Big-league baseball coverage is typical of the high-powered programming that has made KMBC-KFRM the leading radio combination in the great Heart of America market. On the air 18½ hours a day, the Team carries a finely balanced program schedule that's nationally famous for building and holding a tremendous audience. Local-flavor news of regional importance, "live" entertainment and one of the most active farm departments in radio—together with CBS network programming—set the stage for advertising results that can't be equalled. For baseball adjacencies and choice run-of-the-log availabilities, see your Free & Peters Colonel.

KMBC-KFRM

One of America's great radio stations—6th Oldest CBS Affiliate

...and for television, the Swing is to KMBC-TV...
Another thinly disguised WJR success story

You take the station break, I'll sell the milk

One of WJR's regular advertisers is a rapidly growing Detroit dairy. They sponsor a program twice weekly, and on Sundays, around noon.

Their commercials end with their telephone number, so people can order milk, and they report that no commercial ever goes unanswered.

Sundays were no different—except that the dairy was closed Sundays. All who called got "no answer."

What did they do? Easy. They called WJR, instead. There's no switchboard operator Sunday, so the announcers took down milk orders and we called them to the dairy on Monday.

The Sunday commercial doesn't have a phone number any more—it got too hard to make station breaks between 12:30 and 1 p.m. Sunday.

Which shows that WJR listeners are so anxious to own WJR-advertised products that a little thing like "no answer" doesn't stop them. They know they can count on WJR.

That's why so many smart advertisers—ones eager to sell the 16,000,000 people (10 per cent of U.S. buying power) in WJR's primary coverage area—are WJR advertisers. They know the best—and cheapest—way to move goods fast is to buy spot radio on key stations.

Your Henry I. Christal representative will tell you about WJR. It's quite a story.

The Great Voice of the Great Lakes

WJR

Detroit

59,000 Watts CBS Radio Network

WJR'S primary coverage area:
16,000,000 people
Just to keep you Posted...

ARE THEY THE

Funniest Pair on the Air?

By GEORGE SESSIONS PERRY

Scripts? Rehearsals? Bob and Ray use neither in ad-libbing their way through more than 20 hours of nonsense a week that these free-wheeling comedians may

Bob & Ray

NOW ON WBZ+WBZA

The clowns are back in Boston town. And all New England's laughing every weekday from 5 to 6 P.M. Women, tuned to the afternoon serials, stay for Bob and Ray. The youngsters dial a smile at 5 P.M., too. And during the 5 o'clock traffic rush you can follow Bob and Ray from car to car.

Give your commercials the fabulous Bob and Ray punch on New England's most powerful voice. Remember, you cover 51 counties, 6 states with WBZ+WBZA. For availabilities, call Bill Williamson, WBZ+WBZA Sales Manager at A1gonquin 4-5670. Or call Eldon Campbell, WBC National Sales Manager, Plaza 1-2700, New York.
WGAL-TV is a marvelous, rejuvenating sales elixir! This super-powered station gives your selling tremendous new impetus because it has a potent effect on the spending habits of more than three million people who have an effective annual buying income of $5 billion, who spend $3 billion every year. WGAL-TV is the one station that reaches this vast, responsive audience. Buy your Channel 8 spring sales tonic—now!

Representatives:

**MEEKER TV, INC.**

New York  
Los Angeles  
Chicago  
San Francisco

**STEINMAN STATION**

CLAIR McCOLLOUGH, PRES.
PARK AVENUE WHODUNIT • Dr. Frank Stanton in his own behalf as head of investment group (399 Park Avenue Corp.) and not as president of CBS Inc. has exercised option on 399 Park Avenue block for personal investment. (CBS, for its own expansion, reportedly is looking at property “north of city.”) Option by Stanton group had been held since 1950 at $500,000 per year for 72-year lease (30-year original option and two 21-year options) and was exercised last Wednesday just prior to March 31 expiration. Stanton group plans to tear down properties and build modern office structure after present tenants vacate. Site is opposite new Lever House.

B•T

LATEST name to hit list of candidates for Conrr. Frieda B. Hennock's membership on FCC is that of Dr. Franklin Dunham, chief of radio and tv. U. S. Office of Education, and former NBC education and public relations director. Dr. Dunham, 63, is widely traveled, has been decorated by France and holds Papal decoration as Knight of the Holy Sepulchre. Miss Hennock's term expires June 30.

B•T

‘MONITOR’ PROBLEMS • There'll be serious time clearance problems facing NBC Radio's negotiating teams when they start dickering with affiliates on details of new Monitor program for weekends (see pages 7, 27), judging by first reactions to plan divulged on closed circuit Friday afternoon. With each station having own localized programming and spot commitments, negotiations will be tough against problem of local vs. network payments for given facility. "It's just another attempt by NBC to get into the spot business," one affiliate manager said after hearing closed circuit.

B•T

FIRST look at results of extensive field testing of remote control operation indicates high-power and directional equipment can be operated successfully, following pattern of low-power transmitters. Experiments at 17 stations will be unveiled at NARTB Engineering Conference May 25-26, during Washington convention week.

B•T

TUNE-UP • To ascertain cost factors and other intricacies of conversion of vhf tv sets to receive uhf range, Sen. Warren G. Magnuson (D-Wash.) has called in half-dozen leading tuner and strip manufacturers for private session April 20. This will precede April 25 meeting of receiving set manufacturers with Sen. Magnuson's Commerce Committee in effort to evolve voluntary agreement whereby all future sets would be all-band to alleviate circulation problem in uhf. Identities of companies called in not revealed, presumably because of antitrust aspects.

B•T

ONE TOP tuner maker, Sarks Tursian, operator of ch. 4 WTTV (TV) Bloomington, Ind., is expected to show "confidence in future of uhf by applying soon for several uhf satellites in Indiana, Illinois and possibly Ohio. Mr. Tursian estimates satellites could be built for about $60,000 each.

B•T

NETWORK SATELLITES • Major tv networks are understood to be showing considerable interest in affiliating with stations having uhf satellites in rural areas where present coverage is lacking. There is prospect of high-power uhf outlets with 2,000-ft. towers to fill in white areas between major markets.

B•T

HAROLD C. STUART, former Assistant Secretary of Air Force, now practicing law in Washington and Tulsa, will move to Tulsa this fall to assume policy direction of KVOO-AM-TV. He plans to spend one-third to one-fourth of his time in Washington in his administrative law practice. Now vice president of Central Plains Enterprises Inc. (KVOO-TV), he will supervise building of new plant to house both am and tv operations. KVOO-TV (ch. 2) goes to full 100 kw power next month. Vice president and general manager of KVOO-AM is William B. Way. C. B. Akers is general manager of tv operations.

B•T

STILL BAITING • Though most New York broadcasters are adhering to anti-"bait-switch" code they adopted few weeks ago, violations persist. Sub-standard practices reported by New York's Better Business Bureau point to at least three tv stations. Most effective voluntary cleanup said to have been in radio. Tv has been slower, particularly in copy modification. In general, facelifting of radio-tyv copy has been noticeable since code adopted, BBF sources say.

B•T

SWEDISH business interests are formulating project for commercial television as opposed to present government plan for government-owned system supported by receiving set taxes. With only limited experimental operation now underway in Stockholm, group has commissioned Per Norlin, vice chairman and director of Scandinavian Airlines System, to U. S. to explore American tv methods and develop project which would contemplate either private system or jointly owned system. Scandinavian Airlines is owned 50-50 by government and private interests.

B•T

BACK FOR MORE • Novexma Chemical Co., which was dropped from Ed Murrow's Person to Person on CBS-TV because network wanted "institutional" advertiser on it, is unhappy about that experience but is in market for another tv show. Sullivan, Stauffer, Colwell & Bayles, New York, is agency.

B•T

WALL STREET JOURNAL has been catching it from broadcasters as well as Station Representatives Assn. (see page 59) on its March 21 story carrying headline "Fading Radio." Complainants (among them Charles W. Bathrope, KITE San Antonio; Tim Elliot, WCUE Akron; Hugh K. Beice Jr., WEMP Milwaukee, and J. Milton Hall, KWBB Wichita) are in same vein: that story did not bear out headline which dealt only with network phase of radio.

B•T

EISENHOWER MYSTERY • Whether President Eisenhower will formally address NARTB Convention in Washington week of May 22 remained undecided last week. Prospect, however, was that if his schedule would not permit full-dress speech, he might make brief off-the-cuff appearance.

B•T

IT'S UNLIKELY FCC will appeal either so-called Camden or Spartanburg cases wherein the Court of Appeals ordered hearings by the FCC under mandatory provisions of Sec. 309 (c). But Commission is hopeful it will get relief at this session of Congress along lines of its majority request to eliminate automatic hearing [B•T, March 28]. Rep. Oren Harris (D-Ark.), chairman of Subcommittee on Communications, House Interstate & Foreign Commerce Committee, is expected to introduce bill calling for this amendment sometime soon.

B•T

LOOKING FOR HOME • Longines Wittnauer Watch Co., New York, which had been notified by CBS-TV that as of May 13 its four-year program Longines Wittnauer Chronoscope will go off air, plans to continue to underwrite show, probably sometime next fall, and is looking for place on another network. Firm will continue sponsoring its radio program on CBS Radio. Victor A. Bennett Co., New York, is agency.

B•T

BIOW-BEIRN-TOIGQ, New York, for undisclosed Procter & Gamble product is placing radio-tv spot announcement campaign starting April 18 in about 25 television and 50 radio markets. Daytime minutes in radio and day and nighttime minutes, seven days weekly in tv, are being used.
WHEN you use 50,000-watt KTHS, you obviously expect a lot more than Metropolitan Little Rock. You expect extensive coverage of most of Arkansas.

KTHS delivers! De Queen (Ark.) for example, with a population of 3,015, is only one of scores of smaller cities, towns and villages served by KTHS throughout the State. Yet by itself, De Queen represents only about one tenth of one percent of the people in the KTHS interference-free daytime coverage area!

In Arkansas, use the BIG radio value — KTHS, Basic CBS.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager

The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,718 people, of whom over 100,000 do not receive primary daytime service from any other station. The interference-free daytime coverage area has a population of 3,372,433.
Edward Lamb denies red affiliations, says never wrote 'worker' story

Edward Lamb took witness stand before FCC Examiner Herbert Shafman Friday in 6½-month-old hearing on license renewal of his WICU (TV) Erie, Pa., and under detailed examination by FCC Broadcast Bureau he emphatically denied that he ever was legal advisor to International Labor Defense in 1930s, ever attended ILD meetings or allowed use of his name by front organization, ever knew ILD had so used his name, ever wrote article appearing under his name in 1936 Sunday edition of Daily Worker, ever sent telegram in 1948 to Mr. Gates.

Mr. Lamb said article in Sunday Worker about "Two Women, Both Fearless Fighters for the People" (widows of Russian leader Nikolai Lenin and Sun Yat-Sen, first president of Chinese Republic, whom Mr. Lamb once interviewed on world tour) may have been picked up by someone at one of numerous chautauqua talks he delivered on "Five Famous Women Today," one of whom also included Mrs. Franklin D. Roosevelt. He said he often gave talks to reporters.

Mr. Lamb related trips abroad in 1933 and 1935 as "tourist and observer," during both of which he visited Russia. He said he "tried to interview people in all walks of life everywhere I visited," but didn't consult any top Soviet officials. He submitted news stories to hometown papers, copies of which were introduced by FCC.

Mr. Lamb denied ever "attending school" in Russia, although he visited schools, hospitals, factories, etc. He recalled sitting behind Stalin at football game, speaking few words to him, "but three words nothing sinister about it."

WICU owner related legal work as defense counsel (appointed by American Civil Liberties Union) for striking employees and union at Electric Auto-Lite Corp. in Toledo in 1934. He said as lawyer he defended all employees regardless of their political, religious or racial background, but had difficult time arbitrating wide factions stirred up by agitators such as Louis Budenz who were attempting to advance themselves politically and get publicity.

Mr. Lamb similarly recounted legal work for striking union workers at McGuffey, Ohio, later that year. He said AFL retained him.

Upon protest of Broadcast Bureau, examiner refused to allow Mr. Lamb to read preliminary statement before testimony, Copies given press before taking stand show he would have said "not I alone, but my government is on trial." He has called FCC hearing "political frameup."

Hearing was to continue with further questioning of Mr. Lamb Saturday.

No Picture

Something new in tv spots has been started on WBKB (TV) Chicago by Cole-Finder Inc., local Mercury car dealer, which bought series of 50 weekly four-second audio-only spots in nightly 7-11 p.m. bracket to introduce station's local and ABC network programs. Sterling C. (Red) Quinlan, vice president of station, describes concept as "commercial promotion, announcements, with this type tag line: "Cole-Finder invites you to watch Disneyland." Mr. Quinlan points out no sales pitch or video slides are employed to promote dealer and thus claims no "triple-spotting" involved.

Fifty-two week contract placed through Irving Rocklin & Assoc.

Business Briefly

Field Buys Radio • Saturation radio spot campaign calling for April's bumper announcements per week on five "leading" Chicago stations by Marshall Field & Co. for its budget floor revealed Friday by Radio Advertising Bureau. Agency is Calkins & Holden, Chicago.

Parker Changes Agency • Parker Pen Co., Janesville, Wis. (Parker 51-21, Jotter ball point pen, pencils, desk sets), appoints Tatham-Laird Inc., Chicago, to handle advertising after 12-year association with J. Walter Thompson Co. F.L. already handles advertising for Parker's Flaminaire cigarette lighter. Firm has concentrated on printed media (about $1.5 million annually) but has used some television, including spot and sponsorship of CBS-TV's Four Star Playhouse (dropped last January). Drive to be launched early this summer to capitalize on back-to-school theme.

Eyeing Kid Show • Borden Co. and General Foods, both through Young & Rubicam, N. Y., understood to be considering CBS-TV's new weekly, 7:30-8 p.m. lineup of juvenile fare (story page 82) for possible sponsorship.

MAXWELLハウス RADIO • General Foods, for Maxwell House coffee (regular), starts radio spot announcement campaign April 6 to run through May 27 in 10 markets in three western states plus Chicago, Dallas and Fort Worth. Benton & Bowles, N. Y., is agency.

National Expansion • Harriet Andre Inc. (Tress-Kit, plastic cap, and Wonder Jim, exerciser), N. Y., which has been using television in East, is expanding nationally during April with plans to cover about 200 markets in all. Product Service, N. Y., is placing campaign.

Take Tea • Tea Council, N. Y., through Leo Burnett Co., Chicago, will place heavy tv spot campaign in 11 markets for iced tea, May through August.

Stout Fellows • Goetz Country Club Stout, through Compton Adv., N. Y., is placing combined radio-tv spot announcement campaign using minutes in availability near male-appeal programs. Schedule starts April 4 and May 1 and runs from 13 to 26 weeks.

April 4, 1955 • Page 7
WBRE-TV's Regional News Coverage is produced by a 10-man news staff, with cameramen strategically located at vantage points over the vast area served by WBRE-TV. By use of bus and air service, news is received, developed (in minutes with high speed equipment) and aired the same day it happens—often while the news is still being made. Thus, WBRE-TV renders a personal, community service unmatched by any other medium. This up-to-the-minute news service to the 2,000,000 population in WBRE-TV's viewing area, has gained for this station an audience vastly superior to any TV station reaching any part of this great Northeastern Pennsylvania industrial and agricultural market. Consider WBRE-TV for news. We invite you to make inquiry, because you can profit by advertising in the one medium which covers these 17 counties whose combined retail sales equal America's 12th largest market.

November, 1954 Wilkes-Barre-Scranton
Telepulse - Evening News Ratings were as follows:
WBRE-TV 17.4
Station B 5.8
Station C —
Station D 2.4
Set Count as of March 1, 1955 . . . . 245,000

WBRE-TV Serves a 17 County Area in a Matter of Minutes
at deadline

Tucson Ch. 9 Bid Filed; Other New Applications

BID for new tv station on ch. 9 at Tucson, Ariz., filed with FCC Friday by Tucson TV Co., owned by D. W. and Kathleen Ingram. Mr. Ingram is owner of lumber firm and warehouses. Effective radiated visual power asked is 57.7 kw. Estimated cost $271,655, first year operating cost $276,000, revenue $300,000. Other new applications:


Sale of William Schon's 50% interests in WKAJ Mcamb, Ill., and KLLI Ethenville, Iowa, to A. G. Bush, chairman of executive committee of Minn., Mining & Mt. Co. and director KPFT-AM-TV St. Paul. Consideration involves cancellation of $40,000 loan to stations. Edward Schons retains 50% holdings in two outlets. Request for new station at Bakersfield, Calif., on 1510 kc with 5 kw fulltime, directional, filed by Riverside agencyman W. L. Gleeson and associates. Mr. Gleeson holds 68.2%. Others include E. L. Mac, chief editor KLOK San Jose, and G. R. Pollock, contractor.

Low Power TV Favor

GENERAL approval of FCC's proposal to permit low powered tv stations in small cities (see story page 69) expressed Friday at deadline filings by Radio-Electronics-Television Mfrs. Assn., New York, Sylvia and WSM-TV Nashville, Tenn. All recommended FCC also authorize boosters and satellites. Some suggested further moves to permit automatic operation of transmitters, use of direction antennas, off-air relays and permission for stations in cities larger than 50,000 population to use low power operation.

Referring to boosters and satellites, Sylvia said occasional booster would cost $19,500 to build, $9,950 yearly to run; off-channel converter-repeater, $21,500 to build, same amount to run; low power, originating station, $44,500 to build, $18,000 yearly to operate. WSM-TV said low power booster would cost between $10,000 and $10,000 to build, and about $2,000 per year to run.

KFBC-TV Cheyenne, Wyo., and KSTF (TV) Salina, Neb., were favorable to FCC proposal, suggested that satellites be limited one to a community, approved booster idea to fill in coverage "holes," hit at community tv systems as obstacle in way of establishment of small city tv stations.

WNEV-TV Macon Sold for $1

SALE of ch. 47 WNEV-TV Macon, Ga., by Macon Television Co. (owned 80% by WNEV Macon and 18% by William A. Fickling) to E. K. Cargill, former WMAZ Macon executive and theatre owner, and J. C. Barnes Sr., Texas oilman, reported Friday with filing of application for FCC approval. Messrs. Cargill and Barnes paying $1 for WNEV-TV, but assuming $260,000 in obligations ($185,000 long term and $75,000 accounts payable). Balance sheet shows WNEV-TV has total deficit of $59,730. Station began operating August 1953, is affiliated with NBC. It competes with CBS-affiliated, ch. 3 WMAZ-TV Macon. Unless transfer is approved, application said, station will have to cease broadcasting. Mr. Cargill will own 25%, Mr. Barnes 75% of station.

SPONSORED CULTURE

HECHT Co. program, Music in School, broadcast weekly by WGMS Washington to 66,000 school children, will be carried overseas in several languages by Voice of America. Determining factor behind VOA decision was fact that Music in School is commercially sponsored and symbol of cultural achievement under American free enterprise broadcast system. Behind sponsorship of series is Harry M. Davidov, executive vice president of Hecht Co., one of nation's largest department stores. It is used as regular music course in Washington schools. Hecht Co. donated radios to schools lacking equipment.

FCC Hits Tv Boosters

FCC ordered 23 persons allegedly operating illegal tv boosters in central Washington [B&T, March 21] to hearing in Seattle beginning May 9. Order, directed to three unauthorized booster operations in Quincy, Nespelem and Bridgeport, Wash., is to show cause why cease and desist order should not be issued. Boosters operate by picking up Seattle tv signals, amplifying and rebroadcasting them. Commission also said booster operators were re-broadcasting Seattle tv station signals without permission of stations concerned.

WGN to Screen Records

WGN-AM-TV Chicago has set up own review board to screen all records released because of "increasing number of sub-standard" issues. Board will meet periodically to help "reinforce a traditionally strict music clearance policy," according to Bruce Dennis, WGN program director. Serving on board, along with Mr. Dennis, are J. E. Faraghan, WGN-TV program director; Winolly; assistant WGN program director; and other personnel, including disc jockeys.

Senate Ratifies ITC

SENATE Friday ratified by vote of 74-1 International Telecommunications Convention with annexes and protocol signed in December 1952 at Buenos Aires, officially making document in effect in part of U. S. ITC represents revision of Atlantic City Convention of 1947 [At Deadline, March 7]. Plan has been approved by 32 nations.

UPCOMING

April 6-7: Senate Juvenile Delinquency subcommittee hearings on effect of television, Old Supreme Court Room, U. S. Capitol.

April 8-9: Consumer Broadcasters Assn., Whitney Hotel, Montgomery.

For other Upcomings see page 108.

BROADCASTING • TELECASTING

April 4, 1955 • Page 9

PEOPLE

JAMES C. ZEDER JR., assistant to Bruce E. Miller, director of advertising and merchandising of Plymouth Div. of Chrysler Corp., appointed Plymouth's radio-television advertising manager. Mr. Zeder formerly was with McCann-Erickson, N. Y., and Grant Advertising, Detroit.

PETER FINNEY, former vice president in charge of radio-tv, Harry B. Cohen Adv., N. Y., to Vidicam Pictures Corp., N. Y., as partner and executive vice president in charge of creative production.

JOHN F. HENRY, account executive on American Motors and Nash Motors division account elected vice president of Geyer Adv., N. Y.

RAY H. KREMER, former radio-tv director of Rutledge & Lillienfeld, Chicago, appointed account executive at CBS Radio Spot Sales, Chicago. He was formerly radio-tv director at Lambert & Feasley, N. Y. At one time, Mr. Kremer was with CBS Radio as director of Grand Central Station and also has directed radio programs for NBC.

LEWIS G. GREEN, head of Green Assoc., Chicago radio-tv package firm, appointed head of radio-tv division of Reincke, Meyer & Finn Inc., same city.

CHARLES D. KASHER, president of Charles Antell Inc., announced Friday that he has sold his interest in company and has acquired title to advertising agency, TAA Inc., which formerly handled Antell account [B&T, March 28]. Mr. Kascher plans to act as advertising consultant specializing in mail order and "hard sell" copy.

PAUL B. MOWREY, tv consultant, formerly with ABC in production, program and sales capacities, retained by Zenith Radio Corp. for "special activities" in connection with company's subscription television program.

ALBERT W. OBERHOFER, formerly with retail sales department of Chicago Tribune, appointed executive account at Bolling Co., Chicago, station representative firm.

RCA Tv Set Sales Run High

PREDICTING "continued high industry-wide demand for television set sales," Robert A. Selidot, executive vice president, consumer product, RCA, reported last Friday that sales of RCA Victor television receivers are running ahead of 1954 record high.

Mr. Selidot talked before home furnishing conference of National Retail Dry Goods Assn. in Washington. He said television will be responsible for "the greatest opportunity for increases in home furnishing sales and profits this year, next year, or perhaps any year during our lifetime."

Junius Fishburn Dies at 89

JUNIUS BLAIR FISHBURN, 89, Roanoke, Va., publisher-broadcaster (Times and World-News and WDBI-AM-FM), died Friday, day after FCC made final grant of Roanoke ch. 7 to WDBI. Mr. Fishburn was board chairman of publishing company. His son, Junius P. Fishburn, then president, died March 24, 1954, after being stricken during tv hearings in Washington. Mr. Fishburn's death Friday brought to three number of publisher-broadcasters who died last week. Others: Col. Robert McCormick (Chicago Tribune-WGN-AM-TV and New York News-WPIX (TV)), and Joseph Politzer (St. Louis Post-Dispatch-KSD-AM-TV) (see story page 78).
NBC Radio Makes Its Move
Network unveils 'Monitor,' new weekend plan for magazine concept radio with 'billboards' as short as six seconds

Starch Tests in Altoona
Research firm sets up tv commercial test laboratory on WFBG-TV there

Ted Bates Agency Incorporates
Four top executives change titles in business realignment

Woolworth Tries Network Radio
dine store chain buys Sunday afternoon music hour on CBS

Tissues, Towels and Television
The success story that Scott Paper Co. has notched in nine years

Housewives' Protective League
A radio success that sells its advertisers' products to 15 million families each week

Wave-TV Buys a Farm
Louisville station makes a $150,000 investment in farm programming

A University on Film?
Max Wylie reports negotiations between Columbia U. and DuMont network for credit courses on tv

Cost Cutting in Engineering
will be the theme of NARTB's engineering exhibit at the May convention

DE-INTERMIXTURE STUDIED
FCC asks comments on proposal to make four markets all uhf

Another Aid to UHF
The Commission comes up with a plan for low-power uhf boosters

House Approves FCC Money
for investigating economics of radio and tv networking. Earnmarked: $80,000

The Odds Are on L'Heureux
to get Bricker's nod as GOP counsel on the Senate's upcoming network, uhf-uhf probe

Comr. Lee Urges Self-Policing
He tells Tennessee broadcasters industry must clean up bad practices to avoid government intervention

The Kiddie Audience
Networks want it. ABC-TV success with 'Disneyland' spurs others to revamp program schedules

AB-PT Reports Earnings Up
Although the network division lost money, Goldenson says it is reaching competitive stage and should show gains now

Pay-TV Opponents Must
New anti-subscription tv organization formed. It joins Committee Against Pay tv in hiring Hogan as technical counsel for the opposition

RCA Asks Antitrust Dismissal
Manufacturer's answer to Dept. of Justice monopoly charge says its licenses aid industry growth

Departments
Advertisers & Agencies

At Deadline

Awards

Closed Circuit

Editorial

Education

Feature Section

DEPARTMENT INFORMATION
Annual subscription for 52 weekly issues $7.00. Annual subscription including BROADCASTING Yearbook (53d issue) $9.00, or TELECASTING Yearbook (54th issue) $11.00. Annual subscription to BROADCASTING + TELECASTING, including 52 issues: $35.00. $35.00 per year for Canada and Mexico (air mail rates extra). Single copies and back issues: $1.00 each in U.S. and Canada; $1.50 each elsewhere. Change of Address: Please give both old and new addresses, including postal zone numbers. Post office will not forward issues.

Broadcasting* Telecasting

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.
Executive and Publication Headquarters Broadcasting + Telecasting Bldg. 1735 Delaware St., N.W. Washington 6, D.C.
Telephone: Metropolitan 1-1022
EDITOR & PUBLISHER Sal Taishoff
MANAGING EDITOR Edward H. Senior
ADVERTISERS & AGENCIES
Rufus Cree (New York), J. Frank Beatty, Bruce Robertson, Fred Fitzgerald
SPECIAL PROJECTS EDITOR David Z. Lefever
ASSOCIATE EDITORS Earl B. Abramson, Lawrence B. Chick
ASSISTANT NEWS EDITOR Don West
ASSISTANT MANAGING EDITOR Harold Hopkins
LIBRARIAN: Verna Wooton
EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Eli Fritz, Joan Sheehan, Audrey Coppella. SECRETARY TO THE PUBLISHER: Gladys L. Holl
BUSINESS
VICE PRESIDENT & GENERAL MANAGER Mark S. L. Mangels
SALES MANAGER Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sallers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: William D. McCarthy
Eleanor Scrida, M. G. Green
AUDITOR: Office of the Accountant
ASSISTANT AUDITOR: Vinca Westen
ART-LAYOUT: Duane McKenna
CIRCULATION & READER SERVICE MANAGER John P. Conger
BUREAUS: NEW YORK 444 Madison Ave., Zone 22, Plaza 5-835
SOUTHERN SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
Dorothy Munster
CHICAGO 360 N. Michigan Ave., Zone 1, Central 6-4115
MIDWEST NEWS EDITOR: John Olson
MIDWEST SALES MANAGER: Warren W. Middleton
HOLLYWOOD 6253 Hollywood Blvd., Zone 28, Hollywood 3-8181
WESTERN NEWS EDITOR: Lee Koever
TV FILA EDITOR: Marjorie Anne Thomas
WESTERN SALES MANAGER: Wallace H. Engelhardt
Torronto: 32 Colina Ave., Hudson 5-2694. James Montagne.

SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $11.00. Annual subscription to BROADCASTING + TELECASTING, including 54 issues: $35.00. $35.00 per year for Canada and Mexico (air mail rates extra). Single copies and back issues: $1.00 each in U.S. and Canada; $1.50 each elsewhere. Change of Address: Please give both old and new addresses, including postal zone numbers. Office will not forward issues.

BROADCASTING* Telecasting Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING—the News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1952.

*Reg. U. S. Patent Office
Copyright 1955 by Broadcasting Publications Inc.
KTLA covers the rich Southern California Television Market

97% of all the television families in the eight Southern California counties live where they can watch Channel Five.

7% of the nation's television homes can be reached by KTLA

Represented Nationally by PAUL H. RAYMER COMPANY
FROM THE WJIM COUNTRY

Come with us FOR A TOUR OF OUR NEW HOME

1. Entrance
2. Gallery
3. Lobby
4. Reception
5. Music
6. Kitchen
7. Dining Room
8. Powder Room
9. Gentlemen
10. Sales Manager
11. Promotion
12. Program Director
13. Traffic
14. Executive Suite
15. Executive Offices
16. Gentlemen
17. Vault
18. Auditing
19. Continuity
20. Typing
21. Salesmen
22. Ladies
23. Coat Room
24. Conference Room
25. Basement
26. Music Room
27. Art Director
28. Engineer
29. Radio Studio D
31. Radio Room, Studio C
32. A.M. Control
33. Recording
34. Television Studio B
35. Audio Control
36. Video Control
37. Control Viewing
38. Television Studio A
39. Properties
40. Film Dept.
41. TV Announcer
42. Film Control
43. Master Control and Television Transmitter
44. Men's Dressing Room
45. Women's Dressing Room
Frankly, we're bubbling over with pride here at the Country House ... a pride we'd like to share with you, the members of our industry. Since the official opening on October 31st, thirty-five thousand people have visited our new home. If we were to condense the collective reaction into one word, it would be ... "fabulous!" Having been in the advertising business for 20 years, we're a bit cautious about the word fabulous ... but we do think that our new Country House, with its flowing ranch-type exterior and graceful French Provincial interior, rates as one of the nation's finest plants. Certainly, it has no peer for styling, comfort, convenience and utilization. We'd like you to see it. If your travels this year bring you within shouting distance of central Michigan, give us a call. We can promise you a personal tour and the most gracious hospitality.
greater Nashville watches channel 5

- for family entertainment
- for weather reports
- for news
- for top-notch, top-rated shows
- for advertising results
- for availabilities, check our national reps, The Katz Agency

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

WLAC-TV
100,000 watts Channel 5
CBS Basic Affiliate
Nashville, Tennessee
No Question Now

EDITOR:

... Any question I might have had as to the power of B&T was certainly cleared up by the large number of letters and calls I received after the article was published [ON ALL ACCOUNTS, Jan. 31]. The response was particularly gratifying, since I heard from many old friends whom I had not been in touch with in recent years.

Jerome Feniger
Cunningham & Walsh Inc.
New York City

The Carolinas

EDITOR:

I have just received and read with great interest the story on "The Carolinas" [B&T, March 21]. It is apparent that you found plenty of grit for the mill. You have treated it well and I know the story will be well received...

F. Clifton Toal, Asst. V. P.
Southern Railway System
Washington, D. C.

EDITOR:

YOU HAVE TOLD THE CAROLINA STORY THOROUGHLY AND ABLY, FAVORABLE COMMENTS RECEIVED FROM MANY OVER THE STATE.

Joseph M. Bryan
First Vice President
Greensboro, N. C.

EDITOR:

A 21-gun salute to Frank Beatty for the Carolinas story... the whole story was completely excellent; you not only got the facts but the spirit of the community, and the skillful recognition of the three natural divisions should cause the state lines to be changed and bring about 49 states instead of the present 48. Please give me the price for 1,000 reprints...

B. T. Whitmire, Manager
WFBC-TV Greenville, S. C.

EDITOR:

Congratulations on your fine presentation on the Carolinas, I'm a Yankee who has found that opportunity in radio went hand in hand with tremendous expansion taking place industrially and agriculturally.

Consequently, WHVH, a new station, will make its debut in Henderson very shortly. We are naturally optimistic, but your article has bolstered my confidence 1,000 fold.

If it is possible, I should like very much to obtain several hundred reprints...

George A. Corkum, Gen. Mgr.
WHVH Henderson, N. C.

[EDITOR'S NOTE: Reprints of "The Carolinas" are available at $2 per 100 copies, with a 10% discount for orders of 1,000 or more.]

National VHF TV Plan

EDITOR:

... There is no question in my mind but that we will soon have small community television. The only way that the present vhf channels can apparently be utilized to accomplish nationwide television is through making all such channels available in all communities of these United States.

If you will check the six local am frequencies (1230, 1240, 1340, 1400, 1450 and 1490) I believe you will find that about 40% of the stations are operating on these frequencies and that there is a current move underway for all of these stations to be allowed to increase their power to 1,000 watts.

Twelve such local channels or frequencies can apparently handle as many television stations as radio stations, or as there are radio stations presently in existence. The 12 vhf channels are presently being handled somewhat like the clear am frequencies, which is a situation where the best frequencies are actually of least value to our people. It is wrong. It will be wrong if television is handled in this same manner.

KICK Springfield, Mo.
KMDO Fort Scott, Kan.;
KLRS Mountain Grove, Mo.;
KRMK Monett, Mo.

No Second Chance

EDITOR:

If the title, "Corelrad: No Second Chance," rings a bell, it well should. It's the same title that appeared on a B&T editorial in the Nov. 29, 1954, issue. In fact, your editorial inspired the enclosed script [explaining Conelrad and its vital significance to every listener] and resulted in WJR launching a public service project that we consider both educational and newsworthy.

We plan to run this program on WJR each day for seven days at different time segments so as to cover all components of the WJR audience [B&T, March 28]. At the end of this first week, tape-recordings of the program will be offered to Michigan Civil Defense...

Worth Kramer, Vice President
WJR Detroit

Sweeney Exposition

EDITOR:

Just read the Key Sweeney interview [B&T, March 28]. It's a fine exposition of radio today. I'd like five additional copies if you have them handy.

Jim Luce, Chief Timebuyer
J. Walter Thompson Co.
New York

High-Definition Clarification

EDITOR:

Thank you very much for the very nice article on a British high-definition system of electronic film recording [B&T, March 21]. Due to a misunderstanding, it was referred to as the BBC high definition system. It also referred to Norman Collins as a scientist. I would like to clarify this portion.

(a) The system is owned by High-Definition Films Ltd., London, and the BBC uses it.

(b) Norman Collins is a very well-known writer and former boss of BBC television and now head of Associated Broadcasting Development Co., one of the four companies authorized to produce programs for commercial television in Britain.)

Allan A. Buckhantz,
Exec. V. P.
High Definition Electronic Picture Recording System
Hollywood, Calif.

Buyer's Book

EDITOR:

... The Broadcasting Yearbook & Marketbook will remain on my desk as a reference for those facts and figures which a buyer must have handy at all times.

T. E. Malone, Timebuyer
William Esty Co.
New York

OPEN MIKE

WEMP

MILWAUKEE'S
MOST POWERFUL
INDEPENDENT

5000 WATTS ON 1250

MILWAUKEE'S
BEST BUY

LOWEST COST
PER THOUSAND

Pulse—Nov.-Dec. 1955

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.

24 HOURS OF MUSIC, NEWS, SPORTS

April 4, 1955 • Page 15
Measured any way you want

WFBR IS FIRST IN BALTIMORE

AVERAGE RATINGS*  
6 A.M. to Midnight  
Monday thru Saturday

AND FIRST IN SIX MAJOR TIME AND PROGRAM CLASSIFICATIONS
Here are the 6 major time and program classifications... in which WFBR ranks FIRST in Baltimore:

AVERAGE RATINGS—ALL LOCAL PROGRAMS
6:00 A.M.—MIDNIGHT—MONDAY thru SATURDAY
WFBR, long known as the Baltimore station famous for its high-rated locally produced shows, now takes a commanding lead in this department! These are personality shows — designed to carry hard-selling minute announcements!

AVERAGE RATINGS—EARLY MORNING PROGRAMS
6:00 A.M.—9:00 A.M.—MONDAY thru SATURDAY
WFBR continues to hold its leadership in the "Wake-Up" department—the most sought-after time segment in radio! The name is "Morning in Maryland".

AVERAGE RATINGS—ALL PROGRAMS—MID-TO-LATE AFTERNOON
3:00 P.M.—6:30 P.M.—MONDAY thru SATURDAY
WFBR’s musical pattern in this important time segment delivers the largest radio audience in town — nearly twice that of soap opera competition! We call this one "Melody Ballroom".

WOMEN’S PROGRAMS
WFBR’s "EVERY WOMAN’S HOUR" is the top women’s program in Baltimore. It delivers 33-1/3% more audience than its nearest competitor!

NEWSCASTS
WFBR’s average rating, in quarter hours containing locally produced newscasts, is 45% higher than competitive local newscasts!

SPORTS PROGRAMS
WFBR carries the highest rated sports commentary on any Baltimore radio station—and this show has been on the air less than 6 months!

WFBR is hot. How’d you like to have us build a fire under your sales in Baltimore?

Ask any John Blair man about

WFBR

5,000 WATTS IN BALTIMORE

P.S. Our president plays banjo. Rates on request.

IN REVIEW

ENTERTAINMENT 1955

DEDICATORY programs, as such, are not often inherently entertaining. To offset this, NBC-TV assembled a disparate crew of top entertainers at a cost of some $350,000 to launch its $3,700,000 color facilities in Burbank, Calif. Unfortunately Entertainment 1955 proved to be a misnomer.

Accustomed to the network's usual high excellence in previous spectacles, this particular effort was disappointing. Even the color, the physical transmission of which was steady, failed to be exciting. Fred Allen, surprisingly enough, looked far healthier than anyone else on camera with a consistently human flesh tone. Dinah Shore, on the other hand, sported a warm, golden tan in person, but looked downright sickly. Either by filter or design, there was little use made of the color possibilities in costumes and sets.

The outstanding portion, entertainment-wise, was a boy-meets-girl skit starring Pat Carroll and Buddy Hackett. It's no mean feat for two comparative newcomers to outshine their peers, and they were truly delightful. But, then the fine hand of Max Liebman guided them in New York. It might have been well if Mr. Liebman and his showmanship had handled the whole show from beginning to end. Something was sorely needed to mark such an auspicious event, NBC-TV's first color telecast to emanate live from the West Coast.

Helen Hayes, charming as always, presented the Antoinette Perry Award for the best Broadway play to "The Desperate Hours," followed by an excellently staged and acted scene from the play.

Fred Allen, seemingly quite subdued, was the overall host and also took part in a sketch with Jimmy Durante, saved only by the latter's personality.

Opera's contribution to entertainment was represented by Leontyne Price and Josh Wheeler in a scene from "Tosca," which was colorless and not up to the version seen previously on the network.

In a simulated recording session, Dinah Shore previewed her latest RCA Victor record. A rather dismal song titled "Whatever Lola Wants," it nevertheless seems destined to become a hit in the fashion of the day.

Home viewers and live audience alike were cheated of the finale, billed as a singing and dancing tour of the new Burbank plant. Whether or not it could have proved the saving grace of the 90-minute "extravaganza" shall be forever left to speculation.

Production cost: $350,000 for time and talent.
Sponsored by Sunbeam Corp., through Perrin-Paus Co., and Hazel Bishop Inc., through Raymond Spector Co., on NBC-TV, March 27, 7:30-9 p.m. EST, for one time only.

Starring Fred Allen, Jimmy Durante, Ralph Edwards, Adolph Zukor, Bob Hope, John Derek, Dinah Shore, Judy Holliday, Cesar Romero, the Double-Daters (from Hollywood); Karl Malden, Nancy Coleman, Helen Hayes, Buddy Hackett, Pat Carroll, Leontyne Price (from N. Y.).

Producer-Director: Jack Rayel; Associate Producer: Bob Henry; Directors: Dick McDonough, Bob Banner (Hollywood); Max Liebman, Kirk Browning (N. Y.); N. Y. Producers: Max Liebman, NBC Opera Theatre; Associate Director: Roy Montgomery.

Writer: Charles Jessner; Musical Director: Gordon Jenkins; Technical Director: Ross Miller; Costumes: Grady Hunt; Art Director: Jay Krause; Lighting: Al Scarlatti; Choreography: Nick Castle, Miriam Nelson.
channel 2 Baton Rouge now offers its advertisers the Greatest Coverage in Louisiana!

Now on the Air with Test Pattern

MAXIMUM POWER: 100,000 WATTS

1,001 FT. TOWER COVERING 150,000 TV HOMES

Commercial Operation April 14

NBC and ABC

LOUISIANA TELEVISION BROADCASTING CORP.

represented by HOLLINGBERY CO.
RCA's Superior

For MULTIPLEXING, or direct use!

