Radio is truly the housewife's constant companion ... because Radio alone permits her to work and listen too.

As she goes about her daily chores, she listens in the kitchen, in the living room, in the bedroom—in fact, throughout the house.

And she's listening even more this year than last.

And, Spot Radio turns Radio-Active homemakers into customers for advertisers.
Colgate-Palmolive’s top position in a highly competitive field is a mark of consumer confidence. A confidence built and maintained by years of continuing research and experience in producing quality products that give maximum results. In the field of broadcasting and telecasting, quality pays off in results. Havens & Martin, Inc., Stations provide a variety of programs of superior quality developed by years of first-hand experience in serving a loyal and responsive audience in one of the South’s richest areas. Join with confidence the growing list of advertisers who convert vast audiences into sales over the First Stations of Virginia, WMBG-AM, WCOD-FM and WTVR-TV—Richmond’s only complete broadcasting institution.
WE'RE PROUD OF OUR SHARE* IN THE TEXAS GULF COAST

and too — we're proud that KGUL-TV's audience grows and grows

The Houston-Galveston Area A. R. B. for February 1955 also shows that KGUL-TV is consistently increasing its audience for more programs than either of the other two stations in the area.

* KGUL-TV and only one other station on the air in October

Best Buy in Texas

GULF TELEVISION COMPANY
FOR THE GULF COAST AREA
REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES
going on seven... and growing all the time

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

In six years' time, WGAL-TV has grown from a pioneer in the field of television to a vital and dominant public-service force. Still growing, WGAL-TV enters its seventh year with a pledge to continue to give its viewers, its abundant area and its advertisers many happy returns.

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

STEINMAN STATION
Clair McColough, Pres.

Representatives
MEEKER TV, Inc.
New York
Chicago
Los Angeles
San Francisco
FEWER CHIEFS, MORE INDIANS  •  Now that NARTB has telescoped its 17 district meetings into eight regional conferences, movement is afoot to reduce size of NARTB board by eliminating all 17 district directors. Project, however, is not scheduled for consideration at annual convention next month. View advanced is that board, with overall membership of 41, is too unwieldy and that association might revert to variation of old system of having clear channel, medium station and small station directors, plus tv and fm directors.

WLW Cincinnati, pre-eminent clear channel station, may soon appoint national sales representative for radio and perhaps tv. WLW now maintains its own sales offices in New York and Chicago for both radio and tv but is represented in Detroit and on West Coast by NBC-SKY. For both radio and tv (in turn, represents NBC owned and operated stations in Cincinnati, Dayton and Columbus.) Move presumably would entail transfer of Carlos Franco, general sales manager in New York, to Cincinnati headquarters as well as shift of Chicago personnel.

SUBSCRIPTION STUDY  •  Louis Hausman, staff vice president of CBS Inc., recently presented at CBS-Columbia to 20th floor echelon, is heading subscription circle task force as special project. Initial study of tv toll was undertaken months ago by Sidney Alexander, economic advisor to CBS President Frank Stanton, and Hausman-directed project is in preparation for preliminary FCC proceeding next month. (For status report on tv toll issue, see page 31.)

CLOSED MEETINGS  •  In New York last week with AT&T Long Lines executives and special NARTB committee on rates reportedly revealed that AT&T and associated companies are realizing some return on coaxial cable and microwave relays but apparently below usual common carrier profit margin. Heading AT&T group in conversations are: R. L. Helmreich, director of operations, Long Lines Dept.; H. I. Romnes, chief engineer; operations and; Frank A. Cowan, assistant director of operations—engineering, Long Lines Dept. NARTB subcommittee includes Richard Salant, CBS Inc. vice president; Chris Witting, president, Westinghouse Broadcasting Co., and W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., but number of other station and network engineering executives have participated. Report of committee will be submitted to NARTB convention next month.

DAYTIME FILMS  •  Details of new daytime tv program plan whereby stations run filmed programs once without payment, receiving films and all rerun rights in exchange, to be outlined tomorrow (Tuesday) by Harry Trenner, president, newly formed Station Film Library Inc., at news conference in New York. First presentation of plan in selected markets under- stood to have produced good station response.

MBS understood to be screening executives for national sales manager post. Vice presidency probably would be attached to job.

TABLE TALKS  •  Cross-section of tv broadcasters affiliated with all networks will meet with Senate Majority Leader Lyndon B. Johnson (D-Tex.) at luncheon in Washington next Tuesday, April 19, and hold forth with members of FCC at dinner session same evening. Group sparked by P. A. Office of WKY-TV Oklahoma City, presumably will advance affiliates’ view toward tv network situation, underscoring necessity of networks in light of both Congressional and FCC “studies.” In addition to Chairman Sugg, group includes: Walter J. Damm, WMJ-TV Milwaukee; James D. House, Crosley; Jack Harris, KPRC-TV Houston; David M. Baltimore, WBRE-TV Wilkes-Barre; A. H. Kirchhofer, WBEN-TV Buffalo; Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N. C.; L. H. (Bud) Rogers II, WSY-TV Huntington, W. Va.; Edwin K. Wheeler, WWJ-TV Detroit; Victor A. Sholis, WHAS-TV Louisville, and Harold See, KRON-TV San Francisco.

THAT hitherto undisclosed Procter & Gamble product placing radio-tv spot campaign effective April 18 in about 75 markets [B, April 4] is Golden Fluffo. Shortening has been using spot in several markets but will expand coverage to promote its yellow color. Blau-Bein-Toigo, New York, is agency.

BLUE NOTES  •  There’s nothing on NARTB’s convention agenda yet, but May meeting is bound to take up, at some point, increasingly difficult problem of how to cope with off-color recordings that flood stations. Hot discs usually are fed to disc jockeys who slip same by station receptionists. Even most severe station discipline can’t remove danger of risque numbers.

IMMENENT retirement of Col. Edwin L. White, chief of FCC Safety & Special Radio Services Bureau (see page 98), after 33 years of government service, may be forerunner of number of top level staff changes in FCC. There’s prospect that Curtis B. Pflumm, chief of Broadcast Bureau and former chief engineer, who is expert in aeronautical and safety field, may take over Col. White’s post. Who will head important Broadcast Bureau is problematical but there’s considerable sentiment in favor of John J. FitzGerald, who has carried load in Opinions & Review.

SPOT SPREAD  •  Contrary to most salesmanship concepts, NBC Radio in its new Monitor series is willing to pay flatly to advertisers: “Don’t buy one or two-time shots with Monitor.” NBC figures series of announcements, spread over weekend, will produce maximum results (see page 52).

WITH INITIAL decisions on comparative hearing cases involving tv approaching point of being current, FCC may shortly transfer number of staff attorneys to Opinions & Review staff, which writes final decisions for FCC, to eliminate bottleneck there. Ten attorneys are in O&R branch under Chief M. L. Finbog who took over last fall. Since last Dec. 9, when James D. Cunningham became chief examiner, 15 tv initial decisions have been issued.

HIS HONOR  •  J. Patrick Beacom, owner of WVVV Fairmont, W. Va. and of suspended WPJB-TV (ch. 35), is candidate for mayor of Fairmont, and, according to reports, is shoo-in May 1. He served two terms in West Virginia legislature.

WHILE headquarters of Westinghouse Broadcasting Co. move next month to New York (space has been leased in Chanin Bldg., 122 E. 42nd), Joseph E. Baudino, executive vice president, and his immediate staff will remain in Washington to cover regulatory front. Operating direction of WBC stations has been assigned by President Chris Witting to Don McGannon, who joined WBC three months ago, after having served in second slot at Dumont Network. Mr. McGannon was elected to WBC board last month.

AWARDS FOR COMMERCIALS  •  Trade-wide survey has been instituted by Sam Shain, editor of Space & Time (Inside Advertising) on attitude toward awards for radio and tv commercials. Comments range from “too many awards now” to all out support. “Handle with care” admonition underscores most attitudes.

WALL STREET JOURNAL, which caught merry nod from many broadcasters and Station Representatives Assn. because of its March 21 lead story headlined “Fading Radio,” is now going to do follow-up on what goes in non-network radio. Number of important stations over country have been asked for comments, and Joseph M. Guilfoyle, who authored March 21 piece, is motorman on follow-up job, too.
There's unanimity in Kansas City:
No matter how you count the audience
the no. 1 station is

HERE IS THE WHB
LEADERSHIP LINE-UP:

FIRST PLACE—HOOPER
Average share of audience, 7 a.m.-6 p.m.
Mon.-Sat., Jan.-Feb., 1955

FIRST PLACE—TRENDEX
Average share of audience, 8 a.m.-6 p.m.
Mon.-Fri., Jan.-Feb., 1955

FIRST PLACE—PULSE
Average share of audience, 6 a.m.-6 p.m.
Mon.-Sat., Jan.-Feb., 1955

10,000 WATTS, 710 KC
This is what Mid-Continent programming,
ideas and excitement have achieved for
WHB! All three national surveys—PULSE,
HOOPER, TRENDEX—give WHB the top
daytime spot with ratings as high as 48.9%
(Hooper). So no matter which ratings you
buy by, your best Kansas City buy is WHB.
Talk to the man from Blair or WHB General
Manager, George W. Armstrong.
Fourteen Directors Elected
To NARTB Radio Board

FOURTEEN places on NARTB Radio Board filled, effective with May convention, in elec-
tions process completed Friday, according to
C. E. Arney Jr., secretary-treasurer.

Directors elected in odd-numbered districts follow-

1—Herbert L. Krueger, WTAC Worcester, Mass., re-elected.
2—James H. Clinton, WPAR Parkersburg,
W. Va., re-elected.
3—Owen F. Bridge, WQAM Miami, replacing
John Fulton, WQXI Atlanta.
4—Robert T. Mason, WMRN Marion, Ohio, replacing
F. Ernest Lackey, WHOP Hopkinsville,
Ky., (elected as small station director).
5—William E. Helm, WLPO LaSalle, Ill. (un-
opposed), replacing Hugh K. Boice Jr., WEMP
Milwaukee.
6—F. E. Fitzsimmonds, KYFR Bismarck,
N. D., re-elected.
7—BOC-KXK, King KBOO Portland,
Or., re-elected.
8—Kenyon Brown, KWFT Wichita Falls, Tex.
9—William D. Pabst, KFRC San Francisco,
re-elected.
10—Richard M. Brown, KPOJ Portland,
Or., re-elected.
11—Large Stations—John M. Outler Jr., WSB
Atlanta (two years, most votes), and John F.
Patt, WJR Detroit (one year), replacing
John H. Moulton, WSM Nashville, and Martin B.
Campbell, WFFA Dallas (resigned).
12—Medium Stations—Cecil B. Hoskins, WWNC
Asheville, N. C., replacing G. Richard Shafter,
WIS Columbia, S. C.
13—Small Stations—F. Ernest Lackey, WHOP
Hopkinsville, Ky., replacing Edgar Kobak,
WTWA Thomson, Ga.
14—Fm Stations—Edward A. Wheeler, WEAW-
FM Nashville, Ill., replacing Ben Strouse,
WWD-FM Washington.

Regional Meeting Schedule
of NARTB Opens Sept. 19

NEW schedule of eight NARTB regional meet-
ings, replacing 17 district meetings, set up Fri-
day by C. E. Arney Jr., secretary-treasurer, itinerary gives members of NARTB traveling
party and "flea circus" time to return to home
offices between meetings. Schedule follows:

Region 4 (Dist. 7, 8, 9, Ky., Va.,
Mich., Ill., Wis.) Sept. 29-30
Region 1 (Dist. 1, 2, 3, Eng.
and States, N. Y., N. J.) Sept. 30
Region 5 (Dist. 5, 6, 7, Fl., Ga., Ala., Miss.,
La., Ark., Tenn., Puerto Rico) Sept 12-13
Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va.,
D. C., Va., N. C., S. C.) Oct. 11-12
Region 8 (Dist. 15, 16, N. Wis., Ore.,
Mt., Nev., Wash., Hawaii, Alaska) Sept. 21-22
Region 3 (Dist. 14, Nov., N. M., Colo., Utah,
Wyo., Mont., Idaho, Western D.) Oct. 10-11
Region 6 (Dist. 12, 13, Okla., Tex.,
Ark., La.) Nov. 15-16

2,100-MILE TV REMOTE

KTTV (TV) Los Angeles will stage
2,100-mile remote Tuesday when it car-
tains four-hour coverage of Salt Polio
vaccine report direct from National
Foundation for Infantile Paralysis Con-
ference at Ann Arbor, Mich. KTTV will
sign on at 6:45 a.m., telecasting entire
conference, described as what may be
most significant medical announcement of
century. Equipment flown to Ann Arbor
for pickup. Ed Reimers will describe con-
fERENCE and conduct interviews. Robert
Breckner, program director, and Herbert
Becker, director of engineering, have
made last-minute changes in plans.
Station booked only outgoing tv line from
Ann Arbor to Toledo. It will make program available to other stations and
networks on pool basis.

CBS-TV, NBC-TV Reveal
Summer Hiatus Plans

SUMMARY of summer hiatus policy for adver-
tisers on CBS-TV and NBC-TV was reported
last Friday, but plans from DuMont and
ABC were not as yet available.

CBS-TV's hiatus policy will be in effect from
July 3 to Aug. 27 and provides for suspension of broadcasting in Class A periods from 8-11
p.m. EST Monday through Friday; 6-11 p.m.
Saturday and 5-11 p.m. Sunday. Shared spon-
orship programs are excluded from eligibility.
Sponsors of alternate-week periods are entitled
to hiatus of four alternate-week broadcasts
during summe.

Advertisers and agencies have been advised to
notify CBS-TV of intention to suspend during
summer period by May 1. At same time firm commitment for resumption of broadcast-
ing should be made for minimum of 13 weeks, effective with first broadcast following end of
hiatus. (Upon completion of this commitment, normal cancellation cycles may be resumed.)

NBC-TV's summer interval plan does not
specify any dates but is confined to periods ad-
vertisers may select. hiatus also is for eight-
week period for sponsored programs in Class
A from 7-10-10:30 p.m. EST weekdays, and 5-11 p.m. Saturdays and Sundays. It does
not apply to co-sponsored programs. To be
eligible, advertiser must have sponsored show
for 13 weeks prior to hiatus and must sign non-
cancellable contract to resume broadcasting at
conclusion of summer interval.

Alabama Broadcasters Review
Management, Cost Problems

SERIES of station and individual awards pre-
tened to Alabama stations by Associated
Press as Alabama Broadcasters Asso.
opened weekend meeting in Montgomery. J. Dige
Bishop, WCTA Andalusia, ABA president,
presended at meetings.

Oliver S. Gramling, AP assistant general
manager, presented station awards for out-
standing performance to WAPI Birmingham,
WOWL Florence, WRBC Birmingham, WTB
Troy and WHBS Huntsville. Individual awards

IDEAL DOLL NEGOTIATING • Ideal Doll Co., through Grey Adv., N. Y., understood to be negotiating for possible sponsorship of Macy Day Parade on NBC-TV next Thanks-
giving, as well as sponsorship of children's show
on either CBS-TV or NBC-TV.

MONTICELLO RADIO • Monticello Drug
Co., Jacksonville, for 666 (malaria prepara-
tion), starting radio spot announcement cam-
paign mostly on Negro-appealing programs in
coastal areas. Campaign breaks May 15, Thurs-
days and Fridays, for 52 spots in 35 markets.
Charles M. Hoyt, N. Y., is agency.

GRIFFIN SPOTS • Griffin Mfg. Co., Brook-
lyn (shoe polish), through Birmingham, Castle-
man & Cellar, N.Y., is starting annual radio
campaign using spots, 7 to 9 a.m., effective
mid-March in southern markets, about 48 sta-
tions, then traveling north as weather gets
tamer. Contracts run from 26 to 32 weeks.

FALSTAFF IN TEXAS • Falstaff Brewing
Corp. (Falstaff beer) working out budget to use
remote control spots in radio for 26-week campaign in Texas area. Dancer-Fitzgerald-Sample, New
York agency, will probably place campaign ef-
fective late April or early May.

MOTOR WEEK • Participations on NBC-TV's
Today (Mon.-Fri.) have been bought for se-
cral automobile manufacturers for week of
April 18-22, coinciding with negotiations on
new contract with United Automobile Workers
Union (CIO). That week program, which will
originate in Detroit, will present participations for Oldsmobile (through D. P. Brother), Pon-
tiac and Cadillac (MacManus, John & Adams),
Chrysler (McCann-Erickson), Buick (Kudner),
Chevrolet (Campbell-Ewald), DeSoto (BBDO)
and Packard (Rathrauff & Ryan).

went to Maury Farrell, Cal Douglas, Dan Dan-
nels, Fred Taylor, WAPI; Richard Biddle, Nell
Bigbee, Bill Mapes, Shirley Moseley, WOWL;
Davenport Smith, Dave Campbell, WBRC; Jess
Jordan, Ada Dudley, WTB; John Neal, Hud-
ley Crockett, WHBS.
T. C. Martin, WAXP Montgomery, ABA
legislative chairman, directed panel covering legis-
itive activities. Charles H. Tower, NARTB
labor manager, moderated panel on management problems and was luncheon speaker.
W. Emmett Brooks, WEBJ Brewton, spoke on
wage-hour problems.
Panel on remote control of transmitters was
led by Hoke Williford, WAXP Montgomery.
Taking part were Malcolm Street, WHMA
Aniston, and Louis Blizzard, WHOS Decatur.
F. S. Holliday, FCC liaison officer, spoke on
Conelrad. Pat M. Courington, WAVU Al-
berville, explained ways of keeping operating
costs at a minimum.

New Hazel Bishop Product

HAZEL BISHOP Inc. has started nationwide
shipment of new product, Compact Makeup.
Additional $3 million budget has been allocated
for introductory campaign of this new product,
Raymond Specter, board chairman of Hazel
Bishop and president of Raymond Specter
Agency, announced. Negotiations are underway
for purchase of two additional tv shows and time
on CBS-TV and NBC-TV.

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it takes KPTV's Television Giant to cover the Portland, Oregon scene!

STORER NATIONAL
SALES HEADQUARTERS

GAYLE V. GRUBB, V. P., West Coast Sales Manager, 111 Sutter St., San Francisco, Sutter 1-8889
TOM HARKER, V. P., National Sales Director, 118 E. 57th Street, New York, Eldorado 5-7690
806 WOOD. Midwest National Sales Manager, 230 N. Michigan Ave., Chicago, FRanklin 2-6498

Represented Nationally by NBC Spot Sales
**NBC Buy of WBUF-TV Awaits FCC Approval**

FORMAL application for NBC's purchase of ch. 13 WBUF-TV Buffalo with FCC late Friday along with promise that upon Commission consent to $312,500 cash sale, NBC "will devote its full efforts to establishing that uhf can compete in a major market in which vhf stations are already in operation." Network expects to lose nearly $360,000 in first year of uhf operation there.

NBC earlier bought ch. 30 WKNB-TV New Britain, Conn., for $600,000, also subject to FCC consent. It becomes first network and second station operator to acquire full limit of five vhf and two uhf stations. WBUF-TV purchase came month after Flotkin Report cited two-vhf station market is "most difficult" for uhf operator [BWT, Feb. 7].

Application stated WBUF-TV, now airing ABC shows, "will carry the NBC television network program service" as soon as "outstanding commitments permit." Other stations operating in market include ch. 2 WGR-TV, present NBC affiliate, and ch. 4 WBEN-TV, CBS affiliate. WBUF-TV suspended operation earlier this year, resumed upon conclusion of negotiations with NBC [BWT, March 14].

Since WBUF-TV principals Sherwin Grossman and Gary L. Cohen have leased present site for 15 years to WGR-TV, companion application was tended to move WBUF-TV to new site under full NBC ownership. Technical facilities specified effective radiated power of 469 kw visual and 235 kw aural with antenna height above average terrain 489 ft. Estimated first year operating cost of $917,000 and revenue $558,000 were given.

WBUF-TV balance sheet showed net loss to Dec. 31, 1954, was $236,324.42 while net loss in January was $12,196.78. WBUF-TV's total assets at end of January were $470,082.95 with total liabilities and deferred income $627,354.15. NBC balance sheet as of Feb. 28 showed current assets $50,008,462, total assets $771,315,952, current liabilities $33,241,099, capital stock $6,500,000, earned surplus $317,082,391.

Fresno All-Uhf Plea

PETITION for rule-making to make Fresno, Calif., all uhf commercial tv market filed with FCC Friday by ch. 47 KJEO (TV) there which asks that educational reservation on ch. 18 be switched to ch. 12. KARM Fresno awaits final ruling on initial decision favoring it over KFRE there for ch. 12. KJEO pointed out it and ch. 24 KMI-TV have built tv market there, not served by any other vhf station. KJCEO followed other de-intermixture petitions filed last week (early story page 93).

**Broadcasters Oppose Pay-See**

FORMATION of New England Broadcasters for Free Tv to oppose pay-as-you-see television announced Friday by Leon P. Gorman, general manager, WABI-AM-TV Bangor, Me. Mr. Gorman said board will attempt to consolidate opposition to toll tv among elements of broadcasting industry and cooperate with other organizations.
PAY TV: THE POT BOILS
Flood of comments at FCC is biggest in years. Zenith cancels CBS show for refusal to carry pro-subscription tv commercial

COTY SAYS THEY STOLE IT
Cosmetic firm sues Revlon, Weintrab and CBS, says its commercial theme for new lipstick was picked up by competitor

FASHION DESIGNS A SHOWROOM
$6 million center in New York will be fitted for radio-television facilities

REPUBLIC DEBATES GOING TV-ONLY
Film company is considering dropping movie production in favor of video

PRESIDENT TO ADDRESS THE NARPB
Eisenhower will appear for informal speech, becomes first U. S. President to do so. Record exhibits planned

NBC RADIO DETAILS ITS 'MONITOR'
Network announces inside breakdown for revolutionary week-end plan

'YOU ARE THERE' GOES TO FILM
CBS documentary series began on radio, went to live tv, now is on celuloid

THE STATUS OF FILM
B'T survey finds broadcasters are using it for more than a third of all air

FILM RATINGS FOR 10 MARKETS
A new series of monthly reports of the top 10 syndicated shows in 10 selected cities

TV AND DELINQUENCY
Witnesses at Senate hearing urge exhaustive study to determine television's effect on juvenile behavior

FREE STUMPING ON THE AIR?
Comr. Hennock urges Senators to prod Commission into making a mandatory ruling that stations provide campaign time for free

LAMB BRIEVE ISSUE RETAINED
FCC refuses petition to drop broadcaster's charge that Commission investigators caused bribe offer for false testimony

DE-INTERMIXTURE SENTIMENT
Three uhf petition FCC for channel changes in order to maintain better competitive atmosphere

THREE VHFS PROPOSED
Initial decisions would make ch. 7 grants in Seattle and Omaha, ch. 12 in Jacksonville

McCONNAGHEYAIRS HIS VIEWS
FCC chairman, interviewed on CBS Radio, makes known his stand on today's top issues

STORER REPORTS HIS EARNINGS
Broadcasting company notes its 1954 net was 10 times that of 1945

DUMB'T ELECTRONICAM'
New film-live camera system may be shown to public Thursday

THE PEBBLY RADIO-TV AWARDS
Top individual honors to Gobel, Daly. CBS wins four, NBC and ABC three. Station winners: WJAR-AM, KGAI.

野生动物：熊的爆发
广播公司发布最新消息，表示对电视对青少年行为影响的担忧。委员会拒绝了广播公司提出的为竞选提供免费时间的请求。

DE-INTERMIXTURE SENTIMENT
三部VHF频道要求FCC为频道变化，以维持更好的竞争性环境。

THREE VHFS PROPOSED
初步决定将7频道授予西雅图和奥马哈的7频道，以及杰克逊维尔的12频道。

STORER REPORTS HIS EARNINGS
广播公司报告，其1954年的净收入是1945年的10倍。

DUMONT'S 'ELECTRONICAM'
一种新的动态摄像系统可能将被展示给公众。

THE PEBBLY RADIO-TV AWARDS
年度个人荣誉授予戈贝尔和戴利。CBS赢得了4个奖项，NBC和ABC各得了3个奖项。获奖电台：WJAR-AM，KGAI。
yours... all yours!
Completion of WOODland CENTER marks a long line of "firsts" in the facilities and services offered you by WOOD. In 1924, WOOD was Grand Rapids' first radio station. Today, it's Grand Rapids' only 5000 watt station, covering the heart of the rich WOODland market area. WOOD-TV was Western Michigan's first TV station on the air, first anywhere to deliver 316,000 watts from a 1000' tower. Other Western Michigan WOOD TV firsts are:

- Local Live Programs
- A T & T Network Service
- Color Service
- 1 N S Fax News Photo Service

If you, too, want to be first in Western Michigan, schedule WOOD and WOOD-TV!

**FIRST FLOOR**

1. Reception Room
2. Studio
3. Announcer's Booth
4. Control Room
5. Recording Studio
6. Music Record Library
7. Film Editing
8. Film Projection
9. Film Developing
10. Announcer's Lounge
11. Engineer's Lounge
12. Shipping Room
13. Office Supplies
14. Maintenance Shop
15. TV Power Room
16. Heating, Air Conditioning
17. Telephone Equipment
Studio A, 60' x 40', is equipped with 39 suspended lighting fixtures... permits simultaneous display of 8 automobiles on one set.

Unique central TV control room serves both Studio A and Studio B... makes possible split-second shifts from one studio to another.

Studio B, 30' x 40', houses a complete kitchen unit for homemaking shows, which can be screened off by folding doors when desired.

Loading ramp adjoins TV studios... permits truck unloading at bed level on one side; driving of autos from 100-car parking lot on other side.

News department is complete with every modern device for fast service, via local police radio systems, AP wires, International News Facsimile Photos.

Fully equipped dark room permits quick development of on-the-spot movie and still shots made by WOOD-TV news correspondents.

**SECOND FLOOR**

1. News Department  
2. TV Control  
3. TV Studio A  
4. TV Studio B  
5. Loading Ramp  
6. Program Department  
7. Dressing Rooms  
8. Chief Engineer  
9. Accounting  
10. TV Announcer’s Booth  
11. Audio-Video Rack Room

**THIRD FLOOR**

1. TV Studio A  
2. TV Studio B  
3. Client Viewing Room  
4. Conference Room  
5. Traffic, Continuity  
6. Promotion  
7. Sales  
8. Sales Manager  
9. Sec., General Manager  
10. General Manager  
11. Business Service  
12. Women’s Lounge

Client’s room overlooks TV studios; has color and black-and-white TV. Remote controlled panels reveal film audition screen, easel displays.

In the continuity department, scripts are written... commercials prepared... slides and other visual props arranged for clients.
WHAT'S IN WOODland CENTER FOR YOU?

most modern TV and AM facilities

RADIO

- Large AM studio for local live programs
- Air personalities—the best
- Fully equipped recording studio
- NBC programs
- Daytime news, every hour on the hour
- 5000 watts day and night

TELEVISION

- Two large, fully equipped TV studios
- Three 16 mm film projectors
- Full slide and telop facilities
- Panel controlled, complete lighting equipment
- Excellent prop storage facilities
- Expanded arrangements for audience-participation
- Spacious, completely equipped client room
- Top-rated network and locally produced programs

serving all of Western Michigan!

WOOD

GRAND RAPIDS, MICHIGAN

ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, INDIANA
WFDF, FLINT, MICHIGAN, WEOA, EVANSVILLE, INDIANA

REPRESENTED BY KATZ AGENCY

TV:
316,000 WATTS, NBC, BASIC:
ABC AND DUMONT

RADIO:
5000 WATTS, NBC AFFILIATE
REUNION IN VIENNA

THE LAST 15 minutes of "Reunion in Vienna" were almost worth watching the first 75—but not quite. It was Greer Garson's television debut, and it was a sorry show.

Biggest puzzle of the performance was trying to decide what the playwright had in mind. After it was over you guessed it must have been an attempt at romantic comedy, but it succeeded only in being an unsuccessful farce.

The play dealt with its aristocracy in Vienna in the 1930's. A band of the former favorites of the court had decided to have a party to recall the "old days." Miss Garson played a former member of the court set who was now the wife of a successful psychoanalyst. She wasenticed to go to the party on the promise that a former lover, an exiled archduke, would attend. Her husband, who felt he had been competing with the memory of the lover all those years, encouraged her to go so she could get him out of her system.

She went, she saw, and she was almost conquered. In fact, she was almost seduced right before the nation's television sets. It may have been sophisticated on the stage, but it came through as indecent on TV. Brian Aherne, as the playwright archduke, was distastefully lecherous instead of romantically naughty.

Only in the third act did a professional touch grace the show. The scene in which the amorous archduke confronts the husband and baldly demands permission to make love to his wife was wittily written and adroitly played. Especially clever was the ending. The husband had left the wife and would-be-lover alone for the night, sort of putting them on their honor. You thought they were going to "do the right thing" about it all when suddenly the lights dimmed and the camera left them holding hands on a terrace. When the husband returned in the morning everyone was gay as birds, and the viewer suspected the worst. Then, at the close, the wife produced a medal which the archduke had given her and recited a motto—evil to him who evil thinks! Then it was the viewer's turn to blush.

Television can ill afford to waste the talents of people like Miss Garson. It's to be hoped she and others like her who felt he had been competing with the memory of the lover all those years, encouraged her to go so she could get him out of her system.

Production costs: $300,000.

Broadcast on NBC-TV, Mon., April 4, in color and black-and-white, on Producer's Showcase, monthly series sponsored by Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt and Grey Adv. Agency.

NBC producers: Fred Cee; guest producers: Jean Dalrymple; associate producer: Bill Nichols; director: Vincent Donahue; associate director: Dominick Dunne.

Adapted for tv by David Shaw from play by Robert Sherwood.

Stars: Greer Garson, Brian Aherne, Peter Lorre, Robert Fleming, Cathleen Nesbitt, Lilli Darvas, Herbert Berghof.

Settings: Rouben Ter-Arutunian; makeup: Dick Smith; musical director: Harry Sonnik; technical director: Larry Ellikon; unit manager: Perry Cross.

THE WHISTLER

TO THE devotees of mystery drama on radio, the return of The Whistler to the full CBS radio network after a hiatus of eight years should prove welcome. This program has long been a steady favorite on the West Coast.

Perhaps it should be explained, for the benefit of the uninitiated, that the Whistler is a hollow voice, omnipresent and omniscient, which sets the scene and narrates the innermost thoughts of some miscreant in the process of a crime.

The stories usually follow a pattern: The person is driven by circumstances to commit his crime; he apparently is successful in covering his tracks; and at the final moment, a trick of fate reveals his guilt.

In one episode, "Alibi," a murderer has convinced a detective that he was taking a nap in his room during the time of the murder committed in another part of the city. However, the detective discovers an alarm clock in the murderer's apartment, still ringing, and still set for the time the murderer supposedly was taking his nap.

Generally, this series errs on the side of stereotyped characterization, which is perhaps inevitable in such a rigid format. Also, it must be noted that a half-hour is too short a time period to develop believable characterization, either on radio or TV (The Whistler is also a syndicated TV series).

However, it must be admitted that the interest of the listener is maintained, because one cannot be sure just how the murderer is going to get his comeuppance, although one can be sure that he will.

Production costs: $2,350.

Network: CBS Radio, Thursdays, 8-8:25 p.m. EST (West Coast, Sundays, 7:30-7:55 p.m. PST). Transcribed Hollywood origination.

Format: Psychological drama.

Producers: Joel Malone, director: Gordon T. Hughes; music conductor: Wilbur Hatch; writers: various.

Sponsor: (West Coast) Lever Bros. Co. (for Rinso), through Ogilvy, Benson & Mather Inc., N.Y.

THREE STARS

THUNDERBOLT

IN REVIEW

BOOKS

This IS EDUCATIONAL TELEVISION, by William Kenneth Cumming. Communications Series, Lansing, Mich. 264 pp. $4.40. THOROUGH coverage of educational television in all its phases, including programming, operation of a commercial or non-commercial station by an educational institution, cooperation with outside commercial stations and networks, administrative problems, etc., is provided by this volume. The book is based largely on personal interviews with educators who have been active in tv and on the author's own observations as a member of the department of journalism of Michigan State College and producer-coordinator of the college's tv station, WKAR-TV East Lansing.


BROADCASTERS and students of broadcasting will find particularly interesting that section of the Statistical Yearbook dealing with radio and television stations in countries throughout the world and with radio and tv set ownership. The Yearbook estimates there are more than 230 million radio sets in use throughout the world, of which more than 120 million are located in the U. S. and 70 million in Europe. In television, the U. S. is credited with 3.5 million sets; the United Kingdom, 3.4 million; Canada, 655,000; France, 72,000. The Yearbook notes that Soviet Russia claimed about 700,000 tv sets in January 1954. The range of coverage of the Yearbook can be suggested by the main topics, including statistics on population, manpower, forestry, fishing, manufacturing, transport, internal trade, finance, national income and communications, among others.

Interconnected Television Affiliate

National Representative:

The Headley-Reed Company

NOW SHOWING—ALL NBC COLOR SHOWS

STUDIO ONE! NBC COLOR SHOWS

a 24-county market with 
Effective Buying Income of 
$1,543,515,000 
(Sales Management 1954 Survey of Buying Power)
Famous as a local sight... yet known throughout the nation
This monument, these cherry blossoms, are an integral part of the personality of one place—our nation's capital.

They are local.

There are local reasons for the consumer to buy one product rather than another—for buying in one place rather than another—for listening to one station rather than another.

In Storer markets successful advertisers tell their stories on Storer Stations.

"A Storer Station Is A Local Station."

STORER BROADCASTING COMPANY

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, Eldorado 5-7690

BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498
Sweeney Interview

EDITOR:
We agreed with Sweeney almost 100% and are delighted with the interview feature [BT, March 28] (which) provides valuable ammunition for us. . . Are reprints of this and the Georgia bank story available?

William J. Green
Radio-TV Director
Lewis Edwin Ryan Agency
Washington, D. C.

[EDITOR'S NOTE: Reprints of the BT Interview with Kevin Sweeney are available at $10 per 100, and reprints of "A Georgia Bank Banks on Radio" at 65 per 100, with discounts of 10% on orders of 1,000 or more of either article.]

EDITOR:
The interview you had with Kevin Sweeney, president of Radio Advertising Bureau [BT, March 28], is terrific, tremendous, colossal, provocative and stimulating. Even though I can't agree with all of Kev's points, I think it is wonderful. We would like a dozen reprints.

Simon Goldman, Pres.
WTIN-AM-FM Jamestown, N. Y.

