Miss., Rebel Best Co. of Miss.—(BP-2451).

KANW FM Albuquerque, N. M., Board of Education of the City of Albuquerque.—(RRED-26).

Applications Resumed

South Bend, Ind., D. Allen, Kester Co. & Allen Kester Jr., db/ as Commercial Sound & Hi-Fidelity—CF Engineering data dated after Section I. Programming data requested.

Modification of CP

WJDM (TV) Panama City, Fla., J. D. Manly—Mod. of CP (BPCT-1711) as mod. which authorized new tv station for extension completion date to 9-29-55 (BMPCT-2890).

WAFT-TV Baton Rouge, La., Modern Best Co.—Mod. of CP (BPCT-1711) as mod. which authorized new tv station for extension completion date to 9-29-55 (BMPCT-2890).

WCAU Philadelphia, Pa.—Mod. of CP (BPCT-1711) as mod. which authorized new tv station for extension completion date to 9-29-55 (BMPCT-2890).

WSWT-TV Columbus, Ohio.—Mod. of CP (BPCT-1711) as mod. which authorized new tv station for extension completion date to 9-29-55 (BMPCT-2890).

WQIV-FM Miami, Fla.—Mod. of CP (BPCT-1711) as mod. which authorized new tv station for extension completion date to 9-29-55 (BMPCT-2890).

License for CP

WBZ-TY Boston, Mass., Westwood Best Co.—License to cover CP (BPCT-1844) which authorized new tv station for extension completion date to 9-29-55 (BMPCT-2890).

WSJL-TV Jackson, Miss., Standard Life Best Co.—Mod. of CP (BPCT-1827) as mod. which authorized new tv station for extension completion date to 9-29-55 (BMPCT-2890).

WJMN-TV San Antonio, Texas, Express Publishing Co.—License to cover CP (BPCT-1827) as mod. which authorized new tv station for extension completion date to 9-29-55 (BMPCT-2890).

WCTA Andalusia, Ala., Andalusian Best Co.—License to cover CP (BP-2912) as mod. which authorized new tv station for extension completion date to 9-29-55 (BMPCT-2890).

WVLW Indianapolis, Ind., Radio Indianapolis Inc.—License to cover CP (BP-2912) as mod. which authorized new tv station for extension completion date to 9-29-55 (BMPCT-2890).

WEMC-TV Whitefield, Mass., WEMC Inc.—License to cover CP (BP-2912) as mod. which authorized new tv station for extension completion date to 9-29-55 (BMPCT-2890).

WZMO-TV Southbridge, Mass., WZMO Inc.—License to cover CP (BP-2912) as mod. which authorized new tv station for extension completion date to 9-29-55 (BMPCT-2890).

March 28, 1955 • Page 113

FOR THE RECORD
March 23 Decisions

March 23 Applications

March 22 Decisions

March 22 Applications

March 14 Actions

March 14 Remote Control

March 13 Actions

March 13 Grant

March 13 Applications

March 13 Actions

March 13 Grant

March 13 Applications

March 13 Actions

March 13 Grant

March 13 Applications

March 13 Actions

March 13 Grant

March 13 Applications

March 13 Actions

March 13 Grant

March 13 Applications
Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantee.

TELESTATUS

March 28, 1955

ALABAMA

Andalusia—
WAQI (2) 5/9/55-Unknown

Birmingham—
► WABT (13) NBC ABC, DuM; Blair; 306,318
► WBRC-TV (5) CBS; Katz; 364,239
► WJLN-TV (48) 12/10/52-Unknown
WBIS (*10) 10/13/54-Unknown

Decatur—
► WMSL-TV (23) CBS; NBC; Walker; 26,250

Downtown—
► WTVY (9) Young

Mobile—
► WALA-TV (10) ABC; CBS; NBC; Headley; 101,100
► WJAG-TV (45) See footnote (c)
The Mobile TV Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV (20) ABC; CBS; DuM; Raymer; 8,280
► WSFA-TV (12) NBC; Katz; 45,110

Munford—
► WTQV (7)

Selma—
WSLA (6) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC, DuM; Raymer; 118,370

Phoenix—
► KOOL-TV (10) ABC; Hollingsbery; 118,370
► KPHO-TV (5) CBS; DuM; Katz; 118,500
► KTVK (3) ABC; Weed

Directory information is in following order: call letters, channel, network affiliation, national representative, market set count for operating stations; date of grant and commencement target date for grantees.

New TV Station
The following tv station is the newest to start regular programming:
KBET-TV Sacramento, Calif. (ch. 10), March 20.