RCA's TK-21 Vidicon Film Camera can be used with RCA's Multiplexer, TP-11, for multiple picture inputs (see illustration opposite page). Or, it can be mounted directly on any of the RCA TV Projectors—such as the TP-16, TP-35, or TP-6A (see above).
DEVELOPED HAND IN HAND with the new RCA-6326 VIDICON tube, RCA's TK-21 Film Camera does for film picture quality what the RCA Image Orthicon Camera has done for "live" picture quality.

"Live" picture sharpness!
For unsurpassed picture detail, choose the RCA Vidicon film camera! It's the only film pick-up system with enough signal output (and low enough noise in the signal) to use aperture response correction. Aperture response correction brings picture detail to maximum sharpness (detail resolution, 100% at 350 lines) while holding a high signal-to-noise ratio. Benefit: You produce finer film pictures . . . with a quality you get from your studio camera.

"Live" picture contrast!
The RCA Vidicon adds "studio" realism to your film pictures. The gamma characteristic of the Vidicon tube is ideal for film reproduction . . . 0.65, constant over a dynamic range of 150 to 1. Benefit: You get more realistic film pictures than ever before possible.

Low light source requirements!
The high light sensitivity of the RCA VIDICON film camera enables you to reduce projection lamp voltage, reduce heating, increase lamp life substantially.

Edge-lighting, shading eliminated!
The RCA VIDICON operates entirely without edge-lighting, electrical shading, and any other form of supplemental lighting. Benefit: You adjust "wall focus" and "beams" from day to day . . . then this camera virtually runs by itself.

RCA VIDICON Film-Camera Chain TK-21 includes:
1 VIDICON Camera MI-26021
1 RCA-6326 VIDICON Tube MI-26671
1 Control Chassis MI-26061
1 Deflection Chassis MI-26061
1 Remote Control Panel MI-26241
2 WP-338 Power Supplies MI-26055-B
1 TM-48 Master Monitor MI-26176-A
1 Master Monitor Kinescope MI-26655
1 Master Monitor C-R Tube MI-26665
1 Blower MI-26579-B
1 Canada Housing MI-26366-B
1 Camera Cable & Connectors MI-26725-A10

4 picture sources in multiplexed use!

An RCA Multiplexer, Type TP-11 allows a single Vidicon Camera to accept up to four film picture sources—two 16mm or 35mm film projectors, a TP-3B, 35mm automatic slide projector, and a Telop II slide and opaque projector. The multiplexer is pictured above in a multi-input film system using two RCA TP-6A professional film projectors.

For the finest TV film reproduction you've ever seen, specify an RCA VIDICON film-camera system. Ask your RCA Broadcast Sales Representative for technical details. In Canada, write RCA-Victor Ltd., Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
ENGINERING PRODUCTS DIVISION
CAMDEN, N.J.
More North Carolinians Listen to WPTF Than to Any Other Station*

* SOURCE: NEILSEN COVERAGE SERVICE

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

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

R.H. MASON, General Manager
GUS YOUNGSTEADT, Sales Manager
National Representative FREE & PETERS
NBC BEGINS MAJOR REVISION IN RADIO SELLING, SCHEDULES

Network plans June 12 start for new round-the-clock weekend schedule which will be sold under the 'magazine concept.' Run-of-schedule commercials will be sold in lengths varying from one minute to six seconds. Although no change in option time is imminent, affiliates will be asked to keep all the time they can for 'Monitor,' the name the network has given to the 40-hour program.

day, and also went on closed circuit to lay it out before the rest of the NBC stations Friday. His key aides in making the presentation included Robert Sarnoff, executive vice president of NBC, who has assumed command of the radio network in addition to his other duties, and Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales, who is credited with a key role in developing the weekend program under Mr. Sarnoff's guidance.

While Mr. Denny is expected to have an increasingly important responsibility in the overall administration of Monitor, James Fleming, the executive producer. Mr. Fleming put on a quarter-hour segment of what one hour of Monitor might sound like on the closed circuit preceding President Weaver's talk to affiliates Friday. Even before the closed-circuit presentation, affiliates received the following telegram sent Thursday by Robert D. Swezey, WDSU New Orleans, chairman of the NBC Radio Affiliates Executive Committee and of the Study Committee:

"Your executive and study committees today went over NBC's new weekend program plan. The committees believe the proposal represents a forward-looking plan of affirmative action and recommends favorable consideration by all affiliates.

"Because of the magnitude of the proposal and the need for its immediate implementation, a general meeting of affiliates, referred to in my memo of March 4, does not appear to be desirable at this time.

"So that you may have full and accurate information as promptly as possible, we have asked NBC to explain the plan over closed circuit tomorrow [Fri.] and follow up with a thoroughly detailed report."

The "follow-up" mentioned by Mr. Swezey was understood to mean that NBC plans to send men into the field to discuss Monitor personally with each affiliate within the next few weeks.

The discussion with the affiliates committees, reports said, did not touch upon NBC's plans for "Operation Redesign" as it relates to any part of the week except Saturday and Sunday.

But there appeared to be no doubt that plans for the other days would be forthcoming sooner or later. One affiliate present at the meeting observed: "I'm not naive enough to think they won't be coming back with something else if this goes."

Separate negotiations with each affiliate,
ROBERT D. SWEZEY
His committee approves

authorities said, will be necessary to get the plan afoot as it relates to station compensation. This press the artificial barrier to part of the purpose of the personal negotiations slated during the next few weeks.

The plan as it now stands, authorities indicated, encompasses no change—or requested change—in existing law. But NBC would ask, affiliates to clear all the time they can for Monitor.

It also, according to reports, will work out periods for local cut-ins and local announce-ments at regular intervals, plus five minutes on the half-hour for local news which the stations may sell as they wish, on either national spot or local basis.

The six-second "billboards" envisioned under the plan would be offered to advertisers on the basis that they must buy at least 10—or none. The "billboards" would not fall at station breaks.

Rates not only for these but for other lengths of commercials are to be set especially for the Monitor schedule.

Advertisers currently using weekend time on NBC Radio would not be seriously affected. At present these number two on Saturday—All-Chalmers with National Farm and Home Hour on EST stations, and R. J. Reynolds Tobacco Co. with Grand Ole Opy—plus participants in Great Gildersleeve and Fibber McGee and Molly under the "Three Plan."

NBC's announcement of the new plan noted that Executive Vice President Sarnoff in an early March speech described the objectives this way:

"What we have in mind is a continuing flow of radio entertainment and information beginning early Saturday morning and running around the clock until late Sunday night. It will be a service that for the first time wipes away the artificial barrier between radio and television, and brings the radio listeners exposure to the great television stars. It will tell the news when it happens anywhere in the world, from Moscow to Minneapolis; it will present live reports from backstage Broadway and famous figures from all fields of endeavor; it will include comedy, drama and sports."

Mr. Swezey presided at Thursday's meeting. Attending were the following committee members:

Executive Committee: R. B. Hanna Jr., WGY Schenectady; George W. Norton Jr., WAVE Louisville; Harold Essex, WJS Winston-Salem; Paul W. Morency, WTC Hartford, and Richard H. Mason, WPTF Raleigh, N. C.

Study Committee: Jack Harris, KPRC Houston; Walter J. Damm, WMJ Milwaukee; Edwin K. Wheeler, WWJ Detroit, and William Fay, WHAM Rochester, N. Y.

IN A MOVE to test viewer-reaction to television commercials under conditions approaching those in the average home, Daniel Starch & Co., Mamaroneck, N. Y., has set up a copy-testing "laboratory" in Altoona, Pa., in cooperation with WFBG-TV Altoona.

Details of Starch's new copy-testing service, under which commercials will be placed on the air over WFBG-TV, are being announced today (Monday) by Jack Boyle, director of TV research for Starch. Mr. Boyle said he believes that the new service, which assigns reaction to TV commercials from a group of telephone subscribers in the Altoona area, represents "a true cross-section sample than is possible in a panel group gathered in a single large market."

In addition he contends it is more economical.

As outlined by Mr. Boyle, the technique is as follows:

Three commercials to be tested are sched-uled within a half-hour segment of a local program on WFBG-TV. Commercials may be those of one client or three different clients. Shortly before the program is to be presented, Starch's interviewers in the Altoona area phone advertised stations and request the time of the program and to agree to answer questions by phone at the conclusion of the show. These individuals are offered a choice of premiums for their cooperation. Sample is 100 men and 100 women, or 200 women.

The interviewing procedure, according to Mr. Boyle, is an adaptation of Starch's regular network "immediate recall" studies. In this connection, the respondent is asked if he saw the commercial, and if not, why not. Those who respond affirmatively are questioned (sided recall-style): "What was brought out about the beverage (toothpaste) (automobile)?" If a pro-\ducive answer is elicited, the interviewers ask the respondents for further comment. All re-

American Chicle, Whirlpool To Buy Some Berle-Ray Shows

AMERICAN Chicle Co. and Whirlpool Corp. are expected to join Sunbeam Corp. in a three-way sponsorship of the Milton Berle-Martha Raye show, Tuesdays, 8-9 p.m. on NBC-TV, effective next fall.

American Chicle had been sponsoring the Sid Caesar show but moves to Berle-Raye.

Dudley Fitzgerald, New York, is the agency for American Chicle. Whirlpool Corp.'s agency is Beaumont & Hohman, Chicago. Sunbeam announced its sponsorship of one-third of the program through Perm-Paus, New York, last week. (B&T, March 28).
TED BATES & CO. 
CHANGES TO CORP.

Realignment of officers announced. T. L. Bates takes two new posts.

TED BATES & CO., converted from a partnership to a corporation effective Friday (April 1), T. L. Bates, honorary chairman of the newly created board of directors and chairman of the executive committee, announced last week. The name of the agency will be Ted Bates & Co. Inc. Thomas F. Harrington becomes chairman of the board; Rosser Reeves, vice chairman of the board, and William H. Kearns, president.

The agency was founded by Theodore L. Bates in 1940 with two accounts. It has developed into one of the nation's leading agencies, ranking 10th in radio and television billing during 1954 with an estimated $27.5 million.

Other officers of the company are D. Robert Parman and Clifford N. Parsells, senior vice presidents; Rudolph Montgelas, vice president and treasurer; Thomas J. Carnese, vice president and general manager; Alman J. Taranton, vice president and secretary; Allen M. Whitley, vice president and assistant secretary, and William A. O. Gross, vice president and assistant treasurer.


Named assistant vice presidents were Howard A. Anderson, Courtlandt P. Dixon, William E. Hatch, John H. Haight, and C. E. Midgette.

Mr. Harrington joined the Bates Agency in 1944 as account supervisor and member of its plans board. Rosser Reeves started with the firm in 1940 as one of the original copy supervisors in the agency. William H. Kearns joined in 1942 as a vice president and has been chairman of the executive committee.
THE FACTS AND FIGURES OF NETWORK ADVERTISING

P&G, 1954'S RADIO-TV KINGPIN, QUICKENS PACE IN JANUARY

PROCTER & GAMBLE, which spent $36 million for radio-tv network time in 1954 (B&T, March 14), started 1955 at a time-buying pace that could shatter its own previous year's record.

According to Publishers Information Bureau compilations of radio-tv gross billings, P & G spent $3,355,856 for radio-tv network time last January. For network tv alone, P & G paid $2,517,324 and for radio, $838,532. The combined figure topped P & G's total for December 1954 by $200,000 and its January 1953 radio-tv expenditure by some $650,000.

Although P & G last January shaved $87,295 from its monthly expenditure in network radio compared to December 1954, it fattened by $288,933 its network television ad budget spending for that month.

Comparing the two Januaries, Chrysler Corp. (spending $1 million) and Lever Bros. (with $708,344) were new to the top 10 advertiser listing for tv, replacing P. Lorillard Co. and General Electric.

Added to radio's top 10 listing were General Motors Corp., General Mills and National Dairy Products. Replaced were Gen-

ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JANUARY OF 1955 AND 1954 BY PRODUCT CLASSIFICATION

<table>
<thead>
<tr>
<th>GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JANUARY 1955 &amp; JANUARY 1954</th>
<th>LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JANUARY 1955</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Beer, Wine &amp; Liquor</td>
</tr>
<tr>
<td>Building Materials, Equip. &amp; Fixtures</td>
<td>Building Materials, Equip. &amp; Fixtures</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>Confectionery &amp; Soft Drinks</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>Consumer Services</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Drugs &amp; Remedies</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>Food &amp; Food Products</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
</tr>
<tr>
<td>Horticulture</td>
<td>Horticulture</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>Household Equipment &amp; Supplies</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Household Furnishings</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>Industrial Materials</td>
</tr>
<tr>
<td>Insurance</td>
<td>Insurance</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Jewelry, Optical Goods &amp; Cameras</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Materials</td>
<td>Office Equipment, Stationery &amp; Writing Materials</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>Publishing &amp; Media</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct by Mail</td>
<td>Retail Stores &amp; Direct by Mail</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>Smoking Materials</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>Soaps, Cleansers &amp; Polishes</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>Sporting Goods &amp; Toys</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>Toiletries &amp; Toilet Goods</td>
</tr>
<tr>
<td>Travel, Hotels &amp; Resorts</td>
<td>Travel, Hotels &amp; Resorts</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Miscellaneous</td>
</tr>
<tr>
<td>TOTALS</td>
<td>TOTALS</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau.

Page 30 • April 4, 1955

Broadcasting • Telecasting
eral Foods, Sterling Drugs and P. Lorillard Co.

In comparing the top 10 listings of January 1955 with December 1954, the reappearance of General Mills in the tv leaders was significant.

Another interesting development noted in the January 1955 listings of the leading national advertisers, was a reshuffle in the ranking of the top cigarette companies when comparing that month with December 1954. Although not necessarily a trend toward lower radio- tv spending among the tobacco firms, it was apparent that none of the top tobacco companies had budgeted noticeable increases at least for the first month of 1955.

P. Lorillard Co., for example, slipped out of the radio listing and Liggett & Myers, which was 10th in the December tv listing, did not appear in January. R. J. Reynolds, still placed among the top 10 in tv, but in the one month slipped a notch with some $300,000 less in tv network gross billing. American Tobacco Co.'s monthly tv expenditure was steady and L & M's figure in network radio was down only slightly.

---

**ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JANUARY OF 1955 AND 1954 BY PRODUCT CLASSIFICATION**

**GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR JANUARY 1955 & JANUARY 1954**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>January 1955</th>
<th>January 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$48,740</td>
<td>$92,280</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access</td>
<td>22,334</td>
<td>61,010</td>
</tr>
<tr>
<td>Automotive, Auto Equip. &amp; Access</td>
<td>822,438</td>
<td>771,578</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>73,114</td>
<td>169,019</td>
</tr>
<tr>
<td>Building Material, Equip. &amp; Fixtures</td>
<td>7,959</td>
<td>127,719</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>185,836</td>
<td>233,458</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>85,257</td>
<td>165,810</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>1,374,556</td>
<td>1,780,167</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>2,192,890</td>
<td>2,758,364</td>
</tr>
<tr>
<td>Freight, Industrial &amp; Agricultural Development</td>
<td>123,775</td>
<td>640,665</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>460,728</td>
<td>334,874</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>259,362</td>
<td>55,213</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>60,192</td>
<td>92,475</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>309,433</td>
<td>183,650</td>
</tr>
<tr>
<td>Insurance</td>
<td>193,084</td>
<td>130,721</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>136,049</td>
<td>83,250</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>140,822</td>
<td>68,804</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>142,071</td>
<td>251,497</td>
</tr>
<tr>
<td>Radios, Tv Sets, Phonographs, Musical Instruments &amp; Access</td>
<td>124,071</td>
<td>1,181,980</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct by Mail</td>
<td>957,268</td>
<td>1,292,283</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>1,067,086</td>
<td>1,904,669</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>3,150</td>
<td>63,228</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>909,782</td>
<td>788,491</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>$10,785,181</strong></td>
<td><strong>$13,221,205</strong></td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau.

**LEADING RADIO NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JANUARY 1955**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Company Name &amp; Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>Allis-Chalmers Mfg. Co.</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access</td>
<td>Exquisite Form Brassiere</td>
</tr>
<tr>
<td>Automotive, Auto Equip. &amp; Access</td>
<td>General Motors Corp.</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Anheuser-Busch Inc.</td>
</tr>
<tr>
<td>Building Material, Equip. &amp; Fixtures</td>
<td>W. P. Fuller &amp; Co.</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>American Tel. &amp; Tel. Co.</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Miles Labs</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Mills Inc.</td>
</tr>
<tr>
<td>Freight, Industrial &amp; Agricultural Development</td>
<td>Aero Mayflower Transit Co.</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Philco Corp.</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>Olson Rugs Co.</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Mutual Benefit Health &amp; Accident Assn.</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>Procter &amp; Gamble Co.</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>Travel, Hotels &amp; Resorts</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>Miscellaneous</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

---

**TOP TEN TV NETWORK ADVERTISERS IN JAN. 1955**

1. Procter & Gamble - $2,517,324
2. Gillette - 1,461,245
3. Colgate-Palmolive - 1,398,169
4. Chrysler - 1,187,988
5. General Foods - 1,039,428
6. General Motors - 980,551
7. R. J. Reynolds Tob. - 819,037
8. American Tobacco - 816,966
9. General Mills - 737,871
10. Lever Brothers - 708,344

**TOP TEN RADIO NETWORK ADVERTISERS IN JAN. 1955**

1. Procter & Gamble - $838,532
2. Gillette - 504,433
3. General Motors - 504,006
4. Lever Brothers - 391,153
5. Miles Labs - 384,026
6. General Mills - 331,167
7. American Home Prods. - 318,870
8. Colgate-Palmolive - 302,471
10. Liggett & Myers Tob. - 272,341

---

The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of January 1955.
CBS SIGNS WOOLWORTH FOR FIRST NETWORK RADIO

Dime store chain will sponsor hour of music on Sunday afternoons, may sell time to manufacturers.

In its first use of network radio as an advertising medium, the F. W. Woolworth Co. has signed to present The Woolworth Hour, an hour-long musical series starring the Percy Faith orchestra and chorus, over CBS Radio (Sun., 1-2 p.m. EDT), starting June 5 (Cloeser Courir, March 28).

Details of the new program were announced last Tuesday at a news reception in New York by Rae C. McLaren, vice president of F. W. Woolworth Co., and Adrian Murphy, president of CBS Radio.

It was pointed out by CBS officials that The Woolworth Hour represents a departure from recent trends in network radio in that it will be an entirely new one-hour show and is a sale of a one-hour show to a single sponsor.

A spokesman for Woolworth told B&T that although its contract is with CBS Radio, the company will attempt to sell annunciations to add to the station, the manufacturers displaying wares in Woolworth stores. He expressed the belief that a one-minute announcement would cost a participating manufacturer about $1,000.

The program, with MacDonald Carey as host, will represent both popular and classical music. It will be produced and directed by Howard G. Barnes and broadcast by 202 stations of the network.

Mr. McLaren pointed out that the program represents the company's plunge into network radio, and said it was decided that the program should be one with "widespread appeal as a means of reaching the varied type of people that shop at Woolworth." He explained that "music is, of course, a universal language, and the artists who will appear on this program speak it most eloquently."

Mr. Murphy explained the view that the program "will be a large and appreciative audience and that this, in turn, will be reflected in its sales results." He added that The Woolworth Hour will capitalize on the millions of shoppers, the large number of radio portables at beaches and summer resorts and many other areas of listening.

Texaco Buys 726 Newscasts To Run April-Nov. on ABC

Purchase by the Texas Co. of 726 five-minute week-end newscasts to run over a 33 consecutive week period was announced last week by Charles T. Ayres, vice president in charge of ABC Radio. The account was placed by the Kudner Agency, New York.

The 33-week order was placed under ABC Radio's "Week-End News Package" plan and will consist of 22 Texaco News Reporter broadcasts every weekend from April 16 through Nov. 27 over the full network. The newscasts will be handled by such newscasters as Milton F. Cross, Carl Reed, Arthur Van Horn, Bill Spargrove and Don Gardiner.

The Texas Co., an ABC Radio spokesman said, plans to launch a special nationwide promotion campaign to call attention to the Texaco News Reporter broadcasts. The campaign will include three-color stand-up cardboard signs, measuring 30 by 40 inches, to be distributed to Texaco stations; full-size posters for use in window and lobby displays at ABC Radio stations, and on-the-air announcements, newspaper ads, publicity stories and photographs.

Deere Likes Tv

TELEVISION has proved so satisfactory in reaching rural audiences that Deere & Co., makers of tractors and farm implements, has authorized the production of a schedule of 27 one-minute tv films for its dealers.

Release of the commercials was announced by Roid H. Ray Film Industries Inc., which has produced Deere sales and advertising films for the past 19 years. The spots cover the full Deere line.

MATTHEWS, NIELSEN V. P., DEFENDS RADIO RATINGS

Chief of research firm's west coast radio operation says radio is still a vibrant medium.

Radio is still a vibrant medium, as proved by the fact that it still moves merchandise, Joseph R. Matthews, vice president in charge of the west coast radio operation, A. C. Nielsen Co., told B&T.

Mr. Matthews, who is based at Menlo Park, Calif., was interviewed by B&T during a client servicing trip to Hollywood. Recent radio station discontent with NSI ratings (B&T, March 14, et seq.) had nothing to do with the Hollywood trip, he emphasized, adding, "this is not a fire-fighting operation."

The NSI survey is as accurate as possible under the circumstances, Mr. Matthews noted. "If a higher degree of accuracy is desired, it could be obtained, providing the bill could be footed, by either of two methods: replacement of some Auditors by additional Audimeters and/or an increase in sample size."

"However," he said, "any appreciable reduction of an already small probable error would not justify the cost."

The present Los Angeles sample is an accurate one, he declared without qualification, pointing out that 281 homes measured in Los Angeles NSI ratings is the largest sample offered by any service in the area, if the fact that the homes are measured more than once is considered.

"I will admit a degree of error exists when anyone starts sampling," the Nielsen representative observed, "but I will not admit the Los Angeles sample picture was influenced by Audimeter homes represents an error."

He further disclosed that during his current Los Angeles trip, one radio and one television station had become NSI subscribers. Additionally, he noted that of the top 10 national agencies in radio-television billings, seven are NSI subscribers, with two having become recently.

Esty to Produce 'Comedy Hour'


Ted Bates & Co., which has been handling all of Colgate's nighttime television programming, will continue to produce The Millionaire on CBS-TV Wednesday nights."

ADVERTISER ANALYSIS REFLECTS TV'S GAINS

Four-medium compilation published by Leading National Advertisers shows expenditures in 1954 as compared to the preceding year.

ADVERTISERS, which last year again spent more than $1 billion for time on radio and tv networks and in newspapers, increased their national tv expenditure by some $92.5 million.

This information is revealed in the seventh annual edition of National Advertising Investments, published by Leading National Advertisers, and showing, by company and product, advertising expenditures in 1954 for each medium for all companies spending $25,000 or more.

Network tv time charges were $320,154,274, according to the editors, which said the $92.5 million gain in one year was an all-time national record for the medium. Highest previous network tv jump was $87 million recorded between 1951 and 1950. Other highlights of the publication were:

Four-medium total for the year was $1,134,493,175, up 7% over the 1953 total of $1,062,549,992. Only other medium to gain was magazines, a slight $1 million compared to its $46.3 million increase registered between 1953 and 1952. Last year's magazine total: $604,121,055.

Sunday newspaper supplements, which had registered a gain of $12.9 million between 1953 and 1952 was down about $800,000 for a 1954 total of $72,576,677.

Radio networks dropped $23 million, or 14% for a 1954 total of $137,641,169.

All-Media Audience Study Being Developed by ARF

As PART of the Advertising Research Foundation's All-Media Audience Study, subcommittees already are at work to develop a design for an audience study of magazines which can be integrated with that for newspaper studies of other media, Fred B. Manchee, BBDO, chairman of ARF's board of directors, has reported.

Mr. Manchee said audience concepts are being examined in an attempt to arrive at a definition, or definitions, of audience which will be more meaningful to the advertising industry and which can be applied to all media. The committee in charge of the project is headed by Dr. Lyndon O. Brown, Dancer-Fitzgerald-Sample.

At the same time, Dr. W. H. Wulfeck, William Esty Co., chairman of ARF's Motivation Research Committee, disclosed that his group has asked the ARF board to allot additional funds for his committee to further a "Buying Decisions Study" that it "inherited" from National Analysts.

This study, he said, "will attempt to find out how consumers actually make purchasing decisions, who makes them, and how quickly, this is not a measurement of advertising effectiveness, although advertising, of course, is one of the elements which goes into the making of buying decisions."

Noting that the committee has been enthusiastic about the new techniques developed in the study, Dr. Wulfeck said the study encompasses a product profile "as it exists in the minds of buyers;" the dynamics of intra-

(A&A continues on page 52)
Getting bigger and BIGGER!

Back in March, 1954, when the Iowa Radio-Television Audience Survey was taken, 56.9% of all homes in this State had television sets — one-fourth of which had been purchased less than six months previously.

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

WHO-TV's Audience is getting bigger and bigger. Free & Peters have latest facts.
UNITY presents Action! Mystery! Adventure!

"OPERATION DIPLOMAT" — Intrigue! that could Trigger the 3rd World War!

"FINAL APPOINTMENT" — Vengeance! a Maniac at Large Caught in a Dragnet!

"DANGEROUS CARGO" — Stick-up! for a Million—Bucks they’d Murder!

"CLUE FROM A CORPSE" — Underworld! Battered Bodies Leave a Trail of Death!

"MEN AGAINST THE SUN" — Suspense! as Killer Lions Stalk Jungle Hunters!

"BURNT EVIDENCE" — Exposé! Lifting the Lid on the Insurance Racket!

"THE GOLDEN LINK" — Murder! with a Broken Chain of Evidence

"HOUSE OF BLACKMAIL" — Murder! Adventures of a Woman in Terror!

"THE BLUE PARROT" — Double-Cross! it’s Underworld Mystery and Murder!

"THIS WAS A WOMAN" — Evil! the Mental Horrors of a Poisoned Mind!

"PROFILE" — Fury! a Fight for Power in the Publishing Racket!

"MURDER IS NEWS" — Thrills! Daring Private-eye solves Jewel Stick-up!

"PRIVATE INFORMATION" — Mystery! Death Answers the phone and Threatens Murder!

13 - ALL NEW FIRST RUN FEATURE FILMS FOR TV.

EXCLUSIVELY DISTRIBUTED BY

UNITY TELEVISION CORPORATION


L'ongacree 4-8234  CRestview 4-5693

Page 34 • April 4, 1955
ENTERING its ninth year in television, the Scott Paper Co., world's largest manufacturer of commercial paper products, is currently spending an estimated $3 million—half of its entire advertising budget—in the visual medium.

The "television years" have been the period of the company's greatest growth in sales, until today its merchandising figures stand at the highest level in the history of the organization.

A veteran in television, Scott entered the medium locally in 1947 with the Dione Lucas cooking program on WNBT (TV) (now WRCA-TV) New York. In 1951 the company bought its first network show, My Little Margie, a family situation-comedy series on NBC-TV, and will continue that sponsorship through this summer. As of Aug. 31 it will put Father Knows Best into the Wednesday, 8:30-9 p.m. time spot now occupied by Margie.

A year later, in the fall of 1952, casting about for a new program "consistent with the stature of the firm and the quality of its products," Scott enrolled as one of four subscribers on Omnibus, the prestige production of the Ford Foundation Television & Radio Workshop, aired on 82 CBS stations.

This "quality blending" of program and product proved so successful as a promotion maneuver that Scott received its identification with the show in 1953 and 1954.

George M. Benson, executive associate of Ford Foundation, told B&T that Scott Paper Co. has introduced two new products on Omnibus: Scotkins and Scotties, both of which have been quite successful.

Acutely responsive to the special "demonstration" opportunities of television as a selling medium, the Scott company has pursued the technique to its fullest advantage. For Scotties, a facial tissue, they have dramatically exposed the product on the air to a jetting stream of tap water to show its exceptional resistibility to pressure. With Cut-Rite, a waxed-paper wrapping, they used comparable devices to demonstrate the adaptability, effectiveness and convenience of the product. The same pattern of commercial was used for ScotTowels to dramatize its versatility and promote new uses.

In addition to network television, the firm has several radio and television spot schedules in various parts of the country. These schedules support special regional activities such as new product introductions.

Alert to the complex uses of advertising, Scott is currently conducting its own research in an effort to evaluate the relative weight of the various promotional elements contributing to their overall success. Television, they have no doubt, is a significant factor in that success.

"In fact, judging from the mail," John Hirst, radio-televisIon manager, told B&T, "it appears that Omnibus has one of those loyal, appreciative and responsive audiences which deserves far more credit than quantitative measurement can give it." The net sales of finished Scott paper products in 1953 were $149,262,335. Total net sales, including pulp, amounted to $165,-000,729. Net paper sales for 1952 were $129,168,563 and total net sales including pulp were $146,902,536. Net income for the year was $11,695,383 compared with 1952's figure of $10,707,346.

The Scott Paper Co. was established almost three-quarters of a century ago by two brothers, Clarence and E. Irwin Scott, who owned a small paper jobbing establishment. The brothers delivered the paper products themselves in a small pushcart. Shortly after the new company had been formed, the brothers recognized one of the important social trends of the time—the increased use of toilet tissue to keep pace with the fast-growing acceptance of sanitary plumbing. They therefore decided to confine their efforts in the manufacturing of toilet tissue. It meant merely the conversion of "parent rolls" purchased from paper manufacturers into consumer size products for the many customers who sold the rolls under their own trade names.

Just before the turn of the century, Arthur, the only son of E. Irwin Scott, entered the business and brought with him three fundamental business principles: (1) to make just a few products of the highest quality; (2) to make them as inexpensively as possible, and (3) to tell the public about them through advertising. These three conjoined policies provided the cornerstone on which has been built the largest business of its kind in America today.

In keeping with the new philosophy, the first objective was to discontinue some 2,000 private label brands in favor of a few of the company's own. With the acquisition of the brand name "Waldorf" these few Scott products soon formed what came to be known as "The Sanitary Line." In a short time this group of favored products was further augmented when the first paper-towel was developed. The ScotTissue towel, as it was ultimately named, came into being largely by chance. The ingenuity of a Philadelphia school teacher, who had cut sheets of paper into convenient squares to replace the common cloth towel, presented a use for a carload of paper which was so heavy and thick that it could not be converted into toilet tissue. The superior quality of ScotTissue towels soon commanded an increasing consumer preference.

The panic of 1907, despite the hardships imposed on the growing business, served only to intensify the faith of the young management in Arthur Scott's three simple business fundamentals. Up to that time, manufacturing was still confined to "conversion" activities, but the need for better quality control and increased production prompted the company to take its first step into the future.

In an old soap mill, at the site of the company's present main plant and executive offices in Chester, Pa., two cylinder-type machines were installed—antique in design and operation as we regard paper machinery today. These served, nevertheless, as the backbone for today's 10 modern producing giants in the Chester plant, including the largest paper towel machine in the world.

Scott, with home plant and administrative offices at Chester, Pa., also owns finishing plants at Hoboken, N. J., and Sandusky, Ohio, and a pulp mill supported by extensive timber holdings at Everett, Wash., and two paper machines in a mill at Milford, N. J. Officers are Thomas B. McCabe, president, and Raymond C. Muteer, executive vice president.

The company's products include ScotTissue, Waldorf, Soft-Weve toilet tissue, Scotties and Cut-Rite, ScotTowels and Scotkins.
Growing
Time

It's Spring, and NBC Radio is growing everywhere you look!

Growing new business, for example. During the past season, NBC Radio signed up $16,116,000 in new business — a 165% new-billings increase over the previous season. Fifty sponsors are making sure, through new time buys, that their advertising bears a cash crop.

The reason? New programming ideas and sales patterns in NBC network radio — like the Mary Margaret McBride and Dr. Norman Vincent Peale morning strip shows, the widely acclaimed Biographies in Sound, and the exciting new concepts to be unveiled shortly. All of them represent a creative approach to radio as a modern medium, filling a special and vital role in people's lives.

Yes, it's Spring at NBC, and things are stirring. It's a time of growth, of vitality and movement.

Need a Spring tonic?

Exciting things are happening on NBC Radio

Companies making new investments in NBC Network Radio during '54-'55 season:
- Allis-Chalmers Manufacturing Company
- Allstate Insurance Co.
- American Dairy Association
- American Motors Company
- Armour & Company
- Buick Motor Division, General Motors Corporation
- Brown & Williamson Tobacco Corp.
- Calgon, Inc.
- Carter Products, Inc.
- Coast Fisheries
- Crosley Division, AT&CO Manufacturing Corp.
- Croswell-Collier Publishing Company
- Curtis Publishing Company
- D'Con Company, Inc.
- Dodge Division, Chrysler Corp.
- Doeksin Products Inc.
- Frawley Manufacturing Co.
- General Foods Corporation
- General Motors Corporation
- Gillette Safety Razor Co.
- Horian Publishing Co.
- Hudnut Sales Co., Inc.
- Kiplinger Washington Agency, Inc.
- Lever Brothers
- Lewis House Company
- Liggett & Myers Tobacco Co.
- Mars, Inc.
- Merit Plan Insurance Company
- Miles Laboratories, Inc.
- Mytinger & Casselberry, Inc.
- Nash-Kelvinator Corporation
- Oldsmobile Division, General Motors Corporation
- Pharmaco, Inc.
- Plymouth Motor Corp., Division of Chrysler Corp.
- Q-Tips, Inc.
- Radio Corporation of America
- Rexall Sales
- Rexall Drug Co.
- Rhodes Pharmaceutical Co., Inc.
- The Marine Company, Inc.
- The National Life & Accident Insurance Co., Inc.
- The Prudential Insurance Company of America
- The Quaker Oats Company
- The Texas Company
- The Toni Company, Division of the Gillette Co.
- The Travelers Insurance Co.
- Vitamin Corporation of America
- W. P. Fuller & Co.
- Webster Products
- White King Soap Co.
AN INSISTENCE on sound, believable advertising on its programs, plus an ad lib, just-between-us delivery, has won for CBS Radio's Housewives' Protective League a unique spot in broadcasting annals.

Besides paying off handsomely—the property grosses approximately $3 million a year and its programs reach a national audience estimated at about 15 million families weekly—HPL has proved that in practice as well as in theory "the program that sponsors the product" (that's HPL's slogan) pays off in favorable and sometimes almost fantastic low-cost success stories for advertisers.

Now well into its 21st year on the air, HPL has regional programs in 14 U. S. markets and has ventured tentatively into television on Washington's WTOP-TV. The television program, however, is not actually a part of the vast and prosperous HPL domain, which is firmly rooted to an aural audience.

Today, Housewives' Protective League is a program service of CBS Radio, the network having purchased it from founder Fletcher Wiley in 1947. Starting in 1934, Mr. Wiley nursed the program along from its infancy on the then independent KNX Los Angeles through its expansion to four markets. And the program idea he came up with made him a wealthy man: he sold his four-market package to CBS for a million dollars and is now retired, owner of two west coast ranches and other property.

Shortly after it was acquired by CBS, Edward W. Wood Jr. was brought in as HPL's sales manager. In 1950 Mr. Wood assumed the position of general manager as well, and during his tenure has witnessed HPL's growth to a 14-station, major-market operation.

It Started Small

It wasn't always a big operation, however. When Mr. Wiley first approached KNX with his idea, he had no previous radio experience to offer along with his services. He had started as a California food broker—which may account partially for the fact that HPL programs run so strongly among food advertisers—and also had attained considerable experience in a variety of other fields. Nonetheless, despite his lack of radio background, he sold his idea to KNX and to try it out was assigned six half-hours a week.
HOUSEWIVES’ PROTECTORS

EVERY WEEK THEY TELL 15 MILLION FAMILIES WHAT TO BUY

All sustaining, of course, and with no salary.

Basically, all HPL programs today are the offshoot of those first trials in Los Angeles. First, the program is talk, tailored to the tastes of the area in which it is heard. Aimed at the housewife, the delivery is casual, chatty and personalized. To insure this effect, no written copy is used on the program, merely a number of notes which act as a spur to the commentator, reminding him of the main topics he is to touch upon and listing the participating advertisers scheduled for the day. The ban on written copy is extended to the commercials, too, with an additional prohibition on transcribed announcements and singing commercials.

‘Ad Lib’ Commercials

This rule has always been in effect, with the individual commentators building the commercials ad lib. Consequently, each commentator is obliged to know the products he sells inside-out. While some accounts have been lost because of the prepared copy ban, the genuine familiarity of the broadcaster with his products and his authorative, though off-hand, manner of recommending it to listeners lends HPL advertising a special distinction, and is probably responsible in large measure for its sales records for its advertisers.

Another major ingredient of the Housewives’ Protective League success story is the honesty of the program’s advertising, backed by rigid testing through HPL “testers’ bureaus,” which insures that all products recommended by HPL broadcasters are exactly as represented. Members of these testers’ bureaus are volunteers, recruited from among listeners in each program area. Listeners submit regular application forms to become bureau members, listing their hobbies, pets, family information and other pertinent data. In a typical area, the bureau consists of 3,500 members and a particular testing panel is made up of about 100 members. Each member of the testing panel is given a sample of the product at the manufacturer’s expense. In return, the panel tests the product in their homes over a period of time, fills out a mimeographed questionnaire and returns it to the local HPL director.

A sample of the questions asked includes:

How does this product compare with others of its type? Is it worth the money? Does it do what it says? Does it do more? Less? If it does what it says, is it worthy of the Housewives’ Protective League?

At least 80% of the replies must be favorable before HPL will consider accepting a product as a sponsor of the program. Even with such approval, for certain products and services the HPL staff institutes further checks with such groups as Better Business Bureaus to insure that advertising claims are accurate and product performance honestly represented.

In HPL’s earlier days, the percentage of rejections was fairly high. However, with the growth of the program’s reputation for unsparing integrity, this percentage has fallen off considerably. An occasional pitch-deal operator approaches the program even today, sometimes offering an under-the-table inducement in an attempt to reach the lush pastures of an HPL endorsement. He never succeeds.

Not only are pitch deals never considered for endorsement, but some products which are widely accepted in other ethical broadcasting circles do not receive HPL approval. These include cigarettes, beers and wines, and any product making medical claims. There is no objection, personally or editorially, to many of these products, but the feeling in HPL management is that some products can’t be tested adequately and others just don’t belong on a program aimed at the heart of the home.

A Dairy Did It

In the early days, too, the determination to maintain the standards which are part and parcel of today’s HPL program service almost brought the whole show a-cropper. Fly-by-night outfits with a keen eye for a fast buck were quick to seek out HPL sponsorship, but legitimate advertisers weren’t about to try out a new program idea. HPL was in the untenable position of having lots of takers who were undesirable but no one who fitted either his high standards or its program format. The KNX management was about to scrap the whole business when Golden State Co., a San Francisco dairy with statewide distribution, came through with a two-week participation. When Golden State received 8,000 write-in replies in a promotion for new sales leads, the firm extended its participation for an additional 19 months. And HPL was made.

Since then, the story of HPL has been one of steady growth, both in gross billings and its expansion into other markets. The original membership of Golden State has been augmented by others that would make any advertiser’s mouth water. And HPL’s list of participating advertisers today reads like a Who’s Who of regional and national accounts and numbers some 140 sponsors from A-1 Sauce to Zippy Starch.

WGR’s the Newest

CBS Radio affiliate 50 kw WGR Cleveland is the most recent to tie-in with HPL, bringing the HPL lineup to 14. (All HPL stations are CBS stations—some CBS owned, some affiliates—and all but one are 50,000-watters.) Each of the local programs operates in a semi-autonomous fashion, responsible only to New York headquarters. General Manager Ed Wood keeps a firm hand on the HPL activities in each market by circuiting the stations at regular intervals, having HPL director-bROADCASTERS visit his staff in New York, and by generally heeding all important policy decisions as well as covering the day-to-day desk chores attendant to the job. And it’s no small task when the stations and their markets are considered. They are: WEEI Boston, WBT Charlotte, WBBM Chicago, WGR Cleveland, KNX Los Angeles, WCCO Minneapolis-St. Paul, WCB New York, WCAU Philadelphia, WRVA Richmond, KMOX St. Louis, KSL Salt Lake City, KCBS San Francisco, KIRO Seattle and WTOP Washington.