EDITOR:
The Kevin Sweeney BT interview was a masterpiece. If available, please mail us 25 copies.

Cal Smith, Station Mgr.
KROC Rochester, Minn.

EDITOR:
The interview with Kevin Sweeney was a dandy job. This format seems to make for absorbing reading and I hope BT can use it often.

Murry Harris
Public Relations Dir.
A. C. Nielsen Co., New York

Who's a Dead Duck?

EDITOR:
It had been rumored about the country that radio is a dying or a dead duck, particularly f.m. About a year ago we decided to put on an f.m. classical musical station and finally Sunday, March 27th, we went on the air . . . From 3 p.m. until midnight on Sunday we received over 125 phone calls. Monday both of our phones were kept busy until midnight. We received over 350 letters and more coming in for our program guides.

We really do not know what this indicates except, to us, that there is a listening audience, if we can program things that they enjoy.

Harry Eidelman
KCFM St. Louis

Bobrun Broadcasts Then and Now

EDITOR:
I read with interest the item telling of the first tape-recorded broadcast of a bobrun at Lake Placid, N. Y., made by the sports announcer of the Saranac Lake [WNBZ] station for the Bill Stern network show [BT, March 14].

I thought it might interest the younger generation to know the first broadcast from the bobrun was made "live" in 1935 . . . by E. S. Darlington a "ham" radio operator then in my employ in the new bureau of General Electric. Pack sets were unheard of in those days. Darlington built his own in true "ham" style. It weighed 25 pounds. . . .

With the pack set securely strapped to his back, a five-foot antenna sticking up in the air and microphone soldered inside a baseball catcher's mask, so that Darlington's hands could be free to hang onto the bob straps, the run was started. . . . As I recall it, Darlington was so scared after hitting the first curve that most of his "description" of the ride was confined to "oh boy, another curve" and "we got through," but he carried on to the finish and the words he did say were broadcast by WGY. A wire line carried his words from the bobrun lodge to Scheneetta . . .

C. D. Wagoner
(Retired from GE Publicity)
Radio Bureau
New York State Dept. of Commerce
Albany, N. Y.

The Carolinas

EDITOR:
. . . A fine job on the Carolinas [BT, March 21] . . . and we have been mailing them out right and left ever since the reprints came in . . .

Roger A. Shaffer, Mgr.
WSPA Spartanburg, S. C.

EDITOR:
The pieces on The South, on Georgia and on the Carolinas . . . were very well done and I congratulate you on them.

James E. Gates, Dean
College of Business Administration
U. of Georgia, Athens, Ga.

EDITOR:
Congratulations on a fine piece of work. It should prove very valuable to all of us in the business in these two states.

Harold Essex, V. P., Gen. Mgr.
WSIS-AM-TV Winston-Salem

EDITOR:
. . . a beautifully done piece . . . a gem of reporting.

Charles Parker
State Advertising Director
North Carolina Dept. of Conservation & Development
Raleigh, N. C.

EDITOR:
Congratulations to you and Frank Beatty on the excellent story on the "Carolinas." I think it is the finest I have ever seen. Would you please send us 50 reprints on the "Carolinas" story?

Charles M. Marshall
Promotion Manager
WSOC Charlotte, N. C.

[EDITOR'S NOTE: Reprints of "The Carolinas" are available at $25 per 100 copies, with a discount of 10% on orders of 1,000 or more.]

April 1st Promotion Editor:
Here is the story of an April Fool's Day promotion on KDRS.

Nobody showed up for work except the manager, the sales manager and the business manager. As far as the radio audience was concerned, the only broadcaster on hand for seven hours (5:30 a.m. to 12:30 p.m.) was the manager. I was on the air alone in that period and the fewest newscasts and regular two-man shows.

The objective, obviously, was to set the town talking. It worked. By noon the town was buzzing and listeners were sticking extra close. Two members of General Electric auxiliary staff volunteered to appear on the community chatter show, Back Fence. Listeners called the homes of staff members to protest against the cruel prank. (We took the staff off the hook later in the day.) The whole staff appeared on The Roving Mike at 12:30 to celebrate their self-declared half holiday.

KDRS Paragould, Ark.
seven league boot coverage
Texas Style

It takes a giant voice to cover this giant land...the rich
105 counties lying between Houston...Waco...San Angelo...
...Del Rio...Brownsville.

The powerful 50,000 watt daytime voice of KENS 680 kc.
dominate this vast area of 109,737 square miles and its
population of 4,271,400 — accounting for a yearly income of
nearly $6 billion!

With CBS and top local programming, the accumulative
audience of KENS shows first or in photo-finish-for-first place
in ALL rated time segments — Pulse of San Antonio, Nov., 1954
Additional G-E Cameras prepare you for EXPANDED SEASONAL

Cameras above are used with rack-and-console-mounted camera channels designed for fixed studio use. The same cameras are used in a portable chain.

Have you checked G-E color?

PYRAMID PLAN
FOR COLOR TV

G-E camera above is ready for color. Note close similarity in size to the monochrome unit left above.

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

TRANSMITTERS powered from 100 watts to 100 kilowatts.
ANTENNAS to fit every gain and pattern requirement—helical and batwing types.
STUDIO EQUIPMENT for complete audio and video facilities.
PORTABLE EQUIPMENT to handle all remote services.
PROGRAMMING . . .

offer other important advantages!

With one or two additional G-E cameras you need not hesitate to expand your “live” programming attuned to spring. New fashion shows, extra sports coverage (be it baseball or racing), special events can help you attract additional advertising revenue. In the studio or on remotes, extra cameras give you the equipment you need to handle this expanded programming.

Consider also these other advantages of spare cameras:

1. They prepare you for any unexpected camera emergency; simply roll out the spare camera.
2. You save on overtime pay for emergency repairs. With extra cameras ready for use, repairs can be made during your regular working hours at regular pay rates.
3. You can enjoy the benefits of a preventive maintenance program—check cameras and service them at regular scheduled intervals, and still keep ample cameras operating for every “live” program. With care like this, your cameras last longer and assure top picture quality year after year.

Let a G-E sales representative check your specific camera needs and suggest a plan of complete camera readiness for your station or network. General Electric Company, Broadcasting Equipment, Section X245-11, Electronics Park, Syracuse, N.Y. In Canada, write: C. G. E. Electronics, 830 Lansdowne Avenue, Toronto.

Optimum performance per pound of equipment

G-E TV PORTABLE CAMERA CHAIN

There’s amazing versatility in this lightweight chain. It answers almost every emergency need on remotes . . . fits easily into your studio layout. Available in from one-to-four camera chains. All units, except the switching and wipe units, are blower ventilated can operate in high ambient temperatures. Camera, monitor, and circuitry can be modified for color.

- FORCED AIR VENTILATION.
- PRODUCES LAPS, FADES, WIPES, INSERTIONS.
- COMPACT, YET EASILY ACCESSIBLE,
- LIGHTWEIGHT SUITCASE DESIGN.

- Depend on the G-E portable camera chain to deliver top picture quality in the studio, or out on remotes. Moving the lightweight units to remotes is a cinch.
- Control units of portable chain are easily, quickly mounted on the control equipment desk.

Progress Is Our Most Important Product

GENERAL ELECTRIC

Broadcasting • Telecasting

April 11, 1955 • Page 21
BLANKET COVERAGE OF THE RICH FORT WAYNE TRI-STATE MARKET

WIN-T, your station for complete coverage of the thriving 18-county, tri-state market surrounding Fort Wayne, Indiana. Check these billion dollar market facts and figures:

- POPULATION 722,500
- HOUSEHOLDS 228,600
- CONSUMER SPENDABLE INCOME $1,177,771,000
- TOTAL RETAIL SALES $768,150,000

WIN-T CBS and ABC for FORT WAYNE and the Tri State area of Indiana, Ohio and Michigan.
Nationally represented by H-R TELEVISION, INC.

FARSIGHTED Herbert John Yates was the first major motion picture producer to act upon the potentialities of tv. He was also the first to switch to tv-only production, if his remarks to Republic Pictures stockholders last week (see story, Film Section), bear fruit.

Five years ago the president of Republic Pictures Inc. set up Hollywood Television Service Inc. to engage in tv film distribution. Contrary to the manner in which other major studios have since gone about video, Republic entered tv film production only after the distribution arm was a going concern.

With Earl R. Collins as president, Hollywood TV started moving ahead in 1951 with a package of 100 westerns and 136 features. Currently in distribution through HTS and its 33 branch offices are 505 features plus 39 half-hours in the Stories of the Century series.

Studio City Television Productions Inc., with Morton W. Scott in charge, started functioning only last year. Its one series to date, Stories of the Century, received the Academy of Television Arts & Sciences’ national “Emmy” award for the best western or adventure series, the only syndicated film package so honored.

Studio City is readying four additional series for fall release by HTS. Two half-hours have been completed in Behind the Scenes and scripts are being written for Adventures of Dr. Fu Manchu. The latter will undoubtedly also become a transcribed radio series, Mr. Yates reveals.

He was born in Brooklyn on Aug. 24, 1880. At 19, while working his way through Columbia U., he became a sales executive for American Tobacco Co. By the time he was 27, he was assistant to the vice president in charge of sales for Liggett & Myers Tobacco Co.

Retiring from the tobacco industry in 1910, he got interested in motion pictures after financing the late Roscoe (Fatty) Arbuckle and receiving 100% profit plus his investment.

After taking time out to lose $100,000 as a “gentleman farmer,” he joined Hedwig Film Laboratories in 1915. The processing of film intrigued him to the point that within two years he felt he had acquired enough knowledge and self-confidence to establish his own enterprise, Republic Film Laboratories, New York. Within another year he organized Allied Film Laboratoires Assn. and by 1922 he had developed Consolidated Film Industries Inc.

From his vantage point in the laboratory he decided the motion picture industry “was a fascinating business, with plenty of room for brains and intestinal fortitude and eternal hunger for capital to provide expansion and improvement.”

Republic Pictures was born in 1935 when Mr. Yates engineered the merger of four independent producers, Liberty, Mascot, Monogram and Select, and took over the Mick Sennett lot in North Hollywood.

Besides Republic’s tv film production and distribution subsidiaries, the studio itself has made such facilities as 19 sound stages, underwater tank, western back lot and one of the two finest recording studios in the world, available to independent tv film producers. A major tenant is Revue Productions, MCA’s film unit. A further tie-up was recently effected in “the biggest contract of its kind in the history of tv” when MCA-TV acquired tv distribution rights to Republic’s package of 67 Roy Rogers and 56 Gene Autry feature films.

Republic grossed $7 million for distribution of features to tv during the past two years. Studio rentals to tv producers brought in over $700,000 last year.

Consolidated Film Industries, from which this activity evolved, is today a division of Republic Pictures with labs in Ft. Lee, N. J., and Hollywood, headed by Douglas T. Yates and Sidney P. Solow, respectively. In 1948 CFI processed the first west coast tv film series, NBC-TV’s Your Showtime, produced by Marshall Grant-Realm for American Tobacco. Currently, approximately 85% of the labs’ business is in tv film for such clients as Revue, Desilu Productions, Four Star Productions, Gross-Krasne, Guild Films, Ziv and McCadden Corp. It also processes all of CBS-TV’s and about half of NBC-TV’s Hollywood films and kinescopes.

Mr. Yates’ foresight was again demonstrated in the construction of a new plant with specially designed equipment to handle 16mm film. It was conceived with Mr. Solow in advance of the actual need, but planned for the present emergency which has found many other labs reconverting 35mm space and facilities.

Feature-wise, Republic used to be identified solely with westerns. Gene Autry as the first singing cowboy, followed by Roy Rogers and Rex Allen, contributed greatly to the success of the studio, Mr. Yates says. But, series westerns were “a casualty of tv” and Republic now makes about 20 competitive big budget color features per year.

Cited many times for his continual support of American ideals, he takes particular pride in the National Gold Citizenship Medal which was presented to him in 1951 by the Veterans of Foreign Wars for his feature film, “Red Menace.”

Married in 1952 to actress Vera Raiston, the Yates’ have a home in Sherman Oaks, Calif., one on Long Island and an apartment in Manhattan. The apparently tireless Mr. Yates plays 18 holes of golf every weekend, but Republic with its subsidiaries is his vocation and avocation.

our respects

to HERBERT JOHN YATES

Page 22 • April 11, 1955
WATE IS NOW 100,000 WATTS • FULL POWER!

All Eyes Are On Knoxville
POWER MARKET OF THE SOUTH

Land of TVA power and Atomic Energy power, Knoxville is fast becoming most famous for the tremendous buying power of her people.

Look at the figures: nationally, Knoxville is one of our 60 largest markets ... and is growing rapidly. Within the State of Tennessee and the area, Knoxville ranks first, percentage-wise in: (1) number of married couples living in their own household, (2) largest number of persons per household, (3) lowest median age of population, (4) largest number of industrially employed.

Blanketing this 42-county Knoxville Market is WATE-TV, only VHF station in the area. It's the eyes and ears of sales-minded advertisers who keep consumer buying at record highs. There could be new opportunity here for you. Let us tell you the full story—today!

AFFILIATED WITH NBC AND ABC • NETWORK COLOR REPRESENTED NATIONALLY BY: AVERY-KNODEL, INC.
THE MARINES

"UNCOMMON VALOR"
HAVE LANDED

...with Uncommon Valor...

the most powerful new film series in television

The picture that makes these pages come alive is one of thousands just as exciting. In 26 half-hour programs they will soon light up the nation's television screens. And before the eyes of millions, the history made by U.S. Marines will now make history in television.

This is the Leatherneck story: A story of America's most colorful fighting men...of headquarters and foxholes...of land, sea, and air...of unlimited drive to victory. From official film records, skilful editors have created a pageant of action with realism and suspense mounting from beginning to end. Narrator is General H.M. "Howlin' Mad" Smith, one of World War II's great combat leaders.

For both stations and advertisers UNCOMMON VALOR offers an uncommon opportunity to build sales, prestige, and community goodwill. (So popular was a comparable U.S. Navy series that it is now being broadcast in many markets for the fourth time.)

Be the first in your area to attract a regular weekly audience with UNCOMMON VALOR. Write for details today, or better still wire collect.
to cover the
SAN FRANCISCO
Bay area...

... use one of
America's 2
GREAT independents!

KYA
The Personality Station
... 1260 k.c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
BRyant 3-0134

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RANDolph 6-0712

to cover the
NEW YORK
Metropolitan area...

...YOU owe it to
your clients to invest
in a station with a
growing equity!

D. J. AVERAGES

Industrials...UP
Chemicals...UP
Utilities...UP

* of audience increase
Monday—Saturday
based on pulse, N.Y.

...use one of
America's 2
GREAT independents!

WINS

50,000 watts...
...24 hours a day

SAN FRANCISCO OFFICE:
Chuck Christiansen
Hotel Fairmount
DOuglas 5-8596

CHICAGO OFFICE:
George Clark
300 N. Michigan Ave.
RANDolph 6-0712

PAT BROUWER

on all accounts

A TRANSITION from airlines to agencies and
the buying of national spot seems to have been
bridged with the characteristic charm attributed
to Pat Brouwer, timebuyer at Needham, Louis
& Brody Inc., Chicago.

In her present capacity at this steadily-grow-
ing agency, with which she has been associ-
ated for over two years, Miss Brouwer is as-
signed to the task forces on such accounts as
Campbell Soup Co. (pork and beans, V-8 cock-
tail vegetable juices), Kraft Foods Co. (Parkay
margarine, Kraft oil), Morton Salt Co., Peo-
(salad dressing), Quaker Oats Co. (Kend-E-Fus-
ion products) and Wilson & Co. (canned meats,
Cremade soap, Jane Wilson products).

Timebuying has been Patricia Brouwer's forte
in Chicago agency circles since October
1949 when she joined Grant Advertising Inc.
as an assistant timebuyer. In January 1951 she
moved over to Young & Rubicam's media de-
partment in a similar capacity, remaining until
May 1952. She joined the Needham, Louis &
Brody organization in November of the same
year.

Nine Years in Oak Park

A native of Minneapolis (Nov. 5, 1925), Miss
Brouwer spent most of her early life (nine years)
in Oak Park, Ill., a Chicago suburb, until she
moved east to Syracuse, N. Y., in her high
school sophomore year. She attended Notting-
ham High there and later Syracuse U. for two
years, majoring in business administration.

From January 1946 to April 1947 Miss Brouwer
worked for American and Northwest airlines,
headquartering at one time in Washington,
D. C.

After a stint with Real Silk hosiery, Pat
Brouwer joined WAGE Syracuse as a secretary,
being associated with the station (now WHEN)
from December 1947 to October 1949.

It was at this point in her career that Pat
Brouwer felt the urge to return to the familiar
evironments of the Midwest. As a result, her next
move was to Chicago and a position at Grant
Advertising.

In her tenures at Grant and Young & Rubi-
cam, Miss Brouwer worked on a variety of ac-
counts before joining Needham, Louis & Bro-
by. She is one of two spot timebuyers at the
agency now.

Pat Brouwer is an ardent worker by day and
an enthusiastic televiewer by evening. She is
single and lives with her mother in Evanston,
Ill. Her favorite hobbies are swimming and
horseback riding.
ONLY ON

WBT Radio
COLOSSUS OF THE CAROLINAS

Sound-est investment

Only on WBT Radio can you associate for your product the massive, traditional selling power of "Grady Cole Time", now in its twenty-sixth year and stronger than ever. Grady gives each of his forty-six current sponsors individualized benefit of his 8.7 average Pulse rating (5:45 to 9 a.m., Monday through Saturday) plus canny commercializing and immense influence with consumers, retailers and wholesalers.

The rarity of availabilities underlines the prudence of regular contacts with your CBS Radio Sales man.
For the right start in Color-TV...

you need this RCA Test and Measuring Equipment "Package!"

This indispensable package represents a basic "must" for a satisfactory color operation—network, film or live. You need it to check your station performance, maintain your broadcasting standards, assure the highest quality.

The various components of this vital "package" are pictured below. Charts at the right show how these units are used with relation to other station equipment as a means of providing complete testing facilities to meet various situations.

RCA engineers—the acknowledged pioneers in the development of compatible color television—have spent years developing this test equipment which takes the guesswork out of color broadcasting. Already, RCA color test equipment is proving itself in nearly 100 stations, assuring compliance with FCC standards of quality.

The "package" represents the minimum requirements for your station. For peak station performance each of these items should be included. In many stations the duplication of certain of the items will be desirable.

For experienced assistance in planning the installation of this equipment to meet your individual requirements, call on your RCA Broadcast Sales Representative. Or write RCA Engineering Products Division, Camden, N. J.

You will need all of these 5 instruments for color test and measurement...

LINEARITY CHECKER
WA-7B

COLOR SIGNAL ANALYZER
WA-6A
1. Linearity Checker and Oscilloscope test for differential gain.

2. Addition of Color Signal Analyzer makes it possible to check differential gain and differential phase.

3. Burst-Controlled Oscillator must be added to check differential gain and phase at remote locations where studio sub-carrier is not available.

4. Grating and Dot Generator checks convergence and deflection linearity of monitors. Its signal can also be used for checking house monitoring systems.

5. The Color Bar Generator shown is used with origination equipment for supplying test signal to system. The Color Bar Generator in conjunction with the Color Signal Analyzer is used for precise alignment of the Colorplexer.

6. Integrated Test Equipment System for color broadcasting. This includes all situations depicted above.
KWKH (SHREVEPORT)

EVEN FLOODS INTO Water Proof!

Latest Hoopers show KWKH favored over the second station... morning, noon and night —up to 104%! Yet, the 50,000-watt power of KWKH gives you tremendously more than Metropolitan Shreveport...

Nearly 85% of our coverage is in places like Water Proof, Louisiana (pop. 420) — just one of hundreds of towns and villages in our 80-county daytime SAMS area. Actually, KWKH delivers 22.3% more daytime homes than all six other Shreveport stations combined!

Get all the facts from The Branham Company.

KWKH

A Shreveport Times Station

Texas

SHREVEPORT, LOUISIANA

ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives
Henry Clay General Manager
Fred Watkins Commercial Manager

Nearly 2 million people live within the KWKH daytime SAMS area. (The area includes additional counties in Texas, Oklahoma, New Mexico and Mississippi not shown on map.)
SUBSCRIPTION TELEVISION:
THE DEBATE GETS HOTTER

COMMENTS SNOWBALL AT FCC—ZENITH CANCELS CBS PROGRAM

CANCELLED CONTRACTS and violent argument developed last week as the fight to change American telecasting by allowing pay-to-see services developed into a major national controversy.

With the deadline for FCC comments just four weeks away, the Commission already has received more public reaction than any tv issue has aroused since the 1950 color hearings.

Principal developments last week were:
- Zenith Radio Corp. charged CBS-TV with censoring its April 3 Omnibus commercials promoting subscription tv.
- According to Zenith, it was cancelling its April 10 sharing of Omnibus, last program of the season.
- CBS flatly denied censorship, saying Zenith was trying to deviate from the contract.
- CBS said it would insist on getting paid for the April 10 Omnibus; it charged Zenith with "outrageously" inaccurate statements.
- Analysis of comments at FCC showed an approximate split (185 for pay-see, 175 against).
- The total (360 comments) exceeds a normal one-year FCC supply for a single issue; most of the comments take a strong stand one way or the other.

Fiercest exchange of the week was between Joseph S. Wright, Zenith vice president and general counsel, who wrote an indignant letter to Dr. Frank Stanton, CBS Inc. president, and Richard S. Salant, CBS vice president and general executive, who replied to the Wright letter.

Answering Mr. Wright's charges in connection with refusal to accept a subscription tv commercial on the April 3 Omnibus, Mr. Salant explained that Zenith had been advised the copy would be rejected under contract terms limiting commercials to goods and services. He added that CBS policy limits discussion of controversial issues to programs designated for that purpose.

First comments received by the FCC from the public ran 2-to-1 against subscription tv, following the Feb. 10 call for views [B&T, Feb. 14]. After early March, however, the pro-pay forces began to make themselves heard at the FCC—and in quantity.

A review of correspondence sent to the Commission makes two things clear. The more articulate correspondents—and based on the bond note paper and more educated expression, the higher income group—are favorable to pay-tv. The less articulate, writing on ruled, cheaper paper and on postcards, are against subscription tv.

As might be expected, the few broadcasters who already have expressed their views are—with one exception—in favor of pay-tv. These are KSAN-TV San Francisco, ch. 32; KCEB (TV) Tulsa, Okla., ch. 23, now off the air, and, surprisingly, KONA (TV) Honolulu, ch. 11. Lorrin P. Thurston, chairman of KONA, suggested a dual system of subscription tv and free tv for stations. Also in favor is WBBB.

LETTER WRITERS

MR. WRIGHT
Mr. Wright is wrong

CBS maintains Wright is wrong

Burlington, N. C. Only station opposing was KGFF Shawnee, Okla. Both of the last two are am stations.

A couple of Wyoming broadcast employees wrote in asking whether they can apply for Casper ch. 6 for subscription tv. They asked that their letter be kept confidential.

It will be recalled that heavy support for subscription tv came last year from a group of uhf stations, which saw the income from toll-tv as a help in overcoming uhf's financial straits.

Also favorable to pay-tv is a Nevada contingent including Gov. Charles H. Russell, Sen. George W. Malone and Rep. Cliff Young, both Republicans.

Many physicians have written in favoring the pay principle. The Ass'n. of American Medical Colleges expressed its belief that subscription tv could have serious "potential" value for doctors' training.

Among the advocates of pay tv who have expressed themselves in writing are the president of the Pittsburgh Steelers football team and playwright Philip Dunning.

The opposition correspondents make much of the fact that tv is free to low income families who cannot afford to pay for their entertainment. Also referred to are the plight of shut-ins, pensioners and others on fixed incomes.

Their opposition is sometimes expressed vividly. Words like "violently opposed," "un-American and monopolistic," "criminal scheme from Moscow," and "communistic herring" are expressions that crop up in some of the letters.

Not many theatre owners have written in yet, but the few that have are apparently using a mimeographed form letter, the salient portion of which reads as follows:

"It is the writer's considered opinion that such special interest shows and sporting events, as would normally be presented over this type of service, would find their best outlet in theatres and public places. Such enterprises can best afford, through admission charges, equipment capable of presenting such events in a manner worthy of paid viewing.

"It further seems that home presentation of such programs will tend to syphon off the best of available material from free broadcasts, leaving only such material as to make these broadcasts hardly worth watching.

"It also seems that 'pay-as-you-view' television would tend to encourage monopolistic practices by the organizations owning the coaxial cable network."

One theatreman, however, doesn't seem to share his colleagues views on pay-tv. He asked for information getting FCC-approved franchises for pay-tv. He also offered to come to Washington to help the FCC make up its
mind, based on more than 30 years of theatre ownership and management.

Many letter-writers take broadcasters, networks and advertisers to task for trying to squeeze more revenue from viewers.

One opposition came from a Frank A. Saute, who signed himself executive vice president of the National Assn. of TV Advertisers, Glens Falls, N. Y.

In one letter, a Hollywood resident proposed that Zenith be permitted for stations transmitting 1,000-line pictures. This would give to much more detail than the standard 525 lines, he said, that a lot of people would be glad to pay for it.

Separate Channel

Another proponent qualified his enthusiasm by advocating a "separate channel" for subscription TV, so "we can continue to enjoy sponsored TV.

As the May 9 deadline for comments draws near, it can be assumed that more and more expressions will be received from the viewing public. If they follow the pattern indicated so far, there is going to be a stand off as far as Zenith's effort to introduce this new method of broadcasting is concerned.

Mr. Wright's letter to Dr. Stanton, voicing the Zenith complaint, charged CBS with "arbitrary and unwarranted censorship" and added, ". . . for that reason, we refused to participate in the program of April 3, and ask that our name not be used in any way in connection with the forthcoming Omnibus program of April 10, 1955." He said Zenith felt the public has a right to be informed about this subject (subscription TV). The letter continued:

"Some months ago you refused to permit an impartial forum discussion of subscription television over your station WBBM-TV in Chicago, and on March 27, 1955, you presented Omnibus a program on subscription television which was unfairly slanted to create an unfavorable reaction on a program which we sponsored and over our objections to same.

"In view of press reports that you intend to open subscription television because of its possible effect upon your present competitive position, we protest your refusal to permit a fair presentation of the subject over your facilities in the hope of a balanced discussion or in our own paid commercial.

Here is the text of Zenith's proposed commercial:

"Have you ever wondered why you never see a first run Hollywood movie or new Broadway play on your home television set? Have you wondered why certain heavyweight championship fights are no longer on home TV?

"The answer is simple!

"Advertising sponsors of the home TV you now enjoy simply cannot pay the price to bring you first run Hollywood movies, Broadway plays, and many other big box office events. But there is a way for you to get this great entertainment in addition to the fine fare you now enjoy on home TV. Subscription television can bring you on the same screen you are now watching programs not now available on an advertising-sponsored station. Subscription television has been perfected and is now ready to serve you all the world's great box office entertainment. You would have the opportunity, if you choose, to pay a small fee to see these great events without the inconvenience of leaving your home, and at a fraction of the present box office cost.

"Subscription television would supplement the present programming and provide an extra and optional service which you would use only as you wanted and when you wanted it.

"The Federal Communications Commission in Washington, D. C., have found out whether it would be in the public interest to approve subscription television as a supplement to present broadcasting.

"The Commission has asked all interested persons to send them comments on or before May 9, 1955. Are you interested?

"For further information, write Zenith Radio Corporation, Chicago 19, Illinois— who brought you this announcement in the public interest."

Mr. Salant's reply follows:

Dear Joe:

I am replying to your letter of April 4, addressed to Dr. Stanton, and relating to CBS Television's refusal to accept certain controversial advertising copy submitted by Zenith for use in connection with the April 3 broadcast of Omnibus. In your letter you have taken a position which I believe to be wholly wrong and you have made some important errors of fact:

1. As you have already been notified by wire from Mr. Wright, the socalled 'right to non-participation in the April 3 and 10 Omnibus broadcasts, we look to you for payments for both broadcasts.

2. You are in error in alleging that our refusal to accept the commercial continuity which was submitted by you for the Omnibus program of April 3 was an arbitrary and unwarranted censorship on our part or that it stemmed from our intent to oppose subscription television. The proposed commercial copy which dealt solely with advocacy of subscription television was a violation of the contract between CBS and Zenith covering its co-sponsorship of Omnibus. Paragraph 2 of the contract explicitly provides:

Products or services. The broadcast time period shall be used for the advertising of the following products and/or services of advertisers, and for no other product, service or purpose without prior notice to and approval by CBS Television."

Further, by letter of Oct. 22, 1954, your advertising agency, in placing its order for Zenith's participation in Omnibus, expressly stated:

"It is understood the products which may be advertised during the time period of the program will include radio and television receivers, phonographs, and hearing aids."

Violates CBS Policy

The proposed copy did not deal with a product at all, hence it was excluded from the contract. Further, as both Dr. Stanton and I personally advised you in another connection on Friday, March 25, it is a fixed policy of CBS not to permit commercials dealing with controversial public issues to be broadcast in the course of an entertainment, news or other program. The proposed commercial was a controversial public issue.

We believe theZenith's wishes have been fully and adequately heard and we have invited the Zenith ownership and management to discuss the matter.

Yours truly,

**GRASS ROOTS COMMENTS**

HERE are some samples of the type of letters the FCC has been receiving on the question of pay TV. Portland, Ore.—Sir: What the matter with you birds. Where do you think the average guy is going to get the dough? He won't pay for toll TV. Any blockhead should be able to see it's just another sucker-play. The T.V. sponsors and stations are making a mint now getting rich. Yours disgusted, ***********

Millbrae, Calif.—Gentlemen: "Public Asked to Speak Up on 'Pay-TV,'" says my morning Chronicle. This is just what I have been wanting to do—speak up for opportunity to have the choicest entertainment in my home. Please put this family on record as HEARTILY FAVORING PAY TV. I have long followed the efforts of Zenith and others, and wish you would give them a chance to demonstrate.

Considering what many families now pay for entertainment plus the considerable investment in radio and TV in the home, plus regular maintenance expense and monthly power bills, YOU WILL DO SOMETHING FOR THE AMERICAN FAMILY AND THEIR FRIENDS by letting us subscribe to "incomparable entertainment" in our homes. Please do not think of the "great American public"—there isn't any. We are a lot of American minorities in our tastes, educational backgrounds, and ambitions in life. Give us more stations, greater variety of programs, encourage producers to give repetitons of their best shows. We want more OMNIBUS, and NBC TV WORKSHOP productions. This family is willing to pay for the product by direct charge.

Cordially, ***********

Pittsburgh—Gentlemen: As my friends and I have read in the newspaper that the Television people is trying to get coin boxes in homes to see television—and collect for same, will state that we are not going to have such a system in our homes, as we prefer the nice commercials that go with the programs. And what is wrong in the sponsors selling their merchandise? Many items I saw commercialized on T.V. I purchased as I did not know of them before, nor my friends. In fact, they giving us nice programs induced us to purchase their products — so why now must we consider the slot machines and have collectors pick up coins from our homes for entertainment. If I wish to see some large productions it is sponsored full to dress and go to the theatre for such entertainment. So please do not pass such a coin box slot machine idea off on the public—let the theatre people own the larger productions and earn a livelihood too.

We pay enough for a Television set in our homes and wish to enjoy it as we like—note the money mongers want us to do. Yours truly, ***********
COTY SUES REVLON, WEINTRAUB, CBS;
CHARGES THEFT OF TV COMMERCIAL COPY

But Hazel Bishop states 'Wake Up Beautiful' copy theme was created for its lipstick, not Coty's nor Revlon's, in 1950.

COTY Inc. cosmetic firm, a tv spot advertiser, has filed a federal civil suit against Revlon Products Corp. (network and spot advertiser), William H. Weintraub & Co. and CBS, charging false representation, copyright infringement and misappropriation of advertising material in its tv commercials.

The action, filed last Thursday in the United States District Court, Southern District of New York, alleges misuse of a trademark, "Wake Up Beautiful," the advertising theme and claims embodied in the current advertising and sales campaign to introduce Coty "24," an "entirely new type" of lipstick.

Norman B. Norman, vice president and account executive on Revlon at the William H. Weintraub agency, said yesterday that there was "no truth" in the charges and he denied "each and every one of the allegations."

Julius F. Brauner, secretary of CBS, explained that the network had not been served with the papers and therefore could not make a statement.

A spokesman for Hazel Bishop Inc., one of the largest tv advertisers in the cosmetic field, stated that, although it would not discuss the merits of Coty's lawsuit against Revlon, Hazel Bishop Inc. had advised Coty that Bishop's advertising agency, Raymond Spector, had originated this very campaign idea in 1950 and continued to work on it continuously ever since. The Hazel Bishop spokesman claimed it was strange that the very same caption and much of the copy that appears in the Coty campaign had been prepared by the Spector agency as early as 1951 and 1952. These all included the phrase "wake up in the morning beautiful." The Hazel Bishop spokesman also said it was well known for some time in various circles that Hazel Bishop Inc. intended to promote this benefit which could be achieved by users of Hazel Bishop Long-Lasting Lipstick.

The Coty suit against Revlon charged that, after Coty began its campaign in January of this year, Revlon, aided by the co-defendants, began in March to use the same theme and claims to promote a standard Revlon product for which no new features had previously been claimed.

"Wake Up Beautiful," Coty's companion trademark to "24," has allegedly been misappropriated by Revlon. The complaint characterizes Coty "24" as the longest wearing lip-stick offered for sale in the United States and "the only lipstick which forms a thin coloration that becomes bonded to the lips."

Coty officials said tests lasting many months and involving the participation of 6,000 women were conducted to verify the unique characteristic of Coty "24" before the product was introduced.

"Obviously, Coty sustains a heavy loss through competition of this kind," Philip Cortney, Coty president, said. "Of equal importance, however, is the underlying issues which this case poses, and the losses which the entire industry can suffer from them. If practices such as we cite here were to spread very far in the

AT a news conference announcing the June 5 entry into network radio by F. W. Woolworth Co. (dime stores), which will sponsor a new full-hour musical series on CBS Radio, are (1 to r) Adrian Murphy, president of CBS Radio; Percy Faith, musical conductor of The Woolworth Hour; E. C. Burman, Woolworth Co. advertising director; Rae C. McLaren, Woolworth vice president, and Macdonald Carey, host of the upcoming program.

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nation's trade channels, the result would be chaos.