Tucson—
► KUPO-TV (15) CBS; DuM; Hollingsbery; 37,857
► VKOA-TV (4) ABC; NBC; Raymer; 37,957
► Yuma—
► KIVA (11) NBC, DuM; Grant; 26,136

ARKANSAS

El Dorado—
KRBB (10) 2/24/54-Unknown
Fort Smith—
► KPSA-TV (25) ABC; CBS; NBC; DuM; Pearson; 27,560
► KIAC-TV (9) Rambleau; 4/3/54-Unknown
Jonesboro—
► KTVJ (8) 1/12/55-Unknown

Little Rock—
► KARK-TV (4) NBC; DuM; Petry; 95,561
► KTHV (11) Brannam; 11/4/54-Unknown
► KATV (7) See Pine Bluff
► Pine Bluff—
► KATV (7) ABC; CBS; Avery-Knodel; 91,369
► KCNC-TV (6) See Texarkana, Tex.

Savannah—
► KBAX-TV (39) ABC; DuM; Weed; 87,000

TELECASTING

FOR THE RECORD

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) grantee.

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Munford—
► WTQV (7)

Selma—
WSLA (6) 2/24/54-Unknown

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► KIVA (11) NBC, DuM; Grant; 26,136

ARKANSAS

El Dorado—
KRBB (10) 2/24/54-Unknown
Fort Smith—
► KPSA-TV (25) ABC; CBS; NBC; DuM; Pearson; 27,560
► KIAC-TV (9) Rambleau; 4/3/54-Unknown
Jonesboro—
► KTVJ (8) 1/12/55-Unknown

Little Rock—
► KARK-TV (4) NBC; DuM; Petry; 95,561
► KTHV (11) Brannam; 11/4/54-Unknown
► KATV (7) See Pine Bluff
► Pine Bluff—
► KATV (7) ABC; CBS; Avery-Knodel; 91,369
► KCNC-TV (6) See Texarkana, Tex.

Savannah—
► KBAX-TV (39) ABC; DuM; Weed; 87,000

Strong pull... keeps viewers tuned to KJMJ-TV

FRESNO, CALIFORNIA • CHANNEL 24

NBC and CBS affiliate

the San Joaquin Valley's FIRST TV station in...

POWER
now 447,000 watts.

RECEPTION
Pacific Coast Measurement Bureau Survey (Oct. '54) shows KJMJ-TV reception “most satisfactory” in area.

RATINGS
KJMJ-TV carries 20 out of the 25 top-rated nighttime programs in the Fresno area (ARB report, Oct. '54).

COLOR
KJMJ-TV was the first local station equipped to transmit network color shows and has presented them on a regularly scheduled basis.

Paul H. Raymer, National Representative

March 28, 1955 • Page 115
KENTUCKY

Ashland—
WPTV (39) Petry; 8/16/52-Unknown
Bowman.—
> WOKY (90) CBS; Meeker; 60,931
Lexington—
> WLEX-TV (67) 12/3/53-Unknown
> WLEX-TV (8) NBC, ABC, DuM; Forjoe
> WAVE-TV (3) ABC, NBC, DuM; NBC Spet
> WHAS-TV (11) CBS; Harrison, Righter & Parsons
> WLEX-TV (12) See footnote (c)
> WQNL-TV (41) Forjoe; 1/12/53-Unknown
Newport—
> WNOV-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria—
> KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 109,660
Baton Rouge—
> WAFB-TV (28) ABC, CBS, DuM; Young; 20,000
Hattiesburg—
> WMEM (36) ABC, NBC, DuM; Blair; 305,660
Monroe—
> KNOX-TV (8) CBS, NBC, ABC, DuM; H-R; 20,000
New Orleans—
> WCCT (28) Gulf-Perna; 4/2/53-Unknown
> WTVL (10) NBC, ABC, NBC, DuM; Blair; 200,000
> WYES-TV (41) ABC, CBS, DuM; Bolling; 111,840
Shreveport—
> KSLA (12) ABC, CBS, NBC, DuM; Raymer; 77,732
> Shreveport TV Co. (12) Initial Decision 6/7/54—See footnote (f)
> KTLE Inc. (3) 2/16/55-9/1/55

MAINE

Bangor—
> WABI-TV (3) ABC, CBS, NBC, DuM; Holling-
> Wat-TW (2) CBS; Venard
> WJRH (7) WJRH
> WJIB (17) DuM; Everett-McKinney; 26,696
Portland—
> WLBK-TV (4) NBC, DuM; Weed; 164,342
> WGAN-TV (13) ABC, CBS, Avery-Knodel
> WPTM (53) See footnote (c)