On each station, the Housewives’ Protective League programs are headed by a director-broadcaster who is literally what the combination title suggests. He directs HPL activities in his area and he is the commentator on the air. Although the size of the secretarial and merchandising staff varies from market to market, each director has such a staff available.

There is a remarkable similarity in the delivery of each of the directors. Of course it’s not accidental; they are trained in the HPL tradition and carefully screened before
we feel like we swallowed the canary...

51.0*
PRESTON FOSTER
WATERFRONT

The top-rated of all shows, local and network, in Houston-Galveston (nation's 16th biggest consumer market) ... where it's ranking up sales for Sears Roebuck. In Philadelphia a smashing 32.2* rating and top-rated non-network 1 1/2-hour film show! 65 taut films.
* ARB, Jan. 1955—Houston and Philadelphia

23.5*
ABBOTT AND COSTELLO

In Cleveland (nation's 6th biggest consumer market), a chunky 23.5 for Chunky Chocolates, putting it right up in the "top ten". They're a scream in New York, too — with a 14.6** and 3rd highest ranking among all non-network 1 1/2-hour film shows. 52 rollicking films.
* ARB, Dec. 1954 — Cleveland
** ARB, Feb. 1955 — New York

WIRE, PHONE OR WRITE YOUR NEAREST MCA-TV OFFICE TODAY FOR AUDITION PRINTS

BEVERLY HILLS: 9470 Santa Monica Blvd.
(Res: view 6-2001)

ATLANTA: MINNEAPOLIS
BOSTON: NEW ORLEANS
BUFFALO: NEW YORK
CHICAGO: PHILADELPHIA
CINCINNATI: PITTSBURGH
CLEVELAND: ROANOKE
DALLAS: ST. LOUIS
DETROIT: SALT LAKE CITY
HOUSTON: SAN FRANCISCO
KANSAS CITY, MO: SEATTLE
TORONTO • LONDON • PARIS
LOOK AT THESE TOP RATINGS FOR MCA-TV SHOWS!

And we've got a score more just like these—syndicated film hits that are snaring No. 1 ratings wherever played. For top ratings, big-time stars, solid merchandising support, you can't beat MCA-TV shows... because they're beating everything in sight!

31.9*
CHARLES BICKFORD
MAN BEHIND THE BADGE

All new, all first run, but the same terrific series that scored top ratings (like that 31.9 in Boston) on its network run last summer. "Realistic... Bickford excellent" (Variety). 39 fast-paced dramas.

* ARB, June 1954 — Boston

THERE'S AN MCA-TV SHOW FOR EVERY PRODUCT, EVERY MARKET, EVERY BUDGET . . .

BIFF BAKER U.S.A.
CITY DETECTIVE
CURTAIN CALL
FAMOUS PLAYHOUSE
FOLLOW THAT MAN
GUY LOMBARDO AND HIS ROYAL CANADIANS
HEART OF THE CITY
HOLLYWOOD OFF-BEAT
I'M THE LAW
MAYOR OF THE TOWN
PLAYHOUSE 15
PRIDE OF THE FAMILY
ROCKY JONES, SPACE RANGER
ROYAL PLAYHOUSE
AND COUNTERPOINT
SOLDIERS OF FORTUNE
TELESPORTS DIGEST
THE LONE WOLF
TOUCHDOWN
WHERE WERE YOU?

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS
THE MORAL OF HPL: INTEGRITY PAYS OFF IN BROADCASTING

They are signed to a contract. Once in the organization, they're pretty certain of a profitable and long-term association. WCBS New York's Galen Drake, for example, was the first director hired when HPL began to expand. Today, he's director in the nation's number one market with more friends in the food business than you could crowd into a giant supermarket (although HPL sells such varied items as automobiles, books, furnaces and furniture, the majority of its accounts are foods and allied products sold in food stores).

Still legendary in Southern California broadcasting circles are the almost identical voices and delivery styles of teacher Wiley and pupil Drake, who had been a Long Beach (Calif.) singer-announcer before joining the HPL organization on the West Coast in 1940. The story is told that, at times, Mr. Drake would walk into a studio while Mr. Wiley was on the air, and, on signal from Mr. Wiley, pick up the broadcast in mid-sentence and carry on without the audience realizing there had been a change in broadcasters. To a great extent, many of the HPL directors today are "interchangeable."

Of the other HPL stations, WEEI, WBMM, KMOX, KIRO, and WTOP carry in the function of Housewives' Protective League. In most markets complete merchandising facilities are available to HPL advertisers with in-store appearances by HPL directors. Often, the demand for a product through HPL advertising has led to new distribution in an area. In this light, Mr. Wood has established a close working relationship with food brokers throughout the country and their association, the National Food Brokers Assn. This relationship has become so close that twice the NFBA has come to Mr. Wood and asked HPL to produce films showing the operation of NFBA and the status of the food broker in the nation's sales economy. HPL directors themselves invariably work closely in their markets with leading food brokers.

One of HPL's strongest selling points is a file of its success stories. They range from small accounts just starting out to major top-budgeted national advertisers. One from the general manager of Roots Motors Inc. (Hillman-Minix cars), reads, "I cannot help but recall times when our vehicles were completely unknown, especially in the western states.

"I can only say thank you for the great assistance you gave me to market an unfamiliar car in these United States. More than once I have heard from our dealer organization that cars have been sold to the public solely on the confidence that the public had in you. You have helped me to develop the state of California to such an extent that it is today the leading state in the Union for our vehicles."

An Award Winner

The results HPL achieved for B&M Oven Baked Beans over WCAU won an award from Broadcast Advertising Bureau (now Radio Advertising Bureau) in its "Radio Gets Results" contest. B&M Baked Beans had been distributed in Philadelphia for several years; then sales began to fall off. So the firm bought six participations a week on the HPL John Trent show—and sales increased 47% during the first 26 weeks. The company, in a letter to WCAU, called the gains "phenomenal." It was a valid test for radio, too, since WCAU-HPL was the only advertising used in the area.

When Kiplinger's Changing Times magazine used six HPL announcements in one market, over 5,600 copy requests were received, at a cost per-inquiry of 11 cents.

The success of HPL demonstrates that radio can be as potent a selling force as ever when it's done with objective thinking and a clear eye on the consumer. HPL audiences remain almost fanatically loyal to the programs and the simplest explanation is that its high standards and proven honesty are the forces that woo its listeners. Above all, HPL has proved that absolute integrity can pay off, and pay off well, in the broadcasting industry.
of the radio families in Metropolitan Los Angeles listen to KNX each week! 45% listen in a single day!

For the first time, the leading stations in Los Angeles have an accurate measure of the number of different families listening during a day... during a week. ● The new CPA (Cumulative Pulse Audience) report for Los Angeles and Orange Counties shows KNX reaches the greatest number of different families morning, afternoon and night, total day and total week!

more people than any other station! more people than any newspaper! more people than any magazine!

First in the West’s First Market: . . . . KNX RADIO
HOW ONE TELEVISION STATION DOES IT — FROM ITS OWN FARM

A COUPLE of weeks ago, NBC-TV’s Home program celebrated the opening of spring by taking its viewers for a short visit to a 350-acre Kentucky farm and a brief glimpse of cows and pigs and lambs and chickens, not to mention the succulent smoked ham cooking in the farmhouse kitchen.

For many members of Home’s audience the March 21 Kentucky farm sequence was a refreshing novelty, something new and different from their normal viewing fare. Not so, however, for those who were watching the Home telecast through the facilities of NBC-TV affiliate WAVE-TV Louisville. To them this particular farm was a familiar spot, one which they had visited each Saturday noon since mid-January, taken there by the cameras of WAVE-TV.

On these Saturday noon-to-1 p.m. telecasts, titled simply Farm, WAVE-TV viewers have watched the testing of the soil, the early plowing, the preparation of tobacco beds, the sowing of grass and clover, the starting of a vegetable garden. They have seen the farmers start baby chicks, baby pigs, baby lambs and baby calves on their way to becoming big, healthy, profitable marketable animals. They have viewed the other farm activities that follow in regular progression during the late winter and early spring weeks as the farmer prepares for the summer season of growth for the fall harvest. And many of them have profited by what they have seen, for they, too, are farmers and on their Kentucky and southern Indiana farms they work with much the same soil and weather conditions, grow much the same crops, raise much the same livestock, operate much the same sort of establishments as the one they see on WAVE-TV.

It was to serve the more than 630,000 residents of the more than 150,000 farms in its coverage area (about 84,000 with TV sets as of the first of the year) that WAVE-TV last summer decided to undertake a regularly scheduled series of live TV programs direct from a farm. That decision posed two immediate problems to the station’s management.

Just 13 Miles Away

First, they needed a place to originate these programs, a working farm typical of the region, large enough to carry on a wide variety of farm activities and so located as to permit relaying a consistently good signal back to the station. This was solved by the acquisition of a 350-acre farm on gently rolling ground at a slightly higher altitude than the WAVE-TV studios and just 13 air miles away.

The farm is no show place, the station management stresses, but an efficient, practical working farm—a farmer’s farm. For many years it has produced sheep, beef and dairy cattle, hogs, poultry, alfalfa, corn, wheat, barley, oats, bluegrass, orchard grass and fescue. For the Farm telecasts, the important crop of tobacco has been added.

Station spokesmen declined to state what was paid for the property, pointing out that its subdivision area location would place the dollar value out of line with average farm acreage prices in the general farm area. A reasonable estimate, WAVE-TV was told, would be something in excess of $100,000. Approximately $50,000 more will be invested in new agricultural equipment, both permanent and mobile, during the 1955 program schedule, the station said.

Next, WAVE-TV needed the services of men capable of conducting the program and operating the farm and doing both well. After an exhaustive survey of top agricultural experts throughout the land, WAVE-TV selected Shirley Anderson as station farm director and put him in charge of the Farm programs. Louisville county agent since 1927, Mr. Anderson last May received a distinguished service award from the U.S. Department of Agriculture—an award given to only eight other county agents chosen from well over 3,000 throughout the nation.

Assisting Mr. Anderson on the programs is Paxton Marshall, who since 1948 has managed the same farm now operated by WAVE-TV and point of origin of the Farm program series. His wife, Shirley Marshall, has for some years conducted one of WAVE-TV’s most popular cooking and home economics programs.

To telecast a normal Farm program, WAVE-TV uses two cameras. One is transported to the barns in the farmyard center by means of a specially constructed sled, hauled by a tractor. The second camera, equipped with a Zoomar lens, is moved...
WILS DOMINATES LANSING RADIO

ACCORDING TO THE LATEST SURVEY (FEB. '55)
(HOOPER—FEB. 1955)

SHARE OF RADIO AUDIENCE

<table>
<thead>
<tr>
<th>Time Interval</th>
<th>WILS</th>
<th>Network Station B</th>
<th>Network Station C</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON</td>
<td>38.3</td>
<td>31.8</td>
<td>20.3</td>
</tr>
<tr>
<td>MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.</td>
<td>48.9</td>
<td>18.4</td>
<td>23.9</td>
</tr>
<tr>
<td>MONDAY THRU FRIDAY 6:00 P.M.-10:00 P.M.</td>
<td>38.1</td>
<td>28.8</td>
<td>25.9</td>
</tr>
</tbody>
</table>

*WILS—5000 WATTS DAY—1000 WATTS NIGHT—1320 KC

Lansing’s Most Powerful Station

Represented Nationally
By Venard-Rintoul-McConnell, Inc.

407 N. WASHINGTON AVE.
LANSING 30, MICHIGAN
We are proud and honored to accept Television's Greatest Award!

OUR SINCERE THANKS to the studio production staff of "STORIES OF THE CENTURY" and to those stations and sponsors whose great confidence and all-out support made this award possible.

MORTON W. SCOTT, President
STUDIO CITY TV PRODUCTIONS, INC.
(DIVISION OF REPUBLIC PICTURES)

The Academy of Television Arts and Sciences
BEST WESTERN OR ADVENTURE SERIES OF 1954
"STORIES OF THE CENTURY"
A STUDIO CITY TV PRODUCTIONS, INC. PRODUCTION (DIVISION OF REPUBLIC PICTURES)
"BEHIND THE SCENES"

TV audiences are going to love Sally Smith and Jill Butler, two small town girls in their riotous attempts to crash Hollywood!

STUDIO CITY TV PRODUCTIONS, INC.
(A DIVISION OF REPUBLIC PICTURES)
announces with pride

2 NEW SERIES
NOW IN PRODUCTION AT REPUBLIC STUDIOS
IN HOLLYWOOD

SAX ROHMER'S
WORLD-FAMOUS
"ADVENTURES
OF FU MANCHU"

The ACME of suspense, intrigue and mystery!

FOR FURTHER INFORMATION CONTACT
HOLLYWOOD TELEVISION SERVICE, INC.
8600 Carpenter Avenue, North Hollywood, California

ALBANY 4, N. Y.
1049 Broadway
Albany 5-2290

ATLANTA 1, GEORGIA
109 Walton Street
Atlanta 6-111

BOSTON 16, MASS.
40 Revere Street
Hunt 7-9288

BUFFALO 2, N. Y.
563 Pearl Street
Cleveland 2421

CHARLOTTE 1, N. C.
227 West 4th Street
Edison 3-3138

CHICAGO 5, ILLINOIS
1304 S. Wabash Avenue
Webster 6-6090

CINCINNATI 14, OHIO
1637 Central Parkway
Chevy 5-2031

CLEVELAND, OHIO
450 Film Building
Project 1-0034

DALLAS 1, TEXAS
412 S. Harwood Street
Randolph 4107

DENVER 2, COLORADO
2142 Broadway
Tober 2263

DES MOINES 9, IOWA
1005 High Street
Des Moines 4-2239

DETROIT 1, MICHIGAN
2111 Cork Avenue
Woodward 1-6415

INDIANAPOLIS 4, INDIANA
444 N. Illinois Street
Washington 5-4419

KANSAS CITY 9, MO.
215 West 16th Street
Grand 2900

LOS ANGELES 7, CALIF.
1920 S. Vermont Avenue
Republic 4-1131

MEMPHIS 3, TENN.
397 S. Second Street
Memphis 3-7213

MILWAUKEE 3, WISCONSIN
1131 N. Eighth Street
Marquette 8-1876

MINNEAPOLIS 3, MINN.
1104 6th Cavalry Avenue
Main 8071

NEW HAVEN 10, CONN.
1374 Middletown Avenue
Local 3-5156

NEW ORLEANS 72, LA.
3010 Liberty Street
Raymond 0765

NEW YORK 19, N. Y.
601 Ninth Avenue
Cobble 6-0760

OKLAHOMA CITY 9, OKLA.
713 West Grand Avenue
Harp 5-6361

OMAHA 9, NEBRASKA
7314 Davenport Street
Atlantic 7474

PHILADELPHIA 7, PA.
248 N. Clinton St.
Local 7-4712

PITTSBURGH 19, PA.
1709 Bond of the Allies
Atlantic 4859

PORTLAND 6, OREGON
1115 W. Kearney St
Aukter 9405

ST. LOUIS 2, MO.
2720 Olive Street
Jefferson 6548

SALT LAKE CITY, UTAH
214 East First South St.
Salt Lake 1-6709

SEATTLE 1, WASHINGTON
2410 Second Avenue
Elliott 8-678

SAN FRANCISCO 2, CALIF.
221 Golden Gate Avenue
Market 1-6810

TAMPA 1, FLORIDA
115 S. Franklin Street
Tampa 1-3370

WASHINGTON 14, D. C.
203 Eye Street N. W.
Republic 0155
about the farm in a small pick-up truck for covering the day’s activities. Farm director, farm manager and the program’s announcer travel by jeep from point to point.

In the farmyard center, technicians have constructed a central tv studio, with control panels, heavy wire for the electric load, and floodlights as well as sky light for better lighting. This studio is 30 feet wide and 45 feet long and has large sliding doors on both sides of the building, making it easy for animals and large equipment to enter and leave the studio. Hinged doors at either end of the building permit the maximum amount of natural light to enter. The studio floor is partly concrete and partly crushed rock, the concrete strip allowing the camera to move easily.

Personnel for the telecasts include the farm director, farm manager, program producer, director, two cameramen and the usual complement of audio, switching and supervisory engineers. In addition, there are two farm attendants whose primary responsibility is to handle the various animals, controlling them and bringing them into proper camera range. These attendants also drive the tractor and other vehicles used for moving the cameras and men from one point to another.

The station’s mobile remote unit handles switch, camera control at the farm. One of the farm’s silos is used as a microwave-relay tower to send the signal back to the WAVE-TV studios.

The programming is scheduled so as to show each type of animal and crop at various stages of development. For instance the selection of varieties of hybrid seed corn and the preparation of the soil were shown last Saturday; the April 23rd telecast will demonstrate planting corn and fertilization. In June the program will show the planting of the late corn crop; in August, corn silage; in October, corn harvesting.

In addition to providing the farmers with agricultural information such as recommended, tested and practical farming procedures and methods, the station management believes that an important benefit of Farm will be in acquainting city people and the great consuming public with the actual problems of the food producer. "We hope city consumers will get a glimpse of how much work a farmer has to go through to produce a pound of wool or a quart of milk," one WAVE-TV executive said.

Commercials for Federal Fertilizer (the only product advertised on Farm as yet) are integrated logically into the program. Pasture fertilizing is treated over the telecasts from mid-February to mid-April. Fertilization of row crops, such as corn, tobacco and potatoes, will be highlighted during April and May. Through June the commercials will deal with fertilizing for the second cutting of alfalfa. July telecasts will emphasize fertilizing for seeding a new stand of alfalfa. Fertilizing for small grain seeding will be the sponsor’s fall topic and in the final months of the year pasture fertilizing will again be stressed.

Different mechanical methods of fertilizer application and distribution are shown and, later on, the results—for instance, a good stand of pasture—will also be shown, letting the viewers see for themselves the effects of following the recommended fertilizing procedures. As other sponsors are added, the same integration of commercials will be followed, so far as is practicable.

In pioneering this new field of farm telecasting, WAVE-TV TV is endeavoring a worthwhile public service to its community. The comments it has received—from county agents and agricultural school officials as well as from farmers, yes, and some city folk, too—make the station believe it was on the right track when it started Farm on its weekly career.
Certainly, fish can talk

... when you use film!

Even a guppy (to say nothing of the magnificent specimens shown here) can be made to sell for you, tell all about your product, and—what is very important—get your message right every time, everywhere, without chance of misquote. Easy and economical, too, when you USE EASTMAN FILM.

For further information—what film to use—latest processing techniques, address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.
NEW QUARTERS FOR WHIO

WITH completion of its major improvement program, WHIO-AM-FM-TV Dayton, Ohio, now is operating in a plant that represents a $2 million investment since 1949. The original building at 1414 Wilmington Ave. included building, RCA equipment, tower, transmitter and mobile gear, involving a $600,000 investment. The 1954-55 program involves building an addition worth more than $500,000 plus $140,000 for new equipment and furniture.

The new transmitter building and 1,104-ft. tower on Germantown St. were built at a cost of $641,000. Other expenditures brought the total to $2 million.

All business and operating functions have been transferred to the enlarged studio and office building on the Wilmington Pike. Austin Co., which designed and built the original structure, worked out the transformation to a complete broadcasting center.

Video control on a mezzanine permits use of common video control equipment and separates video control personnel from studio routine. The control room includes console and film projection gear plus space for color units. Conduit runs are accessible and short.

THE CONFERENCE ROOM provides ample and comfortable seating facilities, plus a television set (which is not shown) for monitoring the station's programs.

THE MASTER control room is located next to the director's booth on the mezzanine. Both overlook the main television studio, which can be seen through the windows.

RADIO CONTROL. All three radio studios are grouped around this control center.

GENERAL MANAGER Robert H. Moody greets visitors in this walnut-paneled office which adjoins the conference room shown in top photo.
Let the figures tell the story!

...people earn more and spend more... in the center of the WNHC-TV orbit of influence!

- Population — 3,607,600
- No. of Families — 1,045,800
- Retail Sales — $4,127,897,000
- Drug Sales — $119,797,000
- Food Sales — $1,146,520,000
- Conn. Fam. Income — $6,786 (Per Family)
- Only VHF in Connecticut
- TV Families — 934,448

Sources: 1955 Sales Management Pre-Final Estimates; CBS-Nielson Survey. Updated with RETMA Set Sales—January 1, 1955; Mail map (black dots) based on 10,000 letter response, completed December 1954; Contour map accepted by FCC December 1954.
family group activity" producing the purchase, influences of various informational sources as influencing purchasing decisions, and the culmination of the purchasing decision into brand selection—"the most important of all decisions from the manufacturer and the agency's point of view."

U. S. Steel, GE to Take Over CBS-TV Spot Dropped by Pabst

U. S. STEEL Co. and General Electric Co., effective July 6, will alternate weekly drama sponsorship on Wednesday, 10-11 p.m. EST, on CBS-TV, the period vacated by Pabst Blue Ribbon Bouts which moves to ABC-TV.

U. S. Steel shifts from its present period on ABC-TV, Tuesdays, 9:30-10:30 p.m. EST, which it has had since October 1953. Format of the show will remain the same and will continue to be supervised by the Theatre Guild.

BBDO, New York, is the agency.

General Electric has bought 26 films from 20th Century-Fox Film Corp., to be presented on the alternate weeks. Series has a dramatic format. Young & Rubicam, New York, is the agency for GE.

The new hour-long series will be telecast on an all-live network of 115 CBS-TV stations.

Kodak to Replace 'Norby'

EASTMAN KODAK Co., through J. Walter Thompson Co., New York, has decided to abandon Norby (Wed., 7:7-8 p.m. EST, on NBC-TV), effective April 6, and has bought a film series from Screen Gems Inc., New York, which will be sponsored Wednesday 8:30-9:30 p.m. on NBC-TV, starting April 13.

The new program, Kodak Request Performance, will run a minimum of 21 weeks. It will include one performance from each of the current Ford Theatre, produced by Screen Gems, and from Top Plays of 1955, distributed by Screen Gems.

Kodak firm, which entered television for the first time last January with the all-color Norby series, is now formulating plans for a new major tv series to be presented on film next fall over the same 84 stations that will carry Kodak Request Performance.

W-H, Lambert Merge

MERGER of Warner-Hudnut Inc., cosmetic firm, and Lambert Co., drug company, was approved at a special stockholders meeting last week. The merger, effective last Wednesday, involved the exchange of one share of Warner-Hudnut common stock for each share of Lambert common.

The firm's new corporate name is Warner-Lambert Pharmaceutical Co. Combined sales of both companies reportedly will exceed $100 million annually.

Pontiac to Switch to Drama

PONTIAC, sponsors of the Red Buttons Show on NBC-TV, Fridays, 8-8:30 p.m., will drop the program and sponsor a dramatic series effective Sept. 5, Tuesdays, 9:30-10:30 p.m., alternating weekly with Armstrong Cork Co. Latter advertiser currently sponsors Circle Theatre, Tuesdays, 9:30-10 p.m. on NBC-TV but will expand the program to one hour starting in the fall.

Pontiac is represented by MacManus, John & Adams, New York, and Armstrong's agency is BBDO, New York.

The Friday night period, 8-8:30 p.m., has been offered to Chrysler Corp., but nothing definite has been signed.

ME., TENN. ENACT BAIT-SWITCH LAWS

MAINE and Tennessee are the second and third states, respectively, to enact legislation to curb bait and switch advertising, it was announced last week by the Assn. of Better Business Bureaus Inc., New York. The first state, Massachusetts, has had its anti-baiting law in effect since mid-1953.

Maine's law became effective March 14 and Tennessee's March 22, it was reported. The two laws provide penalties up to $500 and advertisers also may be enjoined from such advertising. Basic purpose of the laws is to curb those who advertise merchandise at very low prices with the intent not to sell the merchandise, but rather to switch the prospect to high price items.

Six other states have similar bills pending. These include Rhode Island, New York, Pennsylvania, Ohio, Kansas and California. Illinois is expected to introduce a bill in the near future, it was reported. The bills are based on a model law recommended by the Council of State Governments to state legislatures in its 1954 package of suggested legislation.

ABB's Bait Advertising Committee has endorsed the model law as a way to curb advertising abuses, but it also believes the simplest answer to the problem is for media to flatly reject such advertising which is a policy now being followed by most media in such cities as Omaha, St. Louis, Amarillo and Washington, D. C. The BBBs generally consider 'bait' the worst abuse in advertising today.

Meanwhile, ABB reported that Detroit's bait advertising law had "successfully passed its first test," citing that television repairman James Whit t was fined $100 on March 11 by Traffic Referee John G. Carney. It was alleged that Mr. Whit t, doing business as Do-All Television Service, advertised house calls at $1.50, but "padded this feature price by selling unnecessary tubes."

Kudner Agency Consolidates Print, Radio-TV Timebuying

PRINT media and the radio-television time-buying departments of Kudner Agency, New York, are being consolidated under the general supervision of Hugh Johnson, director of media.

Effective this week, J. H. S. Ellis, president of the agency, announced last week.

At the same time it was revealed that John P. Marsich becomes assistant director of media in charge of timebuying, with John J. Murphy Jr., Marjorie C. Scanzan, and Ann Gardiner continuing as timebuyers, and Frank M. Nolan becomes assistant director of media in charge of print buying. Anne Wade, assistant to Mr. Nolan, has been advanced to print media buyer. E. G. Weymouth continues as associate media director.

Mr. Marsich has been with the agency since 1949, first as assistant of the radio-televisio department and later head timebuyer.

Mr. Nolan started at Kudner in 1935. He has worked on all accounts in the agency.

SPEX NEW BUSINESS

Cinch Products Inc., L. A. (Cinch cake mixes), through Hixson & Jorgensen Inc., there, starts saturation tv-radio spot announcement campaign, with Mon-Sat. schedule, utilizing in California over 3,900 spots on 21 radio stations and 340 spots on two tv stations; and in Colorado, over 1,000 spots on five radio stations and 60 spots on one tv station. Radio-tv spots created by Song Ads Co., Hollywood.

Servisoft of California (soft water service), L. A., through William W. Harvey Co., there, starts cooperative radio spot announcements on predetermined number of western stations and several spot announcements on KNOC (TV) Hollywood Home, both effective today (Mon.).

Simonia Co. Ltd., Toronto, Ont. (Floor polish), has started five times weekly announcement campaign on a large number of Canadian radio stations. Agency is Walsh Adv. Ltd., Toronto.

Cudahy Packing Co., Toronto, Ont. (Old Dutch Cleanser), has started daily 10-minute panel program Hide and Seek on nine Canadian major market radio stations. Agency is J. J. Gibbons Ltd., Toronto.

Yardey of Canada Ltd., Toronto, Ont. (Cosmetics), has started test tv campaign on CFLP-TV London, with film spot announcements twice weekly for 12 weeks. Long range sales results will be tested on this campaign before other stations are used in Canada. Agency is McKinn Adv. Ltd., Toronto.

Ar resto Paint Co., N. Y., will use radio spots to open its 1955 campaign. Starting in April for 10 weeks company will use spots in New York, New Jersey and New England areas. Agency is Phelps Rohr & Co., N. Y.

NETWORK NEW BUSINESS

Steinberg's Ltd., Montreal (chain grocery), has started weekly half-hour French-language program 14 Rue de Galais on six French-language CBC-TV network stations for 52 weeks. Firm is also using an English-language film show on CBMT (TV) Montreal, and film spots on English-language Quebec provincial tv stations. Agency is Grant Adv. of Canada, Montreal.


National Labor-Management Foundation (Partners magazine) to sponsor Fulton Lewis jr. on Mutual, Sundays, 9-9:15 p.m. EST, starting April 3. This extended Mr. Lewis' program to six-day-a-week basis. Program content to be directed toward articles in magazine.

AGENCY APPOINTMENTS

State Advertising Commission, Tallahassee, Fla., appoints Carey Assoc., Sarasota, to handle tv advertising for Florida during the coming business year.

Clyde Beatty Circus appoints Mort Goodman Adv., L. A., to handle radio spot advertising; Hote l Riviera, Las Vegas, names Goodman to handle all advertising jointly with Harris & Whitebrook Adv., Miami Beach; United Cer...
people make the best salesmen

...especially people like HERB SHELDON

Wherever there's a TV set in the nation's No. 1 market, Herb finds a warm welcome waiting for him — just for being himself. That means being natural, neighborly and funny, as he entertains (and sells) the lady of the house, every weekday morning from 8:55 to 10. It's a program custom-made for housewives... including a special cooking feature by Josephine McCarthy. And homemakers clearly find Herb captivating, because they keep busy buying the products he demonstrates and recommends.

His clients keep busy, too, writing nice letters like this:

"I cannot tell you how pleased we are with the selling job that you have been doing for Whirlpool. The impact of your 'low pressure selling' is one reason why Whirlpool is number one in the number one market."

David Oreck, V. P. in Charge of Sales, Bruno—New York, Inc.

When you're considering media to help you sell the New York market, remember this oldest of advertising truths: People Make The Best Salesmen! And WRCA-TV has some of the warmest, most persuasive people in television. Like Jinx Falkenburg, Norman Brokenshire, Ken Banghart, Gene Rayburn...and like Herb Sheldon.

WRCA-TV • 4

In New York, sell more on 4

Represented by NBC SPOT SALES

NEW YORK • CHICAGO • DETROIT • CLEVELAND
WASHINGTON • SAN FRANCISCO • LOS ANGELES
CHARLOTTE • ATLANTA • DALLAS

*Ramon Lawrence Associates
bral Paley appoints Goodman to handle na-
tional and regional tv and radio promotion.

Fradelli's Frozen Food Corp., L. A. (frozen
"heat and serve" dinners), appoints Magge-
Privett Inc., that city. Local tv will be used
with similar campaigns being readied for other
markets.

Lee Pharmacal Co., Beverly Hills, appoints
J. P. Shelby & Assoc. Inc., L. A., to handle
advertising for its new, unnamed pharma-
aceutical product.

Monarch Finer Foods Division, Consolidated
Grocers Corp. (western division), L. A., names
Stromberger, LeVene, McKenzie, same city.

Lee Ltd., Beverly Hills (Dri-Mist deodorant),
names Erwin, Wasey & Co., L. A.

Parsos Ammonia Co., N. Y., appoints Kiese-
weiler, Baker, Hagedorn & Smith, N. Y., to
handle its advertising, effective April 1. Radio
spots will continue to be used and television
will be tested.

Magnetic Recorder & Reproducer Corp., Phila.,
appoints Benham Adv., same city.

Miami High Life, distributor of Miller High
Life beer, names Charles Anthony Gros Adv.,
Miami.

Frigim meats Inc., Chicago (frozen meats), ap-
points Schwimmer & Scott Inc., that city.

Elgin National Watch Co. (Ordnance Div.) ap-
points Waldie & Briggs Inc., Chicago, to handle
advertising for electronic products under new
expanded program. Agency has handled Abra-
sives Div. account of same company since 1949.

Zotalo Pharmaceutical Co., Stamford, Conn.,
names Erwin, Wasey of Canada Ltd., Toronto, for
Canada.

AGENCY SHORTS

Young & Rubicam, N. Y., has been incorpo-
rated in Germany and has completed working
agreement there with associate agency, Heu-
mann Werbegesellschaft, Frankfurt. Kenneth
Hartshorn, London office, is in charge of Ger-
mian organization.

Harold Dreyfus, vice president, Noel, Lent &
Assoc., L. A., forms own agency, The Dreyfus
Co., with offices at 833 N. Kings Rd. Tele-
phone is Webster 1-1831. Initial accounts are
International Pacific Recording Corp., Tastee
Products of California, Tippa Products Corp.
(imports German Tippa typewriters) and Vi-
Cly Industries (paints).

Fred Gardner Co., N. Y., has moved to larger
offices at 50 E. 42d St.; telephone: Murray
Hill 7-4784.

Sullivan, Stauffer, Colewell & Bayles, N. Y.,
moves to larger offices, occupying three floors,
at 477 Madison Ave.

Sackel Co., 8 Newbury St., Boston, has been
opened to handle trade and consumer advertis-
ing, merchandising and publicity, with Sol
Sackel as president and Ralph Schiff, general
manager.

A&A PEOPLE

Arthur W. Lutz, former board chairman, Smart
& Final Iris Co., Los Angeles wholesale grocers,
concern, to board of directors and executive
committee, Consolidated Foods Corp., Chicago.

Harold R. Fagerson, vice president in charge
of sales, Borden's Chicago Milk Div., named
sales director, Chicago-Central District.

A SERIES of "refresher" lunches were
held in Chicago recently for agency and
advertising people by Free & Peters Inc.,
radio-tv station representative, in connect-
ion with the Kansas City market, where
F&P represents KMBC-TV. Participating in
a luncheon March 22 were (I to r): Will-
iam Tynon, tv sales manager, Free &
Peters, Chicago; William Stanton, account
cause, Campbell-Mithun Inc., and
George Morgan, advertising manager,
The Wonder Co. (Ovolute).

L. J. (Larry) Hubbard elected vice president,
Doherty, Clifford, Steers & Shenfield, N. Y.
Mr. Hubbard joined the firm in 1953 as di-
rector of research.

John F. MacKay, creative director and head of
creative plans board, Anderson & Cairns, N. Y.,
elected vice president.

John F. W. McClure, assistant account group
supervisor, National Biscuit Co. account, Mc-
Cann-Erickson, N. Y., appointed vice president.

Walter Mead and Marjorie Greenbaum, copy
supervisors, Dancer-Fitzgerald-Sample, N. Y.,
named vice presidents.

John T. Morris, director of marketing, F & M
Schaefer Brewing Co., elected vice president.
Also elevated to vice presidents were Bruce W.
Hackstaff, director of plant and production,
and Eugene J. O'Connor, general manager of
Schaefer's Albany plant.

Norman R. Anderson, account executive, John
W. Shaw Adv. Inc., Chicago, elected vice presi-
dent.

C. G. Coburn, formerly senior public relations
account supervisor, J. Walter Thompson, N. Y.,
named director of public relations, Pan-Amer-
ican Coffee Bureau.

Richard J. Pearson, advertising and sales pro-
motion manager, Bireley's Div., General Foods,
to Erwin, Wasey & Co., Los Angeles, as senior
account executive.

Samuel S. Moody Jr., formerly with McCann-
Erickson, N. Y., to Robert W. Orr & Assoc.,
N. Y., as merchandising director. Estelle Men-
delsohn, formerly with Dancer-Fitzgerald-
Sample, N. Y., to copy staff, same agency.

S. J. Niefeld, in charge of special research proj-
ects, Henri, Hurst & McDonald Inc., Chicago,
appointed research director.

Maurice Umanns promoted to creative director,
Paris & Peret, N. Y. Robert Shibles, formerly
with William Esty, named Paris & Peret copy
chief. Jack Hargrove, formerly with Young &
Rubicam, and Adele Thomas, formerly with
Kenyon & Eckhardt, join as associate copy
chiefs. Michael Matera, formerly with Hanly
Hicks Montgomery, Bob Reed, formerly with
Fletcher D. Richards, and Don Torrone, for-
merly with J. Walter Thompson, appointed
associate art directors.

Robert Kroll, formerly with BBDO, to War-
wick & Legler, N. Y., as tv copy supervisor.

Vivian McMurtry Case, copy chief, Rhoades
& Davis, L. A., and previously head of own
Portland agency, to West-Marquis Inc., L. A.,
as copy chief.

John Fish returns to Walter McCrerry Inc.,
Beverly Hills, as art director. He succeeds
James Buckmeyer, now associated with Clark

Jim Neilsander, formerly with WTVI (TV)
Belleville, Ill. (St. Louis), to Olian Adv.
Agency, St. Louis, as account executive.

Mal Thompson, production supervisor, Trans-
film Inc., N. Y., to BBDO same city, as tv
producer.

Edward Watson, formerly of CHAT Medicine
Hat, Alta, to assistant radio-tv director, E. W.
Reynolds Adv. Ltd., Toronto.

Donald W. Brown, formerly continuity director,
KVTW (TV) Sioux City, Iowa, and KSSO
Sioux Falls, S. D., to Allen & Reynolds, Omaha,
Neb., as copywriter.

Beth Norman, former freelance radio-tv pro-
ducer, San Francisco area, to Richard N. Mel-

James O'Neil, Jr., Continental Baking Co., N. Y.,
to Ted Bates & Co., same city, as account
assistant.

Tom Quigley, commercial manager, CCFP
Montreal, to MacLaren Adv. Ltd., Toronto.

Al Weinthal, promotion manager, CCFP Mon-
treal, to radio-tv department, Harold F. Stan-
field Ltd., Montreal advertising agency.

Robert Hunter Higgins, formerly account ex-
ecutive, Hicks & Greist, N. Y., named to simi-
lar position, Biow-Beirn-Toigo Inc., same city.

Bea Morris, promotion specialist, Lever Bros.,
N. Y., to marketing and sales development div.
Grey Adv., same city.

George W. Morris, Erwin, Wasey & Co., N. Y.,
to BBDO, same city.

Jack Cummings, BBDO, N. Y., to media dept.,
Biow-Beirn-Toigo, same city.

Dan Regan, press dept., NBC New York, to
publicity staff, Calkins & Holden, same city.

C. Stuart Mitchell, account executive, Compton
Adv., N. Y., father of boy, C. Stuart III.

Alex Victor, account executive, Western Adv.
Agency, father of boy, Barry, March 11.

Edward Rizzo, tv copy supervisor, Compton
Adv., N. Y., and Robert Van Buren, artist,
same agency, fathers of boys, March 20.

Paul Wickman, vice president for radio-tv,
Western Adv. Agency Inc., L. A., resigns to
become director of development, National So-
ciety for Crippled Children and Adults, Chi-
cago.

Robert M. Watson, newly-elected vice president,
Ruthrauff & Ryan, N. Y., will be guest speaker
April 21 at Inside Advertising Banquet of
Assn. of Advertising Men & Women, Hotel
Biltmore, N. Y.
The Flags Flew

This is Harry Martin, tv host with the most. He plows a full schedule of farm programs on Channel 6 in Indianapolis. His Market Reports, sponsored by Ralston Purina at noon daily, has the rapt attention of the agricultural set hereabouts (hereabouts includes 90,000 farm families in our coverage area).

A few weeks ago Purina offered, via Harry’s show, a hundred mail box flags to the first hundred viewers whose letters or post cards had the earliest postmarks.

The single announcement brought 2,606 requests. The winners were all postmarked within two hours of the announcement. Martin’s pulling power prompted Purina to discontinue the offer, which had been set for successive repeats.

***

Harry Martin was born on a farm which was bought from the government by one of his ancestors in 1826, ten years after Indiana became a state. It would take a Wabash Indian to claim earlier roots in Indiana. Pioneering’s in his blood — Harry began the first regular farm tv program in Indiana, did the first live studio demonstration commercials (both for WFBM-TV) and keeps in touch with the soil via his suburban acres where he raises rutabagas and Indiana limestone.

Like all WFBM personalities, he also raises results for sponsors.
WYLIE OUTLINES 'FILM UNIVERSITY'  

Author and 'Omnibus' story editor reveals adult education idea under consideration by DuMont and Columbia U. whereby college credits might be earned by viewers. Stations would be permitted to sell adjacent time spots to sponsors of programs.

A WEDDING of university-level institutions and tv film to spawn adult education on a mass basis via commercial stations is being proposed. And last week, however, the merger had not occurred.

Prime mover of a "film university" is Max Wylie, author of Clear Channels and currently story editor of the Omnibus project of the Ford Foundation's Tv-Radio Workshop. Mr. Wylie, in an address before the National Television Film Council Thursday, reported on what he said were negotiations between DuMont and Columbia U's school of general studies. In sight of the individual was the use of DuMont's newly-developed combined live-film camera ("electronicae").

Mr. Wylie said educational institutions could program lecture courses toward degree credit on quality levels showing on commercial stations which would be permitted to sell adjacencies to sponsors. He likened the service to a film library. Viewers who wished to take examinations toward degree credit would pay enrollment fees.

Questioned on Mr. Wylie's assertions, both Columbia U. and DuMont spokesmen said they were premature. A meeting of Ted Bergmann, managing director of the DuMont Television Network; Dean Louis Hacker, Columbia U. school of general studies; Leon Levine, of Columbia's radio-tv department, and Mr. Wylie, had been held, they admitted, but no commitments were made.

It was also understood that DuMont considers this possible use of its live-film camera as only minor when compared to the more extensive plans it is about to take out of wraps. The latter have been hinted to extend from possibilities of "film library service" to film distribution via the network and to "servicing" of film companies.