"No industry could hold the confidence and good will of the consumer if the bars of competition were suddenly lowered. Maintenance actions which were considered unsound and illegal decades ago. The unwritten, as well as the written, laws of integrity and fair dealing which prevail in an industry are vital consumer protection. Despite all the safeguards erected by federal regulation, the responsibility for honest representation of a product's properties will forever rest primarily with the manufacturer."

"A major question here, it seems to me, is whether business will continue to move forward in its bid for public confidence or return to the dark ages of dog-eat-dog competition. We cannot have orderly progress in any industry if innovators and investors can so easily be deprived of the fruits of their enterprise."

Examples of Revlon's alleged misuse of Coty's copyrighted material were filed as exhibits to the complaint, including excerpts from the commercial films of Danger and the Jack Paar Show on CBS-TV.

Revlon Footsteps Covered

Mr. Cortney said at a news conference, held Thursday at New York's Madison Hotel to announce the law suit, that originally Coty planned to concentrate in 50 television markets but after a few weeks was forced to appropriate an additional $250,000 to expand to areas where Revlon had entered. He said that Revlon claims of lipstick color lasting overnight were untrue; that the first thing the consumer would discover was that it was not true, and that then Coty had to follow in those areas where the consumer had lost confidence because of Revlon's claims.

Mr. Cortney also said that he tried to avoid a law suit and took three steps to prevent it: (1) that he talked to Mr. Revson, president of Revlon Products, and told him about the copy and Mr. Revon promised to check and call back but never did, (2) that Mr. Cortney informed the Trade Goods Assn. which gave to the agency and the sponsor but felt it could not police the industry and (3) that he went to the Better Business Bureau which also drew attention to the matter.

"I was not in action. "The amount in controversy, exclusive of interest and costs, exceeds the value of $3,000" the complaint states. In effect, it was said, the suit is not for the monetary value but for injunction purpose."

Spokesmen for Revlon Friday categorically denied all the allegations.

Pulse N. Y. Survey Shows

Minorities 62% of Residents

SURVEY conducted in January by Pulse Inc., New York, for the Joseph Jacobs organization, advertising and public relations firm, has revealed that Jewish, Italian, Negro and Puerto Rican residents of New York comprise 62% of the city's total population. Pulse estimates were based on interviews with 1,585 housewives in the five boroughs of the city. Dr. Sydney Roslow, director of Pulse, said that the findings "underline the need for special advertising and sales approaches to sell each of these markets within America's largest market."

The survey was part of the "Inventory of Food & Drug Products" conducted annually since 1944. The information relating to trends in product usage and brand preference in the food and drug field will be released shortly, Dr. Roslow said.

FASHION EXPERTS PLAN RADIO-TV USE

New York group of designers plans $6 million center fully-equipped for national broadcasting-telecasting of new creations. Seasonal time buys also contemplated.

LEADERS of New York's apparel and fashion industries met last week at the Waldorf-Astoria for a glimpse into radio-tv plans aimed at maintaining the city's leadership in the world of designs and creations.

At the meeting it was revealed:

- By the middle of 1956, a $6 million, 10-story fashion center will be built at an unspecified location north of New York's garment district and south of the city's new Coliseum now under construction at Columbus Circle.

- Part of the structure's fifth floor will be devoted to a radio-tv control center, fully-equipped for nationwide broadcasting.

- Once this building is up, the industry will look to nationwide tv timebuying on what is likely to be a seasonal basis.

The latter plan, when it was unveiled at the meeting, reportedly was met with a response indicating that the top garment makers would be willing to enter into such a national project.

The key to tv plans is in the proposed building itself.

The center will be financed through bond issues sold to members of the garment industry in $1,000 to $5,000 units per member. At first, the fashion center will be limited to 3,000 members who represent about 17% of the 17,800 firms allied with the fashion industry in New York.

According to Joseph Love, operator of Joseph Love Inc., New York, maker of children's dresses, and spokesman for the project, $250,000 ready is already been pledged by his industry.

In the tentative plans for the center, designed by Sydney Goldstone, New York architect, are a facade of limestone, aluminum and glass, and facilities for all members of the fashion industries, including dealt dealers in men's, women's and children's clothing and accessories. A 2,000-seat auditorium, lounges, private dining rooms, headquarters for out-of-town press representatives (including radio-tv), a museum of fashion, a fashion library and a Fashion Hall of Fame, are in the plans.

Private Showings

Still other rooms, in addition to the auditorium, will be equipped for private showings, which, according to Mr. Goldstone, could be arranged for radio-tv pickup, channeled through the control center.

According to the building's planners, this "suit show case" for New York fashion would contain "all the facilities required to set forth New York fashions in a glamorous manner in order that their style messages may reach all parts of the country as quickly and efficiently as possible."

Mr. Love sees varied uses of the building's radio-tv facilities. In addition to regular time-buying on a seasonal pattern for national showings (assuming that the project's fathers would approve a budget), tie-ups with regular network programs would be sought and other promotional or merchandising plans could be formed.

The idea of the building also is to establish a fashion hook up with conventions being held in the new Coliseum. Regular tie-in programs

Network Feb. Gross 17.5% Over Feb. '54

COMBINED gross time sales of tv and radio networks in February, totaling $41,298,379, gained 17.5% above the February 1954 total of $35,467,923.

In tv, the networks combined gross 35.7% more in February than in the corresponding month last year. Individually, all the tv networks, except one, were up substantially.

Total January-February gross billings for the network: radio—$20,947,920 in 1954 compared to $25,490,176 in 1954; television—$64,598,395 in 1954 compared to $48,006,606 in 1954. For the first two months comparison, this roughly comes to some $4.5 million down in radio but about $16.4 million up in television.

ABC* $2,333,414 $2,449,737 $4,783,151 $6,132,587 $13,255,938
CBS 3,090,705 2,470,512 8,312,073 5,915,866
MBS 1,793,452 1,964,310 3,757,762 3,600,377
NBC 2,184,609 2,176,812 4,361,421 6,717,683
Total $10,162,129 $12,204,850 $20,142,336 $25,490,176

ABC* $2,667,696 $2,907,372 $7,285,891 $5,822,466
CBS 1,694,795 1,995,481 3,602,676 2,678,810
MBS 12,975,842 2,261,148 5,446,403 2,795,765
NBC 5,281,540 2,266,158 4,640,395 2,795,765
Total $31,115,540 $32,494,158 $69,488,905 $48,006,606

ABC* $2,487,140 $4,181,305 $1,372,532 $2,744,204 $10,785,181
CBS 2,335,414 3,295,769 1,291,938 2,584,620 11,160,729
MBS 2,184,609 2,176,812 4,361,421 6,717,683
Total $6,907,163 $9,863,886 $5,027,963 $10,246,505

ABC* $3,716,185 $15,831,411 $7,232,940 $13,189,599 $33,462,855
CBS 3,266,796 14,694,726 9,277,473 12,275,843 25,135,540
MBS 2,484,148 2,266,158 4,640,395 2,795,765
NBC 3,325,391 4,244,418 4,640,395 2,795,765
Total $13,762,646 $34,027,594 $35,467,920 $49,806,606

* In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by L. F. B. in calculating gross time sales. The adjustment factor includes daytime network radio programs where ABC Rate Code No. 6 was in effect.

** Revised as of 1/4/55.

EXECUTIVE STAFF

BERTAL G. BUCKLEY, President; CHARLES J. WATTS, Executive Vice President; W. GEORGE RITCHIE, Vice President-

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ADVERTISERS & AGENCIES

BROADCASTING • TELECASTING
would be initiated at the center for the women attending the convention—auxiliaries and other women's organizations. Highlights of these shows also could be televised.

At last week's meeting, New York's Mayor Robert Wagner said he had inquired the idea of a fashion center, and that when plans are set, the city would help by offering technical assistance and, if possible, reduce the cost by purchasing land as it did in the case of the Coliseum.

NEHI SERIES SET FOR 193 STATIONS

Other big buys made last week by Florists' Telegraph, G&D Wines, Wax Paper Merchandising Council, Peerless Corp. and Brioschi.

NEHI Corp. (Royal Crown Cola), Columbus, Ga., will sponsor a quarter-hour TV series on more than 193 stations, one of the largest quarter-hour spot campaigns placed in television and leading several other advertisers in spot and participation buys last week. Other advertisers were Florists' Telegraph Delivery Assn., G & D Wines, Brioschi, Wax Paper Merchandising Council and Peerless Corp. NEHI will sponsor the Ames Brothers in a weekly miniature musical TV series entitled The Ames Brothers, starting on varied dates during April, on 193 stations. The show is a quarter-hour musical comedy, produced by Revere Productions. Commercials have been done by Joan Benny, who uses an informal approach, and draws rather freely on mentions of her father, comedian Jack Benny. BBDO, New York, is the agency.

Gambaroli & Davitto (G & D wines), through Honig-Cooper Co., San Francisco, is placing a spot campaign directed toward Italian-American audiences. The spots feature Lido Belli and were produced by Empire Film Production Corp., New York.

Brioschi (anti-acid) effective April 8 started a radio spot announcement campaign using over 80 one-minute spots each week in the New York metropolitan market in an attempt to become a New York-known trade name. It is the advertiser's largest campaign. David J. Mahoney Inc., New York, is agency.

Wax Paper Merchandising Council is spending $50,000 in an advertising test in Philadelphia with approximately $25,000 going into radio and television starting April 18. If successful, the test will be expanded. Ruthrauff & Ryan, Chicago, is placing campaign.

Florists' Telegraph Delivery Assn. and Interflora, New York, will expand their all-time high advertising program using a spot radio and television campaign before Easter and Mother's Day. In addition to spots, the firm through its agency, Grant Adv., New York, has bought participations on Today, Home and Tonight, all on NBC-TV.

FTD, an association of 10,000 U.S. and Canadian florists who send flowers by wire, reports that sales are 6.7% above the same period last fiscal year. Interflora, with an additional $8,000 retail florists around the world, reports sales increases of over 20%. Easter, Mother's Day and Christmas are the three biggest floral holidays.

Peerless Corp. (Bristol-Quirk-broiler-rotisseries), through Hicks & Greist, is so satisfied with the sales results achieved through its participation on the Steve Allen Tonight show on NBC-TV that it has become the first charter member to renew its contract, Max Steinbook, president, announced last week.

Mr. Steinbook revealed that evidence of Mr. Allen's ability to create consumer demand for a product was found in markets where Bristol-Quirk was advertised only on the TV show. Consumer demand for the company's appliances in these markets was, at times, higher than in areas supported by other media.

The new contract runs until Dec. 31.

Hallmark Sponsors NBC's New Color TV Drama Series

HALLMARK CARDS will sponsor the new NBC-TV 90-minute, monthly dramatic series, planned for next season in color, Sylvester L. Weaver Jr., president of NBC, announced last week.

Mr. Weaver said Maurice Evans will star in two of the productions planned and will assemble stage and screen personalities for the others. Mr. Evans had appeared three times during the past two seasons on Hallmark productions of Shakespearean plays. The new series will include Shakespearean plays and also original works written for it.

After Peter Pan's success, the network advertised that Mr. Evans would produce a series of 90-minute dramatic programs called Sunday Matinee. The series will start Oct. 23 with originations from NBC's color studios in Brooklyn and Color City at Burbank, Calif., NBC-TV said.

Hallmark Cards, through Foote, Cone & Belding, will replace its current drama series on NBC-TV (Hallmark Hall of Fame, Sundays, 5-5:30 p.m. EST) with the new drama show, which will be seen Sundays, 4-5:30 p.m. EST.

Chevrolet, O'Cedar Spurge in Daytime Radio on ABC

DAYTIME sales at ABC Radio perked up last week when the network announced that the Chevrolet Div. of General Motors Corp., Detroit, and O'Cedar Corp., Chicago, had arranged for special campaigns this month.

The sponsorship by Chevrolet of the Monday, Wednesday and Friday 9:45-10 a.m. EST segments of Breakfast Club (Mon.-Fri., 9-10 a.m. EST), starting April 18, was described as the first move by a major automotive manufacturer into daytime radio. Campbell-Ewald Co., Detroit, is the agency for Chevrolet.

O'Cedar's contract, placed through Turner Adv., Chicago, covers sponsorship of 50 daytime news and feature programs, concentrated in a 10-day period, starting this Saturday. The purchase is for the full network of 350 stations.

Campbell to Buy Swanson

PLANS to purchase C. A. Swanson & Sons, Omaha, frozen food company, were announced last week by Campbell Soup Co., Camden, N. J. Terms of an agreement which are now being worked out call for Campbell to acquire all of Swanson's outstanding stock in exchange for Campbell stock. Campbell, which has nine plants in the U.S. and Canada, will also acquire the ten plants where Swanson products are made.

Campbell, until its recent entrance into the frozen-food field, was principally a canned-food manufacturer.

Campbell, a regional and national advertiser, is sponsor of Dear Phoebe on NBC-TV and Lastie on CBS-TV.

Marcus Explains Doeskin's Reliance on Network Radio

DURING an NBC closed-circuit broadcast last week to affiliated stations, Ray Marcus, merchandising manager of Doeskin Products Inc., advised network radio to look ahead to the beginning of "great new days." The broadcast was aired in connection with the start of Doeskin's sponsorship of Dr. Norman Vincent Peale Monday through Friday on NBC Radio, 10:05-10:15 a.m. EST.

Doeskin recently switched from daytime television to daytime radio and has increased its 1955 advertising expenditures by more than $100,000 over 1954. Mr. Marcus explained that "we are back in radio because we believe in it. We believe radio sells merchandise despite television and what others may think. And we

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV
April 14 (8:30-9:30 p.m.): Shower of Stars, "Ethel Merman's Show-stoppers," Chrysler Corp. through McCann-Erickson.
April 17 (11-11:15 p.m.): Sunday News Special, Norwich Pharmaceutical Co. through Benton & Bowles.
May 4 (10-11 p.m.): Best of Broadway, "Broadway," Westinghouse electric Co. through McCann-Erickson.
May 12 (8:30-9:30 p.m.): Shower of Stars, "High Pitch," Chrysler Corp. through McCann-Erickson.

NBC-TV
April 15 (11 a.m.-12 noon): Home, insert on fashion, participating.
April 24 (7-7:30 p.m.): Max Liebman Presents, Hazel Bishop Inc. through Raymond Spector Co. and Sunbeam Corp. through Perrin-Paus Co.
May 2 (8-8:30 p.m.): Producer's Showcase, Ford Motor Co. through Kenyon & Eckhardt, RCA through Kenyon & Eckhardt, Al Paul Lefton and Gray Adv. Agency.
May 7 (9-9:30 p.m.): Max Liebman Presents, Oldsmobile Div., General Motors through D. P. Brother & Co.

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

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believe the way to reach women in the daytime is through radio.

Network personnel were urged by Mr. Marcus to “act and think” as they did before television. Host of the closed-circuit broadcast was Sylvester L. Weaver Jr., president of NBC. Other participants were: Jules Singer, vice president of Grey Adv., and Dr. Peale, pastor of Marble Collegiate Church, New York.

General Foods Elects Hampton Exec. Vice Pres.

GEORGE HAMPTON was elected executive vice president of General Foods Corp., White Plains, N. Y., at a meeting of the board of directors last week. The directors also named the following new vice presidents:

Robert H. Bennett, general manager of the Associated Products Division; Herbert M. Cleaves, general manager of the General Foods Sales Division; Edwin W. Ebel, marketing director of the Birds Eye Division; Wesby R. Parker, general manager of the Post Cereals Division, and Roy H. Walters, director of research and development.

Mr. Hampton has been operating vice president of General Foods since 1951 and a director of the corporation since last year. He joined the company in 1925 and has held various industrial relations and managerial positions in various divisions before becoming general manager of the Franklin Baker Division in 1946.

Mr. Hampton and the other new vice presidents make their headquarters in White Plains, except Mr. Parker, who is located in Battle Creek, Mich.

Jane Wyman Sought For P & G Tv Series

NEGOTIATIONS are underway between Procter & Gamble Co. and its agency, Compton Adv., New York, and Jane Wyman, Academy Award winning motion picture star, for a tv series to be presented in the fall. The new film made in show, which will mark Miss Wyman’s debut in a regular tv series, will succeed the present Fireside Theatre sponsored by P&G for Ivory Soap and Crisco on NBC-TV, Tuesdays, 9-9:30 p.m. The new program, which will star and be produced by Miss Wyman, is expected to be a new and different version of Fireside Theatre. Change is part of NBC-TV’s move to strengthen its Tuesday night lineup.

Gerber Airs Polio Report On ABC Network Tomorrow

GERBER Baby Food Fund, ’Fremont, Mich., will present a special documentary broadcast, “Report on Salk Vaccine,” giving latest developments in the fight to conquer infantile paralysis, over ABC Radio tomorrow (Tuesday), 2-2:30 p.m. EST. In sponsoring this special public interest broadcast, the fund will omit the commercial portions of the program, confining itself only to the opening and closing sponsorships identified as required by FCC. D’Arcy Adv. is the agency.

For the broadcast, ABC Radio will tape record the entire three-hour news conference on the Salk vaccine to be held tomorrow morning at 10 a.m. at the U of Michigan, Ann Arbor. Dr. Thomas F. Francis, head of the task force of scientists which has been evaluating the vaccine, will report the finding of the group.

Douglass, Inge Elected Vice Presidents at Bates

JAMES C. DOUGLASS, director of radio and television department of Ted Bates & Co., New York, and Benson Inge, director of public relations for the agency, have been elected vice presidents.

Mr. Douglass joined Ted Bates in 1953 in the newly-created post of director of radio and television after service as vice president in charge of radio and television for Erwin-Wasey & Co. Prior to that he was director of radio and tv activities for Colgate-Palmolive Co.

Mr. Inge, vice president-director of public relations, has been with the agency since 1941. Before that he was with Benton & Bowles and worked as a newspaperman on several New York newspapers.

Food Freezer Plan Firm Indicted for Grand Larceny

GRAND JURY indictments of grand larceny were handed up in Queens County (New York) last week against a food freezer club and five of its officers and salesmen, who were accused of selling $335 freezers for about $700 with the aid of television and radio advertising and telephone solicitation.

The indicted firm was the United Food Club of America, with offices in Brooklyn and Newark. Officers of the company indicted were Samuel Cohen, secretary-treasurer, and Sol Rosen, sales manager.

Assistant District Attorney Frank J. Mc- Glynn voiced the belief that this was the first indictment in Queens growing out of television advertising. He said other food plans are being investigated, but declined to estimate the total amount of alleged “gouging” involved.

Mr. McGlynn said customers were offered $100 to $125 worth of “free food” with each freezer and were promised they would save 30% on their monthly food bills. He claimed that United Food Club of America had no control over the price or quality of the food, which was supplied by an independent company, and added that in one case, a woman told him the gift food had a retail value of $62.

Creamer, Kudner Copywriter, Dies at 41 in N. Y. Hospital

JOSEPH CREAMER, 41, copywriter for the Kudner Agency, New York, and for many years promotion and research director of Mutual’s WOR New York, died last Monday in Medical Arts Hospita1 in New York after a brief illness. Funeral mass was said at St. Ignatius Loyola Church in New York last Wednesday.

Mr. Creamer was with WOR and, after its formation, WOR-TV, from 1936 to 1952, serving most of that time as director of promotion and research. After leaving the WOR stations he served as an advertising consultant to HFT and other industry clients in 1953-54 prior to joining Kudner on Oct. 1, 1954.

A native New Yorker, he attended Harvard and Columbia U., was a special student at the Grand Central School of Art and the Art Student League, and was graduated in advertising from a correspondence school. He served with BBDO from 1930 to 1933, then joined the staff of the New York Sun, from which he moved to the Frank A. Munsey Co., magazine publishers, as publicity and promotion manager.

He was with McCall Corp. as editorial and circulation promotion and publicity director from 1935 until he moved to WOR in 1936.

Mr. Creamer won the Harvard U. Annual Advertising Award in 1938 for excellence in copy, in 1940 for excellence in creative typography and design, and in 1941 for creative excellence.

Survivors include his wife, Ruth.

Laundry Foundation Begins $250,000 Tv Campaign


The campaign, tentatively scheduled to start May 15, will promote the services of the professional laundry and will include tv productions in feature programs on New York and Pennsylvania tv stations. The advertising will be backed up by a merchandising plan available to all participating laundries and by an extensive publicity and promotion campaign.
WHO IS IOWA'S
FAVORITE RADIO STATION
FOR DAYTIME LISTENING!

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The chart is lifted intact from Dr. Forest L. Whan's 1954 Iowa Radio-Television Audience Survey — the seventeenth annual edition of the Survey which has become recognized everywhere as the No. 1 authority on the broadcast audience in Iowa.

Iowa radio listeners' continuing, overwhelming preference for WHO is far from a lucky accident. It's the result of unprecedented investments in broadcast facilities — in programs and programming — in Public Service and in audience promotion.

Whether or not your advertising needs suggest your use of WHO (or WHO-TV), if you're advertising in Iowa, you should by all means study the 1954 I.R.T.A. Survey. Write direct for a copy, or ask Free & Peters.
Here is a conclusive combination of two significant things: (1) a map showing our important and prosperous Industrial Heart of America — five states with a built-in buying power that totals close to four billion dollars — and (2) the mastheads of over 30 daily newspapers which always carry WSAZ-TV’s program logs. They do this because their readers want to know what WSAZ-TV is bringing them every day throughout this whole 125-mile sweep. You can’t beat the barometer of public demand!

Nor can you beat the selling influence of WSAZ-TV in about half a million TV homes. Words are fine — but solid proof is better. The nearest Katz office has lots of the latter.
NEW BUSINESS

General Baklag, N. Y. (Bond bread), planning radio spot announcement campaign in New England and upper New York, starting April 18 for 13 weeks, in about 15 markets. BBDO, N. Y., is agency.

Helene Curtis Industries Inc., Chicago (Suave, shampoo, beauty divs., through Gordon Best Co., Chicago, and Spray Net and Lanolin Discovery, through Earl Ludgin & Co., Chicago), reportedly dropping Professional Father on CBS-TV (Sat., 10:10:30 p.m. EST) within next few weeks.

AGENCY SHORTS

Tracy-Locke Co., Dallas, appoints, as research consultants, Dr. Ernest Dichter and Institute for Research in Mass Motivation.

E. Taylor Werthem Adv. moves to 347 Madison Avenue, New York 17. Telephone number is Murray Hill 4-7545.


Mumm, Mullay & Nichols, Cleveland, has opened New York office.

AGENCY APPOINTMENTS

American Chicle Co. (Clorox, mints, gum), N. Y., names Ted Bates & Co., N. Y., to handle those products effective April 1, in addition to Beeman’s Pepsi & Adams Chicles which agency has been handling.

Concord Oil Corp., N. Y., names Wexton Co., N. Y., with Allen A. Brinker as account executive.


Simont Co. (Ivalon sponge), Chicago, appoints Tatham-Laird Inc., same city.


Quaker Mfg. Co. (gas and oil space heaters), Chicago, appoints Schwimmer & Scott, same city, with Robert Larson as account executive.

Radio-tev will be used.

United Grocers Ltd., S. F., appoints Honig-Cooper Co., same city, effective May 1.


Easter Praise

NPO of approval on the handling of last year’s Easter Parade on New York’s Fifth Ave. went to the radio, television and newssheet industries last week from F. W. H. Adams, New York police commissioner. Mr. Adams, in a letter to assignment editors, commented “the absence of masquerading and commercialism,” and said he felt the “reporting was, in all respects, in keeping with the spirit of Easter.” In the 1955 Easter coverage, Mr. Adams expressed confidence that “voluntary self-discipline” would again be exercised.

A&A PEOPLE

Kenneth F. Browning, formerly account executive, Grant Adv., Chicago, appointed vice president and general manager, Tracy-Locke Co., New Orleans.

Myles E. Baker, manager, service dept., Lennen & Newell, N. Y., appointed vice president in charge of service.

Walter G. Smith, vice president and director of media planning, Biow-Bein-Toigo, N. Y., to William Easty Co., same city, as vice president.

Emile Frisard, copywriter, Biow-Bein-Toigo, N. Y., promoted to copy group head.

James C. Zeder Jr., formerly with McCann-Erickson, N. Y., to Plymouth Div., Chrysler Corp., Detroit, as radio-television advertising manager.

David Palmer, Morse International, N. Y., to Erwin, Wasey & Co., N. Y., as merchandising director.

Frank McCullough, formerly with Young & Rubicam, N. Y., appointed marketing director, Morey, Humm & Johnstone Inc., same city.


Robert E. Walsh Jr., to account executive staff, Paris & Pearl, N. Y.; Jane O’Keefe to agency as test kitchen supervisor.

Donald C. Arries, formerly with Leo Burnett Co., Chicago, to N. W. Ayer & Son, Chicago, in radio-television department as director and production supervisor.


Justin M. Schuchat, copy supervisor, St. Louis Post-Dispatch, to Warner & Todd Inc., St. Louis, in creative capacity and on planboard and campaign advisory committee.

Robert E. Ruther, formerly art director, Royer & Rogers Inc., St. Louis, to Krupnick & Assoc., same city, in same capacity.

Larry Gray, formerly art director, Lang, Fisher & Stashower, Cleveland, and Dan Gallagher, freelancer, to McCann-Erickson, Cleveland, as art directors; Stanley Rogers, BBDO, Cleveland, to McCann-Erickson copy staff.

Jerry Keele, formerly manager, WFIL (FM) Chicago, appointed sales promotion director, Autopoint Co. (pencils, office specialties), same city.

Charles F. Flynn, independent Chicago radio-television program producer, to advertising services dept., Chrysler Corp., Detroit, as tv services supervisor.


Roderick A. Mitchell, production supervisor, to McCann-Erickson, N. Y.; to N. W. Ayer & Son, Chicago, to N. Y. office as representative on electric companies advertising program; Anne Robert transfers from radio-television traffic dept. in N. Y. office to depart’s film production staff.

Radio’s Story Goes Touring

JOINT presentation on radio by ABC Radio, CBS Radio, MBS and NBC Radio (Bit, Dec. 8, 1954) will go on tour this week after a well received New York “engagement.” Representatives of the networks will travel to Chicago where they will tell nine agencies of the progress radio has made in the last few years.

Agencies which will see the presentation are: BBDO; Leo Burnett Co.; Foote, Cone & Belding; Earl Ludgin & Co.; McCann-Erickson; Needham, Louis & Brorby; Tatham - Laird; J. Walter Thompson Co., and Geoffrey Wade Adv.

Network representatives and their respective affiliations are: Jack Curtis, ABC; Frank Nesbitt, CBS; Henry Poster, MBS, and Howard Gardner, NBC, Radio Advertising Bureau, New York, handled arrangements for the Chicago meetings.

George Thomson, formerly with International Minerals and Chemical Corp., appointed assistant research manager at Waldie & Briggs Inc., Chicago advertising agency.

Guy Cunningham, director of advertising and promotion of Motion Pictures for Television since 1953 and earlier with CBS for 11 years as director of promotion and sales manager of WEEO Boston and director of promotion for CBS Spot Sales, appointed sales promotion director of Nation’s Business magazine.

Don Hillman, formerly of NBC and Biow-Bein-Toigo Inc., N. Y., to Benton & Bowles, N. Y., in radio-television copy department.

George Kavner, public relations director, National Brewing Co., Baltimore, to Benton & Bowles, N. Y., as publicity-promotion representative.


James F. MacPherson to Warwick & Legler, N. Y.

Helen Ver Standig, vice president, M. Belmont Ver Standig Inc., Washington, elected to board of governors of American Assn. of Adv. Agencies at meeting of Chesapeake chapter and is only fifth woman in 50-year history of 4As to hold such position.

Arthur C. Nielsen, president, A. C. Nielsen Co. (market research), Chicago, on trip to Britain and Europe to visit firm’s offices in preparation for inauguration of Nielsen Television Audience Measurement Service in Great Britain and establishment of marketing research services at later date in Switzerland and Eire.


MRS. V. R. STANDIG

April 11, 1955 • Page 39
Decision-makers who market food products are Sold on Spot

The California Prune Advisory Board and its agency, Botsford, Constantine & Gardner, are Sold on Spot as a basic advertising medium!

To move an unusually large output of smaller prunes, the California Prune Advisory Board is using Spot Radio exclusively...a saturation advertising schedule in the nation's key markets. This successful Spot Radio campaign:

- delivers effective selling coverage at low cost
- increases consumer demand for prunes
- earns big-league merchandising co-operation by the stations represented by NBC Spot Sales
- wins the acceptance of retail food stores who stock more prunes than ever before

You, too, can profit from these advantages. Whether your sales problem is strong seasonal push or big-volume selling the year
around, Spot Radio and Spot Television should be a basic part of your overall plan.

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

More and more advertisers are Sold on Spot, because more customers are Sold on Spot...

... and some spots are better than others!

Stations Represented by NBC Spot Sales:

**RADIO**
- WRC Washington, D.C.
- WTAM Cleveland
- WAVE Louisville
- KGU Honolulu, Hawaii
- WRCA New York
- WMAG Chicago
- KMBC San Francisco
- KSD St. Louis

and the NBC Western Radio Network

**TELEVISION**
- KPTV Portland, Ore.
- WAVC-TV Louisville
- WRGB Springfield
- KONA-TV Honolulu, Hawaii
- WRCA-TV New York
- WBBG Chicago
- KICA Los Angeles
- KSD-TV St. Louis
- WRC-TV Washington, D.C.
- WBNR Cleveland

30 Rockerfeller Plaza, New York 20, N.Y.
Chicago Detroit Cleveland Washington San Francisco Los Angeles
Charleston Atlanta Dallas

*Horner Lowrance Associates*
REPUBLIC DEBATES GOING TV-ONLY

Board of directors' decision expected on whether regular motion picture production should be terminated.

REPUBLIC Pictures Corp. may discontinue production of motion pictures for theatres on a regular basis and concentrate on the production of film programs for television, Herbert J. Yates, president, told stockholders at the company's annual meeting in New York last week. A decision, he said, is expected to be made by the board of directors within 90 days.

A spokesman for the company later told BT that reports indicating that Republic would not produce theatrical motion pictures at all was inaccurate. He explained that Republic has been producing from 16 to 20 pictures a year on a regular schedule, and said the proposal under consideration would mean that in a given year, the company might produce two or three motion pictures or none at all.

Mr. Yates told stockholders he had notified major theatre chains of the impending move. He said the only way they could prevent it "would be higher rentals and longer play periods for the company's films." He stressed that no final decision has been made.

Bernard Smith, a director of the company, did not favor the "retreat" from making films for theatres. He said that he was not certain whether he was satisfied with Mr. Yates as president, claiming that information given to directors has been meager and that it has been difficult to give an "informed judgment" on the state of company finances.

Republic Pictures already has made available to television 435 feature films, serials and short subjects, a spokesman said.

PARAMOUNT, M-G-M EYEING TV FIELD

PARAMOUNT Pictures and M-G-M are the latest major motion picture studios reportedly mulling an entry into tv, while Paramount is understood to be conferring with Colgate-Palmolive over the present NBC-TV Colgate Comedy Hour. A studio spokesman told BT that "Paramount won't do anything in tv that doesn't provide a healthy plug for its theatrical feature releases." The assumption is that Paramount might build a tv program around contract stars and film clips.

M-G-M has reached the survey stage with Les Peterson, executive in charge of the studio's radio-television department contacting west coast tv film producers and network officials. Report of survey results will determine whether M-G-M will form a tv film production unit, cooperate with tv in some other fashion or bypass the medium altogether.

Meanwhile reports persist that Warner Bros. is reaching an agreement with ABC-TV for a weekly hour-long program to be sponsored by General Electric and Liggett & Myers. Twenty-first Century Fox reportedly has a weekly hour-long program deal sewed up with CBS-TV for GE. Additionally it has appointed General Artists Corp., its sales representative for its series features, which are now potential video film packages.

NBC Film Div. Holds National Sales Meet

NBC FILM Div. will hold a national sales meet April 13-15 at the Hotel Warwick, New York, Jake Keever, national sales manager, announced last week. Expected to attend, in addition to the entire sales force are: Sylvester L. Weaver Jr., NBC president; Robert W. Sarnoff, NBC executive vice president; Carl M. Stanton, network's vice president in charge of the film division, and Ted Sisson, director of NBC Film Div.

The three-day session will include panel and sales discussions. The program covers advertising and promotion, publicity and exploitation, research and other departmental activities directly related to sales.

The meeting also will be concerned with Steve Donovan, Western Marshall, the division's newest series now in production in Hollywood, as well as with several other new properties.

78 'Foreign Intrigue' Shows Acquired by Official Films

ACQUISITION of Official Films' of the distribution rights to 78 films of the Sheldon Reynolds Foreign Intrigue series was announced last week by Harold Hackett, president of Official Films.

Under an agreement made with William Morris Agency, acting for Mr. Reynolds, Official will syndicate the 39 original films starring Jerome Thor and 39 programs starring James Daly.

Additionally, Official is negotiating for an additional 39 shows of the Foreign Intrigue series starring Gerald Mohr, which currently is being carried in some markets by Ballantine. A company spokesman voiced the view that Official "probably" will complete this transaction by July. Above and beyond this, he said, it is "highly likely" that Official will obtain rights to an additional 39 films of the first series starring Jerome Thor, which would give Official 136 programs in all.

"We sincerely feel," Mr. Hackett stated, "this is a 'pre-sold' commodity not merely in the more than 100 markets where the series will be first-run, but to the great mass of television advertisers as well . . . that a conservative estimate will see sales figures during the next two years of from $2.5-$3 million for the series."

Herb Jaffe, vice president in charge of sales for Official, reported that within a few days after the company had obtained syndication rights to the series, it had completed sales of about $200,000.

Guild Films Sales Activity Put Into Single Operation

GUILD FILMS Co., New York, has combined all of its sales activities into a single, integrated operation, it was announced last week by Reub Kaufman, president. The move was an outgrowth of the acquisition by Guild Films of the distribution rights to the feature film properties of Motion Pictures for Television.

The feature films previously had been handled by a special unit, but under the new operation all salesmen will handle all properties, including syndicated series, feature films, cartoons and film libraries. The sales staff will be under the supervision of Manny Reiner, vice president in charge of sales.

Mr. Kaufman noted that although salesmen will sell all properties, Joseph P. Smith has been assigned responsibility for syndicated films and Erinn Ezzes for feature film sales activities. Karl Gercke has been named sales coordinator, and Margery Kerr continues as New York account executive.

Guild Credits 'Looney Tunes' For Monthly Sales Record

SALES by Guild Films in March totaling more than $1 million set a new monthly record for the company, Manny Reiner, vice president in charge of sales, said last week. Mr. Reiner credited a popular demand for the "Looney Tunes" acquired by Guild in February, for helping "push the figure to its record high."