MARYLAND

Baltimore—
> WAAM (12) ABC, DuM; Harrison; Righter & Parsons
> WRAI-TV (11) NBC; Petry; 589,297
> WYTV (72) Forjoe; 12/18/52-Unknown
> WTVT (44) 8/15/53-Unknown
> WJZ-TV (7) ABC, DuM; H-R; 1,276,776
> WPRK (90) DuM; Everett-McKinney; 190,000
Baltimore—
> WYAH (53) DuM; DuM; 172,000
> WPMD (21) ABC, NBC; Hollingsbery; 172,000
> WJZ-TV (70) Forjoe; 8/13/53-Unknown
> WTVX (14) ABC, Dub; Raymer; 64,418

MASSACHUSETTS

Adams (Pittsfield)—
> WMTG (19) DuM; Walker; 169,015
Brockton—
> WBZ-TV (4) NBC; Free & Peters; 1,276,776
> WBZ-TV (1) WBCN
> WZTV (44) 8/15/53-Unknown
> WNBC (7) ABC, CBS, DuM; H-R; 1,276,776
> WCVT (53) DuM; Everett-McKinney; 190,000

New Bedford—
> WZTV (55) CBS, DuM; Branham; 172,000
> WPMB (41) ABC, NBC; Hollingsbery; 172,000
Worcester—
> WRAI-TV (80) Forjoe; 8/13/53-Unknown
> WTVX (14) ABC, Dub; Raymer; 64,418

MICHIGAN

Ann Arbor—
> WPGG-TV (20) DuM; Everett-McKinney; 24,000
> WIOD (12) 11/4/53-Unknown
Battle Creek—
> WBCS-TV (58) Headley-Reed; 12/15/53-Unknown
> WBCS-TV (58) NBC, DuM; Headley-Reed; 282,793
Canton—
> WKBW (7) ABC, CBS, DuM; 64,828
Detroit—
> WHDU (30) 11/4/53-Unknown
> WJBK (30) ABC, NBC; Kitz; 353,777
> WTVS (58) 7/14/54-Unknown
> WPTV (4) NBC; Headley-Reed; 1,466,800
> WXYZ-TV (5) ABC; Blair; 1,469,900

BROADCASTING • TELECASTING

NEBRASKA

Hastings—
> The Seaton Publishing Co. (5) 2/11/55—
Kearney (Holdrege)—
> KOXL-TV (13) ABC, CBS, NBC, DuM; Meeker; 53,492
Lincoln—
> KOLN-TV (10) ABC, CBS, NBC, DuM; Avery-Knodel; 112,498
> KWCT (12) 76,618
> KMVT (3) ABC, CBS, DuM; Petry; 265,000
> WOW-TV (6) NBC, DuM; Blair; 285,300
> Scottsbluff—
> KSTP (10) 8/16/54-6/7/55

NEVADA

Reno—
> KLJF-TV (11) NBC; Petry; 28,200
Las Vegas—
> KLAS-TV (8) ABC, CBS, DuM; Weed; 21,244

NEW HAMPSHIRE

Keene—
> WKNE-TV (45) 4/22/53-Unknown
Manchester—
> WMUR-TV (9) ABC, DuM; Weed; 301,338
Mt. Washington—
> WMWT (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park—
> WHTV (56) 6,000
Atlantic City—
> WPFQ (46) See footnote (c)
> WATL (13) Petry; 4,200,000

NEW MEXICO

Albuquerque—
> KOAT-TV (17) ABC, DuM; Hollingbery; 50,000
> KOB-TV (4) NBC; Branham; 55,630
> KOKO (13) CBS; Weed; 55,530
> Roswell—
> KWSW-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,407

Now it costs less to sell MINNEAPOLIS ST. PAUL Maximum power at minimum cost. Ask your H-R representative about choice availabilities.

ASK 316,000

H-R

waits on Channel 9

March 28, 1955 • Page 117
Omar can struggle along on a breadless, wine-less diet, but do without WHEN-TV? By the beard of the prophet, no!

When the moving finger writes in Omar, N. Y., it spells out just one thing — WHEN-TV. And Omar is only one of more than 250 upstate communities whose wilderness is Paradise now because WHEN-TV is there. To add to their joy, the local bazaars are well-stocked with the merchandising the Channel 8 mezzatrons chant about. Whether you sell roofing material for minarets or bangles and beads for bangle dancers, sign up with the Channel 8 caravan if you want to see the faithful (2½ million of 'em) roll out the carpet of hospitality.