Actually, the DuMont-Columbia talk, inspired and brought about by Mr. Wylie, explored the possibility of programming courses, probably on a live basis, on DuMont's owned and operated WABD (TV) New York. When mention was made of possible repeats--live or on film—for evening hours within a 48-hour period, Mr. Bergmann reportedly brought up the new DuMont-developed camera.

Columbia U. spokesmen point out that the school now has no plans for so extending its accredited adult extension courses, but should it wish to "experiment" it would be necessary first to obtain university council approval and then to find a way to defray production costs. There was an allusion to the possibility of a pilot program.

It was also reported that the Columbia-DuMont talk was in terms of programming at the end of this or at the beginning of next year.

Pickford Files New Suit Against Goldwyn for $50,000

ADDITIONAL suit for $50,000 has been filed by Mary Pickford against Samuel Goldwyn in the battle over Goldwyn Studios. A new complaint, filed March 25 in Long Beach Superior Court, charges that in 1949 the court ordered the producer to remove everything from the property that belonged to him, individually, and to Goldwyn Productions Inc. She charges that, when he failed to do this within the allotted 30 days, the personal property, including sets, props and supplies, fell under her ownership. Damages are asked for Goldwyn's continued use of these assets without accounting to her.

Later last week Miss Pickford was denied an accounting of the rentals, which she had charged Mr. Goldwyn has failed to make to her since 1949. Superior Judge Paul Nourse ruled that the former actress had not been ousted from the studio by Mr. Goldwyn, as she alleged. [Be unique? Be specific?] It was therefore not entitled to an accounting.

Miss Pickford's new suit will be heard after the producer's $503,535 suit against her for a share of studio operation and maintenance has been settled.

FILM SALES

Standard Television, Beverly Hills, according to President Bob Berger, has closed deals for its 19-feature film package with the following stations: KGNC-TV Amarillo, KFJJ-TV Ft. Worth, WGBI-TV Scranton, WSPD-TV Toledo, WEWS (TV) Cleveland, WOW-TV Omaha, KMBC-TV Kansas City and XETV (TV) Tijuana.

Reid H. Ray Film Industries Inc., St. Paul, announces Walt's Workshop, filmed "how-to-do-it" series, has now been placed in its 34th market with sale to KGNC-TV Amarillo, Tex., for 52 weeks. Order was placed through Rosenwald-Krupp & Assoc.

FILM DISTRIBUTION

Sterling Television Co., N. Y., announced last week it has acquired tv distribution rights to all filmed properties of the TeeVee Co., Beverly Hills. Sterling is preparing promotion kits for its new programming. Properties of TeeVee include Tales of Tomorrow, This Is Charles Laughton, Invitation Playhouse, Little Theatre, Camera's Eye and Gigi and Jock.

FILM PRODUCTION

Reah Productions has begun production on I Spy, new Guild Films Co. tv series, at Parkeen, Astoria, N. Y., under Guild Films supervision. The series, starring Raymond Massey, will cover 26 episodes tracking the adventures of famous spies and how they changed the course of history.

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

Edward L. Koenig, Jr., formerly vice president, Vitapix Corp., named assistant to Hal Roach, Jr., as coordinator for national and syndication sales, Hal Roach Enterprises, Culver City, Calif.

Robert Bernstein, formerly with the publicity dept., DuMont Television Network, to public relations staff, Guild Films Co., N. Y., reporting to Lou Sainmarch, vice president.


Judith Anderson, stage and motion picture star, signed last week with B-F Production Co., N. Y., for new one-woman tv dramatic series based on Bible. Mark Van Doren, poet, novelist and tv show, with the addition of the series, ABC Film Syndication now has five properties in syndication. The others are: Rocket Squad; The Playhouse; Kieran's Kaleidoscope, and Passport to Danger.

Fairbanks' Sales Drive Starts

SALES drive for Douglas Fairbanks Presents, tv series available for first run in over 250 markets, will get underway today (Monday), George T. Shupert, president of ABC Film Syndication Inc., announced last week. The 78 half-hour episodes in the series were produced by Mr. Fairbanks for the Liebhmann Breweries for telecast in approximately 12 markets where its Rheingold beer is sold. The drama star Mr. Fairbanks in one out of every four episodes.

Merchandising material for the series includes a shopping guide which gives advertisers an opportunity to promote products in conjunction with the show. With the addition of the series, ABC Film Syndication now has five properties in syndication. The others are: Rocket Squad; The Playhouse; Kieran's Kaleidoscope, and Passport to Danger.

Peter Harhay, formerly with Texas Industrial Film Co., named film director, John Norman Productions, Houston, Tex.

Joe Hoffman, contract writer, Universal-International, and David Stephenson, assistant producer, ABC-TV Cavalcade of America, to Screen Gems Inc., Hollywood, as producers on ABC-TV Ford Theatre and upcoming Celebrity Theatre, respectively. Tony Leader signed by SG to direct 20 more half-hour films for the firm.

Page 56 • April 4, 1955
Station Leadership Advanced By Ease and Low Cost of Converting G-E Studio and Transmitter Units

Little more than a year after going on the air, WSJS Television of Winston-Salem, N. C., has not only attracted a major share of the television audience in Piedmont N. C. as measured by independent surveys, but also has scored a “first in color.”

Harold Essex, Vice-President and General Manager of the station, says: “a large part of this leadership is due to the fact that viewers are pleased with the high-quality pictures WSJS transmits.”

Ease and low cost of converting to color with G-E wins the praise of Phil Hedrick, operations manager for WSJS Television. He points out that very little modification was required in either studio or transmitter equipment for network color transmission... and that nine months after going on the air, WSJS Television became the first station in the Southeast to telecast a color program. The date—June 25, 1954; the program—NBC’s first color film.

WSJS Television now origi-
91.7% of the rural families in our 41 counties listen MOST to WDAY!

Every survey that's ever been made around these parts has shown the tremendous preference for WDAY. The latest, conducted by the Northwest Audit Company of Fargo, gives WDAY a lead of 32 to 1 over the next-best station and 11 to 1 over all other stations combined!

A double postcard was mailed to 3,200 rural families living within 150 miles of Fargo, in all directions. Each was asked, "To what one radio station does your family listen the most?"

Of the 1,681 replies, 1,541 said WDAY!

The survey covered 41 counties in North Dakota, Minnesota and South Dakota, and gives you a good idea of the reception WDAY gets in this area. Get the facts from Free & Peters.

WDAY
FARGO, N. D.
NBC • 5000 WATTS • 970 KILOCYCLES
FREE & PETERS, INC., Exclusive National Representatives
CONFERENCE TO FEATURE COST CUTS

NARTB engineering exhibit emphasis will be on cutting costs and improving facilities. Walker, Beville are in charge of arrangements.

NARTB’s Ninth Annual Engineering Conference, meeting Wednesday-Thursday (May 25-26) during convention week in Washington, will show radio and tv stations how to cut costs and make improvements to facilities, according to A. Prose Walker, NARTB Engineering Dept. manager. Chairman of the conference program committee is Ross Beville, WWDC Washington.

Conference discussion will be "geared to reality," Mr. Walker said, with engineering developments matched against FCC actions and policies as well as with station operation.

Multiplexing of fm, ways of increasing station income and problems of FCC bandwidth proposals will be considered. Remote control of high-power broadcast transmitters and directional antenna systems will be taken up in detail as well as modernizing of equipment to save space and money.

Television topics include color film, networking, color studios, boosters and satellites, proof of performance, high-power transmissions, microwave and low-power tv stations.

The opening day of the conference will be devoted to radio. Raymond F. Guy, NBC director of radio frequency engineering, will preside in the morning and will deliver the opening address. Mr. Walker will discuss developments in remote control and field tests of gear designed for high-power and directional stations. Philip Smaller, Ampex Corp. research engineer, will review automatic programming systems.

Norbert L. Jochem, Gates Radio Co. engineering director, will speak on improved designs for broadcast audio equipment.

Use of transistors in remote amplifiers will be covered by Paul G. Wulfhberg, assistant director of engineering and research, Collins Radio Co. Thomas J. Merson, vice president of Audio-Video Recording Co., will talk on ways of improving tape and disc recording. Final talk of the morning session will be that of Everett S. Lee, technical public relations manager of General Electric Co., speaking on "The Engineer, The Builder."

Radio papers will be delivered in the afternoon of the first conference day by Dr. Leo L. Beraneck, president of Bolt, Beraneck & Newman, discussing acoustics measurements and studio re-design, and by Charles J. Starner, design engineer of RCA broadcast transmitter section, speaking on operation and economics of phase to amplitude modulation in am broadcast transmitters. Mr. Starner's topic involves use of receiving type tubes up to the final amplifying stage in transmitters, with savings in costs and space.

Two panels are scheduled the same afternoon. Mr. Walker will moderate a panel on fm broadcasting, covering its growing pains and expansion strains. Participants include John H. Rose, staff engineer, Electronics Research Lab, Columbia U.; William Halstead, president, Multiplex Development Corp.; Stanley Jossloff, president, Storecast Corp. of America, and Mr. Beville.

Impact of FCC bandwidth proposals on operating costs will be taken up by a panel headed by Robert E. L. Kennedy, of Kear & Kennedy, and Mr. Flanagan. Robert W. Pappenfus, assistant engineer, director and research, Collins Radio Co.; James O. Weldon, president, Continental Electronics Mfg. Co.; A. Earl Cullum Jr., consultant; Fred Damm, transmitter design engineer, Gates Radio Co.; Harold G. Towson, manager, broadcast transmitter engineering, General Electric Co.; John E. Young, manager, broadcast transmitter engineering section, RCA; Ralph N. Harmon, vice president for engineering, Westinghouse Broadcasting Co.


Design Problems

A three-man panel will take up problems of design, construction and operation. Dr. George Brown, RCA systems branch laboratory director, will cover design problems. Benjamin Adler, Adler Consulting Labs, will handle construction. Eugene E. Overmeer, commercial engineering manager, Sylvia Electric Products, will speak on operations.


Frank J. Blais, uhf supervisor, transmitter engineering, General Electric Co., will speak on the topic, "Achieving One Megawatt ERP at Uhf." Richard C. McLaughlin, assistant manager of communications products planning, Raytheon Labs; "Considerations of Microwave Installations." Final topic of the conference is "A Low-Power Television Station for $50,000," by F. Dan Meadows, general sales manager, and Joseph W. Alinsky, chief engineer, Dage Tv Div., Thompson Products.

THE TELEVISION BUREAU OF ADVERTISING SIGNS A PACT WITH A. C. NIELSON CO., FOR AUDIENCE AND MARKETING DATA. L TO R: T. R. SHEARER, NIELSON VICE PRESIDENT; OLIVER TREYZ, TVB PRESIDENT, AND DEAN ARON, TVB RESEARCH DIRECTOR. TVB WILL USE NIELSON CO-ORDINATED AUDIENCE AND COMMODITY SALES DATA IN PROMOTION OF THE MEDIUM.

JOURNAL CHIDED BY SRA ON RADIO BILLING REPORT

T. F. Flanagan, managing director of Station Representatives Assn., criticizes omission of word 'network' in 'Wall Street Journal' headline on declining radio billings.

FAR from "fading," radio is booming. But if a newspaper is going to headline a story on declining billings in radio, it should specify that it is talking about network radio, which is only a segment of the business. This is the gist of a letter sent to The Wall Street Journal by T. F. Flanagan, managing director of Station Representatives Assn., in a page article appearing in that paper March 21.

That story was headlined as "Fading Radio." However, the article dealt with only the network phase, particularly on declining network radio networ - gross billings and the prospect of drastic revisions such as that being proposed by NBC Radio in its planning of "Operation".

The sub-head of the story read, "Listener and sponsor desertions spur some sharp reshufflings." Mr. Flanagan emphatically pointed up that the headline would have been nearer accurate if it had said "Fading Network Radio" and if the word "network" again had been inserted between "sharp" and "reshuffling" in the sub-head. Network time sales make up only the smallest of the three segments of radio business, Mr. Flanagan said, identifying the three as network, national spot and local retail.

Mr. Flanagan said that local retail business in radio is estimated to have shown a slight increase in 1954 over the previous year and that national spot "at the best estimates" maintained its 1953 level in 1954. In 1953, he said, network grossed about $92.8 million, national spot, $129.6 million and local, $249.5 million. He said the wide differences in the volume of the three "would completely change your story. There was nothing in your . . . article which would indicate to businessmen that there are other sections of radio than network." "Network is only the tail of the radio business, and although the advertisers are chopping off a little
piece of the tail from time to time, the animal is still very healthy," Mr. Flanagan said.

While his letter pressed the differences between network, local and spot, the SRA spokesman later emphasized that his letter was not aimed at any way to disparage network radio. On the contrary, he said, representatives hope to see network radio grow. He explained that successful spot advertisers become prospects for network radio, and that, conversely, successful network sponsors may also go into spot. What it narrows down to, he said, is that use of radio by any of the advertisers is advantageous to the medium and, in the long run, advantageous to each of the three types.

Mr. Flanagan told the Journal that "could just as well have published a headline which said 'Radio is Booming.'" He said this is so "in spite of all the inaccurate ratings that are published (the top researchers agree that radio is now so universal that it is too costly to measure completely). . . ."

To emphasize radio's "boom," Mr. Flanagan included in his letter data on automobile radio, out-of-living-room and teen-age listening; figures on radio stations licensed and in operation, and radio sets in use. He summed up: "In fact, radio listening is on the increase, with a different pattern of personal individual listening and taste, and the demand for quality and entertainment is at an all-time high."

The following women serving on the hostess committee are without a doubt the busiest panel in the city:

- Mrs. Henry B. Clay, KWKH Shepway, Lenox Avenue, the only woman who can make a quart of lunch for 75 cents.
- Mrs. Bill W. Brown, WGST-204, Lancaster, Pa.; Mrs. Campbell Arnoux, KDKA, New York; Mrs. Ralph W. Hartenbrower, KCMO, Kansas City, Mo., and Mrs. J. Moore, WLS, Hoosak, Va., Mrs. Frank M. Russell, NBC, Washington; Mrs. Brusen, WWWD, Washington,

NARTB staff liaison is being handled by Frank Riley, assistant manager of publicity and informational services, and Mrs. Louise K. Aldrich, librarian.

More Station Editorials Foreseen in Fellows Talk

TREND toward more broadcasting of station opinion on public issues was seen by Harold E. Fellows, NARTB president, in an address to the American Academy of Political & Social Sciences meeting April 1 in Philadelphia.

Mr. Fellows recalled the history of the FCC's Mayflower decision and its "raised eyebrow" doctrine against expression of political opinion. He was presented in 1960, along with the FCC saying, in effect, "You may editorialize but you must give equal opportunity for reply by those holding opposite viewpoints."

"It too often happens," he asked the political science group, "that these restrictions are not applicable to printed media and added, "We cannot proceed from the argument that broadcasters are less responsible than publishers, particularly in view of the fact that licensees are so thoroughly examined as to their personal, financial and civic capacities before they are franchised."

Mr. Fellows said he advocated the editorial function of the station from that of the commentator or analyst, and said most successful broadcasters try to balance commentaries to reflect every opinion. He said he does not believe broadcasters "will waver in their obligations to the people to report fairly and comment freely."

RAB 'Best Sale' Trophy Won by WEBR Buffalo

TROPHY for "Best Sale of the Month" was awarded for January to WEBR Buffalo, N. Y., Kevin Sweeney, president of Radio Advertising Bureau, announced last week.

WEBR's winning effort was the sale of 25 programs weekly to Delgado Appliance Inc. in Buffalo. The station's sales team in this effort included Bill Doerr, general manager; Carl Kirchofer, sales director, and Robert Bartemes, account executive. Agency was Ellis Adv., Buffalo. All the programs were sold on a five-day-a-week basis.

Second place in the contest went to Neal Roberts of WKY, Louisville, Ky., who brought a new account to radio under the "Tri-City Automobile Wholesalers Assn. on behalf of its Certified Automotive Service Budget Plan."

Sale of five 15-minute programs to a group of trailer dealers won D. Gadeke of KGA, Spokane, Wash., third place.

RAB said entries based on March sales will be received at its headquarters—270 Park Ave., New York—up to April 15.

Kentucky Broadcasters Make First Annual 'Mike' Awards

TRIBUTE was paid to nine persons for service to Kentucky Broadcasters Assn. at the annual KBA meeting held March 29 in Louisville, starting an annual presentation of "Kentucky Mike" awards. In the future the awards will be limited to one or two a year.

Gilmore Nunn, WLP Lexington, KBA first vice president, announced the award winners, including Carl Haverlin, BMI; Sol Taishoff, editor and publisher of B+T; F. E. Lackey, WHOP Hopkinsville, NARTB District 7 director; Harold Potter, WOMI Gwentoro, KBA secretary-treasurer; Ralph Arlow, WBH Mattison, Ill., and Bill Ladd, radio editor, Louisville Courier-Journal. Messers. Haverlin and Livesay were speakers at last week's meeting.

KBA's autumn meeting will be held Oct. 13-14 in Lexington. The 56 stations that took part in the month-long KBA safety campaign in March carried an estimated 17,000 announcements, along with programs. Col. Charles C. Gable, new commissioner of state police and chairman of the governor's coordinating traffic safety committee, praised efforts of broadcasters to reduce accidents and said the rising death rate appeared to have been arrested.

ILL. News Groups Discuss Libel, Equal News Access

EQUAL ACCESS to news for all media and a discussion of libel proposals before the Illinois and Indiana state legislatures highlighted the Illinois newsmen's information clinics of the Illinois News Broadcasters Assn. and Associated Press in Springfield Friday and Saturday (April 1-2).

INBA, the Illinois Broadcasters Assn. and Sigma Delta Chi, national professional journalism fraternity, sponsored the AP freedom of information clinic.

George Drach, Illinois Senate majority whip, followed up his talk before the Illinois Broadcasters Assn. March 25 with a plea Saturday for INBA support of his proposed bill to liberalize libel laws with respect to statements uttered by political candidates. His proposal would cover both civil and criminal damages. A report was given on a bill in Indiana which was passed and vetoed.

The AP clinic involved discussions of news at the police, FBI, sheriff and other enforcement levels and contacts with the Army and Navy. Basil L. Walters, executive editor, Chicago Daily News, was scheduled to preside over the opening session, which included William Small, WLS Chicago and INBA head, as a panelist. Robert Good, news director, WBH Mattison, appeared on another panel.


NEW OFFICERS of the Mississippi Broadcasters Assn. are greeted by Bob Evans, WLO Tupelo, past president, at the March meeting. L to r: Ed Wilkerson, WSL Jackson, president; Ray Butterfield, WLOX Biloxi, vice president, and Granville Walters, WAML Laurel, secretary-treasurer.

Mississippi Broadcasters Consider Code of Ethics

PROPOSED code of ethics to guide broadcasters has been submitted to the membership of the Mississippi Broadcasters Assn. It was drawn up by Wiley Harris, WIDX-WLBT (TV) Jackson, as chairman of a special committee. Mr. Harris was presented a lifetime membership in MBA, along with Charles J. Wright Sr., WFOR Hattiesburg.

New officers elected at the meeting, held late last month in Vicksburg, were Ed Wilkerson, WSL Jackson, president; Ray Butterfield, WLOX Biloxi, vice president, and Granville Walters, WAML Laurel, secretary-treasurer.

The membership voted to amend its rules to permit member stations to pick whichever football games it wishes to broadcast, with fees fixed by the executive committee. The football committee has arranged broadcasts of college football games.
Almost as old as broadcasting itself, the name "Gates Dynamote" has always meant advanced design in portable remote audio equipment. - The Dynamote is new ALL THE WAY. - Smaller, better, lighter to carry, interchangeable microphone connectors, more facilities and priced lower than ever before. - Full details on request.

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.
...the Low-Down on the
UPPER OHIO VALLEY!

Wheels are whirling in the Wheeling-Steubenville market—aptly called "the rich Ruhr Valley of America." This is a major market with an abundance of natural resources and fuel; a plentiful supply of manpower has attracted and continues to attract more big industry.

The industry is diversified, including steel, steel fabricating, chemicals, pottery, glassware, paint, toys, tobacco and textiles.

Smart advertisers have learned the best medium to reach this rich market effectively and at the lowest cost per thousand is WTRF-TV, Wheeling, Va. Within its coverage area there are 397,000 families consisting of 1,399,800 people, owning 324,779 television sets. The combined annual saleable income of this market is $1,980,105,000 or an average of $5,631 per household, $357 more than the national average.

WTRF-TV operates with 316,000 watts on channel 7, broadcasting 120 hours of programming a week including top NBC and ABC shows, supplemented by local originals of widespread interest. Every Teletype survey made in the Wheeling-Steubenville area has given WTRF-TV a sweeping majority, the latest indicating that 63.5% of the tuned audience between 12 noon and midnight dialed channel 7.

When planning any television campaign intended to penetrate the major markets of America, remember the "Ruhr Valley of America" and the best medium to reach it—WTRF-TV. For availabilities call Hollingerby or Bob Ferguson, VP and General Manager, Wheeling 1177.

Here are but a few of the nationally and internationally known enterprises located in the Wheeling-Steubenville Area:

- Block Bros., Tobacco Co.
- Columbia Southern Chemical Corp.
- Continental Foundry & Machine Co.
- Fiskbee Steel Corp.
- Federal Glass Co.

WTRF-TV Channel 7 316,000 Watts

WHEELING, WEST VIRGINIA

Equipped for network color

TRADE ASSNS.

and publisher of the Troy (Ill.) Tribune, discussed his "Right to Know" bill some newsmen questioned as impractical because of certain reservations. It proposes to open all meetings of legislative bodies and local agencies to all media.

INBA was scheduled Saturday to adopt a resolution praising Illinois State Sen. T. MacDowning for opening up the Ill. Senate Judiciary Committee sessions to broadcast recording and camera coverage [B&T, March 28, 21]. It also was slated to choose a board replacement for the late Brooks Watson, news director of WMBD Peoria.

Among scheduled speakers Saturday were Harold Dewing, WCWS Springfield, IBA President; Glen Farrington, WTXA Springfield, and Al Rowe, WSOY Decatur.

RTES Panel Analyzes Religious Programming

DIVERSIFICATION of religious programming was stressed in a panel discussion Wednesday on "Religion on Radio and TV" during a workshop luncheon in New York by the Radio & Television Executives Society.

Speakers included Dr. S. Franklin Mack, executive director, Broadcasting & Film Commission, National Council of Churches of Christ, U. S. A.; Rabbi Bernard Mandelbaum, Jewish Theological Seminary, program and script supervisor for the Jewish portion of Frontiers of Faith, and Richard Walsh, director of TV, National Council of Catholic Men. Albert Crews, TV director of the Broadcasting & Film Commission, was moderator.

Mr. Walsh acknowledged that sponsorship of religious programming, such as Bishop Sheen's Life Is Worth Living on DuMont, may be the partial answer to the current "problem" and need of church groups for additional network time. He also said local religious programming is not as extensive on TV as in radio because of the higher production cost involved. Each speaker noted, however, that they are making use of, or plan to use, TV film for local distribution.

Dr. Mack said two yardsticks for religious programming were (1) it must be good, and (2) it must also be acceptable to church "constituents."

Dr. Mack said that much experimentation is being done in programming, particularly in TV, in the process of learning more about methods of using the broadcast media. He said the commission is encouraging such experimentation on the local level, asserting that it is generally recognized that the "future of religious broadcasting" rests in the local community.

Rabbi Mandelbaum reviewed the seminary's experience with the broadcast media, asserting that it has been concerned more with the form and religious radio should take. He said that program development has arrived at the point wherein the dramatic presentation is the most effective in keeping the message general and the best in "getting the point across."

NARTB Am Members 1,200,
Total Enrollment 1,916

AM STATION membership of NARTB has passed the 1,200 mark as a result of the current campaign to enroll stations, according to President Harold E. Fellows. Total membership, 1,916, now includes 1,201 AM stations, 326 FM stations, 265 TV stations, three radio networks, four TV networks and 117 associates. The campaign is under direction of Richard M. Brown, KPOJ Portland, Ore., chairman of NARTB's Membership Committee. William
DISCOVER A NEW HIGH IN AIR TRAVEL...

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

Created by Lockheed especially for TWA!
Powered by Curtiss-Wright's newest Turbo-compound engines!
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 complimentary, 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

April 4, 1955 • Page 63
K. Treynor, station relations manager, heads the staff team comprising Jack Barton, assistant manager, and Willard Carle and Al King, field men. The campaign began in mid-Feb-

ruary and will last through early May. District directors are directing teams in each state.

On the membership group, besides Chair-
mans Brown, and Kenneth L. Carter, WAAM
(TV) Baltimore; Cy Casper, WBBZ Ponca City,
Okla.; Henry B. Clay, KWKH Shreveport, La.;
John Esau, KTVQ (TV) Oklahoma City; Lester
L. Gould, WINC Jacksonville, N. C.; J. Frank
Jarmann, WDNC Durham, N. C., and F. Ernest
Lackey, WHOP Hopkinsville, Ky.

Godfrey, Nelson, Haase
Elected to New AAAA Posts

APPOINTMENTS of Kenneth Godfrey and August Nelson as vice presidents of the Ameri-
can Assn. of Advertising Agencies and Walter
Haase as executive secretary-treasurer were an-
nounced last week by Frederic R. Gamble,
president. The appointments have been ap-
proved by the operations committee of the AAAA board of directors.

Messrs. Godfrey and Nelson had been senior executives on the staff at AAAA headquarters in New York. Mr. Haase formerly was assistant executive-secretary-treasurer.

Richard L. Scheider and Richard Turnbull continue as AAAA vice presidents, appointed in 1948.

Nat'l. Audience Sets
Tv Commercials Award Unit

STRUCTURE to review tv commercials and make periodic awards to advertising agencies and broadcasting firms was set up in Hollywood last week by the National Audience Board, civic group which recently established a pre-
viewing and reviewing system for tv programs [BWT, March 14].

A commercial awards advisory committee, consisting of representatives of 22 local and regional board of directors, will hear and vote on selected commercials submitted to it.

TRADE ASSN. PEOPLE

Sidney Justus, resident counsel, Paramount Pic-
tures, Hollywood, elected president, Los Angeles
Copyight Society, organization specializing in radio-tv, motion picture, entertainment copy-
right law. Also elected were Frank H. Fergu-
sos, resident counsel, 20th Century-Fox, vice
president, and Melville B. Nimmer, Paramount
attorney, secretary-treasurer. Elected to board of trustees: George W. Cohen, outgoing presi-
dent; Louis S. Swarts; Joseph S. Dubin; C. E.
Erke; Richard W. Jencks; Gunther Langer;
Robert Myers, George F. Wasson Jr., and Lau-
rence M. Weinberg.

H. B. Price Jr., president, National Appliance
& Radio-Tv Dealers Assn., to address luncheon
meeting of Rocky Mountain Electrical League at Denver Press Club April 18.

Harold Adamson, Milton Ager, Harry Akst,
George Anthiel, M. K. Jerome and Bronislat
Kaper named by nominating committee, Ameri-
can Society of Composers, Authors and Pub-
lishers (ASCAP), to run for three-year West Coast term. Proponents against incumbents
L. Wolfe Gilbert, Johnny Green, Jimmy Mc-
Hugh, Leo Robbin, William Grant Still and
Harry Warren, all automatically renominated.

GOVERNMENT

FCC INITIATES FIRST MOVE
TOWARD DE-INTERMIXTURE

Comments asked on proposal to de-intermix in four cities, Evansville,
Hartford, Peoria and Madison, which would become all-uhf. Hen-

nocks' dissent claims de-intermixture should get full study.

FIRST move toward possible tv de-intermixture—making a city all vhf or all uhf—was taken by the FCC last week. It issued notices of rule making calling for comments on four proposals to de-intermix: Evansville, Ind.; Hartford, Conn.; Madison, Wis., and Peoria, Ill. The proposals also involve Providence, R. I.; Hatfield, Ind., and Rockford, Ill.

None of the four cities has vhf stations oper-
atting within their boundaries or granted at present.

Proposals to de-intermix in all four commu-
nities call for the switch of the educational reservation from uhf to the single vhf channel, making each of them all-uhf, commercially.

Hearings among competitive applicants for each of the single vhf channels in the four cities have been held. In three instances, an initial decision has been issued. In all four instances, proposals to de-intermix had been denied once by the Commission, but in each case petitions for reconsideration were on file. The orders call for comments by May 2 with replies due 10 days later. The FCC said it will hold oral arguments after the comments and replies are received.

FCC Comm. Frieda B. Hennock dissented to each of the actions. She declared that de-
intermixture was a national problem and should be the object of a full study. She called for a "nationwide reallocation plan," as she has done before.

In other de-intermixture areas, the Com-
mision also last week called for comments by April 29 on a Louisiana Board of Education proposal to shift the educational reservation from ch. 43 to unsought ch. 13 in Monroe, La.

Move Follows Comment To Senate

The FCC's move came three weeks after it
told the Senate Commerce Committee that it
was considering "selective" de-intermixture. This was in its response to the Plotkin and Jones reports [BWT, March 21].

Still pending before the Commission are petitions asking for de-intermixture of New Orleans and Baton Rouge, La.; Corpus Christi, Tex.; Albany-Schenectady-Troy, N. Y., and Lexington, Ky.

In asking for comments, FCC specified simi-
lar issues in each case. These involved:

- Grades A and B contours of presently operating uhf stations and of the proposed vhf stations.

- Number of families receiving service from operating uhf stations and proposed vhf stations, including fringe homes.

- Number of receivers, including those able to receive uhf.

- Time spent by viewers watching stations outside the service areas of the four cities.

- Areas and populations which would lose service by change in allocation.

- Information regarding network affiliations and use of network programs, contract terms, use of uhf stations retaining network affiliation in event vhf station begins operating.

Evansville is allocated chs. 7, 50, 56 and 62.

Ch. 7 is being sought by Evansville TV Inc., WGBF and WEOA of that city. Last October an initial decision was issued favoring Evans-

ville TV Inc. Ch. 30 is held by WEHT (TV) Henderson, Ky. (in the Evansville market area), which is the CBS affiliate. Ch. 62 is held by WIFE (TV) Evansville, affiliated with NBC, ABC and DuMont.

Petition of the two uhf stations to shift the educational reservation to the vhf channel was filed last fall. Early this year, the FCC denied the petition following objections by the three vhf applicants. Early in February, a petition for reconsideration was filed by the two uhf stations, which also suggested that ch. 9 be deleted from Hatfield, Ind., and replaced by ch. 14 from Henderson, Ky. Hatfield's ch. 9 is bought by WVIS and WOMI Owensboro, Ky., with hearing closed last January.

Hartford is allocated chs. 3, 18 and 24. Ch. 3 is the goal of two applicants: WTC Hart-
ford and Hartford Telecasting Co. No initial deci-
sion has yet been issued. Ch. 18 is held by WGTK-TV Hartford, the ABC and DuMont affiliates. Educational reservation is by the Connecticut State Board of Education.

Four Connecticut River Valley uhf stations last October asked that the Hartford educa-
tional reservation be switched from ch. 24 to ch. 39. They are WENI-TV New Britain, NBC affiliated; WHYN-TV and WWLP (TV) Springfield, Mass., the CBS and NBC ABC affiliates, respectively. The FCC denied this proposal last February and in January the four uhf stations asked for reconsideration. The two vhf applicants opposed this move.

Three weeks ago, ch. 16 WNEN (TV) Prov-
dence, R. I., petitioned the FCC to move Hart-
dford's ch. 3 to Westerly, R. I., 35 miles outside of Providence. The CBS and ABC affiliated uhf station has been in litigation with the FCC involving its protest against the grant of Prov-
dence's ch. 12 to WPRO-TV there. The case is scheduled to be heard by the U.S. Court of Ap-
peals in Washington today (Monday). Prov-
dence also has pre-freeze ch. 10 WJAR-TV, affiliated with all four networks.

The Providence station's proposal was op-
posed last week by Hartford ch. 3 applicant WTCJ.

Madison Channels Surveyed

Madison is allocated chs. 3, 21, 27 and 33. Ch. 3 is the object of a hearing between WISCO

of that city and Badger TV Co. An initial de-
cision in favor of Badger was issued in August 1953. Ch. 21 is held by educational WHA-TV. Ch. 27 is held by WKOW-TV, affiliated with Ch. 33 is held by WATF-WTV (TV), affiliated with NBC, ABC and DuMont.

Petition to move the educational reservation from ch. 21 to ch. 3 was filed a year ago by WKOW-TV. It was denied last fall, and in February WKOW-TV told the FCC it was no longer seeking the reservation. The vhf applicants opposed the petition.

Last week, ch. 39 WTVO (TV) Rockford, Ill., asked the FCC to move ch. 3 from Madison and assign it to Beloit, Wis., 15 miles from Rockford. WTVO also asked that it be per-
mitted to move to Beloit using ch. 3. The Rock-
ford station said it lost $100,000 in 1954. It com-
petes with ch. 13 WREX-TV in Rockford. WTVO is affiliated with NBC and DuMont; WREX-TV with CBS and ABC.

If the Commission cannot move ch. 3 to

BROADCASTING • TELECASTING
In Detroit...the Town that's Baseball Batty

WKMH broadcasts the Play-by-Play account of all DETROIT TIGER GAMES

NIGHT and DAY at HOME and AWAY

From early Spring to late Fall the minds of Detroiters swing to baseball! And, they just naturally tune to WKMH, the station that brings the baseball games every afternoon or night on the Detroit Tiger schedule. Just one more example of how you cash in on the station that gives Detroiters what they want to hear the most!

WKMH

Dearborn—Detroit

FREDERICK A. KNORR, Pres.
GEORGE MILLAR, Mgr. Director
Represented by Headley-Reed
Beloit, WTVO said, then ch. 13 should be moved to Aurora or Elgin, Ill., and ch. 51 should be added to Rockford.

Peoria is allocated chs. 8, 19, 37 and 43. Ch. 8 is in contest between WRL and WMBD Peoria, with an initial decision outstanding in favor of WRL.

Ch. 19 is held by WTVH-TV, the CBS and ABC affiliate. Ch. 43 is held by WEEK-TV, affiliated with NBC and DuMont.

The two stations submitted last September that the educational reservation be switched from the uhf ch. 37 to ch. 8. In November last year the Commission denied this, and in December the uhf outlet filed for reconsideration. The denied objections.

Latest de-intermix petition was filed last week by WICS (TV) Springfield, Ill. Operating on ch. 20, NABC affiliated, the Springfield station suggested that the educational reservation be changed from a uhf channel to the sole uhf channel allocated there. Springfield is allocated chs. 2, 20 and 66, with the last reserved for educational use. Two competing applicants for Springfield are Sangamon Valley TV Corp. and WAMAY-TV Inc. The former was favored in an initial decision issued last December.

If not move, WICS said, would make all of central Illinois uhf, tying in with the Peoria petition. If that cannot be done, WICS said, then ch. 2 should be added to St. Louis and ch. 41 should be used in Springfield.

Roanoke Vhf Grant Finalized; Flint Stay Petitions Denied

FINAL decision to grant ch. 7 at Roanoke, Va., to Times-WORLD’s WDBJ there, was announced by FCC last week, making it the second vhf station in that market. Already operating is cht. 10 WSLS-TV, ABC and NBC affiliate.

Grant of ch. 7 to WDBJ was made possible by the dismissal of a competitive application by WROV Roanoke. WDBJ bought the tv assets of defunct ch. 27 WROV-TV for $243,000.

In other tv hearing actions, FCC turned down petitions by WDFD Flint, Mich., and W. S. Butterfield Theaters Inc. which requested reassignment of vhf and ch. 7 to the Commission’s final decision of May 14, 1954, granting ch. 12 at Flint to WJRT Detroit.

Oral argument was scheduled for April 25 on an examiner’s initial decision to grant ch. 29 at Canton, Ohio, to Tri-Cities Telecasting Inc. The examiner proposed denial of competitive bids by WHBC and WCMW there.

COMMENTS SOUGHT ON FCC’S PROPOSAL TO PERMIT CO-CHANNEL UHF BOOSTERS

FCC plan is another move towards bolstering uhf development. May 20 has been set as deadline for comments.

MOVING in still another area to spur uhf development, FCC last week called for comments by May 20 on a new proposal to authorize the television industry to fill in areas in the shadow areas of the parent uhf station. FCC’s term for a booster is “amplifying transmitter.”

The Commission concurrently proposed de-intermix of uhf and vhf channels in the principal markets in an effort to remedy uhf’s ills (story, page 64). Last week it also was receiving comments on its proposal to allow low-power tv stations (both uhf and vhf) in small cities (story page 69).

Already in effect is FCC’s policy to consider on a case-by-case basis applications for satellites. While a booster outlet would operate on the same channel as the parent station and is intended for uhf only, the satellite operates on a different channel already allocated to the area in which the satellite is located, and may be either uhf or vhf.

To help determine whether its rules should be amended to allow booster operation, FCC requested comments on booster equipment and costs, any effect on color or monochrome trans- missions, interference possibilities between boosters, operations and parent or other transmitters, interference safeguards, plans of proponents, hours of operation, remote control operation and other technical considerations.

In its notice, FCC said it “has been concerned with how it can best insure the fullest development of television’s potential in line with the needs and desires of the American public and the abilities and ingenuity of the American broadcasters. “The Commission has noted in this connection that there are substantial obstacles presently hindering the bringing of a first television service to many small communities as well as the expanding of multiple, competing services in larger communities. One of the major obstacles is the failure of uhf stations, thus far, to become fully integrated with established vhf stations into an economically sound, nationwide television service.”

The Commission cited its preliminary report on uhf to the Senate Interstate and Foreign Commerce Committee [B’T, March 21] concerning specific actions which might increase the potentialities for television’s growth within the existing allocation system. The Commission expressed its view that the only practicable way to determine the best use of uhf spectrum to promote the present allocation plan utilizing both vhf and uhf channels.

FCC explained that compared with vhf, “the signals from uhf transmitters have less tendency to fill in areas which are not in direct line of sight with the transmitting antenna. Consequently, there are areas which, although lying within the area that would normally be served by a uhf station, are effectively ‘shadowed’ by intervening terrain and are thereby deprived of service. “One means of providing uhf television coverage in such shadow areas may be the use of amplifying transmitters operating on the same channel as the parent station and dependent upon the main transmitter for the generation of carrier frequencies and modulation.”

The notice related successful booster experiments conducted at Vicksburg, Miss., by RCA for operation of channel 7, at Evansville, Ind., by ITT, and by KTVU tv station, Middletown, Miss. [B’T, Aug. 30, 1954; Adler Communications Labs., at Waterbury, Conn. [B’T, Dec. 20, 1954]; Sylvania Electric Products Inc. at Emporium, Pa. [B’T, Sept. 21, 1953], and WTVH-TV, Elmira, Tenn. [B’T, June 7, 1954; Nov. 9, 1953].

FCC also observed that the Radio-Electronics-Television Mfrs. Assn., has established a committee to study the general problem and has submitted an interim report.

The Commission said it desired that the comments submitted in the proceeding present information and data with respect to the following aspects of amplifying transmitter operation:

(a) Complete technical data with respect to transmitting transmitters and associated equipment, including notes, specifications, and information relative to the complexity and dependability of amplifiers, antennas, etc.

(b) Data with respect to the extent, if any, of the degradation caused by operation of amplifiers, etc., on color or monochrome signals and what changes, additions or deletions would be required in the Commission’s rules to establish maximum separations (1) between the amplifying transmitter and the main outlet; (2) between amplifying transmitters of the same main station; (3) between amplifying transmitters of different main stations, both co-channel and adjacent channel; and (4) between amplifying transmitters of one station and the transmitters of a station not having amplifying transmitters.

(c) Data relating to the cost of equipment for such operation, including installation and maintenance.

(d) Information with respect to the technical specifications required to be supplied only the authorized television channel would be amplified by the amplifying transmitter.

(e) Information as to the technical specifications required to assure linear rebroadcast of the signals to preserve picture and sound quality, and the radiation of spurious signals resulting from internal cross modulation or self saturation.

(f) Information with respect to plans and proposed improvements intended to engage in such operation.

(g) Information with respect to plans and proposed improvements intended to engage in such operation.

(h) What time of day operation should be required of the booster in order to prevent interference.

(i) Whether amplifying transmitters should be permitted to operate unattended; and if so, under what conditions.

(j) What minimum power and antenna height requirements should be established for amplifying transmitting equipment.

(k) What requirements should be provided for

Indians Had TeePee, Not TeeVee

NATIONAL parks may have fine tv sites, but raising towers there can wreck imagination of youngsters wanting to re-live cowboy and Indians era, how FCC explained it to young Wally Manfull of Scottsbluff, Neb., who wrote President Eisenhower asking why new ch. 10 KSTF TV (can’t) build atop The Bluffs.