The "Looney Tunes" are marketed as a cartoon library for unlimited use for a two-year period. Guild Films noted that some stations are selling them as strip program series, others are building across the board shows for national spot advertisers.

Sunset Productions Formed As Warner Tv Subsidiary

LAUNCHING of Sunset Productions as the tv film subsidiary of Warner Bros. with Jack Warner Jr., as production head was announced Friday by Jack L. Warner. Sunset's first project, now in preparation, is May 16-18 My Fair Lady, a half-hour film series in color covering aviation's role in war and peace.

Deal was closed with Vincent B. Evans, screenwriter, to produce the series under the supervision of Mr. Warner Jr.

Bivas to Tv Commercial Firm

FRANK T. BIVAS, formerly director of the motion picture division, McCann-Erickson, New York, to California Studios, Hollywood, to head up the company Reed-Gross, Krasne TV Commercials. Organization, recently formed by Roland Reed Productions and Gross-Krasne Inc. [BTM, March 28], already has contracted for $250,000 in new commercial film business, according to Guy V. Thayer, Reed executive vice president.
“I mean it,” says John, well-known mixer at that favored haunt of Boston agency folk, the Statler lounge bar. “There he was, sitting behind his Wurzburger, crowing about the spot schedule he’d just made up for Mother Dumple’s All-American Piccalilli. And you know what? This character completely overlooks two of the best spot buys in New England!

“Sure — you know and I know! WABI for radio and WABI-TV for television. Real super-stuff in Maine’s seven most terrific counties with almost half-a-billion retail sales! Everybody knows they’re a ‘must’. But not junior-boy! Cripes, he must’ve been a beginner or something . . .”

John, of course, might be drawing unfair conclusions. Could be that Mother Dumple’s has no distribution in our big Bangor-centered market of 350,000 customers. But, brother, there’s no slicker way to get it (and gild up a piccalilli sales chart in the bargain) than by putting these double-barrelled Down Easters to work for you!
TPA Elects Eells Western Div. V. P.

ELECTION of Bruce Eells as vice president in charge of the Western Div. of Television Programs of America is being announced today (Monday) by Michael M. Sillerman, TPA executive vice president. Mr. Eells, who has been with the company since 1953, was formerly manager of the division.

Under Mr. Eells’ direction, TPA plans “an extensive expansion in its coast sales and service departments,” Mr. Sillerman said.

In 1947 Mr. Eells organized Bruce Eells & Assoc., concerned with developing a new cooperative program syndication plan among 400 U. S. and Canadian stations.

Mr. Eells joined Ziv Television Programs Inc. in 1952 as New England representative, moving to the company’s headquarters a year later. Before his own business venture Mr. Eells was with the Don Lee Network as an account executive and later became sales manager of KJH Los Angeles. He also has served as business manager for Young & Rubicam on the West Coast.

FILM SALES

International News Service, N. Y., has sold INS-Telenews daily newfilm service to WSFA-TV Montgomery, Ala., and WBRZ (TV) Baton Rouge, La. Firm also has sold This Week in Sports to: Bethlehem Steel for two additional markets, WOR-TV New York and WNAC-TV Boston; KFDA-TV Amarillo, Texas, under sponsorship of Emmett Davis Buick Co.; Argentine Alpargata Co., Buenos Aires; through J. Walter Thompson Co., N. Y., and to General Tire & Rubber Co. dealers, through D’Arcy Adv., St. Louis, for showing on KOTV (TV) Tulsa, KBBS-TV Medford, Ore., KTNT (TV) Tacoma and WMBV (TV) Marine City, Wis., under title General Sports Time. INS also has sold Tele-news service to NWDR (Nordwestdeutscher Rundfunk) tv network in West Germany.

Ziv Television Programs Inc., N. Y., has signed contract with Societe Suisse de Radiodiffusion for two Ziv film features in two languages. Shows are Favorite Story, with German soundtrack, and Mr. District Attorney, with French soundtrack. Both series are scheduled to begin May 1 in Switzerland and will be telecast for minimum of 26 weeks to transmitters in Geneva and Zurich.

FILM DISTRIBUTION

Award Television Corp., N. Y., announces first 13 episodes of The Jimmy Demaret Show currently being launched on 39 tv stations in U. S. and Canada. Quarter-hour program will total 39 films when completed and features Jimmy Demaret and guests from entertainment and sports fields.

FILM PRODUCTION

Amy Vanderbilt, etiquette authority, has completed new tv film series, It’s A Good Time for a Cookbook, for sponsor, Grennan Cook Book Cakes, to follow earlier series this month on number of stations. Agency: Young & Rubicam, Chicago.

International Television Productions, Houston, Tex., will produce tv film series based on actual cases from film of Texas Rangers and is negotiating to start filming within 60 days in order to have proper ready for September or October debut.

Ashley Steiner Agency, N. Y., announces that work on pilot film of How Now, Brown, new animated comedy series starring Keenan Wynn, started last week. Series is being written by Bill Manhoff.

RANDOM SHOTS

Howard Grafman, former NBC Radio director, announces formation of his own tv film distribution organization, Howard Grafman & Assoc. Company will be midwest representative for Governor Television Attractions, Major Television Productions, National Television Films, Atlantic Television Corp. and Harry S. Goodman Productions, plus New York Yankees Game of the Week. Included among his properties as distributor will be Strange Adventure, series of 52 quarter-hour strips which originally appeared on Fireside Theatre, it was announced.

GAC-TV, N. Y., subsidiary of General Artists Corp., has been appointed as sales agency for 20th Century-Fox-TV’s first filmed series, My Friend Flicka, based on motion picture property. It will be half-hour, 39-episode series.

FILM PEOPLE

Phil Field promoted to vice president, MAC Studios, tv distribution subsidiary, McConkey Artists Corp., Hollywood.

Sidney Barbet, appointed executive director, Buyer’s Assoc., Inc., filmbuyer firm for WTVW (TV) Milwaukee.

Mickey Dubin, MCA-TV, N. Y., to Chad Inc., Wilton, Conn., producer of tv and commercial films, as executive director of sales.

Donald E. Tomkins, radio-tv director, Grant Adv., N. Y., to Owen Murphy Productions Inc., N. Y., as general sales manager.

Charles Alsup, in charge of sales, western div., Advertisers’ Television Program Service Inc., N. Y., appointed sales manager, syndication div.; Maurie H. Grasham, vice president and syndication div. general manager, will head newly-formed separate division, national and retail sales; Alex H. Horwitz and George Turner Jr. to ATPS as account executives in L. A. and N. Y., respectively.

Melvin L. Hirsch to A. J. Armstrong Co. (commercial financing firm), N. Y., as managing executive in charge of motion picture and tv financing department.

Jerry Franken, formerly sales director, Lester Lewis Assoc. (tv film), N. Y., to Television Programs of America, same city, as publicity director.

Howard H. Henkin, formerly with TelePromter Corp., N. Y., appointed eastern sales manager, Walter Schwimmer Co. (formerly Walter Schwimmer Productions), Chicago.

Irving Levias, formerly animator for Jam Handy (program producers), to Medical Film Guild Inc., N. Y., as head of art and film animation dept.

Johnnie Maliaowski, cameraman, Medical Film Guild, N. Y., promoted to photography director.


PROGRAM SERVICES

Smith, Kline & French Signs First One-Year TNT Contract

IN A MOVE said to mark the first long-term contract in closed-circuit television, Smith, Kline & French Labs has signed a one-year contract with TWA Television, calling for use of TNT’s closed-circuit network facilities for all of the pharmaceutical company’s programs.

In announcing the contract last week, Funshaw Lindsey, TNT Telecommunications, general manager, said the transaction is “a departure from the single telecast agreement heretofore customary in closed-circuit tv and introduces a new type of relationship between a closed-circuit company and its customer.”

The first program under the new contract will be telecast on May 9 to 36 cities in the recently-established TNT Tele-Sessions, 41-city closed-circuit network. This will mark the third time that Smith, Kline & French has used TNT’s large-screen closed-circuit facilities. Plans call for additional telecasts during the remainder of this year.

Bartholomew Takes Over Presidency of United Press

FRANK H. BARTHOLOMEW officially became president and general manager of the United Press Wednesday succeeding Hugh Baillie, who has been advanced to chairman of the board.

Mr. Bartholomew, first vice president of UP since last August, moved to New York last week from San Francisco where he had been in charge of UP’s Pacific area.

The election of Mr. Bartholomew, announced last Dec. 10, was effective last Wednesday, the 20th anniversary of his predecessor, Mr. Baillie, in the presidency. Mr. Bartholomew in his new capacity is in charge of UP’s world-wide service to newspapers, radio and tv stations.

UP Refuses ACLU Request To Rehire Writer Polumbaum

AMERICAN Civil Liberties Union last week urged the United Press to rehire television writer Theodore S. Polumbaum, who had been discharged for refusing to testify fully concerning alleged communist affiliations before the House Un-American Activities Committee in April 1953, but UP refused to consider ACLU’s request.

The positions of the ACLU and UP were made known in an exchange of letters between Patrick Murphy Malin, executive director of ACLU and Earl S. Polumbaum, who had been discharged for refusing to testify fully concerning alleged communist affiliations before the House Un-American Activities Committee in April 1953, but UP refused to consider ACLU’s request.

In underscoring the ACLU viewpoint, Mr. Malin was cited as having asserted “that there is no evidence Polumbaum ever distorted the usefulness of his own tv film series, The Jimmy Demaret Show”.

Mr. Malin devoted his April 15 letter to a detailed analysis of UP’s statement that Polumbaum was dismissed “on grounds of incompetence”.

UP, which had charged that “Polumbaum was in no way a member of the Communist party, nor has he ever been included in any list of persons associated with the Communist party”.

Mr. Malin maintained that UP’s contention was belied by his own affidavits in a case brought by Mr. Polumbaum in the New York Supreme Court in 1950.

In the instance of the ACLU viewpoint, Mr. Malin was cited as having asserted “that there is no evidence Polumbaum ever distorted the usefulness of his own tv film series, The Jimmy Demaret Show”.

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There's a new look

to the Scranton-
Wilkes-Barre-
Hazleton Market

Look at your latest ARB ratings and you'll see a most amazing switch in the great Northeastern Pennsylvania area. You'll see how overwhelmingly the lead has shifted to WGBI-TV.

WGBI-TV presents the highest rated show in the entire market.

WGBI-TV is first in total quarter hours of viewing 9 A.M. to sign off.

WGBI-TV is ahead of the second station during this same period by 43 quarter hours (while on the air) and leads all of the remaining stations combined.

WGBI-TV carries five out of the top 10 shows and also has the highest rated local newscast and late film theatre.

In any category WGBI-TV's leadership is impressive.

If you want to sell in Northeastern Pennsylvania, you had better be on

WGBI-TV

Dominating the Scranton-Wilkes-Barre-Hazleton market. And soon to be the Highest Powered Station on the CBS Network with 1 million watts.

Represented exclusively by BLAIR TV
...you say

BOSTON and NEWARK

are in WASHINGTON STATE?

WELL, NOT EXACTLY ... but suppose you take all the people of Boston and Newark and place them within a circle with a 45 mile radius. That circle is the size of the KTNT-TV "A" contour, and the combined populations of Boston and Newark equal the number of people living within that contour.

Due to terrain, climate and geographic peculiarities, the population distribution of Washington State is very spotty. And the biggest "spot" ... the greatest concentration of population ... is located in the Puget Sound Area. The transmitting tower of KTNT-TV is right in the center of this population concentration. Within the boundaries of KTNT-TV's "A" contour are over 1,200,000 progressive people ... having average incomes above the national average. And that's not all. Another 800,000 people, just as prosperous, live within good-signal distance outside the "A" contour.

Buy television where the people are ... Buy KTNT-TV.

316,000 WATTS

CHLANNEL ELEVEN

Antenna Height
1000 FT. ABOVE SEA LEVEL

CBS Television for Puget Sound

"The Word Gets Around... Buy Puget Sound."
WHY?
The Only Maximum Power Between Memphis & Dallas

WITH WHAT?
200 Monthly Hours of Network Commercial Programs

TO WHOM?
*112,440 TV Homes in 31 Counties of 4 States

COMPLETE COVERAGE FROM THE HUB OF A BILLION-DOLLAR AREA MARKET

*TELEVISION MAGAZINE—MARCH 1, 1955

MAXIMUM POWER
100,000 WATTS—CHANNEL 6
CBS—ABC—DuMONT

Represented by
VENARD, RINTOUL & McCONNELL, Inc.
WALTER M. WINDSOR, GENERAL MANAGER

April 11, 1955 • Page 47
198,061 love letters from the land where TV means
"T'aint Visible"*

BIG AGGIE LAND

Well, not exactly love letters, but the next best thing. You see, during 1954 WNAX-570 received a whopping total of 198,061 pieces of mail — 141,870 of which were specifically addressed to local commercial programs. That is positive proof of active listener response!

This mail came from all over Big Aggie Land, and beyond. A total of 439 counties in 8 states responded including the Big Aggie States of Iowa, Nebraska, the Dakotas and Minnesota — plus Wisconsin, Montana and Wyoming. Not audited by counties, but included, was mail from Illinois, Kansas and Missouri as well as 3 provinces in Canada.

Such an overwhelming testimonial of affection makes the WNAX-570 talent team and program director blush with joy. They know the 660,950 rural and medium-to-small town families in Big Aggie Land have definite ideas about radio entertainment. And these batches of mail tell them they are giving the listeners what they want.

Translated into advertising importance, that means WNAX-570 gives national advertisers what they want, too. Programs people like and listen to — popular shows that sell. Your Katz man will line you up.

*TV Penetration Radio Penetration in National—41% Big Aggie Land—35%*

WNAX-570
Yankton, South Dakota
A Cavies Station. Dan D. Sullivan, Advertising Director. Under the same management as KTVY Channel 7, Sioux City — Iowa's 2nd largest market. CBS Radio.

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PROGRAM SERVICES

eral Manufacturing & Engineering Corp., has been appointed head of Brown's promotion department.

Beverly Chase, former assistant to the director of program writing at CBS, has been put in charge of commercial casting and talent. The agency's industrial film department will be headed by Jean Thomas, who before joining Brown, was head of continuity acceptance in the West Coast office of ABC TV.

Lee Adams, formerly assistant to the head of the TV commercial planning department, Biow Co. (now Biow-Beim-Toigo), will serve as special assistant to Mr. Brown. New offices at 46 E. 53d St. have also been acquired, Mr. Brown said.

Fremantle Grosses $750,000

GROSS of over $750,000 in sales of radio and TV properties in international markets during the 1954-1955 fiscal year, ended Feb. 27, has been reported by Fremantle Overseas Radio & TV Inc., New York. Fremantle now has 12 imported radio shows running in the U. S., the report stated. Five of the imported shows are in English, the balance are in Spanish.

RCA Victor Record Sales Up

SALES of all RCA Victor records affected by the price reduction announced the first of the year rose 30% in the first three months of 1955 compared to the preceding quarter. Emanuel Sacks, vice president and general manager of the RCA Victor Record division, said last week.

Mr. Sacks said the sales rise was particularly significant because the period followed the pre-Christmas months when generally the highest volume quarter of the year is registered.

Salk Serum Results on C-C

RESULTS of the Salk serum treatment in combating infantile paralysis will be reported tomorrow (Tues.) via closed-circuit TV by Dr. William Francis of the U. of Michigan, it was announced last week by Morris Mayers, general manager of closed-circuit operations for the DuMont Television Network.

Points of origination are at the U. of Michigan in the laboratory of the Eli Lilly Co., Indianapolis, and in the studios of WABD (TV) New York. Audiences in 59 cities in the U. S. and five cities in Canada will see the telecast—described as the most extensive closed circuit ever set up for the medical profession—Mr. Mayers said.

PROGRAM SERVICE PEOPLE

John A. Thayer Jr., formerly with DuMont TV as account executive, appointed to newly-created post, sales manager, Gotham Recording Corp., N. Y.

James Turnbull appointed midwest district manager, Columbia Records, Bridgeport, Conn., succeeding Joseph Broderick, named sales manager of Roskin Distributors, newly appointed Columbia distributor for Hartford (Conn.) area.

MR. THAYER
each
one
is
different

Coconut cream or chewy center... the marks atop quality chocolates can tell you at a glance how each differs from the others. Not so easy is discerning the vital differences that make quality television stations outstanding, each in its own character of community service.

Recognizing these differences (and interpreting their merits to national advertisers) is the major part of quality representation. It demands a caliber of skill individually shaped to each station's needs — and the kind of full-time, exclusive attention to television that attracts quality TV stations such as those listed here.

It's a distinguished group, each one different except in their common appreciation of what quality representation means. If you share their standards, you may want to know more about ours.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the only representative devoted only to television

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<tr>
<th>TV Station</th>
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<td>WAAM</td>
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EISENHOWER TO ADDRESS NARTB SESSION

May 24 appearance will be first 'in person' for a President. Record equipment-service exposition in prospect.

NARTB's convention planners promised at week-end that two major precedents would be set at the May 23-26 session in Washington—the first personal appearance of a President of the U. S. at a broadcaster's meeting and the largest equipment-service exposition in association history.

Acceptance of an invitation by President Eisenhower led to some juggling of convention plans. The President will greet broadcasters at 11:30 a.m., Tuesday, May 24, immediately after presentation of the 1955 Keynote Award to Mark Ethridge, WHAS-AM-TV Louisville vice president.

The convention schedule had been kept flexible to permit a Presidential luncheon address. The White House decision to have the President greet broadcasters rather than deliver a formal address led to belief he will talk informally on radio and tv rather than national or international topics. The President is known to be keenly aware of the impact of radio-tv broadcasts. He is the first President to permit radio-tv pickups of a Cabinet meeting and news conferences.

Another feature of the program on May 24, designated Government Day, will be a luncheon address by FCC Chairman George C. McConnaughey. Also on the program will be Catherine Esther Style, of Southwest High School in Minneapolis, an international exchange student from New Zealand, who was one of the four Voice of Democracy contest winners.

The Tuesday session will be opened by the Rev. Clayton T. Griswold, executive director, Dept. of Radio & Television, Presbyterian Church, U.S.A.

Panel Session Set

An afternoon panel session will feature members of the FCC and a talk by Chairman Percy Priest (D-Tenn.) of the House Interstate & Foreign Commerce Committee. NARTB also has invited Chairman Warren Magnuson (D-Wash.) of the Senate Commerce Committee to address broadcasters.

Concluding event Tuesday will be the annual engineering reception, with the Engineering Conference opening Wednesday.

C. E. Arney Jr., NARTB secretary-treasurer and convention manager, said the equipment and service exposition will be the largest in association history.

A special projects exhibit will be introduced this year, with 46 public service organizations having accepted the offer of free exhibit space. The Advertising Council and NARTB are cooperating in this exhibit, which will show the part radio and tv are taking in enlisting support for non-commercial and non-partisan public service campaigns.

The list of exhibitors leasing space this year includes these associate members:

Equipment Manufacturers:

Film Companies:
ABC Film Syndication; CBS Television Film Sales; Flamino Films; General Teleradio; Guild Films Co.; Graywood Television Service; M & A Alexander Productions; MCA-TV Ltd.; Minot Tv; NBC Film Div.; National Telefilm Assoc.; Official Films; Screen Gems; Sterling Television; United Productions of America; Unity Television Corp.; Ziv Television Programs.

Transcription Companies:
A-V Tape Libraries; Harry S. Goodman Productions; Lang-Worth Feature Programs; RCA Recorded Program Services, RCA Victor Div.; SESAC; Standard Radio Trans. Services; World Broadcasting System; Frederic W. Ziv Co.

News Services, Service Organizations, Research, etc.:
Associated Press; Television Dept., International News Service; Bonded Tv Film Service; Keystone Broadcasting System; Standard Rate & Data Service; Vitaphone Corp.

Station Representatives:

The Special Projects Exhibitors are:
American Cancer Society; American Diabetes Assn.; American Hearing Society; American Heart Assn.; American National Red Cross; Arthritis & Rheumatism Foundation; Big Brothers of America; Camp Fire Girls; CARE; Common Council for America; Community Chests & Councils of America; Dept. of Defense; Engineering Man-

power Commission; Federal Civil Defense Adm.; 4-H Clubs; Forest Fire Prevention; Girl Scouts of the U. S. A.; Ground Observer Corps; Joint Committee on Educational Television; National Assn. for Mental Health; National Citizens Commission for Public Libraries; National Citizens Committee for Educational Television; National Education Assn.; National Foundation for Infantile Paralysis; National Guard; National League for Nursing; National Safety Council; National Health Council; National Adult & Children's Assns.; National Society for the Prevention of Blindness; National Tuberculosis Assn.; President's Committee on Employment of the Physically Handicapped; Religion in America; Star Spangled Banner Flag House Assn.; United Cerebral Palsy; United Negro College Fund; United Service Organizations; U. S. Air Force; U. S. Army; U. S. Coast Guard; U. S. Information Agency; U. S. Marine Corps; U. S. Navy; U. S. Savings Bonds Division, Treasury Dept.; YWCA.

Hellman to Direct Tvb Sales Promotion

APPOINTMENT of Gordon A. Hellman, director of CBS-TV network sales presentations, as director of sales promotion for the National Bureau of Advertising, effective May 2, is being announced today (Monday) by Oliver Treyz, TVb president.

"With TVb's operational phase now in full swing," Mr. Treyz said, "the post of director of sales promotion assumes key importance in helping achieve the bureau's objectives, which is to secure for television a greater share of advertisers' appropriations. Mr. Hellman comes to TVb from CBS Television where for the past four years he has served as director of sales presentations.

Community Broadcasters Assn. Plans Lunch at NARTB Meet

CLASS IV (local) stations have been invited by Community Broadcasters Assn. to hold the organization's first annual meeting, Monday, May 23, during the NARTB convention in Washington. Membership chairmen will be named in each state and a membership program is planned prior to convention time.

The station group is planning a petition to the FCC asking 1 kw fulltime with engineering and legal work to show their economic problems caused by crowding of the spectrum. A Dutch treat lunch will be held at the Shoreham Hotel, followed by a business meeting. F. E. Lackey, WHOP Hopkinsville, Ky., is Committee's acting chairman.

District directors have been elected as follows: Harold H. Meyer, WPOR Portland, Me.; John R. Hensel, WHDL Olean, N. Y.; Frank R. Smith, WBVP Beaver Falls, Pa.; Earl M. Key, WKEY Covington, Va.; John W. Jacobs, WCHV Gainesville, Fla.; Fred M. McKinney, KELD El Dorado, Ark.; Mr. Lackey, Robert T. Mason, WMRN Marion, Ohio; Merrill Lindsey, WSOY Decatur, Ill.; Ben B. Sanders, KICD Spencer, Iowa; John Alexander, KODY North Platte, Neb.; David A. Mendenhall, KBTM Houston; Ken Nybo, KBMY Billings, Mont.; Lee Little, KTUC Tucson, Ariz.; Lee Bishop, KORE Eugene, Ore.
Amazing how many Boston families take WEEI to their hearts. Amazing and a matter of fact.* For WEEI is welcomed by more different families than any other radio station (network or local) heard in the entire metropolitan Boston area.

And that goes for the morning period, the afternoon period, the nighttime period, total day and total week! Just look at the figures for WEEI's total week lead. WEEI reaches 88.6% (virtually 9 out of 10) of all radio homes in the area... and is the only radio station reaching more than 800,000 families (60,800 more than the nearest competitor)!

Amazing indeed. Must be our magnetic personalities. For information about any of them (note sampler below), call CBS Radio Spot Sales or WEEI... the most listened-to radio station in Boston.

*Long established fact... but this is the latest from the new Cumulative Pulse Audience report on metropolitan Boston area listening (Pulse CPA 12/54, released March 7, 1955).
**NETWORKS**

**NBC RADIO TELLS PLANS FOR MONITOR, ITS 40-HOUR WEEKEND PROGRAM SERVICE**

Network executives foresee new advertisers and new listeners to program format as attracting new radio on Saturdays and Sundays.

NBC last week officially revealed the insides of its plans for Monitor, the sweeping 40-hour weekend program which it envisions as a new type of national service to lure new listeners and new advertisers to network radio [B&T, April 4].

To start June 12 with a Sunday afternoon hour-long simulcast, the program—NBC prefers the word "service"—will offer a stream of information and entertainment material from 8 a.m. Saturdays until midnight Sundays. Matching the flexibility of the programming, a sales plan encompassing one-minute, half-minute, and six-second announcements will be employed on the series.

Although the programming and sales essentials of Monitor had been reported earlier, full details were first proffered by President Sylvester L. (Pat) Weaver Jr., Executive Vice President Robert W. Sarnoff and Monitor Executive Producer James Fleming at a news luncheon Thursday.

They voiced confidence that NBC affiliates would clear the plan, although not necessarily in whole. President Weaver noted that the stations, including those owned by NBC, would be the best advertisers to the program, on their own which they could hardly be expected to yield in order to take corresponding portions of Monitor. But the conviction as expressed by Station Relations Vice President Harry Han- nister was that all affiliates would carry the program in whole or in part, and that "eventually they will carry most of it."

Mr. Sarnoff emphasized that "our immediate initial impression is in [the plan], but that "we hope they'll add more and more."

It was learned, meanwhile, that NBC's present thinking in terms of financial success was based wholly on option time. Reminded that in connection with NBC-TV's Today program the original estimate was that the show would need to be 40% sold in order to become profitable, one official said the percentage on Monitor, a considerably higher, would be 40-50% of Monitor 14 hours of option time are involved: on Saturdays from 10 a.m. to 12 noon, from 3 to 6 p.m., and from 7:30 to 10:30 p.m., and on Sundays from 3 to 6 p.m. and from 7 to 10 p.m.

No Expansion Planned

There was no indication the network plans to extend the Monitor concept to the rest of the week. Mr. Weaver noted that, although plans on this point were necessarily not that far advanced, if Monitor pays off as well as NBC hopes, then similar programming may be adapted for insertion in certain hours here and there during weekdays.

Authorities declined to estimate the production value of Monitor, except to say it would exceed the total for the network's present sustaining programs plus those of the o & o stations. But the total cost to advertisers was delineated as follows:

- Half-minute announcements, to be sold in minimum packages of four per weekend, will cost $1,000 for the first.
- Six-second billboards, or "posters," to be sold in a minimum batch of 10 per weekend, will cost $3,000 for the minimum package.

These are figures for announcements falling between 8 a.m. and midnight. Those falling between midnight and 8 a.m. are at this rate. These also are gross prices, subject to weekly frequency discounts varying up to 10% for 10 or more minutes of announcements per week, and 20% discounts ranging up to 20% for 250 or more announcements per year.

Additionally, up to Oct. 1, there will be a special introductory Dividend Plan in lieu of discounts. This means an advertiser ordering and scheduling at least 20 minutes of announcements (in any combination) before Oct. 1 will receive, instead of discounts, 10 minutes of announ- cements which will also be scheduled before Oct. 1. "Dividend" announcements will be in the same form as, and proportionate to, those in the qualifying purchase.

Positions Flexible

Authorities said it was expected that at first advertisers would be able to position their participations within a given half-hour, but that at more or less announcements are sold the sales will of necessity become more and more a run-of-schedule arrangement.

From the affiliates' standpoint, it was learned, compensation for commercials sold in Monitor will be substantially that used in the case of participations in NBC Radio's present "Three Plan"—approximately at the rate of one-twelfth of the station's daytime hourly rate for those in 8 a.m. and midnight period, and one-half that rate for those in the midnight-8 a.m. segment.

Each hour of Monitor will include, the network said, the following for station sales: two one-minute availabilities not subject to network recapture; plus provision for a five-minute local cut-in, scheduled on the half-hour; plus a station break every half-hour. For network sale there will be nine minutes of commercial time.

Orders for network participations in option time periods, NBC said, must include the full network; on all other periods they must include the full network, as well. NBC will quote prices only for such networks, and not quote any station-by-station prices.

"The broad-scoped material envisioned for Monitor's first season is a new, $150,000 "push-button listening post on the world," to be designated NBC Radio Central, now under construction in the RCA Building in New York. Material will range from "one line jokes to 20-minute commercials. It will quote prices only for such networks, and not quote any station-by-station prices."

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"The first segment of a trip through Paris with Monitor's roving European correspondent. (Succeeding segments would be positioned throughout the rest of the day.)"

"A dramatic scene from a current hit Broadway play or movie."

"Live or taped appearances by people at the top of the news that weekend."

"Comedy of all types, including live and pre-
Is This "COVERAGE"?

You're half naked in Nebraska coverage if you don't reach Lincoln-Land —

42 rich counties with a population of 642,250 — 207,050 families. KOLN-TV reaches over 125,000 families unduplicated by any other station!

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

KOLN-TV covers Lincoln-Land — Nebraska's other big market

Channel 10 • 316,000 Watts • Lincoln, Nebraska

ABC • CBS • Dumont

Avery-Knodel, Inc., Exclusive National Representatives
which was established to extend TV network service to small market stations, an advertiser using 20 and more stations earns a discount of 1.5%. The old plan provided for a 10% discount—the only one—for using the full list.

Mr. McGuirk said the revised schedule makes the small market station even more attractive as a supplementary coverage purchase and is flexible in application. The new table, he said, sets up the following discounts: less than five stations, no discount; five to nine stations, 5%; 10 to 14 stations, 7.5%; 15 to 19 stations, 10%, and 20 and more stations, 15%.

Since the introduction of EMP last January, Mr. McGuirk reported, 30 advertisers have signed contracts under the plan.

**CBS-TV Promotes Oppenheim, Foster**

AS PART of a departmental reorganization at CBS-TV New York, Charles Oppenheim, director of press information, last week was named director of information services for the network.

Mr. Oppenheim will be responsible for the direction and planning of informational services and for the coordination of press activities in New York and Hollywood.

Michael Foster, publicity manager, was appointed manager of press relations. He will be in charge of press contracts both in the metropolitan area and out of town.

Hank Warner, operations manager, will continue to direct the program publicity staff and be responsible for press releases.

Plans to add a separate unit which will concentrate exclusively on special program projects also are being considered.

**Elliott Named Adv. Dir. Of MBS-Teleradio Film**

APPOINTMENT of Robert Elliott as director of advertising for Mutual Broadcasting System and the Film Div. of General Teleradio Inc. was announced last week by Robert A. Schmid, vice president of MBS and General Teleradio. Mr. Elliott fills the post vacated by the death of James S. Tyler [BT, Okt. 23, 1954].

Mr. Schmid also announced that Arnold Roston, art director of Mutual, has assumed additional responsibilities as associate director of advertising and promotion.

Mr. Elliott has been a copy supervisor at Ruthrauff & Ryan, New York and promotion copy chief of CBS Radio and CBS-TV.

**NBC Names Children’s Program Review Board**

ESTABLISHMENT of a three-member Children’s Program Review Committee by NBC was revealed by Joseph V. Heffernan, network financial vice president, during testimony before the Senate Juvenile Delinquency Subcommittee holding hearings in Washington (see story page 79).

Chairman of the new group, set up to maintain “high” standards in NBC programs, is Mrs. Mildred McAfee Horton, a vice president of the National Council of the Churches of Christ in the U.S.A., NBC director and formerly president of Wellesley College and wartime head of the WAVES.

Other members are Dr. Frances Horwich, known for her NBC-TV program *Ding Dong School* and as an educator, and Dr. Robert Goldenson, assistant professor of psychology at Hunter College.

Mr. Heffernan simultaneously disclosed the appointment of Dr. Horwich to the newly-established position, supervisor of children’s programs.

**NBC, ABC NABET APPROVE PACTS**

AGREEMENTS on new contracts covering technical employees at NBC and ABC were reached last week in New York by the networks and the National Assn. of Broadcast Employees & Technicians, ending persistent threats of a strike [BT, March 28].

The acceptance of the contract at NBC was in jeopardy until Thursday afternoon when an accord was reached in the face of reports that a strike would begin at 2 p.m. EST. ABC employees earlier had voted approval of the pact.

It was reported the contract will call for an immediate 5% wage boost, with another 2% increase in 18 months. The contracts expire Feb. 1, 1958.
Sweet music for tv Sponsors

WANT TO CAPTURE THE HEART OF AMERICA

SELL’EM WITH MUSIC

THE MUSIC THEY LOVE

SELL’EM WITH STARS

THE STARS THEY KNOW

sell ’em with...
VARIETY SAYS: “bursting with music, but in

Stars of the

GRAND
top-flight entertainment, not only in comedy and dancing . . . a red-hot series!

produced by
Al Gannaway

OLE OPRY

A Flamingo Films presentation
"Grand Ole Opry made hillbilly tunes a national pastime and big business!"

**STARS OF THE GRAND OLE Opry**
Producer: Al Canna
director: Richard C. Kahn
Distrib: Flamingo Films
Flamingo Films ought to hit the jackpot with "Stars of the Grand Ole Opry," a series of extracts from the Saturday night jamboree of the Opry crew filmed down in Nashville. Aside from the 20-year-old track record the Opry has set on NBC Radio, plus the millions of records the stars of the Opry have sold, Flamingo has as its key asset in the series the fact that the films are first-billed with top-flight entertainment, not only in music but also in comedy and dancing. It's one thing to have a show praised in terms of acceptance and prestige, but Flamingo fortunately has what also appears as a zadahot series that in any case would catch fire on its own. With a total of 125 acts to choose from, producer Al Canna has broken the series down into a setup where five of the Opry stars will rotate as emcees with others rotating in the various films. Five emcees are Roy Acuff, Ernest Tubb and Carl Smith, with such regulars as Red Bradfield, Minnie Pearl, June Carter, Cowboy Copas, Kitty Wells, Marty Robbins, the Duke of Paducah appearing most regularly. Show caught footage of Dixie by Dixie, surrounded by Dixie's finest, appearing most regularly. Show caught footage of Dixie by Dixie, surrounded by Dixie's finest.

"...Grand Ole Opry audiences have been as great as 43,000 a night!"

FROM BROADCASTING-TELECASTING
PILLSBURY BUYS FILMED 'OPRY'
Milling company will sponsor Flamingo Films series in 30 midwestern, southern markets.

PILLSBURY MILLS Inc., Minneapolis, last week completed negotiations with Flamingo Films, New York, to sponsor the half-hour series of the Grand Ole Opry in about 30 midwestern and southern key markets, starting in the fall. The agency is Campbell-Mitchen Inc.

It was understood that the contract is on a firm 52-week basis, calling for 39 originals and 13 repeats. Pilsbury is reported to have purchased the series on a regional basis to stimulate sales in these areas. The Opry show has been sold in 18 markets on a syndicated basis and negotiations currently are being continued for regional sponsorship in 15 cities and for single sponsorship in other cities.