SEE YOUR NEAR KATZ AGENCY

EVEN OMAR WATCHES

WHEN-TV

March 28, 1955 • Page 119
Puerto Rico

EXCLUSIVE broadcasting privileges to all Columbus Jet baseball games for 1955, to be sponsored by the Burger Brewing Co. over WTVN Columbus, Ohio, are agreed to by (l to r) Byron Taggart, WTVN general manager; B. B. Fischer, vice president of Midland Adv., representing the firm, and Harold Cooper, general manager of the Columbus Jets.

April 17: BMI Clinic, Hotel Sater, Salina, Kan.
April 17: Kansas Assn. of Radio Broadcasters meeting, Hotel Sater, Salina.
April 18: New York State Assn. of Radio and Television Broadcasters meeting, Utica.
April 18: RAB Clinic, Milwaukee.
April 18: BMI Clinic, Hotel Utica, Utica, N. Y.
April 18: RAB Clinic, Grand Rapids, Mich.
April 20: Peabody Award presentation, Hotel Roosevelt, N. Y.
April 20: CBS Inc. stockholders meeting.
April 20: RAB Clinic, Detroit.
April 20: BMI Clinic, Hotel Somerset, Boston.
April 21: RAB Clinic, Cleveland.
April 22: BMI Clinic, Bangor House, Bangor, Me.
April 22: RAB Clinic, Cincinnati.
April 25: Texas Assn. of Broadcasters meeting, Gusser Hotel, San Antonio.
April 28-29: Pennsylvania Assn. of Broadcasters meeting, Springs Bed and Breakfast, Bedford.

PABST BREWING Co. (Eastside beer), Los Angeles, again takes one-third sponsorship of Los Angeles Angels and Hollywood Stars home baseball games on KJH-TV Los Angeles. The 1955 pact is completed by Charles J. Lick (seated), executive committee chairman for Pabst; John Reynolds (l), KJH-TV general manager, and C. E. Staudinger of Warwick & Legler Inc., Pabst agency.

The agreement to carry the full 1955 schedule of the Rochester (N. Y.) Red Wings baseball games over WVET there, are (l to r) Frank D. Burch, president of Webaco Oil Co. (Cities Service Oil Co.); George H. Siler Jr., general manager, Red Wings, and Erv Lyke, WVET.

BROADCASTING • TELECASTING
WBIG Greensboro, N. C., has purchased exclusive radio broadcast rights to the home and away games of the Greensboro Patriots for the third consecutive year. Allen Wannamaker (l), WBIG general manager, and Jack Aragon, Greensboro Exhibition Club, make final contractual arrangements for the baseball games. Add Penfield, station sports director, will do the play-by-play.

THREE-YEAR CONTRACT between KENS-AM-TV San Antonio and the Lone Star Brewing Co., which calls for the broadcast of all San Antonio Mission baseball games and the telecast of nine home games, is signed by (l to r): Thomas F. Conroy, president; Thomas F. Conroy Inc., Lone Star agency; Jim Wiggins, KENS sportscaster; Gene Sommerhouser, vice president-secretary of the brewing firm; Wayne D. Keurl, KENS general sales manager, and Albert D. Johnson, general manager of KENS-AM-TV. The contract, which calls for more than $100,000 in radio-television time, is the biggest pact in San Antonio broadcasting history, according to the stations.

HUGH B. TERRY (2d l), president-general manager of KLZ Denver, gets a few baseball tips from Robert Howsam, president of the Denver Bears, as the station prepares to broadcast the club's games this season under sponsorship of Adolph Coors Brewery. Listening in on the briefing are (l to r): Revell Fox, Rippey-Henderson-Kostka Adv.; William Moomey, Coors advertising director, and John McEniry, KLZ sales representative.

BERT CHARLES (r), manager of WVKO Columbus, Ohio, accepts from Sandy Hallock, account executive of Byer & Bowman Adv., contract for fifth consecutive year sponsorship of Cleveland Indians by August Wagner Breweries of Columbus. James Amento, president-general manager of the brewing firm, witnesses.

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March 28, 1955 • Page 121
These Meetings Are Necessary

The year 1955 will go down as one in which the nation’s broadcasters voluntarily relinquished the dubious distinction of being the most meeting-minded people extant.

Instead of 17 district meetings, which kept a "flea circus" executive staff of NARTB on the road for nearly half the year, there will be only eight regional meetings compressed into a two-month span. It should mean a reduction in satellite sessions. It will mean a savings of hundreds of thousands of dollars for station owners. And it should permit diversion of a portion of NARTB funds to more fruitful operations.