An explanation (written by an engineer, not a lawyer) said:

Actually, the television station has already been authorized to build its tower at another location which should give good televi- sion reception to the people in Scottsbluff. But the station wanted to use The Bluffs because it would let them provide television to a lot of people outside of Scottsbluff. We would like to encourage them to do this, but unfortunately the Bluffs do not serve this purpose.

When you grow up, you will appreciate more the importance of parts of your country as they were in early days, so that you will know why thousands of people braved the dangers of the wilderness to settle this country of ours. Thank you for writing to the President.
The symbol of TOP TELEVISION in New England's BIG THREE Market

The "Big Three"—Providence, Fall River and New Bedford—together comprise the nation's 14th market, a billion dollar retail sales area.

In this market the familiar call letters WPRO have long stood for the best in radio, with the largest listening audience in the area.

Now WPRO-TV brings to this audience the best in TV from CBS Television and local originations over Channel 12, continuing a long tradition of community service.

WPRO-TV is owned and operated by the Cherry & Webb Broadcasting Company.

Represented exclusively by BLAIR

New York • Chicago • Detroit • San Francisco • Boston
Dallas • St. Louis • Jacksonville • Los Angeles • Seattle
Oil and Man's Quest for Freedom

By COURTNEY C. BROWN, Ph. D.
Dean, Graduate School of Business, Columbia University

Over the centuries man's efforts to live better and, at the same time, enjoy more leisure, have been part of his quest for freedom to develop culturally and politically. In earlier years the few in power usually secured this freedom and leisure by enslaving the many. As time has gone by, alternative means of supplying energy for man's work, more compatible with human freedom, have been developed.

Wind, animals, wood, water, coal, natural gas and petroleum have supplied the power to make our modern way of life possible. The petroleum industry is entitled to a proud place in this progression of sources of energy. In the last half century its contribution to energizing the world's work, and making it more mobile, has been spectacular.

America's oil industry, with its companies large and small, with its local, state, national and international operations, with its geologists, engineers, financiers and marketers, is a striking example of free men voluntarily contributing their talents and efforts to a socially useful purpose.

The ingenuity, courage and adaptability of the industry is made possible by its voluntary nature. Those who are in the industry are there because they like it. They like the opportunity to be right or wrong, to compete with their fellows, to try new ways of doing things. And, of course, they like the just rewards a man can earn in the oil business.

Out of the restless and insistent stirring that characterizes the petroleum industry has come more than crude oil and its products. Many advanced methods of business administration have had their experimental start and later development in the oil companies. The development of workable, competitive relationships among large and small companies within the industry has been a daily task. Questions of national interest on conservation of our natural resources have generally been answered successfully within the oil industry. In its operations abroad, lessons have been learned of commercial and industrial diplomacy to complement our nation's political diplomacy.

As a supplier of essential energy, the petroleum industry has proved itself in the past and present...and promises an expanding future. As an energizer of men's thoughts and a contributor to freedom, it will continue to play an increasingly important role.

This is one of a series of reports by outstanding Americans on the U.S. oil industry.
This page is presented for your information by
The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.
station identification of amplifying transmitters? What transmitters should be required to maintain a minimum field strength of 1,000 watts on a local basis? What steps require so much protection with network programming that local TV becomes of minor significance and facilities for local expression are limited or non-existent?

Seward Broadcasting Company Inc., holder of franchise agreements with principals in Seward and Kenai, both Alaska, filed comments opposing the FCC proposal. Neither Seward nor Kenai, with a population under 6,000, and Kenai, under 3,000, can support an allocated TV station, the comment noted. Seward Broadcasting Company Inc. said that the programming requirements of Seward and Kenai are different, and that local interest indicates a willingness and ability to serve these needs should they be given priority over any possible extension-by-satellite, owned or controlled by a high-powered parent station.

FCC Seeks Comment on AT&T Off-the-Air Service for TV

THE FCC last week asked for comments on the AT&T plans to provide off-the-air service for TV in an area of the country where allocations for TV facilities will include connections as excessive—offers to bring a network outlet's signals to a small station via off-the-air relays. Each "connection" will be individually priced, AT&T said, with prospective savings of about half that of direct interconnection at distances from 100 to 125 miles. The greatest savings over charges for direct interconnection, AT&T said, would be for the longer distances.

Each individual station would have to make its own arrangements with a network and the nearest network affiliate, the telephone company said. It also warned that it did not think the quality of the off-air system would be as good as that of the direct connection service.

The AT&T-off-the-air pickup plan came following an FCC proposal that TV operators in small, remote areas should have the right to build and operate their own relay systems. The Commission's proposal received virtually overwhelming support from broadcasters commenting [FCC, Dec. 15, 1954]. The FCC has not yet made a final decision on that proposal.

FCC Defends Its Ft. Wayne Ruling

STOUT defense of its decision in the Fort Wayne case was made by the FCC last week.

In a brief filed with the U.S. Court of Appeals in Washington, the Commission insisted that it was justified in denying James R. Fleming and the late Paul V. McNutt (Anthony Wayne Broadcasting) and granting the UHF channel to WANE Ft. Wayne.

The FCC, overruling the examiner, decided that WANE was better qualified on the issues of local diversification of the media of communications. It also held that Mr. Fleming and Mr. McNutt are controlling trustees of the Fort Wayne Journal Gazette, which in conjunction with the Fort Wayne News Sentinel (WGL), requires "forced" combination advertising rates for classified and national advertisers. This makes the qualifications of the Anthony Wayne owners questionable, the Commission held.

Anthony Wayne, in its brief argued that the Commission held erroneously that Mr. Fleming and Mr. McNutt could not breach the contract between the two papers in establishing joint mechanical and business operations. It also held the practice of combination newspaper advertising rates is not illegal [FCC, Feb. 7].

The Commission said: "That the Commission may take into consideration the responsibility of an applicant for competitive practices which, while perhaps not regulated by the Commission of law, is inconsistent with long established public policy of the United States in favor of competition, is beyond question."

Antitrust Study Asks Curb on Regulation

IMPLIED call for regulatory agencies to lessen their hold on the industries they oversee—in order to promote competition—was made by a special antitrust study committee to the Attorney General last week.

In a chapter on regulated industries, the 60-man committee of attorneys and economists endorsed competition as "the major rule in our private enterprise economy."

With an obvious eye on price fixing, rate regulation, etc., the committee added:

"The committee notes an apparent trend to.

Governor control. We call attention to the fact that such regulation tends to beget further regulation. For if one industry is regulated then it may be urged that its competitors should, in fairness, also be regulated."

Although broadcasting was not mentioned by name, the committee was more concerned with railroads, motor carriers, airlines and other such regulated industries—it is a regulated industry operating under the eye of the FCC.

In general, the committee made the following recommendations:

• Repeal of the fair trade laws. This would free many products—including radio and TV receivers—from producer-fixed prices.

• Raise from the present $5,000 to $10,000 the maximum penalty for antitrust violations.

• Give judges discretion to award less than treble damages in private antitrust suits.

Proof that members of a trade association participated in a conspiracy violating antitrust laws should be required, the committee declared. "Blanket findings" based on mere guilt.
by membership should be avoided, the com-
mittee said.

The committee was appointed by Attorney
General Herbert Brownell Jr. last fall.

Few, if any, antitrust actions have been in-
stituted against broadcasters. However, some
massive efforts are under way with broadcast net-
works and stations have been involved in such
litigation. They are RCA, General Electric and
Westinghouse, among others. At the present
time, RCA has been charged with violation of the
Federal Communications Act by the Dept. of Justice and
in a private suit by Zenith Radio Corp. (see
stories on pages 86-87). The broadcaster-
owned Broadcast Music Inc. also is the de-
defendant in a $150 million antitrust suit filed by
the Songwriters of America late in 1953.

Senate Hears FCC
Request For $85,000

Commission executive officer
Robert Cox points out agency's
need for salary finances and
indicates curtailed spending
on other normal activities.

THE SENATE Appropriations
Committee last week
passed a House-passed supple-
mental appropriations bill (HR 4903) to
give $85,000 to the FCC to continue its work on
TV applications and other backlogs and to
maintain its staff payroll. The bill gives
$1,030 persons through June 30, end of the
1954 fiscal year.

Robert Cox, FCC executive officer, told the
Senate group that the FCC's budget for fiscal
1955 was $700,000 less than that for fiscal
1954.

The FCC requested a reduced budget for this
year, he said, in anticipation of "a situation which didn't materialize." He referred to the
FCC's "attrition policy," which didn't work.

Mr. Cox explained that the FCC attrition plan
was to replace departing employers only when
massively reduced staff. The tightened job situa-
tion caused fewer employees than normally to
quit and the FCC had to do some recruiting to
fill important vacancies left in its Field Moni-
toring Bureau, he said.

Mr. Cox feels that the FCC could balance its
books only by "a couple of payless days," un-
less the $85,000 is approved. He said the FCC
has frozen its spending on items other than salaries; that the FCC chairman is being "hard-
boiled" about traveling expenses, and that the
Commission is not carrying through its plan to
purchase new automobiles authorized for
field monitoring.

Answering a question from Sen. Spezzard
Holland (D-Fla.), Mr. Cox blamed delays and
time lapses in some FCC cases on the Admin-
istrative Procedure Act.

He said the FCC still has three of six tem-
porary hearing examiners hired to help reduce the
applications backlog. The regular num-
ber of examiners is around 11. All of the six
temporary examiners were kept into the 1955
calendar year, he said.

Although the FCC received $100,000 extra
for fiscal 1954, there were "strings" tied to it
which made it difficult to operate," Mr. Cox
said, referring to the delays under the Admin-
istrative Procedure Act. He said the FCC turned
back a total of $440,000 for that year because
"we didn't want to spend the money just for
the sake of spending it.

Mr. Cox made the statements about the
money turnback in reply to questions from Sen.
Allen Ellender (D-La.). "It just doesn't add
up," Sen. Ellender had said.

House Approves Funds For FCC Study
Of Economics In Network Radio-TV

Appropriations bill earmarks $80,000 for the project. Bill now moves
to Senate Appropriations Subcommittee, chaired by Sen. Mag-
nuson, who is investigating networks, plus uhf- vhf problems.

THE FCC's ambition of several years' standing
to study the economics of radio and TV net-
works—was a possibility instead of a dream
last week as the House passed an appropri-
ations bill earmarking $80,000 for that purpose
in the agency's fiscal 1956 budget.

The House Commerce and the Independent
Offices Appropriations Bill (HR 5240) came
Wednesday after a House Independent Offices
Appropriations Subcommittee had submitted the
bill boosting by $70,000 the $6.7 million FCC
budget recommended by the President.

FCC made its plea for more money last
Feb. 17 at a closed hearing before the House
Appropriations subcommittee, headed by Rep.
Albert Thomas (D-Mo.). Balance of the $170,000 increase—$90,000—is to continue efforts "in eliminating the backlogs of work
in television and radio and special services
activities," the President said.

The new $6,870,000 FCC budget, as passed
by the House and which now goes to the Senate, represents a boost of $240,600 over the
agency's budget for fiscal 1954.

The increased FCC budget was submitted
over the previous weekend to the full House
Appropriations Committee, headed by Rep.
Clarence Cannon (D-Mo.), and was reported on
the House floor Monday.

Meanwhile, the Senate Appropriations
Committee, to which the 1956 appropriations bill will be referred when it reaches the Senate,
last week boosted by $170,000 an FCC spokes-
man on a fiscal 1955 supplemental funds measure
(HR 4903) which would give the
FCC $85,000 to continue work on the backlog
and maintain its present strength of some 1,030
employees until July 1 (see story this page).

Would Add 27

A table submitted by Rep. Thomas during
debate Wednesday on the 1956 appropriations
bill showed a projected increase of FCC per-
sonnel, under the proposed $170,000 budget
boost, to 1,057 employees—or 27 more than
present strength of non-federal staff people
for the FCC network study.

These figures do not take into account some
50 to 60 additional FCC employees who work
on reimbursable projects and who thus are paid
from separate funds. These additional funds
would run from a fourth to a third of a million
dollars, according to Robert Cox, FCC execu-
tive officer.

It has been felt the FCC may be in for some
searching questions when the bill reaches the
Senate Appropriations Committee. The bill will
go for hearing to that group's Independent
Offices Appropriations Subcommittee, which is
chairs the undertaking.

It was understood that Senator Magnuson
(D-Wash.). As chairman of the Senate
Commerce Committee, Sen. Magnuson is conducting an investigation of the networks and the uhf-vhf
situation, who may want to know whether the
FCC study will in any way duplicate the Com-
merce Committee's probe.

A spokesman for Sen. Magnuson, however,
said last week the Washington Democrat is
likely to be friendly to FCC funds increase.
He said Sen. Magnuson feels the FCC has been
too long on a "broad and water" diet imposed
on the agency by the Executive Branch's Bureau
of the Budget recommendations.

The $80,000 approved by the House for the
network study compares with $100,000 sug-
gested by FCC membe during the February
hearing (B&T, March 28). FCC spokesman said
the probe would take a minimum of six months.
The Commission has requested funds for such a study for the last three years since

There were varying views last week at the
FCC on who should conduct the study, how it
should be conducted, how soon it would start
and how long it would take.

One spokesman felt there is much the FCC
can look into which the Senate Commerce
Committee cannot, but thought there should be
liaison between the FCC and Senate to probers to eliminate unnecessary duplication that would
waste money.

FCC's task would be a "study," not an "in-
vestigation," he thought, since FCC is not going
to prosecute anyone as it usually is thought of in
connection with an investigation. He felt
FCC should carry out the study both by ques-
tionnaires, interviews and by going into the
field to look over its records. Since everyone knows the problems (uhf troubles in getting network
affiliations; option time, program syndication
by networks, etc.), the end to be accomplished
will be to get at the details and learn the
whys and wherefores, he believed.

He felt new people—qualified experts—
should be hired to do the job.

Another spokesman was against question-
naire, interviewing hiring of station employees because, he said, station operators would be
afraid to go on record with their true views.
He felt FCC should send investigators to the
stations to look over files for factual situations.

This official thought the FCC might contract
a private law firm, one not now in the com-
 munications field, to conduct the study.

FCC Comm. Robert E. Lee felt a network
study by FCC would be in more expert hands
than the Congress and thought FCC should
conduct one of its "leadership" studies.
He thinks the FCC, as its first step after receiv-
ing funds, should select 8 or 10 expert staff
people and assign them to the study, hiring
extra outside help if necessary.

Comr. Lee thinks the FCC study should
begin with a detailed questionnaire to networks.
He believes the study would take 90 days to
get underway and about a year to complete.

Although Comr. Lee does not feel a probe
will turn up any serious evils, he believes the
FCC should review the problems and air them.

Comr. Freda B. Hennock was flatly against
a network study by the FCC, feeling that the
Commission is too susceptible to industry
influence. She said she felt it would be much more
favorable toward a probe by the Senate, with
no holds barred, believing this is the only cer-
tain way to get at the bottom of the problem
and obtain legislative correction.

Comr. Hen-
non said she couldn't feel that the FCC, in investigating or any other Commission rules are adequate,
and she already is on record in this respect.

She said the FCC never has acted on the pro-
test filed in 1947 against CBS by National Assn.
of Broadcast Station Representatives (ARB),
that the network was entering the spot repre-
seption field (B&T, Oct. 6, 1947). She recalled
that a hearing was held, but that FCC never
took any action.
Now...record the whole performance... without a break!

Got a favorite concert or opera program you'd like to preserve on tape? Symphony or dramatic production? Now, record it all using new "Scotch" Brand Extra Play Magnetic Tape. With 50% more tape wound on each reel, Extra Play Tape gives you as much recording time as 1½ reels of standard tape, plus strength to spare. This means annoying interruptions for reel change are sharply reduced to offer more perfect recording results.

You'll notice a crisper tone and higher fidelity, too—the result of "Scotch" Brand's exclusive oxide dispersion process. By packing minute, fine-grain oxide particles into a neater, thinner pattern, "Scotch" Brand has been able to produce a super-sensitive, high-potency magnetic recording surface. Hear the difference yourself. Try new "Scotch" Brand Extra Play Tape on your own machine.

Electron Photo Microscope Shows the Difference!

At left, artist's conception of magnified view of old-fashioned oxide coating still used by most ordinary long play tapes. At right, "Scotch" Brand's new dispersion method lays fine-grain particles in an orderly pattern to give a super-sensitive recording surface that contains as much oxide as conventional tapes, yet is 50% thinner.
TRUSCON MAKES THE TOWERS YOU CAN TRUST

Let winds and weather come! Truscon Steel Towers stand strong, straight and steadfast in all climates—exposed to all extremes of wind and weather.

Every Truscon Tower is a classic example of superb engineering and skilled craftsmanship. Truscon makes the towers you can trust.

Truscon builds them for you tall or small . . . guyed or self-supporting . . . tapered or uniform . . . for AM, FM, TV, and Microwave.

Want to talk towers? Your first step is a phone call or letter to any Truscon district office, or to "tower headquarters" in Youngstown. We’ll listen.

TRUSCON STEEL DIVISION
REPUBLIC STEEL
1074 ALBERT STREET * YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.
SALANT, PLOTKIN DEBATE TV VIEWS

CBS vice president and former Senate commerce counsel debate problems of option time and de-intermixture at Federal Communications Bar Assn. luncheon in Washington.

A WARNING that adoption of the Plotkin proposal that network option time be abolished [B&T, Feb. 7] might mean the death of television networking was sounded last week by Richard S. Salant, CBS vice president.

Mr. Salant made his prediction in a debate with Harry M. Plotkin, author of the paper bearing his name, before members of the Federal Communications Bar Assn. at a luncheon meeting in Washington.

Conversely, Mr. Plotkin warned that unless a solution is found to the uhf problem, networks may become common carriers through legislation.

Television networking is big business, Mr. Salant said. It has to be because it has to use "acres of studios, of storage space for props," a large working force and millions invested in equipment, Mr. Salant pointed out. Yet, he administrated, a "nice" profit can be turned into a huge loss in a hurry "by just a couple of cancellations."

The real "touchstone," Mr. Salant pointed out, is public opinion.

"The public has reserved a greater stamp of approval on the tv industry than on any other industry," he said. "Tv and the networks live in a goldfish bowl and have got to operate in the public interest."".

The problems are internal, Mr. Salant emphasized. The solution must come from within the industry rather than from the outside through regulation or legislation.

"We must capitalize," he said, "that we don't throw the baby out with the bath water."

Small Station Problem

Basically, Mr. Salant said, the uhf problem is the problem of small stations.

Before any move is made against present network practices, Mr. Salant said, two questions have to be answered:

Do you want networks? And, have they done a good job?"

This, after all, Mr. Salant said, involves "only five hours and 28 minutes a day."

Mr. Plotkin, former FCC assistant general counsel, held that the answer to the uhf economic plight lay in assuring a greater source of programs and making affiliates more independent of networks.

He said that where there are three or more tv outlets in a single market, stations become "subservient" to the networks.

Abolition of option time would permit stations to assert their freedom from network domination, Mr. Plotkin said.

Present network practices, Mr. Plotkin said, mean that when a station has a national spot account in option time, the network can preempt the time on 36 days notice. Even on non-option time, the station generally will accede to a network's request for time, Mr. Plotkin said. This does not give stations enough stability to build up non-network programming and advertising, he said.

Mr. Plotkin also repeated his convictions that moving all tv to uhf was perhaps the most logical move, but not feasible. The 30 million sets now in existence would mean an "extensive dislocation" which might ruin tv, he said. Among other things, he pointed out, moving all tv stations to uhf would mean that present fringe viewers would lose service altogether.

Mr. Plotkin also frowned on de-intermixture. There where is no uhf station on the air, he explained, it might be possible. Otherwise, de-intermixture would also result in dislocations.

Deletion of the excise tax on all-channel tv receivers would help, Mr. Plotkin said. It would bring price parity to uhf and uhf sets, he said.

In answer to a question from the floor suggesting the equalization of uhf and vhf by reducing uhf power and antenna heights and mileage separations, Mr. Plotkin said that he did not believe shrinking service areas would benefit stations. It would mean the loss of advertising support, he said, and result in poor programming.

L'HEUREUX SEEN AS GOP COUNSEL

Attorney, now counsel on Senate Commerce Committee's staff, is considered Bricker's choice to head minority side of network, uhf-vhf probe.

SPECULATION: On the appointment of Robert L'Heureux, counsel on the Senate Commerce Committee's professional staff, as Republican counsel for the committee's investigation of network and uhf-vhf troubles gained increasing currency last week.

Although no official announcement had been made by late Thursday, it was understood Mr. L'Heureux had been chosen to represent GOP committee members by Sen. John W. Bricker (R-Ohio) and the group's ranking Republican and its chairman in the 83d Congress.

Mr. L'Heureux has been with the committee since the opening of the 83d Congress in 1953, when he joined as chief committee counsel under the chairmanship of the late Sen. Charles Tobey (R-N.H.). Mr. L'Heureux, also from New Hampshire, moved to the Commerce Committee from the Senate Banking & Currency Committee, where he also had served as chief counsel.

He became counsel for the committee's Business & Consumer Interests Subcommittee upon the death of Sen. Tobey in 1953 [B&T, July 27, 1953]. In the 84th Congress he has performed various committee jobs in behalf of Sen. Bricker and other GOP committee members.

Mr. L'Heureux also has served as counsel to the Joint Congressional Committee on Defense Production. He is a graduate of St. Anselm's College, Manchester, N. H. (1934), and the Georgetown U. (D.C.) Law School (1938). He holds master's degrees from Georgetown U. and George Washington U. (D.C.) and a Litt. B. from the U. of Montreal.

Mr. L'Heureux, who had been named the week before as Democratic counsel for the committee's network probe by Chairman Warren G. Magnuson (D-Wash.), officially assumed his new duties last week. He indicated no announcement would come until after the Senate's Easter recess (April 5-12, inclusive) concerning the date the committee's upcoming hearings will begin.

Coordinating the network probe will be Nicholas Zapple, the committee's professional communications counsel.

Upon his appointment, Mr. L'Heureux would succeed Robert F. Jones, former FCC commissioner and former Ohio congressman, who served as GOP counsel for the probe from its preliminary phase last summer until last Feb.

ruary, when he submitted a progress report on his findings [B&T, Feb. 21]. Mr. Davis succeeds Harry M. Plotkin, former FCC assistant general counsel, who likewise left the post of Democratic counsel for the inquiry upon submitting a memorandum of suggestions [B&T, Feb. 7].

The FCC and the Justice Dept. are scheduled to testify at the coming hearings on the recommendations of Messrs. Jones and Plotkin. The two agencies also have been asked to make input in reports, with final reports in six months.

Senate Passes Over Rule To Give Witness TV Choice

A RESOLUTION entitling a witness in a Senate committee hearing to object to being televised was passed over by the Senate last week on a call of the calendar.

The resolution (S Res 17) would permit a witness to object to being televised on grounds of distraction, harassment or physical discomfort, with committee members present ruling on his request.

The measure was passed over upon the request of Sen. Alan Bible (D-Nebr.) Monday after hearings during the 83d Congress on overhauling Senate committee procedures. The subcommittee, under chairmanship of Sen. William E. Jenner (R-Ind.) during the 83d, also recommended a study of the practicability of installing modern facilities on Capitol Hill for radio-tv and other coverage of committee hearings.

During last year's hearings [B&T, July 5, 1954, et seq.], radio-tv broadcasters rallied strongly to the defense of their media's rights [B&T, Aug. 9, 1954].
COM. LEE UNGES SELF-POLICING

He tells Tennessee broadcast- ers the FCC receives com- plaints of excessive and/or lengthy commercials, bait-and- switch advertising and bad taste programming.

CALL for radio and tv operators to be militant in self-policing, rather than allow the task to fall to the FCC or some other government agency. He voiced last Monday by FCC Comr. Robert E. Lee in a talk before the Tennessee Asso. of Broadcasters at Nashville.

Complaints received by FCC now fall into three categories, he said, listing them as (1) excessive commercials, both as to number and duration, (2) bait-and-switch advertising and (3) bad taste programming. Although noting that "a clamor from a militant minority can frequently create an impression of a serious problem that may or may not exist," Comr. Lee urged "serious self appraisal of where we stand today in the delicate matter of program - ming the public interest."

As to excessive commercials, Comr. Lee personally said he would not object to "99.4% commercially sponsored time, but I do object to an unreasonable amount of the broadcast hour being devoted to the sales pitch." He warned that the practice is harmful because it drives listeners away until all are gone, followed by the advertiser.

"You have no solution when you cram more and more commercials down the throats of fewer and fewer listeners," he said. "It would be infinitely better to redouble efforts to improve your programs, to capture your audience and hence more advertising."

Although bait-and-switch advertising is of primary concern to the Federal Trade Commissi on, Comr. Lee noted; FCC "cannot ignore this type of advertising and, as one member of the Commission, I condemn it.

'Bad Taste' Responsibility

Comr. Lee said bad taste programming "does not give me personally the problem it does others. As a father of three, there are some programs I would prefer my children not to watch. I have cited that as a bad program and that is -there are bad books, too. By large, however, I do not believe broadcasters are contributing to juvenile delinquency through programming.

"In order to have heroes you must have villains. The Indian has scalped the cowboy since time immemorial without prostituting the nation. Robin Hood was something of a communist in endeavoring to spread the wealth by stealing from the rich to give to the poor. Jack and the beanstalk was a real delinquent who disappointed the giants by selling their treasure. The neighbor, stole his property and returned in triumph to share his ill-gotten gains with his mother for a happy remaining life."

Mentioning the colorcast of Macbeth as "one of the things I have seen," Comr. Lee said he was not aware of any complaints "on the horrible sights enacted. Most of the Commandments were broken in this play with vividness."

Comr. Lee hesitated in defining FCC's respon sibility in such problems because "the line between public interest and censorship is dangerously close."

"If we deny a station the right to broadcast horse-ride odds as an aid to gambling, are we not in effect censoring?" Comr. Lee asked. "I do not know where public interest leaves off and censorship begins, but if I ever have to make the decision I would probably take a calculated risk and refuse to censor, since I am well aware of the dangers to the American way of life that such a step could lead to."

In respect to license renewal policy and "overall program review," Comr. Lee said, "continued abuse by broadcasters of their public service responsibility may bring us closer to a semblance of censorship that we all want to shun. Don't force the FCC to enter this dangerous area.

WKAT FAVORED FOR MIAMI CH. 10

THIRD commercial vhf tv station for Miami came in prospect last week as FCC Examiner Herbert Sharfman issued his initial decision proposing to grant to ch. 10 there to A. Frank Katzen- time's WKAT-AM-FM Miami Beach. The exami ner was warned by WTHS -TV, its competitor and by Wilson Inc. (WCKY Cincinnati), North Dale Video Inc. and Public Service Television Inc. (National Airlines).

Already operating are ch. 4 WTVJ (TV) and George B. Storer's ch. 23 WGBS- TV. Initial decision to grant no. 7 to Biscayne Television Inc. (merger of WIOD and WQAM) is awaiting final ruling by FCC. Permits for ch. 33 WMST, and educational ch. 2 WTHS-TV are outstanding.

In a detailed comparative analysis of the four applicants, Examiner Sharfman concluded that WKAT has a "clear lead in the composite consideration of local ownership, civic participation and integration of ownership and management. When this is coupled with the assurances of operation in the public interest inferable from its long past broadcast record as a whole, it is apparent that the greater likelihood it offers of fulfilling its promises are a formidable challenge to any competitor who would try to overtake it."

The examiner noted that "the other applicants are not without virtues of their own, as WKAT itself recognizes. Wilson is a broadcast licensee of long standing, and while its Cincinnati programs are subject to criticism (commercial percentage at night), it was felt that traits of character exhibited by its operators justified a conclusion that reliance could be placed upon its proposals here. It made an admirable preparatory effort."

"Unfortunately for it, however, its one real link with the Miami area was broken when Mr. [L. B.] Wilson died, and the assurance it offers cannot be held to measure up to those of WKAT, enjoying the advantages alluded to."

North Dade, headed by steel fabricator Frank Byens, and including as vice president manager, Walter Compton, a former consultant and former manager of WTTR (TV) Washington, also could not match WKAT's merits, the examiner concluded.

"North Dade is a group of nine local ama teurs and one professional. That it hopes to break into the glamorous field of television is not in itself to be held against it, as the way is open to any qualified applicant, veteran or newcomer," Mr. Comr. Lee continued. "It is the recognition, apart from local residents and attendant factors, because of the television experience of its 10% stockholder and proposed general manager, a fact which also entitles it to a slight preference point on its strength. But it, like WTHS, falls short of equaling the appeal of WKAT."

The examiner pointed out that although Public Service "is a newcomer to the field," it is wholly owned by National Airlines, "a corpo ration with deep local roots, with principals intimately identified with Florida and the Miami area. Its parent's primary business, however, is not radio or television, but air transportation. Its management team is accustomed to regulation, though there were signs on the record of this proceeding that it is occasionally restless and demands a free rein."

Considering the resemblances between the two fields as "superficial," the examiner felt that "with the best will in the world, success in one field does not automatically promise equal success in the other. Accordingly, though full weight is accorded National Airlines' record as an air carrier . . . it's total qualifications as a television applicant do not equal those of WKAT, already revealed in its long broadcast ing record in the community, an operation subject to the jurisdiction of this commission."

The examiner explained "the preference which has been accorded WKAT in the preceding discussion survives despite the fact that in one or two program categories its proposals did not come up to its opponents." The examiner also refused to disqualify WKAT because of one time horse-race programs aired by the station.

FCC Defends Decision

In Allentown-Easton Case

DEFENSE of the Court of Appeals' decision in the nine-year-old Allentown-Easton, Pa., 1230 kc case was submitted to the Supreme Court last week by WHOL Allentown.

The court is expected to hear argument on the case the week of April 18.

WHOL held that the FCC was wrong in de ciding the Allentown-Easton radio hearing on the ground that Eastern Publishing Co. owned a station more than Allentown did. WHOL claimed that the Communication Act requires a full hearing on all comparative issues.

It also charged that the FCC's grant to Eastern Publishing Co.—overturned last summer by the U. S. Court of Appeals—permits an overconcentration of control of the media of communications and was based on "tainted" testimony. It also declared that Eastern Publishing Co.'s program proposals were "shrouded in uncertainty."

Easton Publishing Co. owns the Easton Ex press and is the licensee of ch. 57 WGLV (TV) Easton.

The FCC erred further, WHOL said, in over ruling the examiner's findings based on the de meanor of witnesses.

Following a hearing with three other appli cants, what is now CBS-affiliated WHOL, began operating on 1280 kc in Allentown. This decision was appealed by Easton and sustained by the courts. A second hearing was held in 1951, which resulted in the examiner proposing to affirm the grant to WHOL. The Commission, however, reversed the examiner and issued a final grant to the Easton applicant. WHOL then appealed and again the appellate court remanded the case to the Commission. It is this decision which the FCC appealed to the Supreme Court.

Earlier this month, the Commission told the Supreme Court that the lower court was applying its own judgment on policy for the Commission's [BT, March 7]. It also claimed that the court misunderstood a high tribunal decision regarding the right to overrule an exami ner's judgment regarding witness' demeanor.

Earlier last month, the Supreme Court re fused to permit the Easton Publishing Co. to intervene in this case.
Today's Best Buy...

- HI FIDELITY AM - LOW COST OPERATION - DEPENDABILITY

Whether you are building, expanding or replacing, Collins is the best buy. Over 150 installations of Collins 20V Transmitter are proof of satisfaction with Collins equipment.

HI-FI AM is yours with the Collins 20V. Listeners will enjoy a new feeling of "presence" your programs will have with the 20V — Collins High Fidelity 1 KW Transmitter.

Compact and quiet running, the 20V is ideal for combination operations.

For unattended, remotely controlled installations, it is essentially foolproof due to modern, simplified circuit designs.

Maximum reliability is assured with the 20V because of conservatively rated components, high capacity cooling and special circuit refinements, including arc-suppression, filament and plate recycling overload breakers.

You will be pleased to know that it costs no more to own the best.

Your nearest Collins office will give you the full story on the 20V.
Three Am CPs, Two Switches
Among Authorizations by FCC

NEW standard stations at Clifton, Ariz., Camp-
bell, Ohio, and Madison, Ga., were authorized by
the FCC last week.

A 250-watt full-time outlet on 1450 kc at Clif-
ton was operated today by Chester Diamond
business as Darwin Best Co. Mr. Darwin is owner
of KPAS Banning, Calif.

A 250-watt daytimer on 1570 kc at Campbell
went to Myron Jones, president-majority stock-
holder and general manager of WJET Erie, Pa.
Grant is subject to such interference as may
be caused by the proposed operation of WAKU Latrobe, Pa., which is to increase its power
1 kw to 15 kw.

At Madison, a new 1 kw daytime outlet on 1250
kc went to David Leonard Hitchcock, owner of
a local electrical appliance company.

Also, the FCC granted authority to WKOZ Kos-
chasko, Ill., to change from unlimited 250
watt operation on 1340 kc to daytime opera-
tion with 5 kw on 1350 kc. KWHE Hobbs, N.
M., was granted change in its facilities from
250 watt daytime outlet on 1490 kc to 1450
kc with 1 kw fulltime, utilizing a nighttime direc-
tional array.

Meanwhile, by memorandum opinion and
order, the FCC granted petitions of WNNH Rho-
dale, Ct., and WHVDA Boston, Mass., for
reconsideration of the Commission's action of
last January granting without hearing the bid of
Granite State Broadcasting Co. for a new 5
kw fulltime outlet on 1200 kc, with direction.
at Dover, N. H., on 1270 kc, directional antenna.
FCC postponed the effective date of the Granite
State grant pending final determination of hearing
to be held April 27.

In separate order, the FCC dismissed the
protest of WHK Cleveland, Ohio, for recon-
sideration of the Commission's grant without
hearing of the application of WCED Dubois,
Pa., to change its daytime directional pattern.

Industry Testimony Invited
On Campaign Funds Hearing

REPRESENTATIVES of the networks and
NARTB have been invited to testify at hear-
ings in Washington April 12-13 by a Senate
Elections Subcommittee on a bill to boost cam-
paign expenditures for elections of Presi-
dent and Congress.

The bill (S 636), introduced by Sen. Thomas
C. Hennings (D-Mo.), subcommittee chairman,
would boost national committee spending
during presidential elections from $3 million to
$12.3 million and would set similar upward
celings for candidates for senator and repre-
sentative (B&TT, March 28).

WHITE-TO-TV Move Protests
To Be Heard April 25

HEARING on protests against the move of
the ch. 7 transmitter of WSMP-TV Spartanburg,
S. C., 9 miles outside Greenville, S. C., will be held April 25, the FCC an-
nounced last week.

The Commission acted following an appeals
court ruling that protestors ch. 23 WGLV (TV)
(Charleston) and WQTV (TV) Anderson, S. C.
must be given a hearing on their objections to the
WSMP-TV move (B&TT, March 28).

The WQTV station charged that the WSMP-TV
move was dictated by its desire to secure a CBS
affiliation. At its original site, Hogback Mt.,
the Greenville and Anderson stations said, WSPA-
TV would overlap coverage with CBS-affiliated
WBTV (TV) Charlotte, N. C. This would pre-
vent WSMP-TV from securing a CBS affili-
ation, they said, and it was for this purpose that the Paris Mt. site was chosen.

WSMP-TV received its grant in 1953 with its
transmitting site on Hogback Mt. Early in 1954, it asked the FCC for permission to begin tem-
porary operation on Paris Mt. This was op-
posed by the Greenville and Anderson stations
and after a court-directed stay order, WSMP-
TV dropped its temporary authority and asked
for a permanent move to Paris Mt.

After the FCC granted this, further court appeals were

Tulsa Competitors Charge
KTVX (TV) Misrepresentation

CHARGES that KTVX (TV) Muskogee was
misrepresenting itself as a Tulsa area station
in complaints filed with the FCC last week.

The two Tulsa stations asked the Commis-
sion to issue cease and desist orders to pre-
vent ch. 8 KTVX from continuing the alleged
practices. They also asked that the Muskogee
station be set for hearing if it persisted in
identifying itself as a Tulsa station.

Gist of the complaints by the two Tulsa vhf
stations are as follows:

That in its advertising and promotion, KTVX
is identifying itself as a Tulsa area station or as
a Muskogee-Tulsa station. That KTVX is omit-
ting mention of its location in Muskogee in
station identifications and that it implies it is a
Tulsa station by mentioning its ownership by
Tulsa Broadcasting Co. (KTUL). That it is
advertising heavily in Tulsa newspapers, but not
at all in Muskogee newspapers. That a Tulsa
address is given for the station in some of its
trade advertising. That in some commer-
cials, listeners are urged to write the station,

Robert S. McCaw Wins Grant
For Yakima, Wash., Ch. 23

NEW tv station on ch. 23 at Yakima, Wash.,
was granted by the FCC last week.

The station is owned by Robert S. McCaw,
doing business as Chinook Tv Co. Mr. McCaw
is president and onethird owner of XYAK
Yakima, KALE-AM FM Richland, and KLAN
Renton, all Washington, and also is 10% owner
of Harbor Tv Corp., community tv system at
Aberdeen, Wash.

The new tv station will operate with an
effective radiated power of 21.9 kw visual and
11.7 kw aural, with antenna 960 ft. above aver-
age terrain. Estimated construction cost was
listed as $114,156 with first year operating
cost as $120,000.

Ch. 29 KIMA-TV is presently the only
operating station at Yakima.

FCC Grants WTAP (TV) Sale
To Zanesville Publishing Co.

SALE of ch. 15 WTAP (TV) Parkersburg,
W. Va., by Howard L. Chernoff and associated
for $124,609 to Zanesville Publishing Co., re-
ceived FCC approval last week.

Zanesville Publishing, 63% owner of WHIZ-
AM, informed the Commission that other
owner of KZTV Zanesville and publisher of the
Zanesville Signal and Times-Recorder, is owned
by Clay Littick and family. WHIZ-TV operates on
ch. 18.

WTAP began operating in November 1953. A
balance sheet submitted as of December 31,
1954, listed total liabilities of $334,595 with a
1954 loss of $128,086. (For details of other
sales receiving FCC approval last week see
For The Record, page 93.)
Did you smear it on the cat?

If that's how you tested your Advertising Council campaigns, she licked the right ideas. Just look below at the job done by four of the many hundreds of campaigns you've created since 1942. And by you, we mean all the agency account men, writers, artists, and media people who have given the Advertising Council their time, talent, and space for free. But the job's not finished, so don’t give away your cat. You'll need her to test ideas for new Advertising Council campaigns to help solve some of America’s most pressing problems.

Helped drop death rate for all accidents to lowest figure on record.

Created Smokey, the Fire Preventin' Bear, who helped reduce forest fires.

Helped raise the number of local citizens' committees working for Better Schools from 17 to 9000 in 4 years.

Recruited 350,000 volunteer skywatchers for the Ground Observer Corps.

The Advertising Council, Inc., 25 West 45th Street, New York 36, N. Y.
WREX-TV delivers the wino Message to a... 7 city sales area

STATIONS

TV OUTLETS START IN TAMPA, WACO

SECOND tv outlets for Tampa, Fla., and Waco, Tex., were scheduled to begin commercial programming last Friday (April 1).

In Tampa, WTBT (TV), on ch. 13, will be affiliated with CBS and represented by Avery-Knodel Inc. Opening program was to include a half-hour film of Ybor City, local Latin section. W. Walter Tison is vice-president and general manager.

In Waco, KWXT-TV, the first vhf there, is represented by John E. Pearson TV Inc. The ch. 10 station is owned by KWXT Broadcasting Co. Equipment is RCA.

Two other new tv stations have reported construction progress:

WBRZ (TV) Baton Rouge, La., began test patterns last Wednesday and expected to begin commercial programming on April 14 affiliated with NBC and ABC. Doug Manship is president of the ch. 2 station. National representative is George P. Hollingbery Co.

KGMB-TV Honolulu (ch. 9) has announced that its satellite KHBC-TV Hilo (ch. 9) has begun test patterns and that its other satellite, KMAU (TV) Walluku (ch. 3), will complete installation of equipment in about three weeks. The programs of KGMB-TV will be rebroadcast in their entirety. There will be no rate increase, C. Richard Evans, vice-president and general manager, said.