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

**SPONSORS FROM COAST TO COAST ARE BUYING... stars of the GRAND OLE Opry TIE-UP YOUR MARKET NOW...**

WRITE...WIRE...PHONE...

Flamingo Films inc.
509 MADISON AVENUE NEW YORK 22, N.Y.
1741 IVAR STREET HOLLYWOOD 28, CALIF.
646 NORTH MICHIGAN CHICAGO 23, ILL.
9842 LEMMON AVE DALLAS, TEXAS
BACKED BY A 29 YEAR RECORD OF SUCCESS... A PROVED WINNER...

sure to get audiences...sure to make sales!

A READY-MADE AUDIENCE...
More than ten million people hear WSM's "Grand Ole Opry" every Saturday night on the NBC network.

HIT PARADERS...
Half the tunes on the Hit Parade for the past two years have been country music. Songs like Jambalaya, This Ole House, Your Cheatin' Heart, etc.

HUNDRED MILLION DOLLAR INDUSTRY...
Last year country music sold 30 million records, 2 million copies of sheet music...and packed theaters and auditoriums from coast to coast.

DISK JOCKEYS IN THE ACT...
There are today more than 2000 disk jockeys who specialize in playing country music records.

LONGEST SPONSORED RADIO SHOW...
The Grand Ole Opry has been continuously sponsored on the NBC network for more than 29 years, the last 15 years for the same sponsor.

BUSINESS BOOM...
"Worried about inventories? Or dull sales? Refresh yourself with a gander at...the Grand Ole Opry," the Wall Street Journal advised.

OUT-SELL CROSBY AND SINATRA...
Almost 20% of all records sold in this country are by Opry stars. Nation's Business wrote, "many of the stars sell more records than Crosby or Sinatra."

EVERYBODY LOVES 'EM...
In Opry's recent scrap books are twenty-six cover stories and major pieces in such national magazines as Colliers, Newsweek, Time, Good Housekeeping, American, Red Book, etc.

Produced with the cooperation of WSM in Nashville.
A BRAND NEW TV SHOW... WITH A

Stars of the GRAND

the brightest star-powered half-hour

WITH THE STARS AND MUSIC

WEBB PIERCE

ERNEST TUBB

and...

more than 125 WSM country music stars

pull back curtain for the full story
GRAND OLD HISTORY OF SUCCESS!

OLE OPRY

variety show ever filmed for television

ALL AMERICA KNOWS AND LOVES

MINNIE PEARL  CARL SMITH

loaded with big-time SHOWMANSHIP...

and down-to-earth SALESMANSHIP!

A Flamingo Films presentation

DANCING  FUN FOR ALL THE FAMILY
A SPONSOR'S DREAM COME TRUE...
the most comprehensive merchandising and exploitation campaign ever conceived:

SALES STIMULATORS

★ Record Promotions
★ Merchandise and Premium plans
★ Star Personal Appearances

AUDIENCE BUILDERS

★ Publicity Campaigns
★ Photographs, Ad Mats, Records
★ Disk Jockey tie-ins

CASH REGISTER BELL-RINGERS

★ Point-of-Purchase material
★ "Personalized" commercials by Opry Stars

Everything is included...nothing has been overlooked to give you

THE GREATEST SALES-ImpACT IN TV HISTORY!
emphasizes from the event as such to the human beings behind it. On radio, the series dramatized the events with broad strokes of action, a battle being depicted in terms of guns, troops and descriptions that many listeners found reminiscent of past history lessons.

In tv, Mr. Dozier explains, his idea was to show the forces that motivated the chief protagonists and through them to give the viewer an insight into the social and political climate of the time. This reasoning was born of necessity and “I can’t take any credit for a flash of genius,” Mr. Dozier declares.

You Are There started on CBS-TV Feb. 1, 1953, with America’s Electric Light & Power Companies, through N. W. Ayer & Son, sponsoring it every other week. After four or five months, Prudential Insurance Co. of America, through Calkins & Holden, took over the alternating week. Both sponsors have continued with the program ever since.

When the program first went on tv, “we weren’t sure of its success and, as the cost factor was important, we didn’t even consider film,” Mr. Dozier says. As it progressed, though, and won its audience, the network and sponsor executives started thinking it would be nice to have the shows on celluloid to insure their permanency. By its nature, this program is ageless and will never be any older than it is today, he opines.

Several reasons contributed to switching the program, after approximately 85 live telecasts, to film. There were numerous requests from schools, libraries, teachers and others, for prints. The network and sponsors were forced to reply that there were none available because the unions wouldn’t allow mass distribution of kinescopes. This demand for prints can now be satisfied, as the sponsors have long satisfied requests from educators by providing them with teaching aids for each event.

Additionally, the sponsors want You Are There on film as a public relations asset. Both firms, at the moment, plan to buy 16 mm prints and present them to libraries. Each sponsor, far-flung in having local subscribers and offices, can greatly enhance its public relations by buying a couple of hundred prints for, say, $6,000, and donating them to groups in the areas to which they supply electricity or maintain insurance offices, Mr. Dozier suggests.

Still another reason lies in CBS-TV’s view of the syndication possibilities. With this in mind, CBS-TV, which owns the package and sells the sponsors the first network showing only, has absorbed the added cost of filming.

Cost factor, important at the inception of the program, is still important. Estimated at roughly $24,000 per live show, the initial switch from live to film in New York raised the budget by about $6,000. It costs about $3,500 more to make a film in Hollywood than it does in New York, primarily because union scales are proportionately higher. Thus the total added cost of the current filming schedule amounts to about $9,500 per film.

Mr. Dozier had misgivings in two areas over bringing You Are There to Hollywood: acting and research. In regard to the acting he wasn’t sure of the same reservoir of good talent in the series’ price range. In New York, he had become accustomed to theatre-minded actors who wanted a good part, over and above star billing and a large salary. As to research, he doubted that the west coast sources could be as ample as those in New York. The research done on each program is so extensive, consisting of photographs
or reproduced facsimiles of the actual characters, scripts, sets, props, costumes, etc., that to be on the safe side, You Are There maintains a New York liaison office in which two girls implement the requests of the Hollywood production end.

Happily, after six films, Mr. Dozier finds that there need be no concern about west coast actors wanting to play good roles. There continues to be no star billing and the cast is, as always, listed at the end in order of appearance. Additionally, there is no need for concern on the production and research end, because, Mr. Dozier emphasizes, "we are achieving even a greater degree of perfection."

When you start filming, according to Mr. Dozier, the general tendency is to open it up and enlarge your scope. He, executive producer Ben Feiner, producer Jim Fonda and director Bernard Girard have decided not to yield to such temptations. While specific sets may be given more dimension, the human quality is still the most important.

As further insurance against any loss, chief narrator Walter Cronkite flies to Hollywood twice for every group of 13 films. The shooting schedule calls for rehearsal on Monday and Tuesday, followed by three days before the camera, maintaining two months between the shooting and actual air time. Research, though, has already started on "Bannister Wins the Mile Run," to be telecast Nov. 20.

Subject matter is decided by Messrs. Dozier, Feiner and Fonda and then recommended to the sponsors. The radio version, which Mr. Dozier had never heard until the tv project was being discussed and he played back some tapes, repeated some subjects three and four times over the two-year period. TV, to date, has done this with only one program. "The Rise of Adolf Hitler" was telecast live May 10, 1953, repeated live Feb. 28, 1954, and is being filmed for the April 24 program. This, Mr. Dozier explains, has been due only to mail response, as he has several hundred potential subjects on file.

It is, by design, not accident, that about half of the subjects deal with America, with the remaining half divided among foreign nations. About one-third of the programs concern themselves with women.

Apart from this division of subject matter, the event must have a specific day to which it can be hooked. Letters from viewers have requested programs on women's suffrage and prohibition, but, Mr. Dozier explains, these were phases, not events. The Jan. 23 program, "Susan B. Anthony is Tried for Voting," dealt with the last day of the trial, which provided the necessary hook. A possible program might deal with the repeal of the 18th amendment, which would be the hook on which to hang prohibition.

Mail, Mr. Dozier reveals, is received from all types of viewers. Writers to the program include 5th grade students, clergymen, housewives, teachers and self-styled experts of certain historical periods. The greatest mail response resulted from "The Torment of Beethoven," the program's first film, telecast on Jan. 2.

Part of the fun in doing You Are There, Mr. Dozier enthuses, is the discovery that many of the best-known "facts" of history are only myths. For example, he says, Queen Isabella didn't pawn her jewels to finance Christopher Columbus. General Lee did not offer his sword to General Grant at Appomattox. "The Gettysburg Address" received a mild smattering of applause, not dead silence.


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**At LEFT:** Chief narrator Walter Cronkite. **At RIGHT:** Harry Marble (r), newsman-commentator, goes over lines with actor Jeff Morrow, who portrays President Abraham Lincoln in You Are There's upcoming "The Emancipation Proclamation."
Fancy brochures, top ratings, and rave notices are fine selling aids. But most sales are clinched only when the prospective sponsor sees your TV show.

At audition time, he's likely to become supercritical. But a perfect presentation can help you sell him—and that's what you can give with an Eastman 16mm Projector, Model 25. Here's why...

Duplicate telecasting conditions
Sharp pictures and clear sound duplicate the perfection of actual telecasting conditions...keep your prospect enthused and help get his signature on the contract. The Model 25 has the identical sound, optical, and mechanical components used in the superb Eastman Model 250 Television Projector.

Talk in the same room
The Model 25 runs so quietly that discussion will not be interrupted, and hard-thinking viewers will not be distracted—even when you run the projector in the same room. Precisely synchronized motors and the exceptionally stable oil-sealed film-transporting mechanism make this whisper-quiet performance permanent.

Simple to operate
You needn't be a technician or an expert to get perfect projection from the Model 25. Controls are simple and positive-acting. And once you set them...forget them!

Complete information about the Model 25 is yours on request. But only a demonstration will show why it passes any audition test. Ask your Kodak Audio-Visual Dealer, or send coupon.
HOW FILM FARE

B•T'S CONTINUING SURVEY OF THE FIELD SHOWS THAT IT NOW

FILMED television programs account for 36.8% of the total program air time of the average U. S. television station, according to replies to a B•T survey conducted last month. Post card questionnaires were sent to all 422 tv stations then on the air and 139 usable replies were received by tabulation time. It showed that, on the average, non-network film programming takes up 30.4% of the station's time.

Data supplied by the four tv networks revealed that 13.3% of all video network programming is on film. Since the stations reported an average of 47.9% of their time is devoted to network programs, then 6.4% (47.9% of 13.3%) of station time goes to network film shows. This figure, added to the 30.4% devoted to non-network film, gives a total of 36.8% or 31 hours and 38 minutes a week in which the average tv station is telecasting filmed programs, either projected locally or received from the network.

Of the three classes of stations—interconnected network affiliates, non-interconnected affiliates and stations not affiliated with any tv network—the non-interconnected network affiliates devote the largest percentage of their air time to non-network films: 53.2% as compared with 51.4% for the non-network stations. The non-interconnected affiliate gets 18.0% of his program hours from the network, originating 28.8% of his air time locally. The non-affiliate naturally has no network programs, and originates 48.6% of his program hours himself.

The interconnected network affiliate divides his programming time half to network programs (50.7%), a fifth to local live shows (20.4%) and three-tenths to non-network film programming (28.9%). Of his network program hours, seven-eighths are filled with programs received direct, via either coaxial cable or microwave radio relay, only one-eighth by kinescope for delayed broadcast. In comparison with B•T's earlier surveys the March 1955 study shows more network programs received simultaneously with the original telecast, fewer by kine, a natural consequence of the spread of AT&T tv transmission facilities which have enabled more and more stations to become connected into tv network circuits and which also have made possible more simultaneous program networking, with less time-sharing of facilities among the networks required.

Comparing the current statistics with those reported in June and December of 1953 [B•T July 13, 1953, Jan. 11, 1954] shows both types of network affiliated stations doing more programming now than they did in 1953, while the non-network stations report on the average more hours of tv programming than they had in December 1953 but fewer hours than in June of that year. Proportionate time given to network programs by non-interconnected affiliates averaged less this year than in 1953, and about the same for interconnected affiliates.

Both groups of network affiliates are devoting more hours to non-network films this year than in 1953, but about the same percentage of their total air time. The non-affiliates are giving filmed programs more time than in December 1953 but less than in June of that year. All three types of tv stations are devoting more time to films made specially for tv than formerly.

Interconnected network affiliates are given about the same proportion of their broadcast hours to locally originated programs as at the time of the previous B•T surveys. Both the non-interconnected affiliates and the non-affiliated stations have increased their hours of local shows per week, which now occupy a slightly larger percentage of their total program time.

The network reports do not show any consistent trend, so far as

THE TV BROADCAST WEEK

FILM—NETWORK—LOCAL

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<th>Total Non-Network Film</th>
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<td>Made for Theatrical Showing</td>
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<th>Average Total Hours and Minutes on Air Per Week</th>
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<td>LOCAL LIVE PROGRAMS</td>
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*Figures for all stations not available for previous years.

(Continued on page 68)

Page 66 • April 11, 1955
IS FACING IN TV

OCCUPIES MORE THAN A THIRD OF THE TOTAL BROADCAST TIME

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<th>Interconnected Network Affiliates</th>
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a division of program hours between live and film is concerned. CBS-TV and DuMont are devoting more time to film programming than they did in 1953. ABC-TV and NBC-TV report exactly the opposite.

Perceiagewise, however, ABC-TV, CBS-TV and DuMont all show a larger proportion of their total program hours given over to filmed programs than in December 1953. NBC-TV alone showed a decrease.

NBC-TV's drop—from 14 hours and three minutes to eight hours even, and from 20.8% of this network's total program time to 8.5%—was enough to outweigh increased time for filmed shows reported by the other TV networks. The combined figures show that all four networks are now devoting 29 hours and 30 minutes a week to filmed programming, or 13.3% of their total weekly program hours, down from 17.0% in December 1953 and from 18.5% in June of that year. Network program time devoted to live shows has concurrently risen from 81.5% in June of 1953 to 83.0% in December of that year and 86.7% in March 1955.

### CHANGING TERRY'S TUNE

**CARTOON-MAKER ENTERED TV WITH CAUTION, NOW IS A FERVID BOOSTER**

ONE of the die-hard skeptics of television a few years ago was Paul Terry, president of Terrytoons Inc., New Rochelle, N. Y. Today, he's one of the medium's most fervid boosters.

This enthusiast was soberly cautious when his famed Terrytoon films were released for television. Today, he is so convinced of the medium's impact that he has established an extensive merchandising operation centered around his cartoon characters—a move, he acknowledges, he did not dare take during the many years that his Terrytoons were popular, staple fare in movie picture theaters.

To point out his reticence toward television, it must be noted that the tv films released for tv a few years ago did not carry the Terry imprimatur, but were listed as Barker Bill cartoons. He confesses he effectuated this disassociation not only because he was uncertain of the films' reception on tv, but also because he was unsure of the attitude of his theatrical film distributors, with whom he had enjoyed a happy relationship for many years.

The results of his tv plunge, according to Mr. Terry, have been "amazing." In theaters, his cartoon films have continued at a high level of interest—partly because of the tv showings, he believes. And the interest generated by television has prompted Mr. Terry to venture into the merchandising enterprise.

Mr. Terry points out that exposure of his cartoon films on 79 stations of CBS-TV on Wednesday and Friday (5:5:15 p.m. EST) has created demand for products associated with his characters. He confesses he was astonished at the intense interest, adding:

"Remember, I've been turning out film cartoons for 40 years. Some years ago I started a small merchandising operation for my characters, but it petered out. Television gives the kind of impact in a home setting that is so important in a merchandising operation."

About a year ago Mr. Terry hired Selwyn Rausch as merchandising manager for Terrytoons. After eight months of preliminary work, the merchandising activity was set in motion about four months ago. Mr. Terry noted that it is still too early to gauge the extent of business but reported it promises to develop into "quite a good little business venture."

The company has licensed about 18 firms to manufacture Terrytoon character products. There are about 30 products associated with characters including Mighty Mouse, Heckle and Jeckle, Terrybears, Dinky Ducks, Barker Bill and The Gelt. Products include books, charm bracelets, masquerade costumes, games, masks, hand puppets, phonograph records and dresses, among others.

Mr. Terry said retail outlets seem "mightily pleased" with the character merchandise. They are sold in variety chain stores, drug chain stores, department stores, toy shops, cigar stores, supermarkets and confectionery stores, among others.

Mr. Terry does not expect a tie-up with his merchandising operation on his television program, which is sponsored by General Mills through William Esty Co. After all, he pointed out, the sponsor pays to promote its own products. But Terrytoon characters, he said, are often exposed on other television programs.

One viewing characteristic of his television program pleases Mr. Terry: about 25% of the audience is composed of adults. He likes...
PROUDLY CREATED TO Outperform!

MITCHELL CAMERAS

The matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.

Mitchell Camera CORPORATION
666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell
THE 10 TOP FILMS IN 10 MAJOR MARKETS

WHAT film programs are most popular with American televiewers? To provide a continuing answer to that question, B+T, in cooperation with the American Research Bureau, is inaugurating a new series of monthly analyses designed to reveal the country's favorite TV film fare. Each month B+T will publish the ARB ratings of the top 10 film programs in 10 U. S. cities carefully chosen by a double-sifting process to insure their combined representativeness of the nation's major markets as to geographic distribution and to number of TV sets.

The 10 markets in the B+T sample include two markets with seven TV stations, two with five, three with four, one with three and two cities with two stations each.

The popularity of any filmed program in any market depends on a number of outside factors—the time of presentation, the other programs available to the viewer at the same time, etc.—as well as on the inherent entertainment value of the film itself. Therefore, the ARB ratings for the programs in any market represent audience behavior in that market only and not projectible nationally.

However, taken in combination, the programs in this sample present a reliable index to major market TV audience viewing habits. The first report, for February, follows:

**MINNEAPOLIS-ST. PAUL**
1. Wild Bill Hickok (Flamingo) 30.0
2. Life of Riley (NBC Film) 29.9
3. I Led Three Lives (Ziv) 28.6
4. Badge 714 (NBC Film) 28.6
5. Superman (Flamingo) 27.1
6. Racket Squad (ABC Film) 21.9
7. Superman (Flamingo) 21.8
8. Green Autry (CBS Film) 21.8
9. Superman (Flamingo) 21.1
10. Mr. District Attorney (Ziv) 21.1

**SEATTLE-TACOMA**
1. Life of Riley (NBC Film) 36.9
2. Death Valley Days (McC-E) 36.6
3. Life of Riley (NBC Film) 32.8
4. Little Rascals (Interstate) 28.4
5. Gene Autry (CBS Film) 27.9
6. Wild Bill Hickok (Flamingo) 27.4
7. Waterfront (MCA-TV) 26.0
8. Superman (Flamingo) 25.7
9. Annie Oakley (CBS Film) 25.3
10. Life with Elizabeth (Guild) 25.2

**CHICAGO**
1. Annie Oakley (CBS Film) 25.6
2. Cisco Kid (Ziv) 25.3
3. Wild Bill Hickok (Flamingo) 23.7
4. Mayor of the Town (MCA-TV) 23.7
5. Superman (Flamingo) 22.4
6. Gene Autry (CBS Film) 21.9
7. Janet Dean, R.N. (UM&M Inc.) 20.4
8. Favorite Story (Ziv) 19.9
9. Hans Christian Andersen (Interstate) 18.6
10. Racket Squad (ABC Film) 18.0

**CLEVELAND**
1. Annie Oakley (CBS Film) 38.0
2. I Led Three Lives (Ziv) 27.8
3. Badge 714 (NBC Film) 25.5
4. Waterfront (MCA-TV) 24.8
5. All Star Theatre (Screen Gems) 24.6
6. Range Rider (CBS Film) 23.1
7. Mr. District Attorney (Ziv) 21.9
8. Foreign Intrigue (Reynolds) 20.9
9. Waterfront (MCA-TV) 20.6
10. Janet Dean, R.N. (UM&M Inc.) 19.6

**NEW YORK**
1. Superman (Flamingo) 16.4
2. Annie Oakley (CBS Film) 15.5
3. Abbott and Costello (MCA-TV) 14.6
4. Guy Lombardo (MCA-TV) 13.8
5. Range Rider (CBS Film) 12.4
6. Wild Bill Hickok (Flamingo) 12.1
7. Janet Dean, R.N. (UM&M Inc.) 10.8
8. Amos 'n Andy (CBS Film) 10.8
9. Little Rascals (Interstate) 10.6
10. Meet Corliss Archer (Ziv) 10.6

**DAYTON**
1. Kit Carson (MCA-TV) 33.9
2. Badge 714 (NBC Film) 32.2
3. Wild Bill Hickok (Flamingo) 27.4
4. Range Rider (CBS Film) 26.4
5. Waterfront (MCA-TV) 26.0
6. Racket Squad (ABC Film) 22.8
7. Liberase (Guild) 21.4
8. Superman (Flamingo) 20.8
9. Gene Autry (CBS Film) 19.3
10. Mr. Ramar of the Jungle (TPA) 18.6

**WASHINGTON**
1. Superman (Flamingo) 28.3
2. Wild Bill Hickok (Flamingo) 25.5
3. Badge 714 (NBC Film) 24.3
4. Rama of the Jungle (TPA) 18.7
5. I Led Three Lives (Ziv) 18.4
6. Sherlock Holmes (UM&M) 18.2
7. Amos 'n Andy (CBS Film) 18.0
8. Annie Oakley (CBS Film) 15.6
9. Cowboy G-Men (Flamingo-Tel- mount) 13.6
10. My Hero (Official) 11.4

**LOS ANGELES**
1. Badge 714 (NBC Film) 29.6
2. Waterfront (MCA-TV) 27.7
3. Life of Riley (NBC Film) 18.8
4. Annie Oakley (CBS Film) 18.5
5. Little Rascals (Interstate) 16.6
6. Superman (Flamingo) 16.3
7. Mr. District Attorney (Ziv) 16.3
8. Amos 'n Andy (CBS Film) 15.7
9. Stories of the Century (Hollywood TV) 14.9
10. I Led Three Lives (Ziv) 14.6

**BOSTON**
1. Range Rider (CBS Film) 39.1
2. I Led Three Lives (Ziv) 34.0
3. Ellery Queen (TPA) 27.4
4. Wild Bill Hickok (Flamingo) 27.4
5. Badge 714 (NBC Film) 27.3
6. Gene Autry (CBS Film) 26.6
7. Liberase (Guild) 24.6
8. Superman (Flamingo) 23.5
9. Stories of the Century (Hollywood TV) 19.4
10. Eddie Cantor (Ziv) 18.6

**ATLANTA**
1. Superman (Flamingo) 37.5
2. Rama of the Jungle (TPA) 30.5
3. Wild Bill Hickok (Flamingo) 28.1
4. Kit Carson (MCA-TV) 27.1
5. Favorite Story (Ziv) 25.5
6. Racket Squad (ABC Film) 22.4
7. Stories of the Century (Hollywood TV) 21.5
8. Mr. District Attorney (Ziv) 18.6
9. Abbott and Costello (MCA-TV) 17.8
10. Badge 714 (NBC Film) 17.5

The distance that Mr. Terry has traveled from the days when he was the "watch-and-wait" TV impresario, hidden under Barker Bill's coattails, can be estimated by this observation:

"For the past few months, I no longer have been anonymous on TV. Today I am proud to have the name of Paul Terry associated with television, just as it has been so long with motion pictures and newspapers."
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
U.S.-EUROPE-AFRICA-ASIA

MEET FELLOW PASSENGERS in the fashionable “Starlight Lounge.” Relax in deep-cushioned sofas, enjoy your favorite drink from TWA’s complete beverage service at no extra cost.
THE PATH that William Miesegaes traveled to his present post of president of Transfilm Inc., New York, producer of TV film commercials and non-theatrical films, has taken him to the Dutch East Indies, Mexico and the U. S. from his native London, and has led him through a checkered career as executive of a rubber company, manufacturer of textile equipment and designer and representative for Rolls Royce.

Today, at 48, from his vantage point as president of a firm that employs more than 100 persons and is considered among the largest in its two specialties—TV commercial and non-theatrical films—Mr. Miesegaes assesses his variegated career in these terms: "Living and traveling in different countries and working at different jobs are a tremendous asset to a film producer. In non-theatrical films especially, which are of such great divergence, there is no question that a producer's experience can help influence production beneficially."

A tall and distinguished-looking man with an athlete's build, Mr. Miesegaes was born in London in 1906 (of Dutch parentage). He was educated at Harrow in England and the Institut Le Rosey in Switzerland. At 20, moved by a spirit of adventure, he accepted a position with the British firm of Maelzel, Watson & Co., rubber, sugar and tin exporters, in Indonesia (the Dutch East Indies).

He remained in Indonesia for five years and it was during his stay there that he acquired a hobby—motion picture photography—that was to change the path of his career years later.

In 1941, armed with several motion picture cameras, Mr. Miesegaes journeyed to Mexico on a vacation trip. His film footage of that country was rated "exceptional" by professional photographers, and, after editing, was placed on the bill at Rockefeller Center's Guild Theatre in New York.

Mr. Miesegaes credits Walter Lowendahl, currently Transfilm's executive vice president and formerly a long-time producer-director at many of Hollywood's major studios, with supplying much of the know-how required in the company's formative years. The firm began humbly in 1941 with three employees, specializing in civil defense films. Gradually the company spread its wings, acquiring commercial film accounts and finally in 1947 producing some of the earlier TV film commercials.

Transfilm has grown steadily through the years and is still in a period of expansion, according to Mr. Miesegaes. He estimates that gross billings in 1954 were about 51% over those of 1953. Among the "blue chip" accounts which Transfilm has serviced are the General Foods Corp., Studebaker-Packard Corp., General Electric Co., Continental Can Co., Corning Glassworks, AT&T, Western Union, Shell Oil Co., General Baking Corp., Time Inc. and Procter & Gamble, etc. Transfilm has a co-production agreement with Dollywood of Amsterdam for films employing a puppet technique, which have been shown on television in the U. S. (Goebbels' beer). Another soon-to-be-seen on TV in this process is "The Story of Light" produced for General Electric.

Mr. Miesegaes strikes a wholesome balance in outside activities between the athletic and the aesthetic. He is fond of yachting, mountain climbing and swimming, but also collects paintings and objects of art. He is a member of the Film Producers Assn. of New York, the Royal Netherlands Yacht Club and the Town Tennis Club.

He lives with his wife, the former Mary Blackwood of Alexandria, La., in a mid-Manhattan apartment, which reflects Mr. Miesegaes' talent as a designer and art collector. It was considered such a "showplace" that an outstanding "shelter" publication recently ran a photographic layout of the Miesegaes' apartment.
NOW! the new

Eliminates extra manpower requirements

opaque and transparency projector

REMOTE OR LOCAL CONTROL
CHECK THESE NEW FEATURES

- Completely automatic... utilizing features contained in the now famous Telop and Telojector... Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading... additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves... superposition of two slides... and slide changes.
- Shutter type dimming permits fades without variation of color temperature... opaque copy cooled by heat filters and adequate blowers... assembly movable on base which permits easy focus of image.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

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

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn. Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhoneAudograph.
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Lewis Appeals to Radio-Tv For Cancer Drive Support

APPEAL to radio and television stations has been made on behalf of the American Cancer Society by William B. Lewis, president of Kenyon & Eckhardt, New York, and chairman of the radio and tv advisory committee of ACS. Mr. Lewis called upon the industry to give all-out support to Cancer Control Month during April.

To assist stations in supporting the drive, ASC has prepared a radio kit with four transcribed shows. The material contains celebrity appeals, a baseball show, country and popular music programs, spot announcements, disc jockey, homemaker, sports, farm and commentator inserts and special information for broadcasters who wish to prepare their own material.

In the television kit are spots, posters, flipboards, slides, teleops and a 39-inch plywood cancer crusade sword. Film material includes 10 20-second and 10 one-minute spots. Mr. Lewis said that "the story of cancer is graphically told" in these announcements.

Telethon Offers Prizes

WGN-TV Chicago held a 204-hour telephone for the City of Hope, medical research center, Duarte, Calif., in which $35,000 in prizes was offered contestants contributing $1 and completing the sentence "I am helping the City of Hope because . . ." First prize was a $15,000 house donated by a local lumber company.

35 Donors Line Up

WWLP (TV) Springfield, Mass., aired an American Red Cross appeal for immediate donations of a type of blood in short supply and rapidly turned up 35 donors. The local Red Cross termed it "our most successful appeal through the medium of radio or television."

Heart Diseases Outlined

WGLV (TV) Easton, Pa., aired a program in which heart diseases—their causes and cures—were discussed in an attempt to inform the public on why it should contribute to the current fund drive. The program was put on in cooperation with the National Heart Fund.

"Firemen's Tragedy Fund"

WAAM (TV) Baltimore has contributed $1,000 to the fund being raised there to aid the families of six firefighters killed during a downtown fire. WAAM (TV) and the other Baltimore stations have run special programs and spot announcements to supplement the "Firemen's Tragedy Fund."

Little Boy Lost

WFBC-TV Greenville, S. C., aided parents in distress when it presented their stray three-year-old on a children's program after he had been picked up by the police as he wandered along the street.

Heart Fund Benefits

OVER $161,000 in pledges was reported by officials of the American Heart Assn. at the 13½-hour KNXT (TV) Hollywood "Heartbeat" telethon. The program featured a live telecast from the Los Angeles County General Hospital of parts of a cardiac operation on a 17-year-old boy.

Calling Car 22

WING Dayton, Ohio, is presenting Car 22 in an effort to reduce driving accidents. The program is produced and executed by the Dayton Junior Chamber of Commerce in cooperation with the Dayton Police Dept. A Jaycee goes along with the police accident investigation cruiser and tape records dialogue at the scene of the accident. The same 15-minute program is presented three-times weekly during late night and early morning hours when teen-age and party-going traffic is heavy.

Kentucky Safety Announcements

KENTUCKY' broadcasting stations are carrying a minimum of 17,000 announcements this month on behalf of traffic safety along with a series of safety programs. Taking part in the campaign are 56 stations, according to Hugh O. Potter, WOMI Owensboro, secretary-treasurer of the Kentucky Broadcasters Assn.

YMCA Building on the Way

KCOH Houston, Tex., programming primarily to the Negro market, collected $10,000 in a 13-hour radiothon. The money was raised to help build a new Negro YMCA building there.

Red Cross Announcements

WWDC-AM-FM Washington, in connection with the 1955 Red Cross Fund campaign, set aside 50% of its March station identification announcements for mention of the drive.

Emergency Call in Philly

PHILADELPHIA General Hospital reported to WPTZ (TV) there that over 100 blood donations were made after the station broadcast an emergency appeal at the hospital's request.

Income Tax Broadcasts

WTAM and WNBK (TV) Cleveland are airing special programs to aid viewers and listeners in completing their federal income tax forms. WTAM has a weekly series in which changes in the law and tax forms are explained. WNBK is presenting a four-show series in which an internal revenue representative demonstrates exactly how to fill out each type of form.

Aired Fire Assistance

WHEN a fire alarm goes off in Truro, N. S., CKCL there goes on the air to call the volunt...
NEW! IMPROVED

Cinemobile
CRAB-TYPE DOLLY FOR FILM OR TV CAMERAS

NEW
STEERING SELECTOR
Type of steering is easily and quickly changed by simply rotating steering bar — without removing hands from the bar. Turns on own axis, in any desired arc or tracks in a straight line.

The most versatile, most maneuverable of all motion picture or TV camera dollies is now better than ever with many important improvements.

NEW BEARINGS. Rolls easily, smoothly on new, precision bearings in wheel spindles.

IMPROVED TRACKING. Tracks in a steady, straight line for running dolly shots.

NEW FLOOR LOCK. Cinemobile can be quickly locked in position for fixed location shooting.

NOW — 2 SEATS. Second seat provided for assistant cameraman.

LEVELING HEAD. Compensates for out-of-level floor condition.

NEW HYDRAULIC SYSTEM. Raises or lowers camera boom smoothly, quietly, automatically from extremely low to 57” high even with dolly in motion. New hydraulic fluid available everywhere.

*Shown with new H-F Cradle Head (not included).

SEND FOR CATALOGS NOW!
From where I sit by Joe Marsh

Uses His Head, Saves His Feet

Nobody around here can remember when Pop Turner wasn’t our town’s postman. He must have been toting that big, heavy mail sack since Pony Express days.

That’s why it’s sometimes a shock to see him these days pulling his mail-bag around in what they call a “caddy cart”—a sort of light wagon that golfers use so they don’t have to carry their clubs.

“Folks sometimes holler ‘fore’ at me and ask me how my game is,” Pop reports, “but I’m not ashamed to learn something new. Just wish I’d thought about these golf gadgets years ago!”

From where I sit, it’s good to see someone come up with a new wrinkle—keeps us from feeling too regimented. For instance, perhaps you’ve always felt that hot milk is the only thing to drink at bedtime. Then someday you meet a fellow who prefers a cold glass of beer. Well, that’s his choice—and certainly he’s entitled to it. We can’t expect everyone to follow our old habits to the ‘letter.’

Joe Marsh

Copyright, 1955, United States Brewers Foundation

$2 Million From Telethons

APPROXIMATELY $2 million in cash and pledges has been raised for United Cerebral Palsy through 14 telethons in cities throughout the country. UCP has announced. Stations which figured in the campaigns were: WABI-TV Bangor, Me.; WABC-TV New York; WTVV (TV) Milwaukee; WPTF-AM Philadelphia; WTCN (TV) Minneapolis; WMUR-TV Manchester; WAAM (TV) Baltimore; WTVI (TV) Belleville, Ill. (St. Louis); WTPA (TV) Harrisburg; WTJ (TV) Miami; WIBW (TV) Topeka; KXLY-TV Spokane; KVAR (TV) Phoenix; KGEQ-TV Enid, Okla.

teer firemen in the rural community, to announce the location and nature of the fire and to warn listeners to stay away from the fire so as not to hamper the work of the fire department. The program is sponsored by a local fire insurance firm.

Fast Action in Timmins

ONE DAY at 11 a.m. CKGB Timmins, Ont., aired a request from a local hospital trying to get a supply of a critically-needed type of blood. At 11:03 a.m. the hospital told the station that three donors with the proper type of blood had volunteered.