What we like about the reduction in schedule is the democratic manner in which it was achieved. Last December BT ran a survey which showed that station management wanted fewer meetings.

The NARTB radio and television boards, and its management, promptly followed through. Now the Regional Conference Committee, representing both boards, has implemented the plan [BT, March 21].

With both Senate and House committees planning inquiries, with subscription television at bat before the FCC, and with an election year coming up, it's more important than ever that the executive staff of NARTB spend as much time as possible in Washington in the months ahead.

The new meeting schedule should dovetail neatly.

The Sound Resounds

New evidence of radio's vitality came from widely differing sources last week.

One source was Kevin Sweeney, who, as president of Radio Advertising Bureau, has a professional obligation to be optimistic about radio. The other was a Georgia bank executive whose job is to evaluate radio coldly and on the single question of whether it is doing the job he demands.

The comments of both appear in this issue and are worth reading [see FEATURE SECTION, page 39]. They are in agreement that radio has an enduring place among advertising media.

Indeed, in Mr. Sweeney's view, radio should occupy a bigger place than it does. It will be prevented from attaining new prominence only by inept management and unimaginative operation, he believes. Mr. Sweeney thinks that radio needs some strong injections of creativity and ingenuity and once it gets them it will become a bigger volume business than it ever was.

James A. Furniss, vice president and advertising manager of the Big Citizens & Southern National Bank of Georgia, has stuck with radio through the development of TV and thinks radio is still a sound buy. His is the view of a customer who must match radio against all other media. That he is a contented customer is proof that radio provides powerful advertising.

It should be reassuring to radio men that the advocate, Mr. Sweeney, and the critical customer, Mr. Furniss, are alike in their beliefs about the soundness of sound advertising. That belief is one which should be held by everyone who makes his living in radio.

Exit: 'Official Kibitzer'

The FCC last week petitioned Congress to amend the so-called protest rule (309-c) which gives any party in interest the right to protest a non-hearing grant on almost any conceivable ground, and which provides for an automatic hearing. It has been used, since its adoption as part of the McFarland Amendments in 1952, as a device to hinder and delay.

The FCC majority would knock out the automatic hearing aspects, but still require a determination within 30 days as to whether the protest is valid. In the last Congress a similar request was made, after many vital proceedings had been held up by strike applications or by tactics which simply served to postpone the start of needed services. It got nowhere.

We, of course, feel that Congress should act promptly. We also suggest it take a good look at the separate views of Comr. Doerfer, who would repeal the entire section, with no consideration given to "economic protests." He quotes the Supreme Court in the famed Sanders Case of 1940, wherein it held that "Congress intended to leave competition in the business of broadcasting where it found it, to permit a licensee who was not interfering electrically with other broadcasters to survive or succumb according to his ability to make his programs attractive to the public."

We buy the court's edict, and Mr. Doerfer's implementation of it. He opposes creation of "an official kibitzer," in the person of a competitor, as "wholly foreign to the American concept of administrative agencies."

The faster Congress acts, the better. It is probably too much to seek total repeal of the provision. Perhaps this might be accomplished the second time around.

Meanwhile, we hope Comr. Doerfer will keep hammering away at his free competition concept, because it's the touchstone of free broadcasting.

Don't Buy a Half-Set!

A meeting without peacetime precedent has been called for April 25 by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee. He has asked top TV receiver manufacturers to meet with his committee to evolve a voluntary plan for production of all-band receivers to help uhf circulation.

Now manufacturers are hard-bitten business men. They are not subjected to licensing applicable to stations. They are in a highly competitive field, where even the low cost of an all-band tuner is said to be a factor.

Perhaps this time the manufacturers will heed the committee's suggestions. Repeal of the burdensome 10% excise tax should prove an effective inducement to even the most hard-hearted of them—and Sen. Magnuson is prepared to promise that.

Another aspect intrigues us. Suppose one of the larger manufacturers started a campaign with the theme: "Don't buy a half-set," pointing out that unless the receiver tunes the full range the buyer is denying himself future programming service from uhf stations?

We hope, too, while Chairman Magnuson has the manufacturers around the table, he will sell them on the need for a low-price, single band, battery-powered radio urgently needed in civil defense. The set should clearly mark the Conelrad channels, 640 and 1240 kc. Every household should have one, in the event power lines go out under bombing attack. Am stations alone will carry the civil defense news and instructions.
All This . . . and CBS Too

(A Brilliant Analytical Study)

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Ford Theatre
Lone Wolf
Superman
Wild Bill Hickok
Range Rider
Florian Zabach

Liberace
Badge 714
City Detective
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