Pearson Appoints Baird To Head Atlanta Office

PLANS for the expansion of John E. Pearson Co., New York, station representative firm, were announced last Thursday by John E. Pearson, president. The company will open a new office in Atlanta, servicing advertisers and agencies in the Southeast and going as far west as New Orleans and Memphis.

Robert M. Baird, a vice president who has been in charge of the company's Dallas office for three years, has been appointed head of the Atlanta operation.

Mr. Baird will be replaced in Dallas by Thomas R. Murphy, formerly a vice president of Grant Adv. in charge of the agency's Dallas office.

Prior to his association with the agency, Mr. Murphy was with KRLD Dallas, as an account executive.

The Atlanta office is the seventh branch operation to be opened by Pearson.

KSD, 'Post-Dispatch' Head Joseph Pulitzer Dies At 70

JOSEPH PULITZER, 70, president of KSD-AM-TV St. Louis and editor-publisher of the St. Louis Post-Dispatch, died Wednesday night from a ruptured blood vessel in the abdomen.

Last week Mr. Pulitzer had been going about his duties normally and had been at his office all day Wednesday after attending the annual gridiron dinner of the St. Louis Ad Club Tuesday. He became ill about 9:30 p.m. Wednesday and was taken to Barnes Hospital where he died.

Shortly after broadcasting began in the early 20's, Mr. Pulitzer asked his advertising manager, George M. Burbach, what he thought about radio. Mr. Burbach figured radio programs and a radio page in the newspaper would attract advertising lines. Mr. Pulitzer left business details of the project to Mr. Burbach and the station took the air in 1922. About a year later KSD was granted its present 550 kc frequency. KSD-TV took the air Feb. 9, 1947, on ch. 5.

Mr. Pulitzer is survived by his widow, two sons, Joseph Jr., associate editor of the Post-Dispatch and vice president of the Pulitzer Publishing Co., and Michael, of Boston; two daughters, a brother and a sister, and eight grandchildren.

Mr. Pulitzer had been head of the Post-Dispatch over 40 years, taking over from his father, the elder Joseph Pulitzer, who died Oct. 29, 1911.

Col. Robert McCormick Dies; WGN-AM-TV Among Holdings

COL. ROBERT R. MCCORMICK, 74, president of WGN-AM-TV Chicago, died early Friday at his farm home west of Chicago. Col. McCormick had been hospitalized several times in recent years, having suffered from erysipelas and pneumonia as well as undergoing an abdominal operation.

Col. McCormick had been active in his work until early in March despite a January operation to correct adhesions and had spent part of the winter in Florida. He holds the Bronze Star and the Legion of Merit, 1948, has been named successor by Wilton E. Cobb, WGN general manager.

In 1910 he joined his cousin, the late Joseph Medill Patterson, in taking over control of the Tribune. WGN was founded in 1924.

Col. McCormick's wife, Mrs. Maryland Mathison McCormick, survives.

Knight Replaces Chatfield As WMAZ News Director

BEN F. CHATFIELD, news director of WMAZ Macon, Ga., since 1946, has announced his resignation from the station, effective Friday.

Joff Knight, with the WMAZ news staff since 1946, has been named successor by Wilton E. Cobb, WMAZ general manager.

Mr. Chatfield is the holder of citations, including the Peabody award given by the Henry W. Grady School of Journalism, U. of Georgia. He holds the Bronze Star and other citations for Pacific duty in World War
II and covered the early occupation of Japan and the surrender on the Missouri.

During the Truman administration Mr. Chatfield was a member of the President's Radio & TV Advisory Council. A former president of the National Assn. of Radio & TV News Directors (1951) he continues to be active in the association's operation and is chairman of the convention arrangements committee.

The WMAT staff now includes, besides Mr. Knight, Orion Hudson, assistant news director, and Herb Kassner, TV news director. Joe Andrews, formerly of the staff, is now secretary of the Macon Chamber of Commerce.

W. WARD DORRELL ELECTED BLAIR V.P.

GREATER use of research data and technique in national spot selling was cited last week as motivating the election of W. Ward Dorrell, research director and program consultant at John Blair & Co. and Blair-TV, to vice president.

In announcing Mr. Dorrell's promotion, John Blair, president of the national representation firms, said Mr. Dorrell also will acquire stock.

This additional emphasis on research, Mr. Blair explained, will be reflected in the new responsibilities which fall to Mr. Dorrell.

These include close work with stations—in solving individual research problems, particularly toward improvement of local program quality; with agency research directors and timebuying departments—toward improving understanding and effective use of available research in the spot field, and with Blair salesmen—toward similar improvement in their knowledge and use of research techniques with a view to increasing national spot sales.

Mr. Blair said the election of Mr. Dorrell "highlights the increasing importance of research of all types in national spot selling, particularly as it applies to the increasing importance of local programming to radio stations today, and the application of research thinking to such problems as station rates."

He cited a three-year study made by Mr. Dorrell of local programming trends on Blair-represented stations. This analysis, he said, proved that "properly programmed stations can increase audiences substantially against television competition." In the markets studied, Mr. Blair said, daytime local audience increased an average of 24% between 1952 and 1955.

Mr. Dorrell, a vice president of C. E. Hooper Inc. for nine years, joined Blair in 1951.

WXYZ-TV Boosts to 316 Kw With New 50 Kw Transmitter

TWO-YEAR program to achieve maximum transmitting power by WXYZ-TV Detroit, on ch. 7, reportedly was climaxd last Friday with the final installation of super power equipment, including a 50 kw transmitter. The station at that time was due to boost its power to the maximum 316 kw video, 158 kw audio.

The power increase involved the installation of approximately $250,000 worth of equipment, James G. Riddell, president, said. The change also makes it possible for the station to transmit color programs, Mr. Riddell added.

According to data released in February by B C Forbes & Sons Publishing Company, Norfolk was at that time the best city in the nation in business gain over last year (up 14%). W TAR-TV blankets not only Norfolk, Virginia's no. 1 city, but all of prosperous northeast North Carolina and eastern Virginia including Richmond. Put your advertising dollars to work in a market where business is brisk. They'll work best on W TAR-TV.
Bolling Co. Forms Three New Divisions

FORMATION of three new divisions of The Bolling Co., representative firm, was announced last week by George W. Bolling, president.

Robert Hill Bolling was named head of the radio department. The new television department will be headed by G. Richard Swift. Special events department, whose creation was described as an innovation in the field, will be headed by Edwin A. Pancoast Jr.

R. H. Bolling has been in the representative field for 20 years. Working with him in the department will be Lloyd Raskopf, previously with the New York Daily News.

Before joining Bolling in 1952, Mr. Swift was general manager of WCBS-TV New York. Don Buck, who has had 10 years with ABC, has been added to the TV department.

The special events department has been created to handle the radio-tv representation of

the New York Yankees Home of Champions Network and the Brooklyn Dodgers network of stations.

Mr. Pancoast who heads the new department, also is in charge of Bolling's sales development plan. John J. MacDonald Jr., Advertising Research Foundation, moves to Bolling as director of research. In the sales development plan, Nancy Noonan, formerly with WCAU-TV Philadelphia, will be merchandising and promotion manager.

French Named by WNOE

STEPHEN C. FRENCH has been named vice president and general manager of WNOE New Orleans succeeding James E. Gordon who has resigned (B*T, March 28), it was announced by James A. Noe, station owner and president.

WARM Names Dawson as V.P.

WILLIAM M. DAWSON, general manager of WARM-AM-TV Scranton, Pa., has been elected vice president, Martin F. Memelo, president of licensee Union Broadcasting Co., has announced. Mr. Dawson, who joined the WARM stations in 1940, has been general manager since 1950 and secretary of the company since 1953. He was graduated from the University of Pennsylvania.

AS WEMP Milwaukee last Monday switched to 1250 kc with 5 kw, WRIT there, a new station, took over the former's facilities (1340 kc with 250 w) and physical assets, which it purchased. L to r: seated, Andrew M. Sphere, WEMP president; James Foster, WRIT president; standing, Hugh K. Boice, WEMP vice president-general manager; Barton McLendon; Gordon McLendon, WRIT vice president; Roy Hamilton, Blackburn-Hamilton, station brokers, and Bill Weaver, WRIT general manager.

WLDB Tower Up in One Day

STAINLESS Construction Co. in one day, March 16, erected a 150-ft. tower for WLDB Atlantic City, N. J. The new tower, type G-17, is the first of a new series developed by Stainless Inc., North Wales, Pa., parent firm of Stainless Construction. Walter L. Guzewicz is president of both companies. Leroy Bremner is owner and general manager of WLDB.

REPRESENTATIVE PEOPLE

Harry B. Simmons, formerly with NBC-TV sales dept., to Bolling Co., as account executive.

Albert W. Oberhofer joins the Bolling Co. as account executive.

George A. Baron, KOWL Santa Monica, Calif., manager, named vice president and signed to seven-year contract with station.

STATION PEOPLE


Ken Kilmer, general manager, KBOE Oskaloosa, Iowa, has been named general manager, WMRT Marion, Ind. Glen Stanley, commercial manager of KBOE, has been named general manager to succeed Mr. Kilmer.

Jack Reeves, account executive, KSTV Stephen-

Broadcasting • Telecasting
ville, Tex., to KTAN Sherman, Tex., as station manager.

William C. O'Connell, assistant sales manager, KXOK St. Louis, promoted to head of commercial dept.

Col. Edgerton Merrill, formerly with U. S. Air Force and lately engaged in management consultant work, to WOL Washington as assistant to president, for sales promotion.

Charles Martin appointed field merchandising representative, KTTV (TV) Hollywood, Calif.

Lee Curran, publicity director, KDKA Pittsburgh, to KTRK-TV Houston, Tex., as promotion manager.

Jim Harmon, program director and assistant operational manager, KOTV (TV) Tulsa, Okla., to KFMB-TV San Diego, Calif., as program director.

Vince Leonard named WISH-TV Indianapolis news director. John Fraim appointed WISH news director. Karl Eisele, formerly with KAOK Lake Charles, La., to WISH, as account executive.

Bud Gillis, children's personality, WLWC (TV) Columbus, Ohio, assumes additional duties as station program director.

Robert Hodges, producer, WNEW New York, appointed production supervisor.

Fay Martin, copywriter, WHLI Hempstead, N. Y., appointed continuity director.

Edith M. Carolin, formerly with WTVJ (TV) Miami, named director of continuity, KOB Albuquerque, N. M. Mary McDonald joins KOB production staff. Reed Upton, formerly with WNOX Knoxville, Tenn., to announcing staff.

Ford Rush, western personality, appointed WTVP (TV): Decatur, Ill., farm director.

Peter Winn, formerly assistant to director of public relations, Amherst College, named director of public relations, educational WGBH-FM-TV Boston.

Charles Vanda, vice president in charge of tv and program director, WCAU-TV Philadelphia, and producer of CBS-TV's The Big Top circus show, to visit England, France, Italy and Denmark in search of feature acts for his CBS-TV show. Mr. Vanda, who leaves April 12 for London, will be joined in Paris by Glenn Gundell, vice president of National Dairies, Scudder sponsor-of The Big Top.

Buffalo-Niagara Falls is the nation's 14th largest market.

WGR-TV completely dominates* this rich market, serving 447,938 U. S. sets and a bonus of 407,619 in Canada.

WGR-TV leads in 21 of the 24 weekday quarter-hour segments between 6 PM and midnight. (Pulse)
 NETWORKS STRENGTHEN JUVENILE LURE

'Disneyland's' astounding success and the prospect of another strong competitor next fall in ABC-TV's 'Mickey Mouse Theater,' spurs the major networks to blueprint ambitious schedules in a fight for the kiddie audiences during late afternoon and early evening.

SPURRED by the fabulous success of Disneyland on ABC-TV, the major networks have drawn plans for an all-out war to hold and expand the rich juvenile market.

NBC-TV in an effort to meet the imminent advent of a new ABC Disney program, Mickey Mouse Theatre (5-6 p.m. EST weekly, starting in the fall) will enlarge its Howdy Doody program to a full hour and change the format to include several additional stars, including Pinky Lee.

CBS-TV meanwhile is drawing blueprints for an ambitious daily lineup of children's programs in the 7:30-8 p.m. EST slots. This is part of the program redevelopment plan secretly projected at the special tv affiliates meeting held last month in New York.

CBS-TV is working up its Doug Edwards and the News from 7:30 p.m. to 7:15 p.m. EST across the board, thus leaving the 7:30-8 p.m. EST period available for children's fare.

The network has already signed Cohise, Apache Chief in the Wednesday, 7:30-8 p.m. EST period. The network is also negotiating with General Mills for its Lone Ranger series (now running on ABC-TV and CBS-TV) and with National Biscuit Co. for Rin Tin Tin, currently on ABC-TV, Friday, 7:30-8 p.m. EST. Both advertisers are expected to decide on moves, if any, in about 10 days.

'Gunsmoke' May Be on TV

CBS-TV is also discussing with Liggett & Myers the possibility of sponsoring a tv version of its radio series Gunsmoke in the 7:30-8 p.m. EST period. The Perry Como Show, heard three times weekly on the ABC network in Chesterfield, 7:45-8 p.m. EST, will go off the air.

Meanwhile, NBC-TV is expected to present Perry Como in an hour-long variety show, Saturday, 8-9 p.m. EST (see story, page 84, opposite the Jackie Gleason show on CBS-TV).

General Foods Corp. in a one time shot to capture the juvenile audience signed to present the Roy Rogers World Championship Radio starring Roy Rogers and Dale Evans, on NBC-TV, 8-9 p.m. EST on June 21. The show emanates from the Coliseum in San Antonio.

'Peter Pan' Record Rating

FINAL count of viewers who watched "Peter Pan" on NBC-TV March 7, totaled 67,300,000—reportedly the largest audience ever to see a network television show. The figure was announced last week by A. C. Nielsen Co., whose survey showed the telecast received a 66.1 rating. The study also revealed that 43% of all American families saw Peter Pan with homes reached totaling 20,400,000. The Nielsen ratings do not include the "uncounted" audiences assembled at public places or parties as ranged in schools and hospitals for the telecast.

AB-PT EARNINGS UP, BUT NETWORKS CLOSE

Goldenson says tv operation is reaching competitive plane, and added sponsors now will be reflected in earnings.

NET operating earnings of American Broadcasting-Paramount Theatres Inc. in 1954 increased slightly over 1953 but the ABC division operated at a "slightly larger loss" than in the preceding year.

These highlights were provided in an annual report distributed to stockholders last week by Leonard H. Goldenson, AB-PT president. In his comments on the broadcasting operations, Mr. Goldenson offered this analysis:

"AB has made substantial progress during the year [1954], gaining greater audience and sponsor acceptance as a major network. Higher television network operating and program costs offset the profits from radio and ABC's five owned stations, and resulted in loss for the year. However, the network is now beginning to benefit from the better programs and improved station clearances.

"Its Disneyland show, which reaches an estimated weekly audience of 45 million people and is carried over 150 stations, has, since its inception in the fall of 1954, rated as one of the top programs on television. With new programs being readied for the coming year, including a daytime children's show produced by Walt Disney, ABC is on its way toward realizing its true potential as a profitable division of the company."

Total income of AB-PT for 1954, Mr. Goldenson said, rose to $188,796,000 from $172,196,000 for the preceding year, and net operating earnings after taxes were $4,722,000, or $1.06 per share of common stock, compared
penditures were "strong." Working capital characterized stock with $4,480,000, to be increased transmitting power equipment for its five owned tv stations, renovation of the ABC center in San Francisco and other physical improvements. He reported that depreciation increased from $7,406,000 to $8,390,000 in 1954, and added that capital expenditures are expected to be "much smaller" in 1955.

The ABC loss was described by Mr. Goldenson as being "a reflection of the necessary expenditures to develop the tv network from a secondary to a competitive place." He predicted that "from this point on, each sponsored program should have a beneficial effect upon the earnings of the division."

He stated that progress was made during the year on strengthening the program structure and improving station clearances, citing the winning of six "Emmy" awards by ABC as evidence of its "continued growth despite keen competition." Other advances, he said, were made at the five owned tv stations, where the installation of increased transmitter power equipment has been completed, affording better reception, extending the coverage and improving the value of these stations to advertisers.

Mr. Goldenson reported that ABC Radio gross billings held close to 1953 levels. He said radio has continued to "show vitality, as well as its ability to deliver advertisers results consistent with its costs." The radio set sales in 1954 and in previous years, Mr. Goldenson added, attest to its strong public appeal.

Color tv, Mr. Goldenson observed, is expected to attract many new advertisers and provide additional revenues. He said that ABC is "carefully studying developments in this field and will participate in color broadcasting when the number of sets in circulation is sufficient to warrant its use by advertisers."

Repeat of Radio-Tv Success Forecast for Color Television

THE PATTERN of boosting the American economy and consequently helping to raise the standard of living that was set by the advent of radio and followed by tv in the post-World War II period will be repeated by color tv when it is "harnessed to the sale of goods and services."

This prediction was made March 25 by Harry Bannister, NBC's vice president of station relations, in a speech before the National Convention of Electrical Women at the Hotel Statler, Detroit.

Color tv, Mr. Bannister said, "will explode the American economy to a new high" and "markedly affect the standard of living, raising the old levels and broadening the base."

The medium's "vividness and its power to interest and convince," he said, "will move more goods than anything hitherto known."

Herro to MBS Sales Post

APPOINTMENT of George P. Herro, for the past 10 years publicity and promotion manager of Mutual's Midwest Div., as an account executive in the Chicago office was announced last week by Carroll Marts, director of midwest operations. Elizabeth Troughton, assistant to Mr. Herro for the past two years, has succeeded him in the publicity and promotion post.
MANUFACTURING

**RCA ASKS FOR ANTITRUST DISMISSAL, SAYS PATENT LICENSES AID GROWTH**

Electronics manufacturer denies all allegations in the Justice Dept. suit. Firm says its licenses contain no restrictions and that they are granted to competitors on reasonable terms. It says electronics leadership is "by example, not by control."

**ASSERTING** that its patent licensing policies have aided the growth of the electronics industry, including radio and tv, RCA last week moved for dismissal of a government civil antitrust suit of last November (at Deadline, Nov. 22, 1954).

The Justice Dept. suit, pending in U. S. District Court in New York, had attacked RCA's patent system and practices. It charged RCA with monopolizing and conspiring to restrain competition in the radio-tv licensing business.

RCA called the government's request for relief "unreasonable, unnecessary and contrary to the public interest." In its brief, filed with the court by John T. Cahill of the New York law firm of Cahill, Gordon Reindel & Ohl, RCA denied all allegations in the Justice complaint that had charged violation of the Sherman Act.

RCA said its electronics leadership has been "by example, not by control in any way, shape or form" and if it had been "followed, it is because RCA's courage, vision and foresight have been right and RCA has acted in the best interests of the industry and the public, and not through any dominance, restraint or control."

Allegations that RCA engaged in "package licensing" or had compelled prospective licensees to accept licenses under more patents than they wanted, the brief declared RCA granted patent licenses "to competitors and others on reasonable and non-discriminatory terms and without restriction."

Licenses from RCA, the brief asserted, "contain no restrictions as to price, quantity, territory, or anything else, require no royalty, and are offered under any one or more patents and for any apparatus as may be desired by any prospective licensee."

**RCA Royalties Reduced**

"RCA's present royalty rates are further reduced, now being only half of 1% for radio broadcast receivers using tubes, 1% for radio broadcast receivers using transistors, 1 1/4% for black-and-white television receivers, 1 1/2% for color television receivers, 1 1/4% for electron tubes other than color tubes, 1 3/4% for color tubes, 2 1/2% for color television commercial apparatus except government apparatus, 1 1/4% for other commercial apparatus except government apparatus, and 1 1/2% for all commercial apparatus manufactured for government use." RCA, in discussing patents and rates, also made these points:

- Its license agreements provide for various deductions "which make the actual rates even lower."
- Royalty rates are based on the manufacturer's selling price, and when applied to retail selling prices to the public, rates are "substantially cut in half."

**Charges Refuted**

RCA denied each of these allegations. The firm contested the complaint on research by noting that it had spent more money on research and development during 1951 than it had received in royalty payments that year and under its patent licenses had made "available" the results to "competitors and others on reasonable and non-discriminatory terms and without restriction or additional charge."

Additionally, RCA listed "many other substantial competitors" which have large resources for research and development in the radio and television field.

RCA also pointed out that it had spent more than $50 million on development, research and promotion of black-and-white tv before realizing any profit from its expenditures and a like amount on compatible color. RCA said it is still pioneering color tv activities at a "substantial loss."

In its brief, RCA said it admitted that "substantially all radio-television manufacturers located in many of the states and territories of the United States and the District of Columbia are licensed by RCA." But, it said, its policy of licensing patents to competitors and others on "reasonable and non-discriminatory terms and without restriction" helped increase the number of tv receivers in public hands and to a continued lowering of their price.

Explaining the cross-licensing by RCA, the brief traced the history of the corporation when it was formed in 1919 at the urging of the government and the setting up then of patent cross-licenses with General Electric, American Telephone & Telegraph Co., Westinghouse and others.

These cross-licenses, RCA said, were to free the industry, for without them it would have been "paralyzed by conflicting patent holdings and relentless patent litigation." Also cited were
PAY-TV OPPONENTS MARSHAL FORCES

PAY-TV OPPONENTS to subscription tv took new organizational moves last week.

Former Tuesday in New York was Organization for Free-Tv made up of "regional and state tv station operators," veterans organizations, local, county and state retail associations, hospital service groups, and various other organizations including theatre operators and restaurant owners.

In announcing the formation, spokesmen also said an "information center" to assist various organizations throughout the country which wish to make known their views to the FCC has been set up at 606 Fifth Ave., New York.

On Wednesday, the organization and another, the Committee Against Pay-As-You-See Tv, announced they had jointly retained John V. L. Hogan and Hogan Labs Inc. as engineering counsel in fight against subscription television.

Mr. Hogan's findings will be filed with the FCC by the committee's legal counsel, Marcus Cohn of the Washington law firm of Cohn & Marks. Along with the engineering studies, an economic analysis being prepared by Dr. Dallas Smythe of the U. of Illinois, also retained in consultant capacity, will be filed with the Commission.

The Organizations for Free-Tv, which actually is working together with the Committee Against Pay-As-You-See Tv, said its member groups have been sent "preliminary studies" showing that conversion of tv sets for "decoders" to unscramble subscription-tv signals "would impose a severe economic hardship on the viewing public running into hundreds of millions of dollars." A survey is being made, it said, on weekly and annual program costs under the proposed subscription tv systems.

OFF, asserting that diversion of "free tv" channels to the fee system would not be in the public interest and that it would mean an eventual disappearance of commercial sponsorship, said it will conduct "educational" campaigns on the local, regional and state level.

Newly formed Organizations for Free-Tv join with Committee Against Pay-As-You-See Tv in retaining John V. L. Hogan and Hogan Labs Inc. as engineering counsel in fight against subscription television.

Anti-Toll Tv Committee Promised Turn on 'Omnibus'

CBS-Tv's Omnibus on March 27, dealing with toll television, prompted a protest from the Committee Against Pay-as-you-see Tv and a subsequent reassurance that the network will schedule another program to insure full treat-

ment of the committee's viewpoint. The show is produced by the Radio-Tv Workshop of the Ford Foundation.

The committee protested by telegram to CBS-Tv and the Workshop, claiming that a film sequence of George Storer, president of Storer Broadcasting Co., and an opponent of pay-as-you-see tv, was faulty and could not be seen or heard as clearly as films of proponents of toll tv.

Robert Saudek, director of the Workshop, acknowledged that the sequence in question was of "somewhat inferior recording quality" but insisted it was "sufficiently intelligible to me." Report Stanton, president of CBS, agreed in a telegram that the committee's viewpoint had not been given "full justice" and suggested that another program be scheduled after April 10 in the same period, with Mr. Storer invited to present his views.

The committee last Wednesday recommended to Mr. Stanton that another program be set for April 24, pointing out that May 9 is the current deadline for filing reports with the FCC on the question of subscription tv.

75 Stations Sign Contracts For New RCA Thesaurus Plan

SIGNING of 75 local radio outlets for "Shop at the Store with the Mike on the Door," new local radio promotion and merchandising plan recently announced by RCA Thesaurus ([BT, March 21] was reported last week by the transcription firm.

By participating in the plan a station receives voice tracks recorded by well-known stars plugging the overall theme of the promotion. Sponsors are supplied with decals carrying station call letters which signify that the store displaying the emblem is a member of "Shop at the Store with a Mike at the Door."

Thesaurus is also furnishing stations with sales brochures that outline the plan as well as a 25-page "operating manual," which gives details and offers suggestions on how the plan can be exploited locally. Stations also receive promotion kits containing spots, photos, publicity stories, ad mats and tie-in art.

CARE Liked 'Album' C-C; 415 Pay to See in L. A.

SATISFACTION of CARE Inc. with the closed-circuit telecast of the American National Theatre & Academy's Album of Broadway recently announced by RCA Thesaurus ([BT, March 21] was reported last week by the transcription firm.

The telecast last Monday, created by ANTA, was sponsored by CARE. All television facilities, including the producer, director and theatre, were made available for the telecast by DuMont, Mr. French said. The show was seen in 31 theatres throughout the country.

Net proceeds from the ANTA show, which is an annual theatrical event, will be divided between CARE and ANTA.

Only 415 persons paid the $5-to-$10 admission to see the ANTA closed-circuit tv showing from New York in the Fox Wilshire Theatre, Los Angeles.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKK

WHBF CBS FOR THE QUAD-CITIES

"Your Best Buy Since 1925"

As one of the nation's pioneer stations, WHBF radio has for 30 years progressed with the desires of its growing audience—WHBF-TV since 1950. Both offer you the experience, power, popularity and audience for successful selling in the prosperous Quad-City market.

Les Johnson, Vice Pres. & Gen. Mgr.
RCA ASKS FOR ANTITRUST DISMISSAL, SAYS PATENT LICENSES AID GROWTH

Electronics manufacturer denies all allegations in the Justice Dept. suit. Firm says its licenses contain no restrictions and that they are granted to competitors on reasonable terms. It says electronics leadership is 'by example, not by control.'

ASSERTING that its patent licensing policies have aided the growth of the electronics industry, including radio and tv, RCA last week moved for dismissal of a government civil antitrust suit of last November [At Deadline, Nov. 22, 1954].

The Justice Dept. suit, pending in U. S. District Court in New York, had attacked RCA's patent system and practices. It charged RCA with monopolizing and conspiring to restrain competition in the radio-tv licensing business.

RCA called the government's request for relief "unreasonable, unnecessary and contrary to the public interest." In its brief, filed with the court by John T. Cahill of the New York law firm of Cahill, Gordon Reindel & Ohl, RCA denied all allegations in the Justice lawsuit that had charged violation of the Sherman Act.

RCA said its electronics leadership has been "by example, not by control in any way, shape or form" and said it had been "followed, it is because RCA's courage, vision and foresight have been right and RCA has acted in the best interests of the industry and the public, and not through any dominance, restraint or control."

Allegations that RCA engaged in "package licensing" or had compelled prospective licensees to accept licenses under more patents than they wanted, the brief declared RCA grants patent licenses to competitors and others on reasonable and non-discriminatory terms and without restriction.

Licenses from RCA, the brief asserted, "contain no restrictions as to price, quantity, territory, or anything else, require no minimum royalty, and are offered under any one or more patents and for any apparatus as may be desired by any prospective licensee."

RCA Royalties Reduced

"RCA's present royalty rates are further reduced, now being only 1/4 of 1% for radio broadcast receivers using tubes, 1/4% for radio broadcast receivers using transistors, 11/4% for black-and-white television receivers, 11/4% for color television receivers, 11/4% for color television tubes other than color tubes, 11/4% for color tubes, 2% for color television commercial apparatus except government apparatus, 11/4% for other commercial apparatus except government apparatus, and 1% for all commercial apparatus manufactured for government use."

RCA, in discussing patents and rates, also made these points:

- Its license agreements provide for various deductions "which make the actual rates even lower." Royalty rates are based on the manufacturer's selling price, and when applied to retail selling prices to the public, rates are "substantially cut in half."
- Its royalty rates "compare most favorably with those of other licensors" both within and outside of the electronics industry. In return, licensees can obtain a license "under, or using, any one or more patents under which RCA has the right to grant licenses." This policy has resulted in RCA licenses having "complete freedom to manufacture apparatus in competition with RCA under any and all patents available to RCA. . . ."

To substantiate its statement that no restraint of commerce is involved in the suit, RCA detailed the rapid progress of the electronics industry, the appearance of large numbers of independent companies making and selling tv receivers in open and active competition with RCA, and increases of receiver sales. RCA said it "admits that more people buy RCA television receivers than any other make of television receiver and that more station owners buy RCA television transmission equipment than any other make."

But, the brief asserted, in all categories of radio and tv equipment, "intense and effective competition" exist.

In its suit, the Justice Dept. had charged that since 1932 RCA had attempted to monopolize radio-tv research, patent holdings, patent acquisition and issuance and exchange of radio-tv patent licenses.

Charges Refuted

RCA denied each of these allegations. The firm contested the complaint on research by noting that it had spent more money on research and development during 1951 than it had received in royalty payments that year and under its patent licenses had made "available" the results to its "competitors and others on reasonable and non-discriminatory terms and without restriction or additional charge."

Additionally, RCA listed "many other substantial competitors" which have large resources for research and development in the radio and tv field.

RCA also pointed out that it had spent more than $30 million on development, research and promotion of high-and-white tv before realizing any profit from its expenditures and a like amount on compatible color. RCA said it is still pioneering color tv activities at a "substantial loss."

In its brief, RCA said it admitted that "substantially all radio-television manufacturers located in many of the states and territories of the United States and the District of Columbia are licensed by RCA." But, it said, its policy of licensing patents to competitors and others on "reasonable and non-discriminatory terms and without restriction" helped increase the number of tv receivers in public hands and to a continued lowering of their price.

Explaining the cross-licensing by RCA, the brief traced the history of the corporation when it was formed in 1919 at the urgence of the government and the setting up then of patent cross-licenses with General Electric, American Telephone & Telegraph Co., Westinghouse and others.

These cross-licenses, RCA said, were to free the industry, for without them it would have been "paralyzed by conflicting patent holdings and endless patent litigation." Also cited was the consent decree of the '30s which provided for GE, AT&T and Westinghouse to dispose of stock in RCA and for new cross-licenses to be drawn up.

The agreements were reaffirmed by the courts in 1942, RCA said, as the best way to continue the growth of a competitive radio-tv industry.
free from restraint. As recently as last year, RCA said, the court reassured that the cross-license pacts were approved by the consent decree.

RCA declared: "These agreements expired by their terms on Dec. 31, 1954, so far as new inventions are concerned. Yet the complaint filed only six weeks before this expiration is an attack on these very agreements which were recommended and stated to be in the public interest by the government in 1932."

In its brief, RCA averred that the complaint failed to state a claim upon which relief can be granted. It said that "each and every claim for relief proposed to be raised in the complaint is barred by the doctrine of res judicata.

RCA Plea to Postpone Chicago Trial Denied
RCA appeal to the Supreme Court to force postponement of the Chicago $16 million, treble-damage, antitrust suit by Zenith Radio Corp., was denied last week. The Supreme Court, in a brief order, rejected the appeal.

This paved the way for resumption of the multi-million dollar suit in the Chicago Federal Court [B* T, Nov. 22, 1954, et seq.]. Pending is a similar suit in Delaware Federal Court. RCA's contention was that the Delaware trial should be held first. Both suits involve RCA patents and licensing arrangements.

Former Democratic Presidential candidate Adlai E. Stevenson represented RCA in the appeal. It was Mr. Stevenson's first case before the Supreme Court since the 1952 elections.

Stromberg-Carlson Sales Decline; Net Earnings Up
NET SALES for all divisions of Stromberg-Carlson Co., Rochester, N. Y., declined to $63,509,429 in 1954 from $65,241,861 in 1953, but net earnings rose to $1,981,754 from $1,667,308 in 1953, according to the company's annual report made public last week.

After provision for preferred dividends, the report states, net earnings per common share amounts to $3.65 on each of the 509,115 shares, as compared to $3.40 on each of the 484,551 shares outstanding at the end of 1953.

The radio-television division during 1954 shipped 31% more television receiver units than in 1953 and sold them at approximately $50 more per unit than the industry average, it was reported.

In the broadcasting phases of the company's operations, the report said, WHAM-TV Rochester switched channels from 6 to 5, accompanied by an increase in power to 100 kw.

Two Cuba TV Networks Install RCA Transmitters
TWO RCA television transmitters are being installed at the key stations of Television Nacional and CMQ-TV networks in Havana, it was announced last week by Meade Brunet, vice president of RCA and managing director of the RCA International Div.

The transmitters, raising to seven the total number of RCA-built transmitters in Cuba, will be installed in the same building and share the same tower facilities. Mr. Brunet noted that Havana, with five stations, has more than any city outside the U. S. Four of these stations, he said, have been built by RCA.

Mr. Brunet reported that both Television Nacional and CMQ-TV are expanding their network services to their other stations in Santa Clara, Camaguey and Santiago de Cuba.
GE Conferences Highlight Basic Tv Lighting Problems

FUNDAMENTALS of black-and-white tv, color tv and studio lighting will highlight two 2-day Tv Studio Lighting Conferences to be held in the General Electric Lighting Institute, Nela Park, Cleveland, April 4 through 7.

Discussions and demonstrations will be presented by GE lighting specialists and guest speakers from tv stations. Special attention will be focused on studio lighting problems and their solutions.

The clinics will be conducted in a model demonstration studio which will have a 65 kw connectable lighting load. Black-and-white and color tv cameras will take pictures of the actual lighting situations created. These will be monitored so that the relative values of the lighted sets can be compared. Climax of each of the two conferences will be a session devoted to progress in color tv.

GE Appoints Beldon

APPOINTMENT of Jack S. Beldon as manager of marketing for the radio-tv department of General Electric Co., Syracuse, N. Y., was announced last Friday by Herbert H. Riegelman, general manager of the department. He replaces Eugene F. Peterson, now manager of International General Electric Co.'s consumer goods export department.

Mr. Beldon joined GE in 1953 handling special assignments in the company's marketing operation in New York.

RCA Cuts Vidicon Price

REDUCTION in the retail price of the vidicon television camera tube (RCA-6198) from $345 to $315 was announced last week by Lee F. Holleran, general marketing manager of the tube division, RCA. This marks the second reduction since commercial introduction of the tube in 1952.

The reduced price was made possible, Mr. Holleran explained, because of "constantly increasing applications of the vidicon."

Electronic Typesetting

NEW DEVICE seen futuristically as an electronic means of typesetting has been developed by RCA. The new product was described as an electron-image tube that can translate coded signals from tape, keyboard or radio into clearly defined letters and figures at a speed of up to 100,000 words per minute for high-speed photographic recording.

When it achieves commercial form, an RCA spokesman said, its initial application is likely to be in electronic message transmission and computing systems. Further development is expected to fit it for wider application in general printing. The new tube was developed by Warren H. Blais and John E. Ruedy under the supervision of C. J. Young and Dr. G. A. Morton of the technical staff of RCA's David Sarnoff Research Center.

New Microphone Developed

ELECTROVERT Inc., New York, has announced the introduction of a new microphone, designed especially for tv and motion picture studios. Unique feature, according to Gustav Szabo, vice president, is its built-in low frequency equalizer which automatically eliminates "rumble and hum." The new microphone will be sold and serviced by Camera Equipment Co., New York.

MANUFACTURING PEOPLE

Matthew D. Burns, general manager, electronic tube operations, Sylvania Electric Products Inc., N. Y., elected vice president of the company.

Douglas Wallace, assistant vice president, Graybar Electric Co., N. Y., elected vice president.


creative work is not being heard outside Canada because of such union demands.

Mr. Dunton told the members of the Canadian Parliament that exchange programs from the U. S. carried on Canadian radio networks and television stations carry no such extra demands. He said Canadian unions want CBC, U. S. networks or individual U. S. stations to pay talent costs for programs originating in Canada and that this is keeping programs from being sent as exchange features to U. S. networks.

He also pointed to agreements with musicians unions which require stand-by orchestras when amateur musicians are used, although the union musicians do nothing. CBC was asked by the committee to report on the talent cost paid union musicians in the past year for stand-by purposes. Mr. Dunton was asked what action the unions would take if the CBC tried to use amateur performers without stand-by payments. He told the committee that although the word "strike" was never used, the CBC had been told forcibly and at some length that the musicians union would not have the services of its members available to the CBC.

Mr. Dunton also said that it was difficult to obtain enough good Canadian scripts for tv dramatic programs, even though every effort was being made to encourage Canadian writers.

European Set Count Shows British Dominance in TV

OFF THE 3,742,000 tv receivers in use in Western Europe at the end of 1954, 3.5 million are in the British Isles—leaving 242,000 for the eight countries on the Continent.

This information was reported by the Bureau of Foreign Commerce of the Dept. of Commerce in a trade information service pamphlet entitled "Foreign Television Development" (Part 4, No. 55-2).

Inadequate revenue for programming and technical development and the present high cost of receivers were cited as the two major drawbacks to more rapid expansion of tv in Europe. During the first experimental Eurovision teletcast—linking eight countries in a single telecast—127,000 programs were televised, the report stated. The international hookup took place during the period from June 6 to July 4, 1954, and linked Italy, Switzerland, West Germany, Denmark, Netherlands, Belgium, France and Great Britain.

CBC Promotes Three

THREE SENIOR administrative changes at the Canadian Broadcasting Corp.'s head office in Ottawa have been announced.

Marcel Carter, director of personnel and administrative services, has been appointed executive assistant. His new post will be the coordination of radio and integrated services. C. E. Sites, with CBC and its predecessor since 1933, becomes director of personnel and administrative services. Kenneth M. Kelly, with CBC since 1939 and for past year planning and development officer in the personnel and administrative division, has been appointed assistant director of the division.

Tv Set Sales Up in Canada

IN the first two months of 1955 a total of 111,286 tv receivers valued at $33,331,344 were sold in Canada, compared to 73,673 sets in the same period of 1954, according to the Radio-Television Mfrs. Assn. of Canada.

EDUCATION

JCET APPOINTS JORGENSEN HEAD

JOINT COMMITTEE on Educational Television, meeting in Washington last week, chose as chairman at its annual election Dr. Albert N. Jorgensen, president of the U. of Connecticut and the JCET representative of the National Assn. of State Universities.

The organization, beginning its fifth year of activity, named as vice chairman Dr. Edgar Fuller, executive secretary of the Council of Chief State School Officers.

JCET also announced that the American Assn. of School Administrators has been added to its membership. Dr. Worth McClure, AASA executive secretary, will represent the group on the JCET.

NBC-TV Operas Are For All, Stanley Tells Chicago Meet

NBC-TV operas in English are creating an "exciting new art form" in line with the network's objective to assume a social responsibility to the entire American population and not just cultural groups, Edward Stanley, NBC manager of public service programs for radio-tv, said March 25 in a speech before the Chicago Area Educational Television Conference at the Illinois Institute of Technology. He charged wide exposure of cultural fare by radio-tv is often resented by some "intellectuals," and claimed the recent NBC-TV production of Peter Pan demonstrates it is possible to make "something spectacularly fine" available to the American people. Mr. Stanley spoke on "educational programming for networks."

In another talk, Harry K. Newburn, director of the Educational Television & Radio Center, Ann Arbor, Mich., asserted the educational tv movement is "beset with problems of all kinds and descriptions." Among trouble spots he cited (1) failure of community-type stations to resolve hardships in organization and long range support; (2) delays in delivery of equipment; (3) problems of staff members in learning operation of equipment and inexperience of station personnel, and (4) difficulties of producers in coordinating the work of teacher with that of professional.

Weed Scholarships Announced

THE WEED Broadcasting Scholarship, established by Joseph Weed, president of Weed & Co., station representative, for students applying to the Roosevelt College, Ames, has been announced by WOI-TV there, station owned by the college.

The scholarship, an annual award of $500, will be presented to a senior or graduate student now enrolled at an accredited school.

Applications, to be submitted prior to May 2, may be obtained from Richard B. Hull, Director of Radio-Television, Iowa State College.

WIBW Awards Scholarships

SCHOLARSHIPS worth $250 have been presented to two Kansas State College students by WIBW Toppeka for their 4-H Club achievement, leadership and community service, J. Harold Johnson, state club leader, has announced.

The winners are Jane Mills, freshman in elementary education, and Sylvester Nyhart, freshman in speech.

MASTER MONITOR permits critical supervision of video signals

The new ACL Master Monitor — of proven design — based on exhaustive operational field tests over the past year, provides quality picture and waveform presentation with excellent viewing in high ambient light.