Regular Programming Scrapped

WTAC Flint, Mich., devoted two-and-a-half hours of its prime evening time for a panel discussion of demands and issues in local union bargaining with auto manufacturers. Questions were phoned in while the program was on the air. The session would have lasted longer, the station reported, if the seven panel members had not pleaded exhaustion at the end of the time period; no time limit was set by the station. This is the second program the station has presented on a major local issue. The special broadcast was promoted by handbills, press notices and announcements.

This Is Your City

A PUBLIC SERVICE series, This Is Your City, has been inaugurated by WABI-TV Bangor, Me. The program will report on the various operations of the city’s departments and matters of general interest. In the series opener, Bangor’s city manager and three members of the city council explained council procedures and discussed current local legislative problems.

84-Hour Drive

THE SECOND ANNUAL radio marathon staged by KUAM Agana, Guam, on the air for 84 consecutive hours, raised over $15,000 in cash and pledges for the island charity organization, the Helping Hands of Guam, station executives have announced. Last year’s 73-hour KUAM broadcast produced $12,000 for the Helping Hands.

Stations Donate Profits

WIST Charlotte, N. C., originated the second annual Carolinas’ Kiwanis high school basketball classic for a network of North and South Carolina stations which donated their profits from broadcast of the game to the Carolinas’ Spastics Hospital. Stations receiving the program were: WRIG Greensboro, WDNC Durham, WPTF Raleigh, WREC Rocky Mount, WBPE High Point, WBBS Burlington, WGNC Gastonia, WMSC Columbia, WFIG Sumter, WMRB Greenville, and WBCU Union.
WITNESSES CALL FOR STUDY OF TV-DELINQUENCY PROBLEM

Majority of those appearing last week before the Senate Juvenile Delinquency Subcommittee cite the need of scientific research for perhaps several years to determine if tv is a factor in delinquency.

The NEED for thorough and scientific research for perhaps several years—to determine if television programming is actually a factor in juvenile delinquency—was emphasized by a majority of witnesses appearing before the Senate Juvenile Delinquency Subcommittee last week.

The juvenile delinquency unit, headed by Sen. Estes Kefauver (D-Tenn.), held final hearings Wednesday and Thursday on tv programming. Testifying were spokesmen for NARTB, NBC, FCC, an educational tv station, educators and researchers on child behavior.

Three NARTB spokesmen—Harold E. Fellows, president; Thad Brown, tv vice president, and Edward Bronson, tv Code affairs director—outlined a progress report on what NARTB and its tv Code Review Board have been doing to improve programs since the trio testified before the group last fall [B+T, Oct. 25, 1954].

Joseph V. Heffernan, NBC financial vice president, cited NBC's long-term program of presenting beneficial tv fare and the network's own code of programming standards, offered to aid any research group looking into possible connections between tv shows and childhood delinquency and announced appointment of a special children's program review committee and a supervisor of children's programs for the network (see story, page 54).

FCC Comr. Frieda B. Hennock tore into present tv offerings and among other things proposed that the FCC hold hearings on proposed rule-making to establish standards for tv program content, afterward referring to renew the licenses of those stations which do not present tv offerings "in the public interest." Launching into another touchy subject, brought up by Sen. Alexander Wiley (R-Wis.), she proposed that political candidates be given free time "on the people's airwaves" (see story, page 90, and editorial, page 126).

Other witnesses were: William A. Wood, general manager, educational WQED (TV) Pittsburgh (ch. 13); Dr. Paul Lazarsfeld, Columbia U. sociology department, originator of several mass media research methods; Dr. Eleanor E. Maccoby, Harvard U. social relations department, who reported on a survey four years ago in tv homes and non-tv homes in Cambridge, Mass.; Dr. Ralph Steven Banay, research psychiatrist, Columbia U.; Mrs. Louise S. Walker, audio-visual education supervisor, Montgomery County (Md.) Schools.

The subcommittee, which held hearings June 5 and Oct. 19-20, 1954, is scheduled to make a special report on television programs. James H. Boko, chief counsel, said Thursday he hopes the report will be ready by May 1.

Subcommittee members are Chairman Kefauver, who presided at Wednesday's hearing; Sen. Thomas C. Hennings (D-Mo.), who acted as chairman Thursday; Sen. Wiley, who attended both days' hearings; Sen. William Langer (R-N.D.), present at the Thursday session, and Sen. Olin D. Johnston (D-S.C.). The Senate unit is operating with an appropriation of $125,000 and under a current Senate resolution must complete its work by July 31.

(Statements made by witnesses last week have been condensed by B+T while still giving a fair presentation of each witness' opinions. Following each statement is testimony developed by questioning from members of the Senate subcommittee.)

Harold E. Fellows
NARTB President

Television broadcasting stations are fully cognizant of the fact that good programs attract large audiences. They also know that bad programming in this free market place of ideas will rapidly toll the demise of any television station. Therefore, it is incumbent upon a station to learn the desires of its listeners, both present and potential, because it is the public preference which, in the final analysis, controls this industry—rather than any network, station, agency, or advertiser.

We are aware of the allegations that have been made against certain mystery and adventure programming. Only a few of these allegations have been to the effect that television is a major cause of juvenile delinquency, but there have been numerous comments to the effect that television may be a contributing factor.

For example, we learned several months ago that the Youth Bureau of the Detroit Police Department was probing into the possible causes of juvenile delinquency. We sent a member of our staff there to interview the officials.

In Detroit, television was found not to be a cause or stimulus of juvenile delinquency, but was found instead to be a useful measure in controlling it.

Last October, Television Magazine decided to check with some of the most respected psychiatrists of the American Psychiatric Assn. to see if they felt that television was actually warping young minds. They found complete agreement that "there is no scientific body of facts in existence that could in any way prove that television is one of the causes of juvenile delinquency."

Parents Magazine, a highly respected publication, recently carried an article entitled "Television and Our Children . . . " The Experts Speak Up." The article summarized the replies to a questionnaire sent to child behavior specialists in various parts of the country.

In response to the question of whether television programs are responsible for juvenile delinquency, the great majority gave a flat no. The few who answered more or less affir-
Peak sales records resulting from WBNS-TV spots look like magic to our advertisers, but this consistent selling success is far from hocus-pocus.

**WBNS-TV advertising outsells because:**

1. From sign on to sign off WBNS-TV ratings are tops. Quarter hour breakdowns (sign on to 6 p.m.) place WBNS-TV 56% higher than station B and 140% higher than Station C. From 6 p.m. to midnight, WBNS-TV rates 25% higher than station B and 82.5% higher than Station C. (Columbus Telepulse, Jan. 1955).

2. Spots are surrounded by highly successful CBS, syndicated and local shows, reaching 430,700 homes in WBNS-TV's 33 county area.

3. Full promotion and merchandising follow through, tailored to your needs including spot checks, key buyer contacts, consumer surveys, store displays, trade mailings, and bus and truck signs.

**GOVERNMENT**

The members of the television industry recognize that they, as do all of us, have an affirmative obligation to contribute to the public welfare of this country and its citizens. At our previous appearance before the Subcommittee we outlined various steps which NARTB contemplated taking in order to help serve the public interest in television programming.

Among these were a broadening of the monitoring of television stations by the Television Code Affairs staff, plans to employ a professional research organization to expand the amount of actual monitoring of television programming in various areas, plans for a pilot study to determine public attitudes toward television programming and plans to enlarge the staff of the Television Code affairs department. All of these plans have been activated, and, at the same
portrait of a market...

... FIVE O'CLOCK RUSH

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

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

Represented Nationally by NBC Spot Sales

WRGB
A General Electric Television Station
Here's the Pitch

A Straight One Down the Middle

You hear a lot about pitchers who throw screwballs, floaters, sliders and other unpredictable (and undependable) deliveries. At the end of the season, you can bet that the league leaders will be pros who can throw more down the middle, faster and truer, than the razzle-dazzle boys.

It's the same way with business publications. At the end of this or any season in radio and tv, Broadcasting • Telecasting will look best in the records. For nearly a quarter of a century B*T has been pitching 'em down the middle, harder, straighter than anybody.

If you want to sell anybody in the radio-television business, give your signal to the pitcher with the unexcelled record and the truest arm. Give it to Broadcasting • Telecasting, and watch B*T fire it unerringly across the plate with a zing they'll hear from Madison Avenue to Main Street.
going to have to stay right on top of it; and it seems to me that you are going to have to take the gloves off and not just present the positive side to your stations and networks, but you are going to have to be critical and firm."

Edward H. Bronson
NARTB TV Code Affairs Director

I am deeply appreciative of the opportunity to appear before this Committee and present to you the activities and progress of the Television Code Review Board of NARTB and the increasing influence of the Television Code since we reported to this Committee on Oct. 20 of last year.

A most important part of this activity is that of monitoring television programming and advertising. This activity conducted by the Code Board staff of NARTB falls into two categories.

First, review of television network originations, and second, schedules offered by local stations in individual cities.

Network monitoring is conducted by three of the four Code Board staff members working at NARTB headquarters here in Washington and by four auxiliary monitors.

Our current schedule of network monitoring provides reports on approximately 260 hours of programming each month, 300% over the figure reported last October.

The second category, local station review, provides monthly reports on approximately 280 hours of programming and covers an average of 24 stations a month. In our last report we recorded 231 stations as subscribers to the Television Code. There are now 245 as well as all four of the national television networks.

For this second category of monitoring, the Code Review Board retains a nationally known and recognized research firm with monitoring facilities in over 200 cities to do the actual monitoring. This is an increase of more than 75% over the same activity five months ago.

A special monitoring program is now being conducted relating to children's programming and covering 22 stations in nine cities.

The Code Board staff has been enlarged to four fulltime persons working on the affairs of the Code Board and their administration. Also, plans are provided for additional staff personnel when needed for the Code Board's expanding activity.

With regard to monitoring, however, the most significant growth is a result of retaining a national research firm to assist in this work and thus adding the services of more than 600 trained monitors in over 200 cities.

This Code Board staff is made up of nearly 140 producers and distributors of film for use on television, to acquaint producers and distributors with the Code, the activity of the Code Review Board and the need for care in development of the product they offer.

Personal visits by the director of Television Code affairs and his assistant, have been instituted and will be continued.

A concluding note should cover the pilot study of viewer attitudes the Television Code Review Board had in the field at the time we appeared before the subcommittee last October.

This survey was just what its name implies—a pilot study. It was conducted by a nationally known and accepted survey firm long active in broadcast survey work for the guidance and information of the Code Review Board and staff to determine what might be done along similar lines and in greater detail in the future. This pilot study now is being reviewed by a subcommittee of the Code Review Board for this purpose.

Mr. Bronson said the pilot study, by American Research Bureau, would be "firmed up in 30 days," and a report would be made to the subcommittee.

Joseph V. Heffernan
NBC Financial Vice President

As a responsible medium for the presentation of ideas, NBC is deeply conscious of its position in relation to social problems of the day. It does not turn its back on them. It welcomes an opportunity to help in their solution.

We have reflected this in the treatment of juvenile delinquency on our television network. We have dealt there on many occasions with this difficult subject. Our speakers have included distinguished public officials, judges, psychiatrists and criminologists. They have discussed juvenile delinquency or ways of combating that problem in 151 programs or segments since the beginning of 1954.

Some experts on juvenile delinquency have suggested that a definite answer to the causes of juvenile crime can come only from a research project carried out on a very large scale and over a number of years, by psychologists and sociologists attached to a university or foundation. They have said that such a project should deal broadly with the behavior patterns of children, and that it cannot confine itself to media influences, since last factors such as the influences of parents, economic conditions and world-wide tensions are clearly relevant.

If a university or foundation should undertake such a project we should be glad to supply information and cooperate with them.

We are opposed to government censorship and to any device by which government is empowered to check the expression of opinion. We believe that in the long run any attempt to
Talk about bargains! How's that for making every penny count, for plenty? And Academy Theatre's audience is ideally composed of 65% adults — 35% children — with an amazing 3.3 viewers per set!

No wonder they watch WPTZ by the hundreds of thousands. The latest ARB rating lists a high of 19.1 and an average of 18.0 for the hour and a half. Academy Theatre offers first-rate, full-length films, with top-notch stars like Lucille Ball, James Stewart, Susan Hayward, Bing Crosby — countless others that appeal to a well-rounded family audience.

And there's another reason why Academy Theatre is one of your best buys in television today. WPTZ, through its stronger, wider signal, covers the market more completely than any other television station in Pennsylvania!

Remember, Academy Theatre, when included in our 45-12 plan, delivers this tremendous audience at a still lower cost per thousand. Call Alexander W. Dannenbaum, Jr., WPTZ Sales Manager, at LOCust 4-5500, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.
regulate program content by government decree will prove both unwise and unworkable.

In taking this position we feel it puts more, and not less, responsibility on the broadcaster himself. It puts the control over program content squarely up to him.

The adoption by NBC of its code of broadcast standards was a recognition of the responsibility we bear as a broadcaster. This system of self regulation, which the industry as a whole has followed in the industry code, is one alternative to government regulation of program content.

Another is the basic process of education itself. Our schools and colleges give substantial time to the encouragement of higher standards for books and literature generally, as they should. We have schools of journalism in many of our great universities. But television has already surpassed the printed word in its hold on the public mind. Should not our schools and colleges keep pace by striving in that field also to encourage higher standards of listener demand for television programs.

There is also the public itself. Our government does not tell them what to read. I don't believe it need tell them what to see or what to hear.

The direct program control exercised by the public itself will be as effective as it is informed and discriminating. Most of the metropolitan papers carry the daily logs of all television stations in their area. Parents are afforded an opportunity in this way to guide the viewing habits of their children.

The obligation to be discriminating attaches as well to the findings of those who make industry surveys. Broad, shotgun condemnations of an industry as a whole, without recognition of the superior programs produced by many in that industry, serve only to discourage those who have struggled to do something better.

Mr. Heffernan said he thought independent producers and distributors of films for television should subscribe to the NARTB Television Code. He praised the testimony of Drs. Lazarsfeld and Maccoby.

Answering a question from Mr. Bobo on whether network-affiliated stations in a given market could agree to break up block programming of crime and violence shows, Mr. Heffernan said network competition is such that "we hardly speak to each other." Such an agreement, he added, might be in violation of the antitrust laws.

 Asked by Sen. Wiley why the same network program could not be made available to more than one station in the same market, Mr. Heffernan said the stations are competitive. He said Congress had intended for stations to be competitive and the only reason for a regulatory body (FCC) is to avoid electronic interference.

Frieda B. Hennock
FCC Commissioner

I know of no field where there is more important work to be done by the Senate than in juvenile delinquency, and the attention this Committee is giving to this crucial problem is most timely. Nowhere does this Committee bear more effectively in stemming the excessive, concentrated and exaggerated portrayal of crime and violence than in radio and television.

Broadcasters who apply for station licenses and for license renewals are required to report in detail the percentage of time devoted to different types of programs such as entertainment, religion, news, education, discussion, etc. The objective is to ensure balanced programming responsive to the needs, interests and tastes of the communities served by the licensees.

In addition to the foregoing, the FCC should impose a new requirement for reports by broadcasters of the incidence of crime and violence on all programs throughout the broadcast day. Moreover, the FCC should pursue a rigorous policy of refusing renewal of the licenses of offenders stations who disregard their public service responsibilities by continuing to victimize immature audiences with a concentrated and profuse deluge of crime, brutality, sadism and outright murder.

The programming standards set out in the Code of the NARTB are excellent, but they have little effect on programming as the Code is voluntary and the NARTB is not in a position to enforce it. The need is to supply a large amount of TV programming and should be held responsible for its quality. The profusion of crime and violence in TV films mounts continuously.

In addition, I urge the following steps:

1. Women's organizations and all other civic, educational, welfare and religious groups should supplement the activities of established monitoring organizations in viewing and listening to TV and radio programs. All such groups should press the stations, the networks, the program sponsors and the FCC itself to bring to a halt the broadcast of pernicious programs which are making a significant contribution to the rise of juvenile delinquency.

2. These public service groups should study the reports of the FCC licensees, note the incidence of acts and threats of crime and violence and file complaints against offending licensees.

3. A National Radio & TV Children's Week should be proclaimed during which there should be an evaluation of all radio and television programs in terms of their suitability for children.

4. An alert and articulate public should, as of right, present positive and constructive suggestions to licensees and sponsors as to its radio and TV program preferences for adults and children alike. The public should no longer take its radio and TV programming for granted, or continue to accept passively anything the networks and broadcasters choose to offer.

5. Since radio and TV operate in the public domain, the FCC should set up proper programming standards for both as soon as possible, and ensure their implementation by rigorous enforcement.

And finally, the 252 channels reserved for educational stations in radio and TV competition is an opportunity for guiding the young and enriching the lives of all. Such non-commercial stations should be built immediately. They could arouse and stimulate interest in the arts, music, history, literature and science, to an extent heretofore unknown. Moreover, these stations can be built at a most reasonable cost and operated very economically.

Com'r. Hennock cited surveys in New York and Los Angeles which indicated a heavy incidence of violence in children's programming. She said a recent nationwide Gallup Poll showed 7 of each 10 parents questioned thought radio TV mystery and crime programs could be blamed for teenage crime.

She proposed that the FCC initiate "immediately" hearings to assemble facts, affording the public, broadcasters and others opportunity to comment. The FCC then, she said, should adopt a policy against future license renewals of broadcasters who persist in programming an "unbalanced fare of violence."

Miss Hennock said the FCC decided in 1950 to hold a conference to act on excess commercials, programming, etc., but the FCC has been busy getting TV stations on the air. She said her proposed hearing could be carried out "in short order" by a rule-making proceeding. "We can find facts and have the licensees collate facts and then we should announce immediately in a policy of what we
“Man, this ain’t no bandwagon... it’s a rocket ship.”

“Hang on son! No plain, old-type bandwagon for us, but a real super-sonic KATV space job with 85 out of 113 hours sold to sharp, sales-happy advertisers!”

“85 of 113? There’s gotta be a reason.”

“Reasons, man, REASONS! Look at the market, look at the audience, the facilities, the programming, look at... .”

“Man, I’m looking, but you’re going too fast.”

“It’s a fast bandwagon, son... because no other station can give you so much in the heart of the rich Arkansas market!”

“I’m gonna jump on the KATV bandwagon and ride to the top in Arkansas!”

Studios in Pine Bluff & Little Rock

Jump on with:
Bruce B. Compton
Nat’l Sales Manager

Jump on with:
Avery-Knodel, Inc.
National Reps.

KATV
CHANNEL 7
John H. Fugate, General Manager
620 Beech Street, Little Rock, Arkansas
think is good and bad in tv programming," she said.

William A. Wood
General Manager
Educational WQED (TV) Pittsburgh

WQED (TV) is nonprofit, noncommercial and dedicated to the use of television for educational purposes. WQED is supported financially by foundation grants... funds from the public schools and contributions from the general public in the southwestern Pennsylvania community.

WQED seeks to serve its community in some way the same way the community is served by its schools, its universities, its art galleries, its libraries, its symphony orchestra, its legitimate theatre.

WQED does not claim any exclusivity in what it is doing. Some of the finest educational TV programs are on commercial air. But whereas such programs must occupy a small part of the total program schedule on a commercial station, such programs are the totality of our schedule.

How does what WQED does relate to the question of juvenile delinquency today?

A recent poll taken by the U. of Pittsburgh indicates that the juvenile delinquency problem is considered to be of primary importance by the people of our community. That is all we need to know. Then it automatically takes a priority as we plan our whole program schedule.

We try to give a positive motivation to all our programs. Since we are not under the compulsions of a business with time for sale, we have no reason for existing unless we offer such motivations.

School programs make the educational experience richer and more exciting to young-sters. Appreciation shows such as good music, ballet and art motivate worthwhile interests and pastime, courses in History, English, Science, enable people of various ages to improve their minds and better their positions in life. And programs in family relations, scout training, presenting teen-age views and activities and home crafts and hobbies are all designed as direct deterrents of delinquency.

The WQED program which should be of greatest interest to this committee is a daily hour long offering at 4:30 every afternoon on ch. 13 known as The Children's Corner.

Its audience ranges in age from 2 to 12 years. It contains an extraordinary number of adult viewers and its rating in the Pittsburgh area is 30% of the available television audience.

On The Children's Corner there has never been an act of violence of any kind. There are no cowboys, Indians or space men. Adult conflict has no place there. The audience is there though. The show receives 4,000 letters a week.

Learning is dispersed throughout this hour of programming, even though it is not for learning that the kids tune it in. They learn numbers, how to tell time, some words and phrases in French, simple nursery songs, creativeness through art contests, poetry, zoology with live creatures, home hobbies and crafts, children's stories... instruments of the orchestra and even a little juggling and prestidigitation.

An audience on shows like this is steadily exposed to actions and ideas and truths which would be patently incapable of having any detrimental effect on it, and there is some indication they have a salutary effect on the youngsters at the other end. I do not by saying this mean to take any position against other tv programs for youngsters at all, but we are finding that it is good to offer this kind—to have it there if the kids want it and in Pittsburgh they want it.

Dr. Paul F. Lazarsfeld
Professor of Sociology, Columbus U.

Dr. Lazarsfeld said three factors are to be considered in studies of tv's effect on children.

(1) Academicians—"We need a push to study the effects of tv." He said academic organizations require funds, most of which come from foundations. (2) Foundations—"They feel that permanent direction of a study never should be left to the academicians;" but no foundation has dared to do the necessary investigations in television, although they played many roles in formulating code standards for radio and the movies; that foundations have been made timid by last year's investigations by a House group investigating tax-exempt foundations. (3) Radio-tv industry—The industry spends money on research, but its money has to be spent "close to its operations."

He said there is a great need for new and untried programs. "But who could write them?" he asked, "and what would the poor children do if they had to listen to 'good' programs?"

He noted that as children grow older their tastes change to programs intended for a higher age group, thus outgrowing and ignoring the very programs claimed to be harmful. He also asked how these undesirable programs get on the air. "No one thinks the manufacturer (sponsor) is trying to corrupt children."

Dr. Lazarsfeld said everyone overlooks the tremendous amount of material used by television. There are not enough good people to get good shows on the air, he said. He voted against using research as a panaacea, saying that "taste" cannot be settled by research. He felt there is a danger research is being used as an alibi.

He made three suggestions: (1) that the subcommittee use its influence to get the National Research Foundation to do research (in the name of science), calling it "measurements of facts," and extending the work to the "present problems"; (2) that such promotion and planning activities as "White House Conferences" be held to stress the problem, and (3) that efforts be made to stop witch-hunting among foundations by congressional committees.

He said he "competes" with tv in his own home by playing "chamber music" and by talking with the children.

Dr. Eleanor E. Maccoby
Harvard U. Social Relations Department

I have been asked to testify this morning on a study of television and children which we did in Massachusetts some four years ago, about our more recent work, and the bearing of our findings on juvenile delinquency.

In the study done in Cambridge, Mass., in the winter of 1950-51, we worked only with families who had children between the ages of 4 and 17 (inclusive). We talked to 332 mothers, and these mothers had 622 children.

An important question about television in child's lives is this: What does take the place of? When we compared children who had tv with those who did not, we found that about a third of the tv time apparently comes from the other mass media. That is, the children cut down on their radio listening in order to watch tv. But it isn't an even trade. The extra time is taken from outdoor play, hobbies, helping around the house, and time asleep.

Now what about the effects of tv on family life? It has been said that Henry Ford scattered the American family and tv brought them back together again. Our study found that there was considerable truth in this: the total amount of time children spend with members of their family...
Ruth Randall

The school teacher who owns an oil company

Ruth Randall teaches Latin at San Bernardino High School, San Bernardino, California.

In 1939 she invested part of her savings in 50 shares of Union Oil Stock. This makes her—along with some forty thousand other people—an owner of the 45th largest industrial company in the country.

And entitles her to examine the report card on our sixty-fifth year of business.

It was the largest in our history. Our customers paid us $351,731,678. We didn't keep all of this, of course.

16.8% we paid to our 8700 employees as wages and benefits.

4.8% went for taxes. (This does not include $60,000,000 additional in fuel taxes which we collected for the government.)

68.2%—by far the lion's share—we divided among more than fifteen thousand other companies and individuals with whom we do business.

This left us net earnings of 10.2%. From which we paid shareholders like Miss Randall 4.5% as dividends for the use of their money, and reinvested the remaining 5.7% in necessary expansion and modernization of facilities.

We hope Miss Randall is pleased with this report. We are certain she should be pleased with herself. For in wisely investing in American industry for her own security, she has helped to create a higher standard of living for everyone.

Your comments are invited. Write: The President, Union Oil Company of California, Union Oil Building, Los Angeles 17, California.

Union Oil Company of California

Manufacturers of Royal Triton, The Amazing Purple Motor Oil
family does go up when the family gets tv. But what about the quality of the time family members spend together? When they are all watching television, there is a minimum of talk.

One final point about this question of family influence: when children are watching tv with their parents, the parents may not be exercising much active influence in the sense of guidance and instruction, but at least they know where their children are.

I would like to discuss now the question of the effects on children of the kind of thing they see on tv programs. May I say at the outset that this is a question about which we have very few solid facts.

The first question we must ask ourselves is why children are so interested in tv in the first place. There are many reasons, of course, including a natural and healthy curiosity about the outside world. But one motive is a desire for escape from unpleasant situations in real life. We have found that the children who spend the most time watching tv are the children who are most severely punished by their parents, whose parents are not particularly affectionate toward them, and who are subject to many restrictions on their freedom of action in the house.

There is no doubt that children pick up all sorts of content from the programs they watch. We have found that if a child is angry or upset when he sees a movie, he is more likely to remember the aggressive content a week later.

I have been talking about how children can have aggressive feelings aroused or quieted by tv programs. We must not overlook the fact that a child can also learn from tv that wrongdoing will be punished. Some of the things he learns from programs, in other words, may operate to inhibit aggressive activity by providing the "child with warnings about the possible consequences of his actions.

May I say that it has been a sobering experience for me to be asked to give "expert" testimony to the members of this committee about the kind and amount of influence tv has on children. I have been forced to take stock of what we know and the amount is not impressive. Scientific knowledge accumulates slowly, and tv is very new.

Dr. Ralph S. Banoy
Columbia U. Research Psychiatrist

Abstract of the testimony of Ralph S. Banoy, M.D., psychiatrist consultant to the Bureau of Prisons of the Department of Justice, editor of The Journal of Social Therapy and author of Youth in Despair.

Most children nowadays spend several hours watching their tv set, sometimes indiscriminately without supervision of parents or their selection of their program to be viewed. Frequent knob turning by children usually leads to a presentation which is saturated with action, fights, gunplay, murder or other manifestations of violence. A subconscious identification with the personalities and events of the show make the children more susceptible to permanent impression, suggestion and conditioning effect of these presentations.

Children might even see the images out of sequence as isolated events, paying no heed to the conception of the good being rewarded and the evil punished. They might be under the spell of the drama and absorbed so completely that their own aggressive tendencies become activated not just in fantasy life, but in reality.

Exposing them to persistent viewing of violence and creating false images and conceptions of life and its mores and customs we allow an unfavorable subconscious conditioning of children in our homes by an instrument which could be under different circumstances the most progressive and unlimited disseminator of culture, education and moral conditioning.

Mrs. Louise S. Walker
Audio-Visual Education Supervisor
Montgomery County (Md.) Schools

Mrs. Walker described efforts of educational groups in the District of Columbia area to get ch. 26 (Greater Washington Educational TV Corp.) on the air. She said commercial stations have aired some in-school programs, but this method is not entirely satisfactory since the educator is never sure of the time because it is "changed frequently," and because there is little time for rehearsal. Commercial stations, she said, are not very conversant with educational methods.

FREE CAMPAIGN TIME
ADVOCATED BY HENNOCK

FCC commissioner urges that Senate prod FCC to see that time is released by stations.

FCC Commr. Frieda B. Hennock last week said she thinks candidates for Congress should get free time on radio-tv for campaigning.

Testifying before the Senate Juvenile Delinquency Subcommittee (see story, page 79), she urged that the Senate "call on the FCC to see that this time is released."

When the subject was brought up by Sen. Alexander Wiley (R-Wis.), a member of the subcommittee, Commr. Hennock said, "You should get together in a bill on the industry and the Commission and see to it this time is released to the people to bring them their candidates."

She suggested that Sen. Wiley get up on the Senate floor and "alarm others to the problem," so the Senate can send a resolution to the FCC and "call on the industry to find how much time is available for all parties to use in political elections and throughout the year."

She asked the Wisconsin Republican, who comes up for re-election next year, to write stations in his home state asking for free time, and if they refuse, "I will take it up with the Commission and we will be in touch with the licensees."

Sen. Wiley had commented that tv was "prohibitive to the poor man," adding that a group backing a candidate could corner all available time.

Sen. Estes Kefauver (D-Tenn.), subcommittee chairman who presided at the hearing, afterward told a reporter he thought "there should be a larger allocation of public time."

He said tv expenses are "so terrific that it gives the advantage to the fellow with a lot of money."

The Senate Elections Subcommittee, headed by Sen. Thomas C. Hennings (D-Mo.), will hold hearings tomorrow (Tuesday) and Wednesday on a bill to increase campaign expense ceilings. Representatives of the radio-tv industry have been invited to testify. Hearings also are scheduled April 19-20 and 26-27. Broadcast representatives have been invited to appear at one of the later hearings.

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The Fabulous "Girl on the Go"

DRUE SMITH

Just named Chattanooga's "BUSINESS WOMAN OF THE YEAR"

Leading CHATTANOOGA RADIO PERSONALITY for many years! Drue knows everybody, everywhere, and everybody knows ... and LISTENS to DRUE.

Limited Participations are available.

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Ask BRANHAM!

WDEF

RADIO

NBC AFFILILATE IN CHATTANOOGA, TENN.

CARTER M. PARHAM, President
KEN FLENNIKEN, General Manager
More Power, New Electric Helpers for you
to make living better—electrically!

Benefits of Atomic Power Ahead for You.
First U.S. Full Scale Atomic-Electric Power Plant is being built near Pittsburgh. America's Electric Light and Power Companies—with 75 years' experience—are now putting the atom to work.

Biggest Power Plant Ever Built by Electric Companies is this Giant Power Plant Under Way at Madison, Indiana—Big Enough to Supply 1.5 Million Homes! Electric Companies are Spending $3 Billion a Year to Double the Power Supply by 1965!

New Electric Helpers for Better Living!
Research keeps bringing you exciting new products—like the Electric Heat Pump that picks up heat from water or air to keep your home warm in winter, and reverses its operation for summer cooling.

Plans for Electric Tomorrows in the Making!
The Electric Companies have developed plans for power dams at Idaho's Hells Canyon, on Coosa River in the South, on rivers in California and other areas. They can do these big jobs cheaper and sooner than the Federal Government could.

"You Are There"—CBS Television
Witness History's Great Events

Plenty of Low-Price Electricity is Flowing to America from Electric Light and Power Companies...But certain persuasive groups still want to push the Federal Government farther and farther into the Electric Business...even if that means a waste of tax dollars and a socialist USA.

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LAMB BID TO DROP BRIBE ISSUE DENIED

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The renewal hearing presently is in recess until April 18, when Mr. Lamb will resume his appearance before Examiner Herbert Sharfman to answer questions by the FCC Broadcast Bureau. He has appeared for two days thus far [BT, April 4]. The case has been underway since last September. Primary issue involved whether Mr. Lamb lied when he told FCC he never had communist ties. Denying the charges, Mr. Lamb has called the hearing a "political frameup."

In refusing to eliminate the bribe issue, FCC concluded its hearing is concerned with Mr. Lamb's qualifications as chief stockholder in WICU "and that the factual basis for the aforementioned charges is relevant to a determination of such qualifications, and is therefore relevant to the question whether the grant of the application herein would be in the public interest, convenience and necessity."

WICU had explained to the Commission that the issue "relates solely to averments made in a certain complaint filed by the applicant in the U. S. District Court" last summer. The court suit was an unsuccessful effort to halt the FCC hearing and now is under appeal, hence WICU felt inclusion of this issue in the matters set for hearing before FCC might involve prejudicial premature disclosure of evidence in advance of the court trial.

Earlier, Examiner Sharfman refused a companion motion by WICU asking immediate termination of the case and renewal of license on the ground the Broadcast Bureau had not presented any evidence worthy of reply [BT, March 21].

At a Saturday session before Examiner Sharfman on April 2, Mr. Lamb repeated his earlier testimony that he did not recall ever being a member or advisor of the International Labor Defense nor member of the American Committee for the Protection of the Foreign Born.

He also did not remember making any contributions to those organizations, but after the Broadcast Bureau introduced income tax returns for 1944-46 showing he did contribute in those years, Mr. Lamb thanked the bureau for the copies and for refreshing his memory. He noted the organizations were "perfectly legal" at that time.

FCC also referred to an affidavit to the Commission showing Mr. Lamb's contributions to various groups from 1944-54, prepared by a member of Mr. Lamb's staff and legal counsel, which did not disclose the contributions to the two organizations. Mr. Lamb said he thought the affidavit may have been prepared from check stubs, indicating the contributions might have been cash.

At one point during questioning about the contributions, Russell Morton Brown, counsel for Mr. Lamb, pointed out that his co-counsel, ex-U. S. Attorney General J. Howard McGrath, "suggests that at this time the International Labor Defense was an organization for which the Bureau of Internal Revenue was accustomed to allow deductions from income tax returns, so you, of course, will recognize that the Attorney General's list of 1947 hadn't come into existence at the time."

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UHF TV STATIONS ASK UNMIXED STATUS

WJPB-TV Fairmont, W. Va., seeks vhf, while WNAO-TV Raleigh, N. C., and KVDO-TV Corpus Christi, Tex., urge all uhf in their respective markets.

ON THE HEELS of the FCC's first move to consider de-intermixing vhf and vhf tv in four markets [B•T, April 4], petitions were filed with the Commission last week to renew earlier pleas that Corpus Christi and Raleigh-Durham be made all-uhf areas and another asked that educational ch. 5 at Weston, W. Va., be reassigned for commercial use at Fairmont.

Ch. 35 WJPB-TV Fairmont, now suspended, told FCC it has suffered "severe competition" from vhf stations at Steubenville, Ohio, Pittsburgh and Wheeling, W. Va. Noting educational ch. 5 has not been put to use, WJPB-TV said it has received "upwards of 5,000" cards, letters, calls and petitions to resume operation on ch. 35 or switch to ch. 5.

Ch. 28 WNAO-TV Raleigh petitioned the Commission to place educational reservations upon ch. 11 at Durham and ch. 5 at Raleigh, requiring ch. 11 WTVD (TV) Durham to switch to ch. 40, presently carrying an educational reservation. At Raleigh, ch. 22 now is reserved.