Check these features of the ACL Master Monitor!

1. Stabilized pulse cross presentation providing expanded and reversed polarity display.
2. Interchangeable CRO calibration scales featuring edge-lighting and zero parallax.
3. 2% CRO calibration accuracy.
4. Maximum amplitude distortion of 2% for full 2½" CRO display.
5. Separate picture and CRO inputs.
6. 5 MC waveform response or IRE roll-off.
7. Designed for counterbalanced mounting in console housing (ACL Type CH-3A optional).
8. Designed to operate with conventional, regulated power supply (ACL type PS-12 optional).
9. Type M-16 Master Monitor, $218.00 net.

This versatile unit is now available for prompt delivery. For the best value in performance and serviceability check with ACL first.
KANS, WBZ-TV WIN GOLD MEDAL AWARDS

Wichita and Boston stations receive top public service awards in fire safety and fire prevention from National Board of Fire Underwriters.

GOLD Medal Awards of the National Board of Fire Underwriters, New York, have been won by KANS Wichita, Kan., and WBZ-TV Boston for outstanding public service in fire prevention and fire safety during 1954. Winners were announced last Thursday by J. Victor Herd, president of the National Board and executive vice president of the American Fore, group of insurance companies. The Kalamazoo (Mich.) Gazette and Illinois Valley News, Cave Junction, Ore., also received gold medals.

In addition to the gold medal winners, recipients of honor award citations in the radio classification were: WOWO Ft. Wayne, Ind., first honor award citation; WHO Des Moines, Iowa, second honor award citation; WHLM Bloomington, Pa., honor citation, and WMUB (FM) Oxford, Ohio, honor citation.

Television stations that were cited were: WMAR-TV Baltimore, first honor award citation; KTTS-TV Springfield, Mo., honor award; WFMJ-TV Greenboro, N. C., honor award, and WHAM-TV Rochester, N. Y., honor award.

Among the six honor awards in the daily newspaper category were the Twin City Sentinel (WSJS-AM-TV), Winston Salem, N. C.; and Memphis (Tenn.) Commercial Appeal (WMC, WMCF, FM, WMCT-TV).

Mr. Herd announced that presentation of awards is usually made at a civic function in the recipient’s community. A gold medal went to KANS for a campaign which included the preparation of original recorded safety jingles sent to all radio stations in the state and outside activities beyond the limits of Kansas.

WBZ-TV merited the award, Mr. Herd said, for the production of an original film entitled Cry in the Night, which was concerned with the safety of portable heaters. The film was made available to outside organizations as a public service.

Mpls.-St. Paul Awards Made

U. S. Treasury awards for outstanding achievement in promoting the sale of savings bonds have been presented to 11 radio and tv stations in Minneapolis-St. Paul. The stations were cited for conducting an intensive sale campaign during the second week in December, contributing to Minnesota’s total for that month of $9.5 million, the highest monthly total since 1945.

The stations are: KEYD, KTIS, KOUM, WPBC, KSTP-AM-TV, WLOI, WCCO-AM, WCCO-TV, WTCN-AM-TV, WDGY and WMIN-TV. A personal award for leadership as chairman of the state radio-tv committee was presented to Larry Haeg, WCCO.

Radio Writers Award Set Up

FOLLOWING the announcement of the first tv writers award, to be given by Writers Guild of America West, Hollywood (BT, March 21), the WGAW Radio Branch announced an award for radio writers.

Winners, confined to WGAW membership at present, will be selected for best programs in four categories: dramatic anthology series, dramatic episode series, situation comedy series and variety comedy or personality series. Nominations for eligible programs, from July 1954 to June 1955, will come from WGAW members, networks, independent stations and packagers.

AWARD SHORTS

Dave Showalter, director of public affairs, Columbia Pacific Radio Network, was only member of radio industry to receive a "Job Well Done" award for 1954 from National Vocational Guidance Assn.

George Putnam, KTTV (TV) Hollywood news commentator, tendered a special award for "outstanding work with California youth" by California State Juvenile Officers' Assn., marking first time group has "so sponsored anyone in public life."

Dale Evans, co-star of NBC-AM-TV Roy Rogers Show received first Annual Achievement Award of Radio-Tv Women of Southern California as "the most outstanding Atlantic executive for the past year by her contributions beyond the normal demands of her professional career."

WIR-TV Providence, R. I., awarded a certificate of appreciation from National Exchange Club of Toledo, Ohio, sponsors of National Crime Prevention Week, for on-air promotion in support of Crime Prevention Week.

S. Olive Young, salesman, WAGA Atlanta, Ga., winner of Atlanta Sales Executives Club's Victor Award as "the most outstanding Atlanta salesman for 1954." Mr. Young, a four-year WAGA veteran, has led the radio sales staff in sales for those four years.

Harris-Tuchman Productions, Hollywood, for third consecutive year received top award for best commercials in the annual Arizona Advertising Awards, with the winning entry produced for Arizona Brewing Co., Phoenix.

Lewis G. Cowan, producer of Down You Go WABD (TV) New York, presented certificate of appreciation from American Cancer Society "for notable assistance in the crusade to conquer cancer."

Melvin L. Gold, president, Mel Gold Productions, N. Y., presented with a plaque and the title of "Honorary Lifet ime President" by the National Television Film Council. Mr. Gold was founder of NTFC in 1948; held the office of president for four terms, and was chairman of the board for two terms. In his honorary post, he will become a member of the executive committee and ex-officio member of the board of directors.
TWO POINTS OF VIEW

PROMOTION PIECE pointing up the superiority of its sales reach over that of a rival newspaper has been put out by Los Angeles Times-owned KTTV (TV). The mailing duplicates an ad in which the Los Angeles Herald Express said a 210-line ad in its pages attracted 138,478 readers, or 644 readers per dollar. By comparison, KTTV noted, an advertiser buying KTTV's "Triple Play Plan" gets a commercial on Mr. and Mrs. North, Boston Blackie, and Lone Wolf, thereby attracting 1,178,586 viewers, or 1,256 viewers per dollar. "As a matter of fact," the promotion maintains, "any commercial you buy on KTTV on any day, will deliver an average of 1,185 viewers per dollar!"

WLWC (TV) ENDS TALENT HUNT

WLWC (TV) Columbus, Ohio, has completed an eight-week talent contest through five central Ohio counties. The station reports that this competition was the most extensive attempted in that area. The winner receives a five-day expense-paid vacation in New York and a paid in-person appearance on NBC's Tonight.

WBSC CLAIMS 'FIRST'

WBSC Bennettsville, S. C., has issued a 12-page brochure giving information about the central Carolina market and plugging its new Neil Terrell & the News show. The station also reports it is airing what it believes to be the first all-Negro radio quiz show.

SEARCH FOR A SALESMAN

SALES Executives Club of Chicago is cooperating with the local Tribune on a search to find "Chicago's Salesman of the Year," who will be announced April 24 and honored at a rally sponsored by SECC at the Civic Opera House May 4. Winning salesman and the nominating party each will receive a $250 cash prize, and 38 additional $25 prizes will be given to runners-up. The contest closes April 17 and entries will be judged by a jury to be appointed by the SECC.

KRCA (TV) UPS NEWS COVERAGE

INCREASED interest in news of the situation in the Far East has motivated KRCA (TV) Hollywood to augment its news coverage to 14 telecasts per day. Total of 85 minutes of news per weekday reportedly gives KRCA more news programming than any other TV station in southern California.

TIMES SQUARE 'SPECTACULAR'

SALESMEN at WRCA-AM-TV New York will see their names in lights starting today (Mon.). The following message will be spelled out in moving letters which operate on the stations' "Spectacular" in Times Square: "Advertisers: You can sell more on WRCA and WRCA-TV. Phone salesmen George Stevens, Jay Heiten, Dan Sobel, Jim Barry, Bill Kreitner, Herman Maxwell, Carl Shute at Circle 7-8300."

The station estimates that the message will be carried once every six minutes and will be seen by approximately one million people every week.

TONS OF MONEY

TO POINT OUT how big the farm market is that KMA Shenandoah, Iowa, services, the station is sending to agencies and advertisers 5½"x7" mailing pieces which put the figures in perspective. The farm market income totals $1,910,798,000, according to KMA, and the cards explain that the money represents 54,594 tons of dimes, quarters or half dollars—enough silver coin to load 1,091 average size freight cars which would measure 8.3 miles in length. The station bases its deductions on the formula, as provided by a local banker, that it takes $17.50 in silver coin to equal one pound. The promotion piece suggests that the reader, by contacting the station or Edward Petry & Co., its representative, investigate "the market so rich it takes 1,091 freight cars to haul away the KMA farm income each year."

CARBT PROMOTES STATIONS

TO REACH more national and regional advertisers throughout Canada, a series of two-minute messages about national selective radio is being sent to advertisers and agencies by the Canadian Association of Radio & Television Broadcasters. The folders, first of which was entitled "You Can Call the Shot" deal with the advantages of spot radio on Canadian stations. To keep the informational messages together, CARBT also mailed to advertisers and agencies a folder which shows on a map of Canada a list of the 126 member radio stations. CARBT also distributed a booklet with the message that "Radio in Canada reaches more people, covers more homes, more often at less cost" and points out that there are more than 6 million radio sets in use in Canada's 3,886,000 homes.

WOR SALES SERIES

ABOUT 200 advertising agency timebuyers, account executives and media personnel in New York were invited by WOR there to attend a four-day series of breakfasts at Scharff's Restaurant for a sales presentation on the station's personalities. The meetings, which were under the direction of Gordon Gray, vice president and general manager of WOR-AM-TV, and Bill Dix, WOR sales manager, were devoted to a presentation pointing up the success of the recent John B. Gambling Madison Square Garden rally, [BST, March 14, 7], attended by more than 25,000 fans, and the sales appeal of WOR's lineup of other personalities.

THE BEST MUSIC IN AMERICA

a repertory of distinction

and an outstanding Transcribed Library

SESAC INC.

475 Fifth Avenue
New York 17, N.Y.

April 4, 1955 • Page 91
"Didn't Mom tell you she heard KRIZ Phoenix advertising an electric dish-washer?"

WKY-TV Oklahoma City personnel transferring to WSFA-TV Montgomery, Ala., whose purchase by WKY-TV ownership (Oklahoma Publishing Co.) has been approved by the FCC, prepare to take a "pledge of allegiance" to the Confederate flag. Hoyt Andres, seated, former assistant manager of WKY-Tv, becomes manager of WSFA-Tv. Standing (1 to r): Scott Berner, chief photographer; Phillis Lewis, film department; Bob Tuttle, promotion and traffic manager; Bob Doty, program manager and assistant to Mr. Andres; Mack Rogers, news director, and Gene Jacobson, production manager.

KFWB GETS AIRBORNE

With permission already granted by the Civil Aeronautics Authority and cooperation pledged by law enforcement agencies, KFWB Hollywood is awaiting FCC clearance before introducing regular aerial traffic bulletins into the station’s programming.

KFWB President Harry Maitzlin announced that the station has acquired an airplane to fly over Los Angeles’ crowded streets and freeway system during peak traffic hours to broadcast bulletins aimed at motorists. The bulletins would inform the motorists how best to avoid congested routes, as well as warning them away from the freeway system when accidents and breakdowns cause traffic jams. FCC approval is required of plane-to-ground broadcasts.

TRIBUTE TO A COMMENTATOR

FUNERAL services Thursday for Walter White, 61, who died March 16, were broadcast by WLIB New York as a final tribute to the civil rights leader who had been a commentator on the station for the past three years. Mr. White, executive secretary of the National Assn. for the Advancement of Colored People, died in New York of a heart attack. Last October, he had twice entered the hospital for treatment.

WLIB also devoted portions of all programs broadcast on Tuesday to tributes to Mr. White. Various aspects of his life were treated in six morning community news broadcasts. During the regularly-scheduled Walter White Show over the weekend (Sat., 5 p.m. EST), the station presented talks by close friends and associates of the late champion of the Negro’s cause.

KFOX GOES TO MOVIES

SERIES of wide-screen motion picture trailers is used in seven local theatres by KFOX Long Beach, Calif., to reach an estimated audience of over 65,000 potential listeners a week.

KELLOGG PREMIUM PROMOTION

KELLOGG Co. of Battle Creek, Mich., has been distributing to grocers newly-designed cereal boxes with full-color portraits of Mary Hartline and Clifty the Clown (from ABC-TV’s Super Circus) and containing premium offers for Mary Hartline Magic Doll Kits. The premium offer is being made in connection with the purchases of Kellogg’s Sugar Smacks, advertised on the network program each Sunday. Millions of the boxes have been prepared for sale by the cereal firm in recent months.

CALL OF THE YUKON

NEW crop of landowners developed among Southern California radio editors and columnists recently, when Quaker Oats Co., through KHJ Hollywood, distributed signed and notarized land deeds granting the writers full ownership of one square inch of the Canadian Yukon. Just "incidentally," the Mutual-Don Lee Broadcasting System announced that the Sgt. Preston of the Yukon series can be heard each Tuesday and Thursday on the network.

Now It’s Easter Radios

SPECIAL spot announcements were started March 20 on WCUE Akron to launch a “give a radio for Easter” promotion designed by that station. Tim Elliot, president-general manager, has reported that all radio dealers in the Akron area were advised of the drive in the event that they wished to tie in with the promotion through broadcast and visual advertising and through special point-of-sale displays.

Mr. Elliot pointed out that 98% of the homes in Summit county in which Akron is located are radio-equipped but that the trend toward a radio in every room is growing. The WCUE promotion is intended to stimulate the trend. He also announced plans for a portable radio promotion which will get underway later in the spring.
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
March 24 through March 30

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. EAR—effective, radiated power. DTL—studio-transmitter link. Synch. amp.—synchronous amplifier. uhf—very high frequency, uhf ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D-day. N—night. LS—local sunset. med.—modification. trans.—transmitter. unl.—unlimited hours. ke—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Feb., 29, 1955

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,167</td>
<td>527</td>
</tr>
<tr>
<td>CPs on air</td>
<td>3</td>
<td>101</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>263</td>
<td>243</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,430</td>
<td>570</td>
</tr>
<tr>
<td>Total authorized</td>
<td>573</td>
<td>393</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>137</td>
<td>6</td>
</tr>
<tr>
<td>New station requests</td>
<td>184</td>
<td>5</td>
</tr>
<tr>
<td>New station bids in hearing</td>
<td>76</td>
<td>0</td>
</tr>
<tr>
<td>Facilitates change requests</td>
<td>149</td>
<td>35</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>755</td>
<td>67</td>
</tr>
<tr>
<td>Licenses deleted in Feb.</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational fm and tv stations.
* Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary through March 30

<table>
<thead>
<tr>
<th>On Air Licensed CPs</th>
<th>Ing Lic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am</td>
<td>542</td>
</tr>
<tr>
<td>Fm</td>
<td>542</td>
</tr>
</tbody>
</table>

Television Station Grants and Applications
As of April 14, 1952

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>215</td>
<td>315</td>
</tr>
<tr>
<td>Educational</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>Total Operating Stations in U. S.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial on air</td>
<td>30</td>
<td>107</td>
</tr>
<tr>
<td>Noncommercial on air</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>39</td>
<td>110</td>
</tr>
<tr>
<td>Applications filed since April 14, 1952:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial on air</td>
<td>35</td>
<td>55</td>
</tr>
<tr>
<td>Noncommercial on air</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>38</td>
<td>67</td>
</tr>
</tbody>
</table>

* One hundred-thirty-six CPs (26 vhf, 110 uhf) have been deleted.
* One applicant did not specify channel.
* Includes 75 already granted.

ACTIONS OF FCC

New TV Stations . . .

<table>
<thead>
<tr>
<th>ACTION BY FCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile, Ala.—WKRG-TV Inc. granted vhf ch. 5 (16-62 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 500 ft.; above ground 800 ft. Estimated construction cost $23,991; first-year operating cost $12,298. Revenue unknown. Post office address Box 322, Alabaster.</td>
</tr>
<tr>
<td>Yakima, Wash.—Robert H. McCaw d/b/s Chimes TV Co. granted vhf ch. 23 (324-530 mc); ERP 17.3 kw visual, 112 kw aural; antenna height above average terrain 550 ft.; above ground 1,200 ft. Estimated construction cost $134,550; first-year operating cost $225,000, revenue unknown. Post office address Post Box 1, Yakima.</td>
</tr>
</tbody>
</table>

Existing TV Stations . . .

<table>
<thead>
<tr>
<th>ACTION BY FCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTTF (TV) Tampa, Fla.—Tampa Tv Co. granted STA to operate commercially on ch. 13 for the period ending Sept. 21. Granted March 16, assigned March 20.</td>
</tr>
<tr>
<td>WILL-TV Urbana, Ill.—U. of Ill. granted mod. of CP for reserved ch. 12 to change station location from Champaign to Urbana; change trans. location to NW corner of U. of Ill. Sta. in Ill. Sta.</td>
</tr>
<tr>
<td>WITI-TV Milwaukee, Wis.—WITI-TV granted mod. of CP for reserved ch. 2 to change studio location to 5724 W. Wisconsin Ave., Milwaukee; ERP 10 kw visual, 25 kw aural; antenna height above average terrain 150 ft. Granted March 22, assigned March 29.</td>
</tr>
<tr>
<td>WTVG (TV) Washington, D. C.—Howard U. granted mod. of CP for ch. 5 to change studio location to 34th St. &amp; U. S. Hwy. 17, 2.5 miles S of Washington and waive of Sec. 3.323 of the rules. Granted March 23; announced March 29.</td>
</tr>
</tbody>
</table>

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
March 24 through March 30

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. EAR—effective, radiated power. DTL—studio-transmitter link. Synch. amp.—synchronous amplifier. uhf—very high frequency, uhf ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D-day. N—night. LS—local sunset. med.—modification. trans.—transmitter. unl.—unlimited hours. ke—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Feb., 29, 1955

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,167</td>
<td>527</td>
</tr>
<tr>
<td>CPs on air</td>
<td>3</td>
<td>101</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>263</td>
<td>243</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,430</td>
<td>570</td>
</tr>
<tr>
<td>Total authorized</td>
<td>573</td>
<td>393</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>137</td>
<td>6</td>
</tr>
<tr>
<td>New station requests</td>
<td>184</td>
<td>5</td>
</tr>
<tr>
<td>New station bids in hearing</td>
<td>76</td>
<td>0</td>
</tr>
<tr>
<td>Facilitates change requests</td>
<td>149</td>
<td>35</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>755</td>
<td>67</td>
</tr>
<tr>
<td>Licenses deleted in Feb.</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational fm and tv stations.
* Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary through March 30

<table>
<thead>
<tr>
<th>On Air Licensed CPs</th>
<th>Ing Lic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am</td>
<td>542</td>
</tr>
<tr>
<td>Fm</td>
<td>542</td>
</tr>
</tbody>
</table>

Television Station Grants and Applications
As of April 14, 1952

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>215</td>
<td>315</td>
</tr>
<tr>
<td>Educational</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>Total Operating Stations in U. S.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial on air</td>
<td>30</td>
<td>107</td>
</tr>
<tr>
<td>Noncommercial on air</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>39</td>
<td>110</td>
</tr>
<tr>
<td>Applications filed since April 14, 1952:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial on air</td>
<td>35</td>
<td>55</td>
</tr>
<tr>
<td>Noncommercial on air</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>38</td>
<td>67</td>
</tr>
</tbody>
</table>

* One hundred-thirty-six CPs (26 vhf, 110 uhf) have been deleted.
* One applicant did not specify channel.
* Includes 75 already granted.

ACTIONS OF FCC

New TV Stations . . .

<table>
<thead>
<tr>
<th>ACTION BY FCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile, Ala.—WKRG-TV Inc. granted vhf ch. 5 (16-62 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 500 ft.; above ground 800 ft. Estimated construction cost $23,991; first-year operating cost $12,298. Revenue unknown. Post office address Box 322, Alabaster.</td>
</tr>
<tr>
<td>Yakima, Wash.—Robert H. McCaw d/b/s Chimes TV Co. granted vhf ch. 23 (324-530 mc); ERP 17.3 kw visual, 112 kw aural; antenna height above average terrain 550 ft.; above ground 1,200 ft. Estimated construction cost $134,550; first-year operating cost $225,000, revenue unknown. Post office address Post Box 1, Yakima.</td>
</tr>
</tbody>
</table>

Existing TV Stations . . .

<table>
<thead>
<tr>
<th>ACTION BY FCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTTF (TV) Tampa, Fla.—Tampa Tv Co. granted STA to operate commercially on ch. 13 for the period ending Sept. 21. Granted March 16, assigned March 20.</td>
</tr>
<tr>
<td>WILL-TV Urbana, Ill.—U. of Ill. granted mod. of CP for reserved ch. 12 to change station location from Champaign to Urbana; change trans. location to NW corner of U. of Ill. Sta. in Ill. Sta. in Ill. Sta.</td>
</tr>
<tr>
<td>WITI-TV Milwaukee, Wis.—WITI-TV granted mod. of CP for reserved ch. 2 to change studio location to 5724 W. Wisconsin Ave., Milwaukee; ERP 10 kw visual, 25 kw aural; antenna height above average terrain 150 ft. Granted March 22; assigned March 29.</td>
</tr>
<tr>
<td>WTVG (TV) Washington, D. C.—Howard U. granted mod. of CP for ch. 5 to change studio location to 34th St. &amp; U. S. Hwy. 17, 2.5 miles S of Washington and waive of Sec. 3.323 of the rules. Granted March 23; announced March 29.</td>
</tr>
</tbody>
</table>
WE HAVE YOUR MAN

EXECUTIVE & STAFF LEVELS

When a vacancy exists at management or staff level in your station it is of the utmost importance that the right man be found-fast. Delays are costly.

There is no need to burden yourself and your secretaries with realms of needed credentials, experience, and degrees etc. This work has already been done. We have carefully investigated personal personnel ready to go to work for you.

CURRENT AVAILABILITIES

TV AND RADIO

General Managers
Continuity Editors
Commercial Directors
Chief Engineers
Program Directors
Directors
Associate Directors
Announcers/Actors
Technicians
TV Film Editors

INQUIRE ABOUT OTHER CATEGORIES

In most of the above categories we have accurate qualified for both major and smaller market stations. Write or wire for more details and we'll contact the position, qualifications desired and the salary range.

WHEN YOU SEE AVAILABILITIES and furnish carefully selected group for your consideration and direct contact.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg., Washington 5, D. C.

FOR THE RECORD

KTRC-TV Austin, Tex.—Texas Bestg. Corp. granted CP to change ERP to 347 kw visual, 124 kw audio; filed Mar. 23; announced March 28.

KWEV (TV) Longview, Tex.—East Texas Telecasting Co. granted mod. of CP for ch. 23 to change ERP to 224 kw visual, 124 kw audio, antenna height above average terrain 290 ft. Granted March 23; announced March 28.

KANG-TV Waco, Tex.—Texas Bestg. Corp. granted mod. of CP for ch. 24 to change ERP to 184 kw visual, 55 kw audio, antenna height above average terrain 306 ft. Granted March 23; announced March 28.

STATIONS DELETED

WFTL-TV Ft. Lauderdale, Fla.—Tri-County Bestg. Corp. granted requested to cancel and delete call letters for tv station on ch. 39. Deleted March 24.


WABD-TV Studio and General Managers Continuity Editors Commercial Network Executives Managers Station Managers

LARGEST NATION-WIDE POOL

Howard PLACEMENT

CONFIDENTIAL CONTACT

of Pickens

CURRENT AVAILABILITIES

 clients

mod. of

most

will

 Selected group for your

ABOUT OTHER

& TECHNOLOGISTS

To

at

on

and Ralph

and pres.

Mr. Alford, Pres., Treasurer and Associated VP.

Mr. Booth, Founding VP.

Mr. Moyer, Vice President.

Mr. Booth, Executive VP.

Mr. Williams, General Manager.

Mr. Booth, President.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.

Mr. Booth, Wbba-Ft. Lauderdale, Fla.
INITIAL DECISION

Miami Beach, Fla.—New tv, ch. 10, FCC Hearing Examiner Herbert Sharman, on initial decision looking toward grant of the application of WATK, Inc., for new tv station on ch. 10 in Miami Beach, Fla., and denial of the competing applications of L. H. Wilson Inc., North Quad Video Inc., and Public Service Television Inc., for the same channel in Miami. Action March 29.

OTHER ACTIONS

Elizabethtown, N. C.—FCC Hearing Examiner Herbert Sharman ruled that Bright Speck Inc. is granted voluntary assignment of record for shares of CP of Cape Fear Best Co. for leave to amend bid to specify $1000 worth of 220 w instead of 200 w and removed amended application from hearing. Action March 29; announced March 29.

Empirepa, Pa.—FCC Commissioner E. M. Webster granted petition of Empirepa Broadcasting Corp. (WBLY) for dismissal without prejudice of its request for reinstatement of CP for 980 kc. 500 w daytime. Action March 29.

WSPA-TV Spartanburg, S. C.—Spartanburg Radio-Casting Co. Upon remand by U. S. Court of Appeals, the Commission designated for hearing on April 25 application for Med. of CP (ch. 7) to locate transmitter on Paris Mountain with ERP of 200 kw visual and 100 kw audio, antenna height above average terrain 1112 ft., change main studio location within city, etc., postponed effective date of April 20, 1964 grant to said application pending final determination after hearing, placed burden of proof on petitioner Greenville Television Co. (WGVL-TV, ch. 23), Greenville, and Wilton E. Hall (WATV-CH, ch. 43), Anderson. The designation order is subject to stay, withdrawal or denial if the Commission finds that the Court does not issue its mandate in these protest cases in due course. Action March 29.

KLTV (TV), Tyler, Tex.—Lucille Ross Lansing, FCC by letter, dismissed, for lack of compliance with rule, request for STA to permit private intertv relay system (off-the-air pickup) between Tyler and Dallas. KLTV operates on ch. 7. Action March 29.

Thermopolis, Wyo.—FCC Hearing Examiner William G. Butts granted petition of Mildred V. Erwin of Thermopolis for renewal of CP of Thermopolis station on 1400 kc to specify 1200 kc and remove amended application from hearing. Action March 29; announced March 29.

Routine Roundup . . .

March 24 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharman on March 22
Kea, Pa.—Dispatch Inc.—Issued Memorandum of Ruling announcing his denial of motion for decision by Dispatch Inc., for renewal of CP to station WJTV (TV, Docket 12047), and notice of hearing. Action March 22.

By Hearing Examiner James D. Cunningham on March 22
WBFD Atlanta, Ga.—Androff Atlanta Inc.—Granted motion to strike, as irrelevant, several portions of proposed findings filed in behalf of WBFD, as amended, and dismissed proceeding docket. Action March 24; announced March 29.

By Hearing Examiner Anne Neal Huntington on March 24
KGKO-TV Enid, Okla.—Streets Electronics Inc.—Ordered all parties, or their attorneys, to appear for prehearing conference on March 24 in proceeding re Docket 11036 et al.

By Hearing Examiner Ruth E. Hooper on March 24

Miners Best Co., Service Inc., Ambridge, Pa.; Louis Rosenberg, Tarentum, Pa.; Somerset Best Co., Palmetto, Ohio—Issued second statement granting conditional approval and order in re applications for am facilities (Dockets 11202 et al.).

By Hearing Examiner Hugh H. Hutchison on March 22
Abilene, Tex., Bill Mathis—By Memorandum Opinion and Order granted petition for leave to extend his application for a new tv station to increase the operating power from 500 watts to 1 kw on 1280 kc (Docket 11168: NOP-5617).

March 24 Applications

ACCEPTED FOR FILING

Renewal of License

KJYK Forest City, Ark., Forest City Best Co. (Ar.—1936)
KDLA DeBiddle, La., Sabine Best Co.—(BR-2274)
KANE New Iberia, La., New Iberia Best Co. —(BR-1363)
KLÖ Opelousas, La., KILB Best Co.—(BR-1053)
WOFR Hattiesburg, Miss., Forrest Best Co.—(BR-729)

Renewal of License Returned

KSOE Osceola, Ark., Osceola Bestg. Corp.—(Re—signature)
KXYL Alexandria, La., KXYL Inc.—(Re: Section II & Signature)
WKBK Starkville, Miss., The Starkville Best Co.—(Re: Section II date & Section IV)

Remote Control

WKBC North Wilkesboro, N. C., Wilkes Best Co.—BHC-685.

Modification of CP

KABC-TV Los Angeles, Calif., American Bestg.—Paramount Theatres Inc.—Modified of CP (BPTC-142) as mod. which authorized a new tv station to extend completion date to 10-5-55 (BMPCT-2915).

WFIE (TV) Evansville, Ind., Premier Television Inc.—Modified of CP (BPTC-1014) as mod., which authorized a new tv station to extend completion date to 10-1-55 (BMPCT-2927).

KTVU (TV) Stockton, Calif., San Joaquin Telecasting—Modified of CP (BPTC-1395) as mod., which authorized a new tv station to extend completion date to 10-5-55 (BMPCT-2915).

WNBP-VB Binghamton, N. Y., Clark Associates Inc.—Modified of CP (BPTC-370) as mod., which authorized changes in facilities of existing tv station to extend completion date to 10-5-55 (BMPCT-2979).

Modification of License

WFIL-TV Philadelphia, Pa., Triangle Publications Inc. (The Philadelphia Inquirer Division)—Modified of CP (BPTC-180) as mod., which authorized a new tv station to extend completion date to 10-15-55 (BMPCT-2927).

KSL-TV Salt Lake City, Utah, Radio Service Co.—Modified of CP (BPTC-209) as mod., which authorized changes in facilities of existing tv station to extend completion date to 7-4-55 (BMPCT-2980).

March 25 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster on March 25
Broadcast Bureau—Granted petition for an extension of time to March 24 to file exceptions to the initial decision in ch. 5 tv proceeding at Bristol, Va.—(Tenn. (Dockets 10879-80).

Page 95
March 25 Applications

**ACCEPTED FOR FILING**

**Modification of CP**

WAEL Monterey, La., Line's Bestg. Station Inc. — (BR-709).


KLD Tallulah, La., Howard E. Grifith — (BR-3000).


Renewal of License Returned

KJOF Shreveport, La., Audiotec Inc. — (Dated to April 1, 12:00 a.m. (Docket No. 11046-48, BR-1724, BR-1689).

By Hearing Examiner Herbert Sheffman on March 24

Pursuant to agreement of counsel for Dispatch Inc., Erie, Pa. (WICC-TV) and the Broadcast Bureau, the petition for a further hearing be scheduled for April 1, at 10:00 a.m. (Docket No. 11046-48, BR-1724).
JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W.  ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 4-2414
Member APCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member APCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO 3-3000
Laboratories Great Notch, N. J.
Member APCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member APCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.  DT 7-1319
WASHINGTON, D. C.
P. O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.
Member APCCE

A. D. RING & ASSOCIATES
30 Years’ Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member APCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member APCCE

Craven, Lohnes & Culver
MUNSEY BUILDING  DISTRICT 7-9215
WASHINGTON 4, D. C.
Member APCCE

FRANK H. McIntosh
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member APCCE

RUSSELL P. MAY
711 16th St., N. W.
Shawmut Bldg.
Washington 6, D. C.
Republic 7-3984
Member APCCE

WELDON & CARR
CONSULTING Radio & Television Engineers
Washington 6, D. C.
Dallas, Texas
Member APCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W.  Executive 3-5670
Washington 5, D. C.
Member APCCE

KEAR & KENNEDY
1392 18th St., N. W.  Hudson 3-9000
WASHINGTON 6, D. C.
Member APCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member APCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ROBERT M. SILLIMAN
John A. Mollen—Associate
1405 G St., N. W.
Republic 7-6464
Washington 5, D. C.
Member APCCE

LYNNE C. Smeby
“Registered Professional Engineer”
1311 G St., N. W.
EX 3-0073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Communications
1510 Eye St., N. W. Wash. 6, D. C.
Republic 3-1336—Executive 3-1263
Nights—holidays, Lockwood 5-1819
Member APCCE

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3758 Kanawha St., N. W., Wash., D. C.
Phone Eyewire 2-8071
Box 2466, Birmingham, Ala.
Phone 6-2924
Member APCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
621 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7548

JOHN B. HEFFELFINGER
815 E. 33rd St.
Hillwood 7010
KANSAS CITY, MISSOURI

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway
Sunset 9-9182
Denver, Colorado

LOWELL R. WRIGHT
Aeronautical Consultant
serving the radio & tv industry
on aeronautical problems created
by antenna towers
Munsey Bldg., Wash. 4, D. C.
District 7-2009
(night—holidays Telephone
Hammond, Va. 111)

Member APCCE

COMMERCIAL RADIO
MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037
Kansas City, Mo.

CAPITOL RADIO
ENGINEERING INSTITUTE
Accredited Technical Institute Curriculum
2224 14th St., N.W., Wash. 10, D. C.
Practical broadcast, TV, electronics, engineering
home study and residence courses.
Write for free catalog, specify course.

SPOT YOUR FIRM’S NAME HERE,
To Be Seen by 75,956+ Readers
—among them, the decision-making
station owners and managers, chief
engineers and technicians—applicants
for om, fm, tv and facsimile facilities.
+1953 AER Projected Readership Survey

TO ADVERTISE IN THE SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1726 DEALEY ST., N.W., WASH. 4, D. C.

April 4, 1955 • Page 97
CLASSIFIED ADVERTISEMENTS

Pliable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
Situations Wanted $0.00 per word—$2.00 minimum • Help Wanted $0.00 per word—$2.00 minimum.
All other classifications $0.50 per word—$4.00 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.

ANNOUNCERS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (forward remittance separately, please). All transcriptions, photos, etc., sent by mail. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their return or delay.

RADIO

Help Wanted

Managerial

Commercial manager. Must know business and be a successful radio station manager. Excellent opportunity for right man. Reply to Box 826G, B-T.

Radio sales manager wanted with lots of ideas for progressive midwest station. Wonderful opportunity. Send complete details first letter. Box 872G, B-T.

Manager ... new kilowatt daytimer K-BAM! Longview, Washington. Above average salary plus bonus. Only exceptional men from west or midwest considered. Resumes to Box 891G, B-T.

Radio Station WOIC needs a commercial manager with a strong part owner of a successful 1000 watt station without any investment. Must have substantial experience in both sales and sales ideas. No floppers considered. This is not a job for a weakling. It will take a qualified aggressive salesman who is not afraid to work. Seldom is an opportunity of this kind offered. Contact F. A. Michalak, Radio Station WOIC, Columbia, South Carolina.

Salesmen

Florida—experienced man, draw against 15%. Box 867G, B-T.

Excellent opportunity for good salesmen able to handle own copy. $75 a week salary plus 5% commission on sales after completing details, photo and references. Box 781G, B-T.

Mature conscientious salesman! Assume list of accounts and sell on air. High commission potential. Virginia. Box 880G, B-T.

$100.00 weekly guarantee for experienced sales- man . . . salary and commission. advancement depending upon aggressiveness. Permanent em- ployment. Full details, Box 890G, B-T.

Sales representative wanted, fully expanding staff: fully experienced, sound ideas, aggressive initiative, necessary. Reply to Box 900G, B-T.

Salesman—experienced salesman is wanted by CBS affiliate located in prosperous southwestern town. Must provide own sales equip- ment. Give complete details in first letter and necessary station details. This is a permanent connection with good future for the right man. Box 892G, B-T.

Gelling 5000 watts. Position open radio salesman, also radio salesman with first plane, and nomad businessman. Reply to Box 901G, B-T.

Send photo, references. KCHJ, Delano, Cali- fornia.

Sales opportunity for right man as sales man- ager or commercial manager for radio and tv. Contact Radio Station KSFB, Jamestown, North Dakota.

Immediate opening for salesman in west Texas market. Long record of outstanding performance essential. Contact Tom Rutsey, KTUE, Tulia, Texas.

Experienced salesman needed to fill definite opening in sales. Operates $1,000 watt NBC station in Eugene, Oregon. Competitive market, but good opportunity. Must be experienced in first rate sales work. Send complete background and photo to KUGN, P.O. Box 112, Eugene, Oregon.

Investigators

Florida—pop DJ personality. Send tape and resume. Box 692F, B-T.

Staff announcer for North Carolina daytimer. Good opportunity for an all-around man. Ex- perience necessary if have ability. Box 685G, B-T.

Experienced, mature voice, announcer, disc jock- ey, co-host daytimer, national show. Send tape and resume. Box 903B, B-T.

Negro disc Jockey, married, fine opportunity for advancement. Box 932G, B-T.

Help Wanted—Cont'd


5000 watt CBS affiliate has opening for staff an- nouncer. Strong on news, music and board opera- tion. Good opportunity to work into tv. Send detailed resume andailing to Program Di- rector, KFBB-Radio, Great Falls, Montana.

Immediate opening for good newscaster who can handle full and sports programs. KINK, Kirk- ville, Missouri.

WANTED: Wanted, combo, 1st ticket, good engineer, strong on announcing. Excellent opportunity for good workman. Reply to KIFS, Texarkana, Texas.

WANTED—Experienced special events man for 5000 watt station in west Texas. Must have remote broadcast ability. Gather and write local news, plus early morning announcing. Contact Mr. H. N. Hilton, Manager, WBUT, Lexington, N. C.

WFLR, Freeport, Illinois, wants qualified staff announcer. One year experience minimum. Sal- ary offer based on present earnings. Contact Charles W. Nadin.

Good announcer, minimum one year’s experience. Contact Bill Jaeger, WWJL, Georgetown, Dela- ware.


Florida station has immediate opening for girl DJ with third class ticket. Must have pleasing voice, ability to run control board and have knowledge of music. $50 for 40 hours to start. Send resume and photograph to Dick Catterton, WSSB, New Smyrna Beach, Florida.

WANTED ... all-around staff announcer and DJ. Must have college degree. Contact Mr. H. G. Borwick, WYOS, Monticello, N. Y.

Technical


Engineer or control operator, announcing limited, permanent position 5000 watt CBS. Send full particulars to written reply. Salary de- sired, KSPR, Casper, Wyoming.


WANTED: Engineer, first phone, network station. WYBY, Rutland, Vermont.

Chief engineer, am station, 250 watts. WWIN, Baltimore 1, Maryland.

Promotion, Programming, Others

Programming, Promotion, Others

Can you whip out imaginative copy? Pinch-hit on the air? Tend to commercial traffic with dis- patch and dispatch? This is no job for day- dreamers or dreamers. It is a top job with an eastern selection committee. Write immediately please. Box 670G, B-T.

Help wanted: Experienced program director and announcer for 500 watt station. Must be good morning man. Box 890G, B-T.

Need girl with ideas, to write selling copy. Per- sonalty essential. Reply to Box 903G, B-T.

Immediate opening for experienced co-producer both radio and tv accounts. Established CBS radio network, top salary. Send resume, salary and references to Paul Clarkson, Conti- nental, WNYT, New York City.

News reporter—announcer. Must be able to gather and write local news, deliver authorita- tive newscasts, and do some announcing. Salary $75.00 a week. Send experience, tape and sample news copy to WVSU, Somerset, Pennsylvania.

RADIO

Situations Wanted

Managerial

General manager ready to take complete charge of station. Sales, programming, etc. Midwest only. Daytimer preferred, will invest. Box 825G, B-T.

Successful general manager—thoroughly experi- enced. 15 years all phases. Excellent references. Available now. Box 894G, B-T.

General manager, age 29, married, university graduate. 5 years experience from ground up. Held present management, year and a half. Want lifetime position. Willing to invest portion of salary in part ownership. Box 866G, B-T.

Radio station manager available. Seven years ex- perience all phases, sales, production, music, news. Excellent record, Prefer small town, but consider any. Will invest in small station. Write Box 868G, B-T.

Aggressive selling manager, ten years experi- ence, available. Operate economically. Interested south-midwest-southwest salary percentage basis. Travel for interview. Employer references. Box 897G, B-T.

Manager ... 25 years radio ... 2 years tele- vision ... management or sales direction. Refer- ences. Now available. Box 886G, B-T.

Sales manager—am—indispensable 500 w plus— north central or northwest. County population over 200,000. Salary plus commission—experienced. Box 903C, B-T.

Announcers

Announcer, deejay, available now. Go any- where, eager to please. Coached by top New York announcers, by phone, for opportunity to prove myself an asset to your station. Tape and resume on request. Box 763G, B-T.

Sports and newscaster, seeks more responsibility, who service strings. Enjoyed major market. DJ, promotion, photography. Box 879G, B-T.