WPTF and WRAL, contestants for ch. 5 at Raleigh, presently are awaiting an examiner's initial decision on their bids.

At Corpus Christi, ch. 22 KVDO-TV there, the only tv outlet on the air in that market, renewed its petition of last fall asking that the city be made an all-uhf area. Initial decisions have been issued by the FCC proposing grants for the two vhf channels assigned there.

KRI B Corpus Christi is favored for ch. 6 in one initial ruling while KSIX there is favored for ch. 10 in the other.

Four Markets Considered

In its first move toward de-intermixture of certain markets a fortnight ago, the Commission ordered rule-making proceedings to shuffle channels at Evansville, Ind., Hartford, Conn., Peoria, Ill., and Madison, Wis. FCC would make them all-uhf areas and called for comments by May 2.

The move came only three weeks after the Commission told the Senate Interstate & Foreign Commerce Committee that it was considering "selective" de-intermixture. This was in FCC's reply to the Plotkin and Jones report [B•T, March 21].

Reviewing FCC's allocation plan in West Virginia, WJPB-TV pointed out that Clarksburg's ch. 12 (WBLK-TV, under construction) and Weston's educational ch. 5 "are the only vhf stations in an area stretching from Charleston on the south to Wheeling in the north, to Columbus, Ohio, in the west and Harrisonburg, Va., in the east, with an estimated population of 750,000. In its allocation plan the Commission did give consideration to other central West Virginia communities such as Fairmont and Clarksburg with uhf channels."

WJPB-TV argued that "only in Fairmont was any broadcaster willing to take the calculated risk necessary to pioneer uhf television under the allocation plan set up by the Commission. That uhf-pioneer was your petitioner. WJPB-TV in face of severe competition offered by..."
WIPB-TV further agreed to allow West Virginia Research Center Inc. to expand into the area of education. The station's agreement was based on the understanding that WIPB-TV would not make available any educational programming to other stations.

At Corpus Christi, KVDO-TV told FCC that "in view of the recent action of the Commission in instituting rule-making proceedings looking toward de-intermixture in Peoria, Evansville-Hatfield, Madison and Hartford, it is clear that the Commission is required to grant" its petition too.

"Corpus Christi presents a classic situation for the application of the principles to be considered in the rule-making proceedings referred to above," KVDO-TV argued. "Clearly, if de-intermixture is to be based on principle, the Commission cannot pick and choose the communities in which the uhf situation will be corrected. Where, as here, a proper petition has been filed, the Commission is required to apply its allocation principles with consistency and fairness to all communities."

**Classic Situation**

KVDO-TV contended that in the case of Corpus Christi, the two uhf channels assigned there could be used for reassignment in other areas "in a more efficient and equitable manner than any of the other proposals for de-intermixture." The uhf station noted both chs. 6 and 10 "can be reassigned in areas which presently are without television service and which almost certainly will continue to be television white areas if uhf channels are not made available to them."

KVDO-TV noted ch. 6 particularly could be switched to several cities in western Texas "which do not lie within even a Grade B coverage contour of a television station. Ch. 10 may be reassigned in the area surrounding Victoria, Tex., which also is a substantial tv white area."

It is to be noted that during the allocation proceedings the Commission denied a request for the assignment of a uhf channel to Victoria."

In other words, KVDO-TV contended, if the two uhf channels are allocated elsewhere as proposed, "television service will be made possible for the first time in other parts of the United States and at the same time healthy and competitive television service will be provided in the Corpus Christi market."

In its Raleigh-Durham de-intermixture pleading, WNAO-TV pointed out that it began operation in mid-1953 "when no other dependable, local television service was available" and today estimates there are 125,000 sets there capable of receiving uhf. The public investment in uhf amounts to more than $25 million, the station said.

Arguing for de-intermixture, WNAO-TV claimed "it has been shown in many cities that a uhf station cannot compete successfully with two or more uhf stations and that such competition usually results in the termination of the uhf service to the public."

"Because of the great number of recent failures among uhf stations directly attributable to uhf domination of competition, the Commission should now again consider whether its present basis of allocation of uhf and vhf stations in the communities of Raleigh and Durham will serve the public interest and whether uhf television will be able to survive and compete effectively in the market."

Since filing its previous petition for de-intermixture, WNAO-TV said it has operated for more than six months in competition with ch. 11 WTVD (TV) Durham and contended the effects of the uhf service "have been greatly detrimental to uhf. Since the commencement of uhf operation at Durham, several television set dealers have promoted the sale of uhf-only receivers, advertising that the public may receive television service without buying all-channel equipment. Following the destructive Hurricane Hazel in October 1954, many set owners did not replace their uhf antennas because of the promotion of uhf service in this manner."

**KXL A Ruling Issued**

BECAUSE of a condition in its 1948 grant that it must protect Class I-B KFAB Omaha, KXL A Pasadena, Calif., would be required to reduce its nighttime power from 10 kw to 1 kw, according to an initial decision announced last week by FCC. KXL A is assigned 10 kw full-time on 1110 kc, directional. Stemming from a hearing ordered in 1959, the initial ruling would require KXLA to submit an application within 60 days covering the nighttime power reduction. KFAB is assigned 50 kw on 1110 kc, directional night.

**Uhf WK N Y -TV Allowed Move to Lower Channel**

TWO UHF STATIONS lost their pleadings for lower uhf channels last week but ch. 66 WK NY- TV Kingston, N. Y., convinced FCC that its technical troubles were sufficient to merit approval of its bid to switch to ch. 21 at Poughkeepsie.

The Commission turned down a petition by ch. 61 WHUM-TV Reading, Pa., for change to ch. 15 and refused a request by ch. 41 KCOR- TV Antonion for change to ch. 11.

In the WK NY- TV action, the Commission granted immediate substitution of educational
"A Mighty Tough Place To Find A Stray Cow"

There it lay at his feet—a chasm three miles long and a thousand feet deep—with myriads of fantastically shaped spires and turrets, towering in flaming array. And Ebenezer Bryce, viewing for the first time the horseshoe-shaped basin that now bears his name, is reported to have said, "A mighty tough place to find a stray cow."

Today Bryce Canyon National Park is still a tough place to find a cow. But among its bright-colored formations you'll find delight for the eye and food for the imagination. Here you can ride the breath-taking Rim Road, called "the most colorful 20 miles in the world," or go below the rim to places as colorful as their names—Silent City... Peek-a-Boo Canyon... the Queen's Garden.

Geologists will tell you this is erosion at work, with frost, snow and rain patiently sculpturing the soft rocks of Utah's Pink Cliffs. The less scientific have called it music frozen in stone. The music wasn't identified. It could be "America the Beautiful."

Sinclair Salutes the National Grange

Founded in 1866, the Grange is the oldest and largest farm fraternity in the world and has always had a natural interest in conservation in our National Parks. With headquarters at 744 Jackson Place, Washington, D. C., this organization for many years has been active in promoting soil and water conservation for the farming lands upon which our economy depends. We salute the Grange for its part in creating in Americans the understanding and cooperation so necessary to accomplish this worthy objective.

MOTORISTS— if you would like to visit the National Parks, the Sinclair Tour Service will help you plan your trip. Write: Sinclair Oil Corporation, Sinclair Oil Building, 600 Filth Avenue, New York 20, New York.
FCC PROPOSES 3 VHF GRANTS

Seattle, Omaha and Jackson-
ville, Fla., initial decisions are
issued by Commission.

PROPOSED vhf grants for Seattle, Wash.,
Omaha, Neb., and Jacksonville, Fla., were an-
ounced last week by FCC in three separate
initial decisions by hearing examiners.
The initial decision for Seattle would au-
thorize ch. 7 for Queen City Broadcasting Co.
(KIRO-AM-FM), while denying competing
applications of KXA Inc. (KXA) and Puget
Sound Broadcasting Co. (KVI).

At Omaha, proposed grant for ch. 7 would
go to Herald Corp. (World Publishing Co.)
with a denial to the rival application of KFAB
Broadcasting Co. (KFAB). World publishes
the Omaha World-Herald.

In Jacksonville, the ch. 12 grant is favored
for Jacksonville Broadcasting Corp. (WPQD).

The examiner noted the same technical
problems connected with higher uhf channels
that have been unable to operate with full power and that as a
result of this and other equipment problems it has not been able to cover its contemplated
service area with the necessary signal strength.

WKNY-TV will retain its present site.

KCOR-TV San Antonio, still in the construc-
tion stage and proposing a Spanish-language
operation, sought to acquire use of ch. 14 by
substituting ch. 30 for 14 at Seguin, Tex. In
its denial order, FCC noted Seguin organiza-
tions protested the switch, including KWED
there.

The order said the channel switch must be
refused as long as some interest in tv is found
in Seguin and also concluded KCOR-TV "has
not established ... that operation on ch. 41
in San Antonio at this time will be unsatis-
factory.

We've had a look at the 1954 figures
that will be published in the May 10, 1955
issue of SALES MANAGEMENT.

Heavenly daze—we're going higher than a
kite! WIOD's four county market—which
includes DADE (Miami), BROWARD
(Ft. Lauderdale), PALM BEACH (West Palm
Beach) and MONROE (Key West)—will show
a population increase of over 100,000—
Effective Buying Income and Retail Sales
increases in the 100 millions.

This is year 'round stuff—boys and girls. And
speaking of year 'round, do you know that
there are almost 1600 manufacturers in the
Miami area. Ask your Hollingsbery
man for Miami Market Facts.
FCC Grants Satellite, Allows 4 TV Changes

The FCC last week granted The Hills Broadcasting Co. a construction permit for a new TV station on ch. 3 at Florence, S. D. The station will operate as a part-time satellite and will rebroadcast some of the programs of KELO-TV Sioux Falls.

KELO-AM-TV is sole owner of the new Florence station, which will have an effective radiated power of 25.7 kW visual and 15.5 kW aural, with antenna height of 710 ft.

In other FCC TV actions last week:

WVAA (TV) Petersburg, Va., ch. 8, was granted a modification of its construction permit to change antenna height from 550 ft. to 940 ft.

WMGT (TV) Adams, Mass., was granted a switch to Pittsfield, Mass., and change from 940 kw, to ch. 5. ERP is changed from 300 kw visual and 155 kw aural to 115 kw visual and 67.6 kw aural, with antenna height above average terrain increasing from 2,060 to 2,120 ft.

WANE-TV Fort Wayne, Ind., ch. 69, was granted a change in effective radiated power and antenna height from 100 kw visual, 50 kw aural, 430 ft. to 200 kw visual, 107 kw aural, 740 ft.

WLB-TV Lebanon, Pa., ch. 15, which suspended operations Oct. 16, 1954, was granted a six months extension to complete construction.

Grants Proposed for Two Ams, WDMG Boost Favored

Proposed grants for new am stations in Latrobe, Pa., and Hartselle, Ala., were announced last week by the FCC.

At Latrobe, a decision would grant 500 w daytime operation on 1480 kc to Latrobe Broadcasters, subject to the condition that the applicant file within 60 days of grant an application for modification of permit specifying a site conforming to FCC rules and standards.

The proposed am grant at Hartselle was to Dorsey Eugene Newman for 250 w daytime operation on 860 kc. The same initial decision would also authorize WDMG Douglas, Ga., to increase its power from 1 kw to 5 kw, operating daytime only on 860 kc, and deny the application of WERD Atlanta for an increase of power from 1 kw to 10 kw on 860 kc, daytime only.

Bill to Amend 309 (c) Introduced by Magnuson

An FCC-recommended bill to amend Sec. 309 (c) of the Communications Act—to keep protests from delaying television service granted without hearing by the FCC in an area—has been introduced by Sen. Warren G. Magnuson (D-Wash.).

The bill (S 1648) was referred to the Senate Interstate & Foreign Commerce Committee, of which Sen. Magnuson is chairman. FCC asked the House and Senate to amend the section last month [BWT, March 28].

Comm. John C. Doerfer, who submitted separate views to the FCC request, asked that the whole section be repealed, charging that it demands an undue amount of FCC time, is used primarily by competitors to delay a new station and "accomplishes no useful purpose."

The Magnuson bill would permit the FCC to (1) deny a protest without hearing when the facts it alleges, even if true, do not warrant reversal of a grant; (2) allow the FCC to deny a request for stay of a grant if the Commission feels a stay is not in the public interest and (3) permit the FCC to draw up the issues for a hearing, such issues not necessarily to be those presented by the protestant.

The protest section, one of the major provisions of the McFarland Act of 1952 amending the Communications Act, at present requires the FCC to hold a hearing within 30 days if the protestant establishes that he is a party in interest and if he specifies his facts. If the FCC sets such a hearing, the effective date of a grant must await findings of the hearing.

Rowland's Get Am Daytimer

New AM station at Fernandina Beach, Fla., and improved facilities for three existing stations were among the non-hearing radio grants announced by FCC last week.

The new Florida station, 1 kw daytime on 1570 kc, went to Fernandina Beach Broadcasters, owned by Marshall W. and Carol Rowland, employees of WHJP Jacksonville, Fla.

WCHV Charlottesville, Va., was granted change from 250 w on 1240 kc to 1 kw on 1260 kc, directional night. WGBR Goldsboro, N. C., won increase in day power from 1 kw to 5 kw, continuing on 1150 kc with 1 kw night and different directional arrays day and night.

WPCT Putnam, Conn., was granted increase in power from 500 w to 1 kw, continuing daytime on 1350 kc. Bid of Mountain State Broadcasting Co. for a new station on 1470 kc with 1 kw daytime at Morgantown, W. Va., was set for hearing. WVVW Fairmont was made party.

"OUR BEST PORTABLE RECORDER YET"

ays Richard Parks, Asst. Chief Engineer, ABC, San Francisco

"This new Ampex 600 really fills a need. We like it. It's light. It's compact. And its fidelity and timing accuracy leave nothing to be desired. Now no matter how important the program material, we can send the 600 out after it. The results that come back are as good as we could have recorded inside our studio on Ampex 350s. For program protection the Ampex's third head is an excellent feature. The engineer monitors as he records. There's no guesswork. The recording is always right."

"The photo shows Bill Adams, our farm reporter. He has made extensive use of the 600 for farm interviews.

NOW THERE'S AN AMPLEX FOR EVERY BROADCAST NEED

The new 600 completes the Ampex line. In any station it's an ideal portable, and for many it's an all purpose machine. The Ampex 600 fits limited space and limited budgets, but does an unlimited job. Base price is $498. In portable case it's $545. The Ampex 620, a portable amplifier-speaker unit in matching case is a superb quality monitoring unit, usable inside or out; price is $149.50.

The Ampex 350 is the versatile broadcast studio machine. It has a remote control plug-in, two speeds, 10½-inch reels, easy editing and quick accessibility for service. Its durability defies time and hard usage.

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April 11, 1955 • Page 97
CHAIRMAN McCONNAUGHHEY AIRS VIEWS

FCC head, interviewed Saturday on CBS Radio 'Capitol Cloakroom,' displays decisive stand on many problems of broadcast operation and regulation.

FCC CHAIRMAN George C. McConnaughhey disagrees with his colleague, Comr. Frieda Hennock, on such topics as program regulation and free time for politicians (see stories, pages 86, 90), he said Saturday on the CBS Radio Capitol Cloakroom (6:30-7 p.m.).

The chairman stated his views—many of them decisive—on TV's impact on juvenile delinquency, Senate and FCC radio-TV probes, subscription TV, uhf vs. vhf, color TV, repeater stations, the future of network radio and educational TV.

Chaiman McConnaughay's comments follow, in capsule form:

JUVENILE DELINQUENCY—Many elements such as autos, movies, TV, parental discipline are factors. He did not agree with Comr. Hennock's suggestion that licensees should be required to submit crime program lists to FCC, with renewal refused if radio is too high. Program regulation is not an FCC function, he said, but its role should be studied.

FCC RADIO-TV PROBE—Commission has 1,100 on staff, 700 of them professional people who know the business. It should study all facets of broadcasting and work in harmony with Senate committee, which has own probe. Study should include economics, programs and possibility of monopoly. Flatly opposed rate regulation since broadcasting is not a public utility or monopoly. Probe necessary because last one was 1938-41. Meantime TV has arrived and 99% of people have radio.

TV COVERAGE—Now 425 stations on air; 99% of people can get one TV signal, 70-75% at least two. FCC has done "perfectly remarkable" job in three years and should clean up 200 pending applications by end of 1955.

VHF VS. UHF—Sees great hope uhf can be put on economic basis, and said manufacturers should make all-channel sets. Said number of military channels is secret and definitely to be answered. FCC must have management, not just technical, to be decisive.

CAPITAL VISION—In "fantastic expansion" of TV industry many uhf stations are not on economic status, he said, but vhf stations had trouble in early days.

SUBSCRIPTION TV—Commission studying it in rule-making proceedings. It is "a radical departure" from free broadcasting and is "very intriguing." Many critics said FCC may face serious problems. As "radio's death," it is slow going. FCC is among best channels in plans for uhf band to broadcasters and vhf to military.

NETWORK RADIO—Having gone through its growth, network radio has settled into a stable industry. Radio has only scratched the surface. One poll showed young people often prefer radio to TV.

POLITICIANS—Should pay for time "the same as anybody else."

EDUCATIONAL TV—Granted 242 channels in 1952 with nine vhf and two uhf stations on the air. Educational TV "is a tremendous possibility" but is slow developing—"they can't get out and make money." FCC should be sympathetic with educational TV.

White, FCC Bureau Chief, Announces July Retirement

COL. EDWIN L. WHITE, chief of the FCC's Safety & Special Radio Services Bureau, plans to retire at the end of July, he announced last week. Col. White joined the FCC's predecessor agency, the Federal Radio Commission, in 1930.

BURNS NAMED GENERAL COUNSEL OF SENATE ANTI-MONOPOLY UNIT

JOSEPH W. BURNS, member of the New York and Washington law firm of Fulton, Walter & Halley, was named last week as general counsel and staff director of the Senate Anti-monopoly Subcommittee by its chairman, Sen. Harley M. Kilgore (D-Wa.).

Mr. Burns' appointment to the subcommittee has been expected for some time [Closed Cmct., Jan. 24]). He has specialized in the tax and antitrust fields, both in private practice and during 11 years in government service, including 1943-45 as special assistant to the Attorney General.

Sen. Kilgore, who said the subcommittee will get underway "very shortly on a full-scale antitrust and monopoly probe," earlier had indicated he would look into "monopoly practices" in the communications field, but later he apparently reached an agreement with Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee wherein the latter group would turn over to the Kilgore group all instances of monopoly found in the Commerce Committee's current investigation of networks and uhf-vhf troubles.

Rear Adm. S. C. Hooper Dies; Pioneer Scientist in Radio

REAR ADM. Stanford C. Hooper, 70, retired, pioneer radio scientist, died Wednesday at his Miami Beach, Fla., home. Funeral services were to be held today (Monday) at Ft. Myers, Fl., chapel with burial in Arlington National Cemetery.

Adm. Hooper was born in Colton, Calif., in 1884 and was graduated from Annapolis in 1905. After five years of sea duty he became an instructor in Annapolis, keeping in touch with his pioneering work with "wireless" by working weekends at the Bureau of Standards. He was appointed fleet radio officer in 1912 and in 1915 became head of the Radio Division, Bureau of Ships. He commanded a destroyer for a time and returned to the Radio Division in 1918.

When the Federal Radio Commission was formed as a temporary agency in 1927, he then Capt. Hooper was loaned by the Navy as its first chief engineer.

During a cruise to Australia after returning to the fleet as radio officer he carried out pioneering experiments with high-frequency equipment. In 1928 he was director of naval communications and in 1934 moved to chairman-ship of the Naval Research Committee and director of the Technical Division, Naval Operations. After returning he was awarded the Elliott Crosnon Gold Medal for pioneering radio leadership and discovery. Since his retirement he has been a consultant to several electronic manufacturers.

Three Stations Face FCC On Racing Tip Charges

RUMBLINGS some weeks ago that FCC is concerned about radio stations allowing use of their facilities to advertise tips on horse races [Closed Cmct., Feb. 7] came into the open last week as the Commission sent pre-hearing McFarland letters to three Miami area stations. Involved are WFEC Miami and WMBM and WAHR Miami Beach.

WFEC and WMBM seek license renewal while WAHR has pending an application to cover its construction permit. FCC indicated hearings appear necessary.

Pointing out that the Commission "has before it information that you have permitted persons engaged in selling tips on horse races . . . to use your station facilities," FCC wrote the stations that "there is indication that the operations" of certain named individuals are "conducted in a highly questionable manner in that false and misleading representations are made as to the service rendered."

FCC named a "Jimmy Grant" in its letter to WAHR, a "Johnny Kenny" with respect to WFEC and an "Al Laurence" on WMBM.

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N.Y. LIBEL BILL
Awaits Gov.'s" NOD
THE BROADCASTERS of New York State last week were within a step of having a state law to relieve them of liability for defamatory remarks that may be made in broadcasts by candidates for political office. The final protecti ve step is expected to come within the
next few weeks.

The pending bill affording stations this imm immunity against libel suits arising out of non censorable political broadcast cleared its last legislative hurdle, after some delay, with pass age by the New York State Senate on March 29 by a vote of 53-2. It already had passed the assembly by a 140-0 vote a month earlier and now awaits signature by Gov. Averell Harriman, who has been in Florida but was expected to sign shortly after his return. Under state law, he has 30 days from the date of final passage.

The bill, which had the backing of the newly formed New York State Assn. of Radio & Television Broadcasters as its first major pro ject, frees station operators and their employ ees from liability for any legally qualified political candidate whose broadcast remarks may not, under FCC rules, be censored by the station. One thing would be required of the stations: before and after each political broadcast, it would have to carry an announcement saying the speech is not censor able under FCC regulations and that the

the Hoover Commission yesterday (Sunday) embar cing a broad plan to separate the ad ministrative and judicial functions of federal agencies by establishment of an Administrative Court.

The report, on Legal Services and Procedure, among other things, recommends:

1. Transfer to existing courts of certain judicial functions of government agencies "such as the imposition, remission or compromise of money penalties, awarding of reparations or damages, and issuance of injunctive orders, wherever this can be accomplished 'without harm to the regulatory process'."

2. Development of a legal career service for civilian employees, with an office in the Justice Dept. to administer it.

3. Integration of the legal staffs of each department, agency or regulatory body under an assistant secretary or a general counsel.

4. "Precise" definition in enabling legislation of authority delegated by Congress to federal administrative agencies.

5. Proposed advance hearings for parties affected or to be affected by changes in rules, in lieu of or revocation of licenses, injunctive or regulatory orders and review of decisions on tests, examinations and inspections.

6. Embracement by the Administrative Court of the injunctive and adjudicative phases of trade regulation now vested in the FCC and other agencies.

7. Change of hearing examiners into hearing commissioners under a chief examiner ap pointed by the President, with Senate consent, for a 12-year term. He would be guided by a five-member presidentially-appointed advisory committee representing the judiciary, interested agencies and attorneys of administrative law.

WTCN-AM-TV Sale Approved To Bitner for $1.7 Million
TRANSFER of control of WTCN-AM-TV Minneapolis from Robert Butler and associates to Harry M. Bitner's Consolidated Television & Radio Broadcasters Inc. was granted by the FCC last week, first part of a double purchase whereby the Bitner group also acquires WMN TV ST. Paul from N. L. Hentson and associates. Combined price is $3 million (BT, Jan. 31).

WTCN-TV and WMN-TV share time on ch. 11, but under Bitner ownership WMNTV will be dropped, as the FCC also approved full time operation for WTCN-TV. Purchase of WMNTV did not require Commission consent. Mr. Bitner earlier sold WMN-AM-FM to W. F. Johns interests.

Consolidated is licensee of WFBM-AM-TV Indianapolis and WEOA Evansville, Ind., and parent company of WOOD-AM-TV Grand Rapids and WPDI Flint. Mich. Harry M. Bit ner Jr. is chairman of the board and Harry M. Bitner Jr. is president. Total purchase price of $3 million included $1.7 million plus for WTCN-AM-TV, WMN-D and WMN-FM, and $1.2 million plus for WMNTV.

Other sales and transfers of control granted last week were;

KORK Las Vegas, Nev., granted assignment of license from Reno Broadcasting Co. to Southwestern Broadcasting Co. for $60,000. Southwestern is solely owned by Donald W. Reynolds, principal stockholder in KLRJ-TV Henderson, Nev.; KZTV (TV) Reno, Nev.; KPSA-AM-FM-TV Fort Smith, Ark.; KBHR Oklahoma City, Okla., and KBRS Springdale, Ark.

KOLO Reno, Nev., was granted assignment of license from Reno Broadcasting Co. to Western Broadcasting Co. for $190,000. Western is solely owned by Donald W. Reynolds (see above).

WFUL-AM-FM Fulton, Ky., granted transfer of control from R. W. Bushart and associates to Warrell L. Schley for $3,500, for 87.75% interest. Mr. Schley is a former theatre operator.

Commonwealth Broadcasting Corp. (WLOW Portsmouth, Va.) was granted relinquishment of positive control by E. L. Scott, Robert Wason and Jack Siegel through issuance of stock to Harold Kaye and Emil J. Arnold. Consideration is $35,000 for 50% interest. Mr. Kaye is vice president-25% owner of WORC Wochester, Mass. Mr. Arnold is in real estate and investments.


FTC Orders More Hearings
On Chesterfield Ad Claims
THE FEDERAL Trade Commission last week ordered further hearings to determine if certain advertising claims of Liggett & Myers Tobacco Co. (Chesterfields), New York, are misleading or are mere "puffing." At the same time the FTC dismissed a 13-year-old false advertising charge against Philip Morris Co. & Co.

Up for additional hearings are claims that Chesterfields are (1) "milder," (2) "soothing and relaxing" and (3) leave no "unpleasant aftertaste." The action by the commission reverses
a hearing examiner's decision of last July that would have dismissed the complaint. The examiner ruled that the statements are laudatory, harmless or mere "puffing."

Liggett & Myers in 1954 spent $2,921,432 in network radio and $6,131,819 in network television, according to compilations of Publishers Information Bureau.

In the Philip Morris case, the commission dropped a complaint, first issued in August 1942, that claimed the firm's cigarettes are less irritating to the throat than other leading brands. The FTC upheld an examiner's decision which stated the formula allegedly supporting the advertising claims had been discontinued as well as the advertising itself. Philip Morris also has abandoned the advertising claim that its cigarettes do not leave an after-taste, the FTC said.

Figures from PIB show that Philip Morris spent $1,126,951 in network radio and $3,668,559 in network television in 1954.

Tarzian Says 5-Mile Limit Would Harm tv Reception

CONTENDING FCC's proposal to limit television transmitter-tower sites to areas within five miles of the principal city is in error, tv tuner-maker Sarkes Tarzian last week told the Commission that the greater signal strength will harm tv reception rather than improve it.

FCC's proposal seeks to tighten up allocation principles and prevent stations from wandering away to other cities instead of giving first attention to the communities where they were assigned [B&T, March 7]. Comments are due April 15.

Mr. Tarzian, who also operates ch. 4 WTTV (TV) Bloomington, Ind., contended it is in the public interest to have the high power-high tower tv outlets located more than five miles from concentrated centers of population and should be "at least 15 to 20 miles." At the greater distance, he said, "the public would receive much better television service and much of the ghost and all of the blanketing effect would be eliminated."

He asserted that today's low price tv sets "overload" when subjected to high intensity signals and that a response curve of the radio-frequency and intermediate-frequency system becomes very poor when the amplifier tubes are operated at high bias conditions."

Selling . . . the Nation's 20th Family Income Market

Ronald B. Woodyard, President and General Manager
One of the Nation's Great Independent Stations

Dayton, O.

"The City Beautiful"

Storer '54 NET IS 10 TIMES '45 FIGURE

Prospectus sent to stockholders by Storer Broadcasting Co. shows last year's net profits were $3.6 million as against only $306 thousand in 1945. Its seven tv's gross 10 times its seven am's.

NET PROFIT of Storer Broadcasting Co. last year was $3,680,779, more than 10 times greater than 1945, when its net profit was $306,930.

During 1954, Storer grossed from its seven tv stations more than 10 times the revenue it realized from its radio holdings.

These figures are contained in a prospectus sent to Storer stockholders, announcing an issue of 262,750 shares of common stock which last Wednesday were advertised and over-subscribed in the one day. First offering was to stockholders with the remainder of the stock offered to the public. Price was at the prevailing market of 244c.

In its prospectus, SBC said that it would apply $4,590,000 of the proceeds of the stock toward a reduction of a bank loan of $11.5 million made last July. The remaining together with other funds will be applied to preferred stock redemption. It was noted that the summary of Storer Broadcasting earnings did not include those of Miami Beach Sun Publishing Co., a wholly-owned subsidiary, although provision was made of the losses incurred by the publishing company, less profits, since its acquisition in 1949.

According to this table of earnings, SBC showed a net profit of $2,186,415 in 1953; $1,594,856 in 1952; $1,464,776 in 1951; $926,475 in 1950; $539,620 in 1949; $478,808 in 1948; $314,721 in 1947; $740,581 in 1946.

Gross revenues from its seven tv stations amounted to $13,391,027 in 1954 compared with more than $10 million in 1953; more than $6.5 million in 1952; nearly $5 million in 1951; more than $2 million in 1950; $577,011 in 1949; $31,539 in 1948, and no revenue in 1947.

Radio revenues, although outstripped by tv as early as 1952, were about level in the 8 years reported. Last year, radio revenues grossed Storer $4,345,504, about $300,000 less than in 1947. Gross revenue radio was $3,748,337. Peak Storer year in radio gross revenue was in 1951, when it hit $4,743,596.

Stower tv stations are WAGA-TV Atlanta, WBRC-TV Birmingham (Ala.), WJBK-TV Detroit, W5EXL (TV) Cleveland, WSPD-TV Toledo, KPTV (TV) Portland, Ore., and WGBS-TV Miami, Fla. Radio stations owned by Storer are WAGA Atlanta, WBRC Birmingham, WGBS Miami, WJBK Detroit, W5JW Cleveland, WBRC Toledo and WJWA St, Louis.

In a breakdown of remuneration last year of the company's officers and directors, the report showed George B. Storer, director and president, with $75,175 in aggregate. Next highest was Lee W. Bailes, director and executive vice president, with $60,164, who was followed by Stanton P. Kettler, director and district vice president for the southern district, $51,292; William E. Rine, director and vice president for the northern district, $42,020. J. Harold Ryan, director and senior vice president, also was listed among those executives receiving $25,000 per year or more, with a total of $33,750 received last year.

Under Storer Broadcasting's employ profit-sharing plan, Mr. Storer had an aggregate amount set aside or accrued of $34,370, of which $11,062 was reported in 1954; Mr. Bailes, $25,350, of which $8,670 was last year; Mr. Kettler, $19,873, $7,488 last year, and Mr. Rine, $17,802, with $6,249 last year.

In a breakdown of tv gross revenue, the company reported that last year 25% of time sales was network; 43.2%, national spots, and 28.4%, local. In radio, the figures were 11.8%, network; 38.1%, national spots, and 50.1%, local.

Among the appraisals of the broadcast media made in the prospectus:

- Daytime rates for standard broadcasting have "stabilized" but of tv competition, which is stronger at night than during the day, "nighttime standards broadcasting rates may decrease further."
- Fm broadcasting at present is not profitable. No income is derived in sale of fm time and there is nothing in sight to indicate that the medium will become "income producing."
- Storer Broadcasting will continue fm operation because (1) it is no "material financial burden" and (2) the fm broadcasting industry is a "noble" one.

The prospectus noted that the company could not estimate the probability of "being able to attain a satisfactory degree of uhf conversion in the Miami market," Miami estimate was 148,000 sets. Storer's other uhf station is in Portland, Ore., for which it estimated 204,798 sets converted.

In the prospectus, SBC referred to itself as the "largest independent television and standard radio broadcasting owner and operator in the United States" and as the only owner of seven tv stations and seven radio stations.

Another breakdown indicated that in radio, SBC follows a policy of 25% sustaining time and 75% commercial. In tv, the ratio was 20% sustaining, 80% commercial.

Also detailed in the prospectus is the arrangement of Storer with the Katz Agency and NBC Spot Sales. The agreement with the Katz Agency, which represents more tv stations, is on a continuing basis, it was explained, but is subject to cancellation at any time by either party upon one year's written notice. Should Storer wish to set up its own national sales representative department, however, it can upon 90 days' notice withdraw one or more of the sta-
tion from Katz representation.

The agreement with NBC Spot Sales expires Oct. 31, 1955, it was explained, but may be terminated upon 120 days notice or in the event of termination of the network affiliation.

In the prospectus, Storer noted that it intends to apply for listing on the New York Stock Exchange of all of its outstanding common stock.

WAB’S RENAULT NAMED GEN. MGR.

APPOINTMENT of Michael A. Renault as general manager of WABC New York, ABC’s key station, was announced last week by Robert E. Kintner, president of the network. Mr. Renault has been acting general manager since November 1954.

Mr. Renault joined the station (then WJZ) in December 1950 as an account executive. Two years later he was named commercial manager, the position he held until he was appointed acting general manager.

Before joining WABC, he was with spot representative firms including Donnelly-Cooke Inc., where he was New York office manager, and Headley-Reed Co., where he was an account executive.

Mr. Renault served with the U. S. Army for five years during World War II. His appointment as general manager of WABC is effective immediately, Mr. Kintner said.

$3 Million Credit Pact Set Between Bitner, Mellon Bank

A $3 million credit agreement has been arranged by the Bitner-controlled Consolidated Television & Radio Broadcasters Inc. with the Mellon National Bank & Trust Co., Pittsburgh.

The agreement carries a 4 1/2% interest charge and was established for the $3.35 million purchase of Minneapolis-St. Paul station ch. 11, WTCN-TV, and WJZ-FM. Consolidated, which was formed into a public corporation last year, owns WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids and WFDF Flint, both Mich., and WBOA Evansville (Ind.). The latter two stations are fighting FCC decisions granting tv channels in those cities to other applicants.

The $3 million credit agreement is the second Consolidated has with the Mellon bank. It already has a $750,000 bank credit with that bank, running to July 31, 1955.

The Minneapolis-St. Paul purchase is still pending FCC approval.

Shaw Joins Headley-Reed

WILLIAM H. SHAW, formerly general manager of KHMO Hannibal, Mo., has joined the Chicago staff of Headley-Reed Co., station representative firm, as account executive. Mr. Shaw, who resigned his KHMO post April 1, will concentrate on radio in Chicago and radio- tv elsewhere in his territory. He joined KHMO in August 1953 after serving as midwest advertising representative and, later, midwest sales manager of B&T for two and a half years.