Negro announcer and DJ, a smooth salesman, very good boardman. Box 812G, B-T.


Superior experienced announcer available. Good salary, working conditions required. Family. Box 886G, B-T.

Announcer: Radio or television. 2 years experi- ence all phases radio. DJ, news, continuity, pro- motion, direction, 2 years college. Box 876G, B-T.


Veteran announcer, seven years experience. Def- initely no floater. Excellent references. Box 874G, B-T.

Announcer, six years experience, DJ, news, staff, available. Immediate opening. This is a permanent position. Paid advertisement. Tape, photo, details on request. Box 882G, B-T.

Staff announcer looking for sports minded sta- tion. Good sports background and worked all phases of radio. Not a drifter and is ambitious. Will recommend CBS Radio. Box 884G, B-T.

Talented, ambitious negro platter spinner, Out- standing show for programming, marketing, voice. Revealing tape, history. Box 883G, B-T.

Announcer—44, married, vet, mature voice, strong on news and commercials. Resume, tape on request. Box 894G, B-T.


Announcer, stations staff, light experience. High potential. Strong in news and smooth commercials, pleas- ing platter, seeking permanent connection. Resume, tape on request. B-T.

TELEVISION

Situations Wanted

Managerial

Tv sales executive. High calibre, proven, aggressive leaders. Seek professional, top-level salesman with direct leadership and sales experience. Excellent references and background. Box 935G, B-T.

Salesmen

Five years radio sales and salesmen experience. Desire tv sales opportunity in southeast. Box 882G, B-T.

Technical

Tv transmitter engineer desires to relocate. Two years experience. Extremely versatile. Little background knowledge. Not a drifter. Have very good reason for leaving present position. Box 836G, B-T.


Cameraman—technician: Graduates top new school. Will relocate. Has fine administrative background, along with photography. Will work in Indiana. Box 858G, B-T.

Production-Programming, Others

Film editor presently employed in major northeast vhf, desires position as film director and business manager. Box 865G, B-T.

Need someone with these qualifications? BA deg., production experience, special services officer. Pasteboard experience. I am immediately. Details on request. Box 886G, B-T.

Television farm director—fifteen years in farm and ranch radio and television production. Film and direct farm and rural programs. Newspaper—newsmen and producers desired. Desire station realizing value of rural programming. Financially independent. No proof of a job well done. Location no preference. Box 911G, B-T.

I can be the hostess with mostest on your tv show! I can sing, dance, play piano and act, and I can cook too! With complete theatrical background, now eyeing tv. Hope you'll say "aye" after seeing pix, resume, etc. Please write Box 911G, B-T.

College graduate desires job in tv production, commercial tv training, etc. Any offers, I will accept most positions, job must have commercial. Prefer midwest. Box 964G, B-T.

FOR SALE

Stations

Midwest, 1 kw. Independent. Ears $30,000.00. Box 895G, B-T.

For sale—radio station upper midwest. Local operation. Small market. No tv ideal for manager-owner. No brokers please. Box 892G, B-T.

Equipment

Two good used Stancil-Hoffman model 5MA minitape recorders; will sell together or separately. Box 888G, B-T.

BCC TPSA superstuntel. Tuned channel 5; tunable 4 or 6. Box 872G, B-T.

Complete Trans Lax news sign, excellent condition. Includes cabinets, lighting, studio and equipment. Terms and details on request. Box 871G, B-T.

FM 10 kw amplifier (less 1 kw driver). Also 2 kw amp, 2 kw rect. Box 959G, B-T.

RADIO

Situations Wanted—(Cont’d)

First class radio-telephone engineer. Two years experience. Has done some announcing. Box 816G, B-T.

Position desired—first telephone—experienced. Also A.D. Desires position in Pasadena. First Avenue, Birmingham, Alabama. Phone 99-6935.

First phone engineer. 1/2 years experience all phases broadcast, including directional. Available immediately. C. A. Terry, R.F.D. No. 1, Platte City, Missouri. (c/o F M. Miller.

Production-Programming, Others

Need creative copywriter? Send for one man's samples if you are a midwest station with tv and '$99'! Box 849G, B-T.

Experienced cameraman—radio, audio, floor man—lighting, films, directing, seeking permanent, or summer position with production opportunity. References; will relocate. Box 846G, B-T.

Newman—experienced in both radio and television writing, editing, beat pounding and presentation. Prefer tv or combined operation. Put me to work and stand back. Box 886G, B-T.

News editor, specializing local news, seeks employment major market. 14 years radio experience—excellent references. Box 890G, B-T.

Copywriter, experienced radio and agencies, wants to relocate in Florida. Can do air work, woman's shows. Box 901G, B-T.

Sales, sales development, sales promotion man. Now delivering for syndicator. Would like to deliver for station. Box 918G, B-T.

Program—production man, twenty years experience, desires position in established station that still believes in radio and interested in sound programming. Family man. Presently employed. Box 924G, B-T.

Professional organist—pianist (former radio announcer) wants tv experience—staff position. Terrence C. Elliott, 710 Fillmore Place, Bay City, Michigan.


Technical


Immediate opening for experienced television engineer. Supervision over installation, maintenance, and operation. Mainly night work. Box 951G, B-T.

Chief engineer, 10 years experience. Results, no excuses. References. Box 866G, B-T.

Situations Wanted—(Cont’d)

First phone announce—PD 5 years experience, aged 21. Desires position in early morning area. Will consider any and all offers. Box 857G, B-T.


Announcer, looking for opening with small station. Fully experienced, all phases. Recent radio school graduate. Travel, tape, box 852G, B-T.

Staff announcer, DJ, recent graduate, willing to work and learn. Tape, resume on request. Box 852G, B-T.

Staff announcer—very pleasant voice, authoritative news, strong commercials. Unique DJ style, one man show. Light experience dependable, ambitious, immediate availability, resumes, box 855G, B-T.

Staff announcer—married, friendly mature voice, all phases, light experience, ambitious, tape, resume, box 856G, B-T.

Personality disc jockey, strong commercials, news, easy to please, good disposition. Frees to travel. Tape, resume on request. Box 858G, B-T.

All around staff announcer, strong on news, DJ and commercials. Light experience. Looking for position in southeast. Will travel. Light experience dependable, with good references. Tape, photo, resume on request. Write Box 851G, B-T.

Announcer-DJ, tried Hollywood hasten, smog and phonies a thing of the past. Will relocate at a sacrifice rate. 18 years experience. Now CBS staff. Box 851G, B-T.

Negro DJ, license, tape, references. W. Betner, lot. 70-12 132 street, Jamaica.


Midwestern graduate desires position as announcer, copywriter or producer in major market. For good news, commercials. Single. Degree. Tape, resume on request. W. Plaske. 2131 N. Parkside Ave., Chicago, III. BE-7-6211, after 6:00 p.m.

Staff—well versed all phases (will travel). Limited experience. Contact; Allen Richards. 7912 W. 30th Street, Forest Hills. L. I. N. Y. Telephone: DO 8-2538.


Technical

Experienced am-tv. 1/2 years tv studio and transmitter. Am chief 35kw directional seven years. Family man. Box 817G, B-T.

Engineer, first phone, ham license, experienced. Box 821G, B-T.

Midwest only. Want vacation work at 5 to 50 kilowatt station. Experienced studio and transmitter. First tone. Box 823G, B-T.


Engineer: Experienced all phases. past chief. Ohio, Michigan. Box 826G, B-T.

Tv engineer: experienced xmr, studio micro, 1st phone. Permanent only. Box 827G, B-T.

Engineer: Licensed, fourteen years electronic experience, able to install new major station. Dependable, ambitious. Box 827G, B-T.

Chief engineer, 12 years experience. Results, no excuses. References. Box 860G, B-T.
FOR SALE—(Cont’d)

For sale: 3 Western Electric 8A reproducers and armatures. A reasonable offer considered. Box 915G, B-T.

Western Electric: Double jack panels $71.00; 110A limiters $60.00; 11C2 rectifying coils $5.00; 11C1 rectifying coils $7.00. Box 920G, B-T.


For sale: RCA 1 kw uhf transmitter, antenna, and accessories. Also Federal transmitter, console, antenna, monitor, and 200 foot non-insulated self supporting tower. Contact Lyle C. Motley, WBTM, Danville, Va.

For sale: RCA BTF-35 5kw broadcast transmitter. WHHL, Inc., Sheboygan, Wis.

Complete uhf off-air pickup, video and audio output, 18 ft. parabolic dish, receiver monitor, F.I. meter, satisfactory use up to 40 miles—$1,500.00. Address Henry Root, Chief Engineer, WLAM, Lewiston, Maine.

Job recorder, Stromberg clockwork model 36, orig. $175.00. Excellent for use on announcers logs. Best offer takes it. Station WUST, Washington, D. C.

16 watt KEL fm transmitter, excellent condition. 40" tower, KEL antenna, 100 of co-ax cable and gapping cables. All for $800. City Schools, New Albany, Indiana. Attention Vernon McKown.

RCA-kw uhf transmitter, antenna, monitors and complete studio set up for channel 28 operation. All specifications and conditions of sale available. Write to: D. J. McNamara, Purchasing Agent, California University, University Park, Los Angeles 7, California.

WANTED TO BUY

Stations

Ft. Lauderdale, Fla., will trade for radio property beautiful 10 unit 10 bath apartment 4 blocks from ocean. Box 752G, B-T.

Wanted to buy radio station construction permit for small town. Prefer southeast, Box 870G, B-T.

Want to lease good radio station in growing market. All replies strictly confidential. Box 815G, B-T.


EQUIPMENT

Wanted: Tv remote equipment including microwave relay. Box 791G, B-T.

250 watt fm transmitters in good working order. Giving full particulars and price asked. Box 735G, B-T.

Used 1 kw am transmitter. Prefer Gates BC-1F. Contact in person. Box 816G, B-T.

Need 230-foot tower, kilowatt transmitter, other equipment for new station. Also WX-2 field intensity meter. Box 856G, B-T.

500 watt transmitter, used or new; full studio equipment. Box 812G, B-T.

Wanted: Used, but in good condition GPL-Watson varifocal lens, Model PA-561. KVTX, Phoenix, Arizona.


Wanted: Am frequency monitor. Chief Engineer, WTSB, Lambertton, N. C.

TV equipment needed—Lenses needed: 2—35mm; 2—8mm; 2—90mm; 2—12mm. Also needed: 1—DuMont portable sync generator; 5—headsets; 5—connecting DuMont s/cables with connectors. Forward information, including price, condition, age and guarantees, if any, to North-West Radio and Television School, 1304 W. 12th Ave., Portland, Oregon.

Complete am transmitter, console, and tower for 100 kw station. Write any part you must have to. C. A. Kennedy, P. O. Box 71, Columbia, Tennessee.

Wanted, used condition, ready to go, short wave and bands, transmitters, 50 to 1000 kw or 100 to 200 kw, 100,000 watts to 600,000 watts. Used, with condenser coils, airtight complete. Write: Advertiser, 2 Effius Avenue, Cambridge, England.

Used dual channel console: 1 DW, fm. transmitter, Radio Department, Ashland College, Ashland, Ohio.

INSTRUCTION


Your FCC first phone license in a hurry. Nation's largest professional school offers brand new streamlined course. Guaranteed coaching—nationwide placement. Fill information rushed to you free (no salesman will call). Get the best—it costs no more. North-West Radio & Television School, 1221 N. W. 21st Avenue, Portland 5, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 115 W. W. Burbank, California. See display ad next week.

RADIO

Situations Wanted

Managers

RADIO-TV SALESMAN OFFERS SECURITY*

* Security, Mr. Prospective Employer, is the knowledge that this seasoned and responsible man can manage your sales and allied departments in an efficient and profitable manner.

New York and other major market experience with key radio-television stations of major network. Have been on the local and national operational sides as Account Executive, in charge of Sales Development. Director of Advertising & Promotion and Sales Manager.

Currently employed, married, age 38. Opportunity for growth is important. Resume, photo and top industry references are available on request.

Box 910G, B-T

PROMOTION MANAGER

Promotion Manager, 5 years promo experience in top market AM-TV stations. Sales presentations, publicity, merchandising, public relations. Graduate degree in advertising. References.

Box 936G, B-T

TELEVISION

Help Wanted

Managerial

WE BELIEVE IN UHF
MR. TV MANAGER DO YOU?

We need immediately a capable, experienced TV manager and TV sales manager to operate the affairs of a UHF station located in a large midwestern city. Must be willing to accept capital stock of city 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, B-T

Salesmen

TV SALES MANAGER WANTED


Programming-Production, Others

THE FINDER

Matt to good people, places, things to stir imagination of young people. Daily TV program KETC (VHF-educational) St. Louis. Experience helpful, talent essential. Must have own sense of humor. Present Finder leaving separately.U.S.A. and network show after only six months. Send photos, etc. to Richard Hartwell, Producer, THE FINDER, KETC, ST. LOUIS, MO.

FOR SALE

Equipment

TOWERS

Radio—Television

Antennas— coaxial cable

Tower Sales & Erecting Co.

1610 N. E., Columbia Blvd., Portland 11, Oregon

TECHNICIANS

Due to operational changes in staff, we have four experienced technicians in TV and Radio—one good film man) that we would like to help relocate. Complete details in confidence if you are interested.

C. G. DeLaney

WHEC

40 Franklin St.

Rochester, New York

FOR SALE

(continued)
**FOR SALE—USED**

2 RCA 70C2 Turntables, complete with RCA & Gray arm and GE pick-ups; 1 RCA 86A1 Limiting Amplifier; Channel 4 RCA 19104C Sideband filter modified for 25 kw; Channel 4 RCA 5 kw Notch Diplexer; 1 RCA TT1A Television Microwave System including (Transmitter less wave meter, Transmitter control, Receiver and Receiver control); 1 RCA WM20; 1 Jones MM200 Micromatch; 1 GE BM1A FM Monitor; 1 RCA BT3B/C FM Transmitter.

NEW

1 RCA BC2B Audio Console.

Contact

J. L. Berryhill
KRON-TV
San Francisco, California

---

(Continued from page 96)

**FOR THE RECORD**

**BROADCASTING**

**TELECASTING**

**March 30 Decisions**

**Broadcast Actions**

By the Commission

The following stations were granted renewal of license on regular basis: WAFJ Decatur, Ala.; WXYX Waycross, Ga.; WBYR Jesup, Ga.; WBFB Carterville, Ga.; WBSA Augusta, Ga.; WGFQ Covington, Ga.; WQLS Decatur, Ga.; WGRH Cairo, Ga.; WBBH Selma, Ala.; WMDW Winder, Ga.; WKBW Mobile, Ala.; WWOL Florence, Ala.; WJFF Jackson, Ala.; WFDU Piedmont, Ala.; WTUS Tuskegee, Ala.; WZOB Fort Payne, Ala.; WHBO Tampa, Fla.

**April 4, 1955**

**Page 101**
During 1954, more than 60% of all WHIO-TV mail came from areas outside Metropolitan Dayton. In fact, 13% of WHIO-TV mail carried postmarks—outside the estimated primary and secondary viewing areas. Further proof that when you want an area station, you want WHIO-TV, one of America's great area stations. And when you want WHIO-TV, call our national representative, George P. Hollingbery.

Channel 7 Dayton, Ohio
ONE OF AMERICA'S GREAT AREA STATIONS
TELESTATUS

Tv Stations on the Air With Market Set Counts
And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (△) indicates stations now on air with regular programming. Stations not preceded by triangle (△) are not yet operating.

ALABAMA

Andalusia—
WAIQ (2) 2/3/55(Unknown
Birmingham—
△ WABT (13) NBC, CBS, DuM: Blair: 306,318
△ WBRC-TV (6) CBS, DuM: Katz: 318,000
WJLX-TV (48) 12/16/55:Unknown
WBIG (19) 11/13/54:Unknown
Decatur—
△ WMSL-TV (22) CBS, NBC: Walker: 26,520
Dothan—
△ WTVY (5) Young
Mobile—
△ WALA-TV (10) ABC, CBS, NBC: Headley-Reed: 101,106
WKAB-TV (48) See footnote (c)
WSRB-G-2 TV Inc. (5) 5/53/55:Unknown
Montgomery—
△ WCOV-TV (29) ABC, CBS, DuM: Raymer: 91,258
WSFA-AM (12) NBC: Katz: 88,110
Munford—
△ WTVQ (17)
Selsman—
WSLA (8) 2/24/54:Unknown

ARIZONA

Mesa (Phoenix)—
△ KVAR (12) NBC, DuM; Raymer: 118,560
Phoenix—
△ KOOL-TV (10) ABC: Hollinger: 119,560
△ KPHO (5) CBS, DuM: Katz: 118,560
△ KTVK (3) ABC: Weeden
Tucson—
△ KOAO-TV (13) CBS, DuM: Hollinger: 37,587
△ KVOA-TV (4) ABC, NBC: Raymer: 37,587
Yuma—
△ KTVQ (11) NBC, DuM: Grant: 26,136

ARKANSAS

El Dorado—
KRSD (30) 2/24/54:Unknown
Fort Smith—
△ KFSA-TV (22) ABC, CBS, NBC: Pear-se: 27,509
KNAC-TV (3) Rambeau: 6/2/54:Unknown
Jonesboro—
△ KJYM (TV) (8) 1/12/55:Unknown
Little Rock—
△ KARK-TV (4) NBC, DuM: Petry: 109,581
STV (11) 6/12/54:Unknown
△ KATV (7) (See Pine Bluff)

Total stations on air in U. S. and possessions: 487. These cities have stations on air: 285. Both totals include XEJ-TV Jaures and XEFT (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use, 30,025,578.

Indicates educational stations.
Cites NOT intended for
(a) Two stations in N. Y. tv stations, in addition to their U. S. set counts, report the following set coverage: WBBN-TV, 245,009; 10/5/53.
(b) Number of sets not currently reported by WBAO-TV, 247. (c) Special sets not currently reported by WBBN-TV, 247.
(c) Number of sets not reported by

New Tv Station

The following tv stations is the newest to start regular programming—

WPBO- TV Provider
March 27.

Pine Bluff—
△ KATV (7) ABC, CBS: Avery-Knodel: 91,389
Texarkana—
△ KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
△ KBK-A (92) 2/2/55:Unknown
△ KERO-TV (10) CBS, NBC: Hollinger: 148,388
Berkeley (San Francisco)—
△ KQED (8)
Chico—
△ KGSH (12) ABC, CBS, NBC, DuM: Avery-Knodel: 69,681
Corona—
△ KCOA (52), 9/16/53:Unknown
Eureka—
△ KIEN-TV (3) ABC, CBS, NBC, DuM: Hoag-Blair, TV: 18,155
Fresno—
△ KNDI-TV (53) See footnote (c)
△ KJED (47) ABC, CBS, DuM: Bramham: 156,035
△ KJTV (14) NBC, CBS: Raymer: 99,900
△ KARM, The George Harms Station (12) Bolling: Initial Decision 8/31/54
Los Angeles—
△ KABC-TV (17) ABC: Petry: 2,058,196
△ KFWB (12) 2/10/55:Unknown
△ KOP (15) Petry: 2,058,196
△ KTHE-TV (9) DuM: H-B: 2,058,196
△ KNTV (2) CBS, CBS: Spots: 2,058,196
△ KHCA (4) NBC, DuM: Spot Six: 2,058,196
△ KITV (5) DuM: 2,058,196
△ KTTF (11) Blair: 2,058,196
Mostel—
△ KTGB-T (14) 2/17/54:Unknown
Sacramento—
△ KBIE-TV (48) 6/20/53:Unknown
△ KCOM-TV (3) ABC, NBC: Weeden: 172,500
△ KCHA Inc. (3) Initial Decision 6/3/51
△ KSET (10) CBS, ABC: H-R
Salinas—
△ KSBB-TV (8) ABC, CBS, NBC, DuM: Hollinger: 492,271
San Diego—
△ KFMB-TV (8) ABC, CBS: Petry: 290,000
△ KFSD-TV (10) NBC: Katz: 285,533
△ KUS (15) 12/12/53:Unknown
San Francisco—
△ KBA-Y (20) 2/11/53:Unknown
△ KCOX (20) 2/24/53:Unknown
△ KRON-TV (4) NBC, DuM: Grant: 1,066,555
△ KRON-TV (4) NBC, DuM: Frey & Peters: 1,066,555
△ KSAN-TV (72) Sears National: 210,000
San Jose—
△ KQXI (11) 4/15/54:Unknown
San Luis Obispo—
△ KVEC-TV (6) ABC, CBS, DuM: Grant: 82,836
Santa Barbara—
△ KZET (3) ABC, CBS, NBC, DuM: Hollinger: 144,192
Stockton—
△ KCOB (13) DuM: Blair: 1,054,000
△ KTVU (36) NBC: Hollinger: 120,000

Directory information is in following order: call letters, channel, network affiliation, national represen-tative; it is then followed by set count for operating stations; date of grant and commencement target date for grantees.
a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 homes (147,000 TV homes)

118,000 UNDUPPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

Represented nationally by:
The Boling Co. New York & Chicago

BROADCASTING • TELECASTING

April 4, 1955 • Page 105
OREGON

Eugene—
  KVAL-TV (13) ABC, NBC, DuM; Hollingbery: 5,100

Klamath Falls—
  KPJJ-TV (2) Grant: 12/5/54-Summer '55

Medford—
  KBEVS-TV (5) CBS; Hoag-Blair, Blair-Tv; 28,750

Portland—
  KLKN (12) ABC; Hollingbery
  KQUN (8) ABC; CBS; Spot Sls.
  KPTV (27) NBC; NBC Spot Sls; 280,806
  North Pacific TV Inc. (4) Initial Decision 6/16/54

Salt Lake—
  KSL-TV (2) 9/20/53-Unknown

SOUTH CAROLINA

Anderson—
  WAFM-TV (40) CBS; Headley-Reed; 127,400

Cayce—
  WACA-TV (16) 6/30-Unknown

Charleston—
  WSCC-TV (5) ABC, CBS; Free & Peters; 103,592
  WUSN-TV (2) NBC; H-H; 133,500

Columbia—
  WCOS-TV (25) ABC; Headley-Reed; 78,000
  WIS-TV (19) NBC; DuM; Free & Peters; 153,044
  WNOK-TV (57) CBS; Raynor; 78,000

Florence—
  WBZ-T (8) CBS, NBC, ABC, DuM; CBS Spot Sls.
  111,540

Greenville—
  WFBC-TV (4) NBC; Weid; 312,711
  WGOV (26) ABC; DuM; R-H; 119,000

Spartanburg—
  WSFA-TV (7) CBS; Hollingbery; 11/23-53-Unknown

SOUTH DAKOTA

Rapid City—
  KOTA-TV (3) 12/6/54-61/65

Sioux Falls—
  KELO-TV (11) ABC, CBS, NBC, DuM; Raymer;
  113,387

TENNESSEE

Chattanooga—
  WOOG-TV (12) ABC, NBC, DuM; Branh.
  132,316

Mount City CVT Inc. (3) Initial Decision
  7/25/54

Jackson—
  WFDX-TV (7) CBS; Burn-Smith

Johnson City—
  WJHL-TV (11) ABC, CBS, NBC, DuM; Pear.
  125,360

Knoxville—
  WATE (6) ABC, NBC; Avery-Kindel; 103,970
  WBRN-TV (19) Initial Decision 1/29/65
  WTEK-TV (28) ABC, CBS; DuM; Pealor;
  101,680

Memphis—
  WFOX-TV (13) ABC; Blair; 343,078
  WMCT (5) ABC, NBC; Branham; 343,078
  WREB Broadcasting Service (3) Initial Deci.
  8/27/54

Nashville—
  WSIX-TV (8) ABC; DuM; Hollingbery; 234,750
  WSM-TV (4) NBC; DuM; Petry; 28,750
  Old Hickory (Nashville—
  WLA-TV (5) CBS; Katz; 231,600

TEXAS

Arlington—
  KRLD-TV (8) ABC, NBC, DuM; Pearson; 43,630

Amarillo—
  KFDX-TV (10) ABC, CBS, NBC; H-H; 62,920

Amite—
  KGNC (4) NBC, DuM; Katz; 62,920

Austin—
  KLRV (7) ABC, CBS, NBC, DuM; Raymer;
  112,853

Beaumont—
  KBMT (13) ABC, NBC, DuM; Forjoe; 40,000

Big Spring—
  KBTX-TV (8) CBS; Pearson; 7/22/54-July '55

Corpus Christi—
  KCOA-TV (21) NBC, ABC, CBS, DuM; Young.

Dallas—
  KMXY-TV (23) 6/30-Unknown
  KLTV-D (4) CBS; Branham; 456,000
  WFAA-TV (8) ABC, NBC, DuM; Petry; 458,000

El Paso—
  KFOX (13) Forjoe; 2/3/54-Unknown

Fort Worth—
  WRAL-TV (5) ABC, NBC; DuM; 458,000

Galveston—
  KGUL-TV (11) CBS; CBS Spot Sls; 270,000

Harlingen (Brownsville, McAllen, Weslaco)—
  KRGB-TV (4) CBS, ABC, DuM; H-H; 46,215

Houston—
  KNUS-TV (38) See footnote (c)
  KFPC-TV (2) NBC, DuM; 404,500
  KTRK-TV (13) ABC, DuM; Blair; 404,500
  KHOU (4) 103,000
  KTWJ-TV (38) 6/1-53-Unknown

Longview—
  KSTE (26) Forjoe; 45,638

Lubbock—
  KCBD-TV (11) ABC, NBC, Raymer; 78,812

Lufkin—
  KJTV-TV (9) NBC; Venard; 11/17/54-7/1/35

Midland—
  KAMC-TV (2) ABC, CBS, NBC, DuM; Venard;
  29,295

Highest sales growth in retail sales over March 1954—

Tulsa

The leading cities, those with a

City National-Index well above average

April 1, 1955
# FOR THE RECORD

## UTAH

<table>
<thead>
<tr>
<th>Salt Lake City</th>
<th>KSL-TV (5) CBS, DM; CBS Spot Sls: 170,400</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KUTV (2) ABC, NBC; Hollingson, 181,500</td>
</tr>
</tbody>
</table>

## VERMONT

| Montpelier | WMVT (3) ABC, CBS, NBC; Weed: 121,639 |

## VIRGINIA

<table>
<thead>
<tr>
<th>Bristol,</th>
<th>WDBJ-AM/FM (11) ABC, CBS; DuM: 350,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WVNS (6) ABC: 484,969</td>
</tr>
<tr>
<td></td>
<td>WVVA (7) ABC, NBC: 47,460</td>
</tr>
<tr>
<td></td>
<td>WTVN (13) ABC; Hollingson: 422,375</td>
</tr>
<tr>
<td></td>
<td>WHSV (12) ABC, NBC, DuM: 210,000</td>
</tr>
</tbody>
</table>

## WISCONSIN

<table>
<thead>
<tr>
<th>Eau Claire</th>
<th>WEAU-TV (13) ABC, NBC, DuM; Hollingson: 75,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Bay</td>
<td>WGBA (3) ABC, CBS, DuM; Weed: 210,000</td>
</tr>
<tr>
<td></td>
<td>WFRV (5) ABC, DuM; Headley-Reed: 5,180,000</td>
</tr>
<tr>
<td></td>
<td>WISN (7) ABC, CBS, NBC, DuM; Raymer:</td>
</tr>
<tr>
<td>Madison</td>
<td>WSYM-TV (6) ABC, CBS, NBC; Venard: 175,000</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WCAN-TV (2) See footnote (c)</td>
</tr>
<tr>
<td></td>
<td>WCWI (4) ABC, DuM: 235,255</td>
</tr>
<tr>
<td></td>
<td>WTMJ (4) ABC, DuM; Hollingson, 175,000</td>
</tr>
<tr>
<td></td>
<td>WSYX (5) CBC; DuM; Free &amp; Peters;</td>
</tr>
<tr>
<td></td>
<td>WXIX (3) ABC, NBC, DuM; Meeker: 65,300</td>
</tr>
</tbody>
</table>

## WYOMING

| Cheyenne  | KFRC-TV (5) ABC, CBS, NBC, DuM; Hollingson: 46,100 |

## ALASKA

<table>
<thead>
<tr>
<th>Anchorage</th>
<th>KGVS-TV (2) ABS, CBS; Weed: 15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KTVF (11) BC, DuM; Alaska Radio-TV Sls.: 15,000</td>
</tr>
<tr>
<td></td>
<td>KFAR (2) ABC, CBS, Weed: 15,000</td>
</tr>
</tbody>
</table>

## PUERTO RICO

<table>
<thead>
<tr>
<th>Mayaguez</th>
<th>Radio Americas Corp. (5) CBS, ABC; Weed: 64,500</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WAPO (4) ABS, NBC, DuM; Caribbean Networks: 53,560</td>
</tr>
<tr>
<td></td>
<td>WAPA (2) CBS; Inter-American: 65,000, Dept. of Education of Puerto Rico (5) 2/24/55 Unknown</td>
</tr>
</tbody>
</table>

## CANADA

<table>
<thead>
<tr>
<th>Calgary, Alta</th>
<th>CBC: All-Canada; Weed: 12,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edmonton, Alta</td>
<td>CBC: Radio Rep.; Young: 15,000</td>
</tr>
<tr>
<td></td>
<td>KFRR (5) ABC: 42,375</td>
</tr>
<tr>
<td></td>
<td>KOMO (4) CBC; Hollingson: 422,375</td>
</tr>
<tr>
<td></td>
<td>KTL (20) 4/7/55 Unknown</td>
</tr>
<tr>
<td></td>
<td>KDAE (6) ABC: 113,300</td>
</tr>
<tr>
<td></td>
<td>KKEV (5) ALSO: 59,300</td>
</tr>
<tr>
<td></td>
<td>KKLX (4) CBS, DuM: Aver-Knoll; 47,467</td>
</tr>
</tbody>
</table>

## WEST VIRGINIA

<table>
<thead>
<tr>
<th>Wheeling</th>
<th>WHSV (6) CBS: 484,969</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KITW (13) Barry, N. Y.; Clark, Chicago: 5,460</td>
</tr>
<tr>
<td></td>
<td>KTRW (11) CBS, DuM: 422,375</td>
</tr>
<tr>
<td></td>
<td>VAYV (2) ABC, CBS, DuM: Branhman: 40,589</td>
</tr>
<tr>
<td></td>
<td>KWMN (49) See footnote (c)</td>
</tr>
</tbody>
</table>

## WEST VIRGINIA

<table>
<thead>
<tr>
<th>Clarksburg</th>
<th>WVL (12) Branhman: 2/17/54 Spring ’55</th>
</tr>
</thead>
</table>

## FOR THE RECORD

**FOR THE RECORD**

| Page 108 | April 4, 1955 |
ON THE DOTTED LINE . . .

CONTRACT to sponsor Dodge News. Final five nights a week on WLAC-TV Nashville is agreed to by the Dodge Dealers of Middle Tennessee. Signing the pact is Jim Brady, Jim Brady Motor Co., McMinnville, chairman of the group’s advertising committee. With him are (l to r): John O’Connor, Dodge representative; Ray Bauer, Dodge district manager; Mack Sawyer, Cumberland Motor Co., Nashville (world’s oldest Dodge franchise); T. B. Baker Jr., WLAC-TV Inc. executive vice president and general manager; W. W. (Bill) Walker, WLAC-TV commercial manager, and Loy G. Hardcastle, Hardcastle Motor Co., Franklin, advertising committee member.

COMPLETING arrangements between WVJS Owensboro, Ky., and Green River R.E.A. (appliance division), for 52-week sponsorship of A Chat With Jack McClure, featuring County Agent Jack McClure, are (l to r): seated, Mr. McClure and J. R. Miller, R.E.A. manager, and (standing), Leola C. Hayden, WVJS promotion manager-salesman, and Elton Dawson, department manager for the appliance division. The station believes that the contract may represent the first on-air sponsorship of a county agent.

AMERITONE’s first TV contract, calling for thirteen 75-minute feature films on KRCA (TV) Hollywood, is signed by (l to r): Beep Roberts, station account executive; Victor Schneider, executive, Vi-Cly Industries Inc. (manufacturers of Ameritone Vinyl-Bond Paint), and Harold Dreyfus, president, Dreyfus Co., Los Angeles agency.

THE JIM BURKE Buick Co. completes negotiations with WBRC-TV Birmingham, Ala., to sponsor Million Dollar Movie, Sundays, 10 to 11:30 p.m., for 52 weeks, effective immediately. L to r: Oliver Naylor, WBRC-TV general sales manager; Mr. Burke; Tom Whitley, WBRC-TV account executive, and J. Robert Kerns, station vice president-managing director.

THE ROYAL CROWN Bottling Co., Newark, N. J., will sponsor the Ames Brothers in a 15-minute musical show beginning April 1 on WABD (TV) New York. At the signing are (l to r); seated, Eugene F. Donnelly, RC executive vice president; George L. BarenBregge, WABD general manager; standing, William T. Blair, RC advertising manager, and Perry Frank, WABD sales staff.

---

BROADCASTING subscription order blank

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

[ ] 52 weekly issues of BROADCASTING * TELECASTING

[ ] 52 weekly issues and BROADCASTING Yearbook-Marketbook

[ ] 52 weekly issues and TELECASTING Yearbook-Marketbook

[ ] 52 weekly issues and both Yearbook-Marketbooks

Enclosed

Bill

name

title/position

company name

address

city state

April 4, 1955 * Page 109
Juvenile Jury

IT WAS just about four years ago that Sen. Estes Kefauver became the first politician to star on television. With a slight strain of the memory it is possible to recall that a minor Kefauver-for-President boom followed his sudden exposure as the righteous and relentless ringmaster of the Senate crime committee hearings of 1951.

One finds it hard to suppress the suspicion that Mr. Kefauver hopes to do it all again—this time, he presumably hopes, with more success. The national political conventions are to be held next year. This week he will begin a new round of hearings on a subject of popular interest.

He is chairman of the Senate Juvenile Delinquency Subcommittee, which has $125,000 to spend. His first big order of business will be to spend part of it on public hearings to investigate the effects of television programming on juvenile crime.

At this stage, the projected hearings do not seem to promise the intense drama and occasional, if unintentional, comedy of Mr. Kefauver's first big production. It is doubtful that there will be witnesses as fascinating as, say, Frank Costello, the shy gangster, or Virginia Hill, who testified to "trysts," as the tabloids of the times called them, with such practiced trysters as Bugsy Siegel, the late West Coast director of Murder Inc.

The Senator will indeed have difficulty in assembling another cast like that. But he is a resourceful man, and undoubtedly a hungry one after nearly four lean years without much attention from the public. He can be counted on to get as much excitement out of juvenile delinquency as juvenile delinquents themselves.

Somewhere, we cannot help thinking, he has hidden a junior Frank Costello, a mere slip of a Virginia Hill, who await his cue to come rushing with their eye-popping stories to the cameras and the microphones.

Certainly the cameras and microphones will be there, if Sen. Kefauver has to lug them in himself. He already has hinted that his committee would never be one to ban coverage by radio and television. The principle of admitting radio-tv to public hearings is, of course, sound. The Senator is to be commended for adhering to that principle.

In this case, broadcasters are in a rather ticklish position, since it is they, in a sense, who will be on trial at the very hearing which they have been invited to cover. It is to be hoped, however, that they are not frightened into overplaying Mr. Kefauver's show.

To be sure, they cannot ignore it in their newscasts. They are not, however, under compulsion to rebuild the Senator into a candidate for the Democratic Presidential nomination in 1956—not even if he produces from the wings a whole mob of wee hoodlums.

Dollars for Football

FOLLOWERS of the history of college football television last week got the impression that this was where they came in. NBC bought, for a reported $1.3 million, the television rights to the seven "national" games which the National Collegiate Athletic Assn. will permit to be telecast this year.

Last year ABC paid roughly $4 million for the right to teletcast 13 games, and lost its shirt. It is not to criticize NBC, which won the rights by competitive bidding, to say that the price is still ridiculous. What is worse, the system is still ridiculous too.

The new NCAA football tv plan represents a slight concession to the regional interests of its members, but it is still a long way from the unrestricted television that must eventually come.

It is still, in short, rigidly controlled programming, with the NCAA continuing to act as a central authority of great power.

The original NCAA control formula was based on panicky predictions that tv would demolish the gate receipts needed to support high-pressure football. Through a curious logic foreign to classroom teachings, the fears were soon accepted as facts on the basis of inadequate and inconclusive research that reflected the drama of tv's arrival in many communities.

College officials committed another pedagogical blunder when they refused to recognize the conclusive research data in the Jerry Jordan studies, which used gate receipts to show how entrance of tv in an area sets up a "honeymoon" period after which people go back to normal living habits—and normal stadium attendance. They compounded their blunder by maneuvering research data to yield conclusions not justified by the field findings.

In the long run, the NCAA will have to relinquish its tight control and let its members decide their television futures for themselves—that is, if the cherished academic freedom of American universities and colleges is not to be barred at the stadium gate.

Network 'Studies'; Uptown & Downtown

SOME semblance of orderly procedure seems to be emerging from the confusion precipitated by the Plotkin and Jones reports stemming from the overall television situation.

It looks as though the FCC, after all, will get funds to conduct its own "study" of networks, now that the House has approved an $80,000 special appropriation earmarked for this purpose. The Senate Commerce Committee proposes to spend a substantial part of its $200,000 budget for an overall "study" looking toward updating of the Communications Act to fit present conditions, which were undreamed of in 1934 when the Act became law.

The FCC, of course, still has to hurdle the Senate on its appropriation, but since much of that which it hopes to develop will be of basic value to the Magnuson Committee, approval should be forthcoming. The FCC for several years has asked Congress to give it additional funds for this special study, but has been stopped by the House, in which appropriations originate.

Once the FCC gets money, it will be in a position to chart its course. At that time, it is evident, it should consult the Magnuson Committee on the scope of its activity, so that the Committee's special staff will not duplicate this work, and concentrate on those matters not otherwise covered.

The FCC is an expert body. It is an arm of the legislative branch—a point made repeatedly by Chairman Magnuson and his predecessors and subscribed to by FCC's new chairman, George C. McConnaughey. The extent to which the Senate Committee, which has many other things to do, involves itself in a grass-roots inquiry into the network-tv field, will depend in large measure upon how well the FCC does its job, assuming, of course, that the Senate concurs in giving it the funds.
AN EXPERT SHOW... because all the stars are experts

"THE HOMEMAKERS"

Each personality on "The Homemakers" is an expert in her own field, chosen for this show because she is an expert. This brings talent, knowledge and entertainment to thousands of housewives in the WBAL-TV audience.

Monday thru Friday, 1:30 to 2:00 PM ... what housewife isn't ready to relax at this hour? It's lunch time ... the time they sit down for an hour and treat themselves to learning more about everything that interests them most.

Known as the Women’s Magazine of the Air, "The Homemakers" combine all the factors usually found in several different magazines. It’s a 30 minute, fast moving session, divided into three sections; cooking and kitchen demonstrations—news for women, including interviews with famous guests—fashion highlights.

And better yet, "The Homemakers" is backed by merchandising to help food brokers, appliance distributors and sales representatives.

MARY LANDIS
Cooking Expert
This culinary genius stresses variety in meals. Her famous recipes have been collected on her travels throughout the world.

MOLLIE MARTIN
Homemaking Expert
Inspiring and friendly Mollie brings amazing new interests to all housewives plus most intriguing interviews.

BOB JONES
Expert Announcer
Bob adds continuity from one set to another ... keeps the show moving. When he does a commercial, he sells, BUT GOOD!
SOME GIRLS from an agency named X were blowing feathers at a coffee break, each telling the others what a wonderful time buyer she was.

"I got the fattest slide rule in the business," said Betty. "I figure if a rate per thousand doesn't figure, it doesn't figure."

"Listen, sweetheart," put in Sue, "if that's what you want, there's a station in Iowa...."

"No commercials," broke in Carol. "I follow the ratings. You can't never go wrong with an audience, especially if there's a man in it, I always say."

"Audience! You can't hardly beat this eastern Iowa audience. And it's not only bi-sexual. It's bi-sourceful—farm and industrial," said Sue.

"What about buying power?" asked a fourth lady. "And signal strength? What about coverage and set count? You can't just deep-freeze them."

"They're thawed, honey. Do you know that WMT-TV, repped by Katz, reaches a potential quarter million homes with regional and CBS jewels?" chimed in Sue.

"Nope—and I don't give a damn. Say, how come you're so high on this WMT-TV?"

"It's my passion for truth, dearie. Besides, who do you think is paying for this ad?"