WBRZ (TV) Goes on Air; 4 Tvs State Progress

WBRZ (TV) Baton Rouge, La., on test patterns since March 31, is slated to make its commercial debut Thursday. The ch. 2 station, affiliated with NBC and ABC, is the second tv outlet there.

RCA equipment will be used, including a 12-bay, 232-ft. antenna which will stand 1,001 feet above sea level when mounted on a triangular steel tower. The antenna, the station reports, is the largest of its type. WBRZ is represented by George P. Hollingbery Co.

Construction progress has been reported by four more new tv stations:

- KFDM-TV Beaumont, Tex., which expects to begin regular programming April 24, went on regular test patterns April 1. The ch. 6 station will be affiliated with CBS and represented by Free & Peters Inc.

- KRNT-TV Des Moines (ch. 8), owned by Cowles Broadcasting Co., expects to begin operation by Aug. 1, Robert Dillon, general manager, has announced. Remodeling has started on the KRNT Theatre Bldg. The tv operation will be located on the first two floors, the radio operation on the third.

- KTBS-TV Shreveport, La., on ch. 3, has set Sept. 3 as starting date. It will be the second tv outlet there. E. Newton Wray, president, has estimated the station, the second tv outlet there, will cost about $750,000. The planned tower will measure 1,150 ft.

- WITN (TV) Washington, N. C., the first video outlet there, expects to be on the air in September affiliated with NBC. The ch. 7 station has asked the FCC for permission to operate at maximum 316 kw. Tower height will be 949 ft. above sea level and General Electric equipment will be used throughout. The station estimates that it will serve more than one million people. W. R. Roberson Jr., is president.

Suttlemyre General Manager Under New KOPP Ownership

STAFF appointments at KOPP Ogden, Utah, have been announced by Milton Scott, president of M. B. Scott Inc., new owner of the station. Larry Suttlemyre continues as general manager. Larry Buskett, former commercial manager of
KLAC Los Angeles and co-owner-vice president of Clubtime Productions Inc. (syndicated transcriptions), has been retained as management and program consultant.

N. Pratt Smith, who has been in freelance show syndication, has been appointed commercial manager. Dave Page, with KOPP for about one year and before that program director at KMUR Murray, Utah, has been named assistant manager and head of the program department. Dick Kingston has been named chief engineer and a member of the disc m.c. staff, which also includes Dave Page, Bob Rudd and Bud Trewett. Other members of the KOPP staff are Mary Keit, James Nixon, Clifford Pomery, Max Whittington, Don Steffey and Garth Wheeler.

COTT CONSIDERED AS WABD (TV) HEAD

TED COTT, former vice president and operating head of NBC's radio network, was reported last week to be in the running for the post of heading DuMont Television Network's WABD (TV) New York.

Dr. Allen B. DuMont, president of Allen B. DuMont Labs, the broadcasting unit's parent organization, told B&IT that Mr. Cott was one among others under consideration. The others were not identified.

Dr. DuMont indicated it might be either days or months before a decision is announced.

The future assignment of George L. Baren- Bregge, who was brought in from being sales manager of WDTV (TV) Pittsburgh to manage WABD some months before WDTV was sold by DuMont to Westinghouse Broadcasting Co., apparently has not been determined.

Mr. Cott resigned from NBC as of March 1 [B&IT, Feb. 28]. He joined NBC in April 1950 as general manager of the network's WNBA-AM-FM and WNBTV (TV) New York (Now WJCA-AM-FM-TV). He formerly was vice president in charge of programming for WNEW New York, independent station.

McCormick Will Names Five To Head 'Tribune,' Stations

FIVE TRUSTEES, including Chester M. Campbell, former director of MBS, have been named in the will of the late Col. Robert R. McCormick to operate the Chicago Tribune's numerous subsidiaries, including WGN-AM-TV Chicago and WPIX (TV) New York.

Mr. Campbell, who served as a director for Mutual from 1944 to 1949, was elected president of the Tribune Co., holding organization for the Tribune, New York Daily News and 13 subsidiary companies in the U.S. and Canada. He was a director and later vice president of the Newspaper Advertising Executives Assn. and is a board member of the American Newspaper Publishers Assn. He previously was active on the board of the Bureau of Advertising.

Other trustees who will control McCormick radio-TV and other operations are J. Howard Wood, treasurer of the Tribune Co. and business manager, Chicago Tribune; William D. Maxwell, Tribune managing editor; Arthur Schron, secretary of the Tribune Co. paper mills and other Canadian subsidiaries, and Mrs. Gar- vin (Bazy) Tankersley, Col. McCormick's niece and former editor of the Washington Times-Herald which was purchased by the Washington Post. All are executors of the McCormick-Patterson trust.

Herald of Spring

A NOVEL way to welcome spring was found by WRRR Rockford, Ill., when it offered $5 to the first young lady who would step up to its outside microphone in a bathing suit and take a short stroll through the downtown area with the station's m.c. Every 30 minutes, begin- ning at 12 noon on March 21, the $5 prize was increased. Self-restraint had its reward for Miss Eva Harris who waited until 2:17 p.m. to appear in a strapless bathing suit. By then the award money had been raised to $15. Miss Harris, amid 40 degree temperature, was dubbed "Miss Springtime."

WJR Directors, Officers Re-elected by Stockholders

WJR Detroit stockholders re-elected the incumbent directors and corporate officers for another year term, John F. Patt, director and corporation president, revealed last week.

Directors re-elected were: Mrs. Frances S. Parker; Mr. Patt; Worth Kramer; William G. Siebert; Selden S. Dickinson; F. Sidney Moore, and G. F. Leydorf. Corporation officers named were: Mr. Patt; Mr. Kramer, vice president and general manager; Mr. Siebert, secretary and treasurer, and Mr. Moore and George W. Cushing, vice presi- dents.

In his report to the stockholders Mr. Patt said that WJR received 45% of the total volume of radio advertising in the Detroit area and that $3 million sales were recorded by the station last year.

Mr. Patt also stated that if an FCC trans- mitter site grant is made in the near future he hopes to inaugurate WIRT (TV) Flint, Mich., operations by late summer.

Empire Coil Gen. Mgr. Named

APPOINTMENT of R. F. Willett as general manager of Empire Coil Co., New Ro- chelle, N. Y., has been announced by George B. Storer Jr., vice president of Storer Broadcasting Co., parent firm of Empire Coil. Mr. Willett began his en- gineering career in 1937 with General Electric Co., Sche- nectady, N. Y., where he served until 1942. After leav- ing GE, he was active in the electronics manu- facturing field in sales and application engi- neering, advertising and management, and for five years was sales and application engineer with the F. W. Sickles Co. For the last three years he has been plant manager at Essex Electronics.

REPRESENTATIVE APPOINTMENTS

WNDL-TV South Bend, Ind., has appointed Meeker TV Inc., N. Y.

KTHT Houston, Tex., has appointed Paul H. Raymer Co., N. Y.

KAKE Wichita, Kan., has appointed Joseph Hershby McGillivrany Inc., N. Y.
Erie Newspapers Battle Over Financial Slurs

CROSS LABEL suits have been filed in Erie, Pa., involving competing newspapers and TV stations in that city.

Involved are the Erie Dispatch (WICU [TV]) and the Erie Times (WSEE [TV]).

The Dispatch suit claimed that the Times committed libel when it printed a story implying that the Dispatch was losing money, according to J. Howard McGrath, former U. S. Attorney General. Mr. McGrath represents Edward Lamb, owner of the newspaper and TV station.

The Times suit claimed that the Dispatch implied in three instances that WSEE was going to cease broadcasting because of financial difficulties, according to John W. English, attorney and stockholder of the TV station.

WICU operates on ch. 12; WSEE on ch. 25.

Charles D. Denny, WSEE general manager, said: "There is absolutely no truth to their Dispatch published rumors in regard to WSEE. The station is in a healthy condition financially and we are going on with our planning for the future. We now have an audience of 61,670 plus and it is growing daily."

Bills of particulars are due to be filed later.

WRC-AM-TV Time Sales Gain

NET TIME SALES for the first quarter of 1955 of WRC-AM-TV Washington were 38.3% higher than the same period in 1954, Carleton D. Smith, vice president and general manager of the NBC-owned stations, announced last week.

First-quarter sales of WRC-TV were 33.3% higher than the 1954 period, Mr. Smith said, and the best first quarter in the history of the station. WRC sales in the first three months of 1955 were 6% higher than the same 1954 quarter, Mr. Smith declared. He said WRC total net sales were higher than any first quarter in the past five years.

KVOR Being Sold

KVOR Colorado Springs, Colo., is being sold by James D. Russell to John S. Riggs and F. Robert Greene for $120,000, it was announced Wednesday.

Mr. Russell retains KKTV (TV) in Colorado Springs.

Mr. Riggs has station interests in El mira, N. Y., and WAI R Winston-Salem, N. C., and Mr. Greene, Lake View, N. Y., is a Buffalo, N. Y., advertising agency man.

The sale, made through Allen Kander, station broker, is subject to FCC approval.

STATION PEOPLE

James A. Felix appointed station manager, WFL-AM/FM Philadelphia.

George R. Townsend, chief engineer, WWLP (TV) Springfield, Mass., elected vice president; Howard S. Keefe, promotion manager, named assistant station manager; Roland L. Fillauil, accounting dept., promoted to assistant treasurer; Wallace Sawyer, newscaster cameraman and director of local news teletasts, appointed film director and buyer; Wallace I. Green, production staff, named program director.

Dell Cummings, salesman, WCNT Centralia, Ill., appointed commercial manager.

George K. Eubanks, formerly general manager, WDXE Lawrenceburg, Tenn., appointed commercial manager, WETZ New Martinsville, W. Va.; Harold Showman named WETZ program director; Richard McBride appointed chief engineer; Elion Potts named office manager.

Frank Benesh, news director, WNEM-TV Bay City, Mich., appointed program director; Robert Beurket appointed chief engineer; Ed Dillow named assistant chief engineer; Ken Lawrence, program personality, appointed chief announcer; Tom Matthews named film director; Clint Stroebel named continuity director; Ken Sanders appointed production director.
MANUFACTURING

DUMONT 'ELECTRONICAM' MAY BE SHOWN THURSDAY

THE "ELECTRONICAM"—Allen B. DuMont Labs' combined live-film camera—probably will be publicly demonstrated Thursday afternoon in DuMont's Manhattan Telecentre, according to Allen B. DuMont, president of the firm.

In answer to a B&T query, Dr. DuMont acknowledged that the demonstration will take place this week, marking the first appearance of the camera since disclosure of the development some months ago [B&T, Jan. 3].

The new live-film system is designed to provide high-quality film at a low cost. Specification has centered on the possibility of the company, which is the parent of the DuMont Television Network, entering both distribution and syndication of film. In addition, the network is expected to revitalize its national operations via the live-film technique.

DuMont officials, however, declined last week to comment on these reports. Some details on the "Electronicam" and a picture of an original model were disclosed a few weeks ago in the annual report of Allen B. DuMont Labs [B&T, March 28].

Preparations for the demonstration already have been made. DuMont, it was reported, has shot film samples from its networked Captain Video and Paul Dixon shows, for the Thursday showing.

Among reported uses for the camera was the suggestion aired a fortnight ago for a "film university" which, if effected, would bring DuMont and Columbia U. (or New York U.) together in a mass adult education program via combined live-film resources [B&T, April 4].

Chromatic Planning Color Set Under $500

CHROMATIC Television Labs believes it has about developed a color tv set that could retail at less than $500, a spokesman for the research and development laboratory admitted last week. A report that the set would be demonstrated publicly in June, however, was called "premature." Chromatic's spokesman added that "chances are good" that the receiver could be manufactured at a price "under $500." The Chromatic research firm would use the single-gun, Lawrence tube, developed by Dr. Ernest Lawrence of Stanford U.

Also reported, but unconfirmed by Chromatic, are plans for using only 24 tubes in the receiver as compared to the minimum of 28 contained in sets now on the market. Picture tube size, it was said, would be large-screen, either 21 or 22 inches. Chromatic is 50% owned by Paramount Pictures.

February Radio Production Shows Large Gain Over '54

PRODUCTION of radio sets in February far exceeded the figure for one year ago and was ahead of January of this year, according to Radio-Electronics-Tv Mfrs. Assn. The figure for February was 1,089,724 sets compared to 769,322 in the same 1954 month and 1,068,146 in January 1955.

Tv output in February reached 702,514 sets compared to 654,582 in January and 426,933 in February 1954.

Of tv sets made in February, 101,217, or 14.4%, had uhf tuning. Fm tuning was incorporated in 17,751 radios plus 1,026 tv sets.

Radio output in the first two months of 1955 totaled 2,157,870 sets compared to 1,641,213 in the same 1954 period. Tv two-month output this year was 1,357,096 sets compared to 847,504 in the same 1954 period.

Data for the two months of 1955:

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<th>Television</th>
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<td>January</td>
<td>769,322</td>
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Sylvania Names Weiss Ehlers to New Positions

PROMOTION of Walter A. Weiss to general manager of the radio tube division of Sylvania Electric Products Inc., Emporium, Pa., and the appointment of Herbert A. Ehlers to succeed him as general manufacturing manager of the same division were announced last week by Matthew D. Burns, vice president of operations for the company.

Mr. Weiss' advancement follows the recent appointment of Mr. Burns to his present post from that of general manager of the radio tube division. Mr. Weiss worked parttime for the radio plant while attending Pennsylvania State U. and became a test equipment engineer on a fulltime basis in 1941. He later became supervisor of quality control, division manager of quality control, manager of the plant at Emporium and manager of the company's Burlington (Iowa) radio tube plant.

Mr. Ehlers joined the company in 1933 as a factory engineer at Emporium where he now will make his headquarters. He later served as manager of product engineering for the radio tube division and manager of the Huntington (W. Va.) plant, his most recent post.

$50,000 Tv Station Offered by Dage Tv

A COMPLETE low-powered tv station for $50,000 is being offered by Dage Television Div., Thompson Products Inc., Michigan City, Ind.

The equipment has been offered tv stations pending FCC approval of the proposal to permit low-powered tv stations in cities of 50,000 population or less [B&T, April 4].

Last October, Dage completed installation of a low power tv installation for the U. S. Air Force on the Azores Islands. More recently it has finished a similar station at the Air Force base on Iceland. There are three others under construction, the company said.

Using a 200 w transmitter, capable of radiating up to 600 w with an antenna gain of three, Dage offers the following:

Plan I—for film and network programs only, $34,904. Plan II—same as Plan I with single live vidon camera, $45,865. Plan III—same as Plan I with two live vidon cameras, $51,382.

Excluded from the above prices are the costs of installation, tower and transmitter and studio housing.
GOBEL, DALLY WIN PEABODY AWARDS

CBS places four, NBC and ABC both place three. WJAR-TV, KGAK, NAMF also selected. Presentations to take place in New York April 20.

GEORGE GOBEL, for TV entertainment, and John Daly, for radio-TV news, were named the top individual winners of the 13 George Foster Peabody awards being announced today (Monday).

Network winners in the 15th annual competition were CBS (four awards), NBC (three) and ABC (three).

Presentation ceremonies will take place April 20 in the Hotel Roosevelt, New York, in conjunction with a luncheon of the Radio & Television Executives Society of New York.

Peabody categories and winners are:

Television entertainment: George Gabel, KGAK, NBC.

Radio-television news: John Daly, ABC.

Television education: Adventure, CBS.

Television special awards: Omnibus and The Search, both CBS.

Television—youth-children's: Disneyland, ABC.

Television national public service: Industry on Parade, National Assn. of Manufacturers.

Television regional public service: WJAR-TV Providence, R.I., for "Hurricane Carol."

Radio entertainment: Conversation, NBC.

Radio education: Man's Right to Knowledge, CBS.

Radio contribution to international understanding: Pauline Frederick at the UN, NBC.

Radio local public service: KGAK Gallup, N.M., for The Navajo Hour.

Radio music (a citation): Boris Goldovsky (Metropolitan Opera), ABC.

Bennett Cerf, radio-TV performer, lecturer, publisher and author, is to be presentation master of ceremonies. Walt Disney, Clifton Fadiman, Miss Frederick and Messrs. Gobel and Daly are expected to take part in the awards program.

KGAK also was awarded an Alfred I. du Pont award last month [B&T, March 28] for its specialized programming to the local Navajo and Zuni Indian market.
AWARDS

KDKA, WQAN Take Firsts In Pa.-Del. AP Radio Awards

KDKA Pittsburgh and WQAN Scranton won the first place awards for general news for stations 5 kw and over and under 5 kw, respectively, in the newscasting awards announced April 1 by the Pennsylvania-Delaware AP Radio Assn.

In second and third place behind KDKA were WIP Philadelphia and WILK Wilkes-Barre. Placing behind WQAN were WKAP Allentown and WRAK Williamsport.

Other award winners in the order of finish were:

WBVP Beaver Falls, WAZL Hazelton, WQAN, sports news; WILK, WIP, commentary; WQAN, farm news; WQAN, WESB Bradford, women's news.

Special citations: WCBR Bloomsburg, WILK, WIP, Wilkes-Barre, WBVP, WWMP Lewistown, WCHS Chambersburg, WBP, Lock Haven, WHIP Harrisburg and WILX Williamsport.

Judges in the contest were: Monroe Benton, news director, WELM Elmira, N. Y.; Walter D. Engels, manager of news and special events, WPX (TV) New York, and Robert B. MacDougall, director of public relations and educational activities, WAAW-WATV (TV) Newark, N. J.

RCA Wins Two ABP Awards

TWO awards for "outstanding advertisements published in merchandising publications during 1954" were presented last week to the RCA Victor Television Div. of RCA by the 13th annual advertising competition sponsored by Associated Business Publications. Presentations were made at a joint luncheon meeting of ABP and the Sales Executives Club of New York at the Hotel Roosevelt. The "First Award" was for a color ad which introduced the 1954 line of RCA Victor tv sets to retailers. An "Award of Merit" was given for a series of nine ads acquainting dealers with features of the merchandise.

George Polk Awards Presented

GEORGE POLK Memorial Awards luncheon was held last Thursday at the Hotel Roosevelt, New York. Plaques were presented following the luncheon. In the radio-tv reporting field, Eric Sevareid of CBS, received an award. A special award was presented to the public affairs department of NBC and an award for community service was presented to WNYC New York.

AWARD SHORTS

Don Herbert, star, NBC-TV Mr. Wizard, presented citation from Chicago chapter, American Chemical Society, for "important contributions to science education."

WGLV (TV) Easton, Pa., presented award from National Exchange Club "for outstanding support" of National Crime Prevention Week.

John Terry, news director, WVKO Columbus, Ohio, presented scroll from city's firemen for his work in helping better their salaries and benefits.

WMAR-TV Baltimore presented citation of merit by Tall Cedars Muscular Dystrophy Fund and Muscular Dystrophy Assn. of America for its work in collecting funds to fight that disease.

WGN-AM-TV Chicago honored by American Legion's 20th Century Society for its cooperation in helping to publicize society's annual Christmas "Gifts to Yanks Who Gave" program.

Dr. Albert B. Sabin, U. of Cincinnati professor, on WCTO-TV that city's Daily Mach Show, presented International Sertoma Club's 1954 distinction for service to mankind award for his research work on polio, encephalitis, etc.

Ed Viehman, host of Mr. Nobody Show on WCCO Minneapolis, named winner of Minneapolis Junior Chamber of Commerce's annual award for outstanding public service; Arle Haebeler, director of women's activities, same station, also was recipient of Jaycee award.

Jack Allen Putts, program director, WCTC New Brunswick, N. J., has been awarded Jewish War Veterans' Outstanding Citizen and Americanism Medal for 1955 by organization's local post.

George Burns, co-star of CBS-TV George Burns and Gracie Allen, received Boys' Clubs of America's Special Man & Boy Award in recognition of outstanding citizenship attained by former Boys' Club member.

Harry Wismer, MBS sportscaster, presented 1955 sports award by Amvets organization for work in promotion of sports as deterrent to juvenile delinquency.

ABC-TV College Press Conference (Sun., 4:30-5 p.m. EST) presented "Barbed Wire Award" from American Heritage Foundation March 27 for assistance program has given to work of Crusade for Freedom.
McConnaughey, Hennock
To Address IERT Meet

FCC Chairman George C. McConnaughey and Comm. Frieda B. Hennock are scheduled speakers at 25th anniversary sessions of Ohio State U.'s Institute for Education by Radio-Television, which gets underway tomorrow (Tuesday) at the Statler Hilton Hotel, Columbus. Sessions run through Friday.

Mr. McConnaughey, at the Thursday 25th anniversary dinner, will join with Davidson Taylor, NBC vice president in charge of news programs, and David D. Henry, executive vice chairman of New York U. and chairman of the Joint Committee on Educational TV, in examining "The Shape of Things to Come." This will be followed by the presentation of awards by Judith C. Waller, chairman of the IERT awards committee.

Miss Hennock will address a Thursday morning clinic on campus stations. Taking part in the same session will be Jim Bruce, WLWT (TV) Cincinnati program manager, Rev. Francis J. Hayden, director of the Georgetown U. (D. C.) Forum, and Jerome A. Fallon, Notre Dame Speech Dept., who will serve as chairman.

Dr. I. Keith Tyler, director of the institute and director of radio activities at OSU, at the Friday afternoon session will discuss "Educational Broadcasting Comes of Age." Wide-world aspects of broadcasting will be considered in a Wednesday session featuring Eugene King, program manager of the Voice of America, Alice Sutherland of BBC New York, and Burton Paulu, manager of KUOM, U. of Minn. station and former senior Fulbright research scholar with BBC.

In addition to other featured speakers, 15 work-study sessions and clinics and 16 special interest groups are scheduled.

Northwestern U. Slates Information Access Clinic

NORTHWESTERN U.'s Medill School of Journalism will conduct a freedom of information clinic on the Evanston (Ill.) campus sometime in May, inviting midwest editors and lawyers to discuss relationship between news media and the legal profession.

Jacob Scher, university journalism professor who made the announcement, has just been appointed to the clinic directorship of Information News Digest, sponsored by the National Editorial Assn. The digest is intended to keep readers abreast of developments in "the continuing struggle for access to the news."

Prohibition of television from public meetings and courtrooms is one of the "areas of conflict," Mr. Scher noted.

The Medill clinic will deal with this and other problems, including the general problems of libel, privacy and contempt of court.

Similar sessions on news access will be held in the Midwest by the AP April 1 and Illinois News Broadcasters Assn. April 2 at meetings in Springfield, Ill.

Commercial TV, Education Liaison Asked by Dunham

COMMERCIAL broadcasters should be partners in the enterprise of applying television to education, Dr. Franklin Dunham, chief of radio-tv, U. S. Office of Education, said last Wednesday in Spokane, Wash.

He spoke on "How We Can Make Television Our Ally in Education," before the Inland Empire Educational Assn., composed of leading educators from Idaho, Montana, Oregon and Washington.

"Not being entertainers," Dr. Dunham said, "we should quietly retire from a field where we have little or no competence and develop that side of television's potential which we recognize as education.

He advised "... that it is foolish to compete with commercially-operated television stations on the entertainment level and just as questionable to spend large sums of money to duplicate their spots and special events programs." A "clearly-understood liaison" with commercial broadcasting is needed, Dr. Dunham said.

He outlined the characteristics that made television a "distinctive tool of learning" and said these are the same characteristics that make TV a superior medium for advertising. He explained: ... "good advertising is as far from entertainment, as is education." Both must be convincing, he asserted.

Many programs on the commercial networks "all grist to the mill" of the intelligently conducted classrooms of the nation on the high school level, Dr. Dunham noted. He speculated that someday there may be an educational program network.

Tv Scholarships Announced

AVAILABILITY of 10 graduate scholarships, worth $750 each for study and experience in television, has been announced by Boston U. and WGBH-TV Boston, owned by the Lowell Institute Cooperative Broadcasting Council. The scholarships, effective next July and good for a calendar year, allow for advanced courses in communication at Boston U. and regular production crew assignments on the station. Applicants, who must hold a bachelor's degree, may obtain forms from Prof. Leo Martin, Chairman, Div. of Communication Arts, School of Public Relations & Communication, Boston U., 84 Exeter St., Boston.

Teachers Buy Tv Time

NEW YORK Teachers Guild (AFL) a fortnight ago purchased a half-hour on WABD (TV) New York to present "The Crisis in Education," according to George E. Baren-Bregg, general manager, announced. It is reportedly the first time in television that an organization of this type has bought TV time.

The telecast, titled The Crisis in Education, featured discussion of problems confronting the educator. All participants in the program were school teachers in the New York City school system.

Broadcast Management Inc. Formed as Business Counsel

FORMATION of Broadcast Management Inc., New York, specializing in talent and business counsel for radio and television organizations, has been announced by Marvin Josephson of the CBS-TV legal department. Mr. Josephson resigned from CBS-TV April 1.

The New firm will represent Information Productions Inc., New York, and other clients. IP produces CBS-TV's The Search, You Are There and the forthcoming Conquest of the Air. The firm also will serve as business advisor to agencies in negotiating network and national spot transactions. The firm's headquarters is at 35 E. 57th St. Telephone is Eldorado 5-7222.

Beeuwkes Opens Consultancy

LAMBERT BEEUWKES, who resigned last February as general manager of the Vic Diem station in Boston, WVDA, has opened a radio-television station management consultancy office, Mr. Beeuwkes has announced.

The office is at 1015 Little Building, Boston, and the telephone number is Hubbard 2-2070.

A 23-year broadcasting veteran, Mr. Beeuwkes has managed WROK Roanoke and WDAS Philadelphia. He also has handled sales and promotion at KYW Philadelphia, WXYZ Detroit, MBS and the Lone Ranger Inc.

PROFESSIONAL SERVICE PEOPLE

Paul Scheffels, formerly with Ben Sonnenberg, N. Y., publicity firm, resigns to become full partner with Mickey Greenman in Publicity Assoc., N. Y.

Franklin E. Brill, formerly vice president and director of public relations, Redell Cecil & Presbrey, N. Y., to Stephen Fitzgerald & Co. there, public relations firm, as principal associate.

Get ALL The Audience This Spring and Summer

"Out of Home" Listeners in the Cincinnati Market Area, Tune to WCKY PREDOMINANTLY

*Av. Summer "Out of Home" Share of Audience
6 a.m.—6 p.m.; Monday thru Sunday

WCKY ..... 30.6%
Net Sta. A . 23.8%
Net Sta. B . 10.8%
Net Sta. C . 5.7%
Net Sta. D . 8.5% * Summer '54 Pulte

You Get ALL — When You Buy WCKY

BROADCASTING • TELECASTING

April 11, 1955 • Page 107
RECORDING IN A JET

WHEN Paul Long, newscaster of KDKA Pitts-
burgh and a flyer during World War II, tried
his hand at piloting a modern jet, the radio
audience "rode" with him. His voice, tape-
recorded as he handled the controls of an Air
National Guard T-33 jet 18,000 ft. above west-
ern Pennsylvania, was heard on the April 2
broadcast of the Perspect, a KDKA
weekly news and news feature program. On
March 23 Mr. Long and Jerry Landay, KDKA
news supervisor, took turns going up with
pilots of the 147th Fighter Squadron of the
Pennsylvania Air Guard's 112th Fighter Wing.
Their voices as they talked to each other and
to the pilots on the plane's intercom and air-
ground radio were tape-recorded at the Guard's
base at the Greater Pittsburgh Airport and then
edited into a half-hour program.

6,000 HAMBURGERS

SIX-HOUR spot announcement campaign on
KWIZ Santa Ana, Calif., to advertise the sale
of two hamburgers for the price of one, sold
over 6,000 for the two Hal's Drive-in restaur-
ant there, KWIZ reports. Not only did the
station's disc m.c. staff promote the sale on the
air, but turned out en masse to man the ham-
burger griddles at the drive-ins.

LIVE OPERATION

WSB-TV Atlanta March 30 presented "Oper-
ating Lung Cancer," a live, local production
of an operation to remove part of a diseased
lung, produced in cooperation with the Georgia
division of the American Cancer Society, the
Fulton County (Ga.) Medical Society and
greater Atlanta's Red Cross blood bank. The
show took viewers into the operating room of
an Atlanta hospital while surgeons were at
work and the cameras occasionally shifted to
the WSB-TV studio where a panel of doctors
discussed the operation's progress. A further
hospital report was aired on a news show fol-
lowing the regular program. A complete fol-
low-through of the case is being conducted
through film interviews with the patient and
doctor until the patient himself is able to ap-
pear in the station's studios to review the case.

RAB PRESENTATION

RADIO's ability to introduce a new line or
product effectively to excite dealers and to
pre-sell consumers is pointed out in a new
Radio Advertising Bureau presentation, "Harder
Selling for Hard Goods," distributed to mem-
bers April 1.

URANIUM PROSPECTING

WOULD-BE prospectors with tv sets in
the San Antonio area will be helped on
their way to a strike by WOAI-TV
there, which is starting a tv course in
uranium prospecting and related aspects
next Sunday (April 17). Co-sponsored by
St. Mary's U., the course will consist of
eight half-hour programs on suc-
cessive weeks and will be taught by ex-
erts in the fields of geology, mining,
physics and law. Instructors will be
drawn from the staffs of St. Mary's, the
Southwest Research Institute and two
mining companies. The program, which
will be run on a tv and visual demon-
strations, is in answer to interest evi-
denced in several uranium strikes in the vicinity.

KYW Philadelphia is "popping its cork" over the December 1954 Nielsen ratings which
show the station to be the one most listened to in the city. Agency people in Philadel-
phia, New York, Chicago and Detroit were served miniature champagne bottles in wine
bottles and a special promotion brochure by models and sales representatives. Re-
cieving the promotions for the Lovenson Bureau of Advertising, Philadelphia, is J. H.
Lovenson (seated), president. L to r: Yvonne Collins, model who made the presentation;
R. H. Teter, KYW sales manager, and William Sherry, KYW sales representative.

WNYC BOOK FESTIVAL

THIRD annual book festival sponsored by
WNYC New York will be held April 1-7, it
has been announced by Seymour N. Siegel,
director of radio communications for the City
of New York. Event will feature over 100 spe-
cial programs covering all aspects of writing,
production, criticism and appreciation of books,
he said. The station plans to broadcast special
reading and discussion programs throughout
the week. All of WNYC's regularly-scheduled shows will also back the literary theme during
the week. The festival is presented each year
in conjunction with the American Book Pub-
lishers Council.

TWO DOLLARS FOR ONE

TO WHET the appetites of advertisers and
agencies in WLW Cincinnati's "Two for One"
plan and a planned meeting to explain the offer,
the station distributed a series of three studio-
ated cards with attached quarters, half-dollars and silver
dollars spelling out "1 = 2" on WLW. The last
day before the meeting each person to be
present received a leather-bound "Today's Mail"
folder containing a letter from R. E.
Dunville, Crosley Broadcasting president,
thanking them for their attendance at the
planned meeting. The station also prepared a
special brochure describing the "Two for One"
plan wherein a client receives a dollar's worth
of WLW advertising and a dollar's worth of
merchandising and promotion for a dollar
spent.

WABD (TV) SALES BROCHURE

BROCHURE titled "How to Pinpoint More
Sales With Your New York Tv Advertising,
" was distributed by Avery-Knodel, station rep-
resentative firm, on behalf of WABD (TV)
there. Among the points stressed in the promo-
tion piece are: WABD has shown the largest
numerical gain of any New York tv station in
the number of spot accounts during the 1953-
54 period; the size of the station's nightly
audience and documentation of WABD's low
cost of reaching each tv family. Advertiser
success stories and details of WABD's exclusive
merchandising plan for supermarket-distributed
products are also included in the report.

CELEBRITY MOTORCADE

A MOTORCADE, sponsored by tv Guide in
cooperation with NBC, General Motors (Olds-
mobile Div.) and Balaban & Katz theatres,
rolled down Chicago streets, laden with national
celebrities, as a special salute prior to the Holly-
wood Academy Awards presentation on NBC-
tv last fortnight. The promotion was in connection with tv Guide's cover picture-
preview of the Hollywood event in its issue last
fortnight. The 12-car motorcade passed through
Chicago's loop on March 25.

AMERICANS IN SAUDI ARABIA

SERIES of on-the-scene recorded interviews
with Americans now working in Saudi Arabia
for the Arabian American Oil Co., including
popular Arabian recipes for women's shows,
have been distributed free to radio stations in
the U. S. by Sessions & Caminita, 777 14th St.,
N.W., Washington 5, D.C., public relations
counsel for the oil firm. No advertising is
contained in the interviews, usable on both
sponsored and sustaining programs. The re-
cipe features already have been ordered by
some 300 stations, according to Ludwig Cam-
inita Jr., firm partner. Discs and tapes are
being offered exclusive in each market on a
first request basis.

WOR SALES CONTEST

WINNER of first prize in a sales contest at
WOR New York, was Martin B. Mon-
roe, account executive. He is off to Flor-
ida with his family for a two-week vaca-
tion with the station picking up the tab.
During the competition, salesman were
awarded points on the basis of new ac-
counts brought in, advertisers new to ra-
dio and similar classifications.
### Station Authorizations, Applications

(As Compiled by B • T)

March 31 through April 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundups.

#### Abbreviations:

- vhf—very high frequency. uhf—ultra high frequency. ama—antenna, aural, visual.
- kw—kilowatts. w watts. mc—megacycles. D-day—day. N—night. L—local sunset. mod.—modification. trans.—transmitter. uhf—unlimited hours. kc—kilocycles. STA—special service authorization. SPA—special temporary authorization. FCC file and hearing docket numbers given in parentheses.

#### FCC Commercial Station Authorizations As of Feb. 28, 1955 *

<table>
<thead>
<tr>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,067</td>
</tr>
<tr>
<td>CPs on air</td>
<td>5</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>161</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,228</td>
</tr>
<tr>
<td>Total granted</td>
<td>2,497</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>187</td>
</tr>
<tr>
<td>New station bids in hearing</td>
<td>27</td>
</tr>
<tr>
<td>No station bids in hearing</td>
<td>151</td>
</tr>
<tr>
<td>New station bids withdrawn</td>
<td>55</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>783</td>
</tr>
<tr>
<td>Licenses issued in Feb.</td>
<td>0</td>
</tr>
<tr>
<td>CPs deleted in Feb.</td>
<td>1</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational FM and TV stations.

Am and FM Summary through April 6

<table>
<thead>
<tr>
<th>Am</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appts. In Pending</td>
<td>Hear.</td>
</tr>
<tr>
<td>Air</td>
<td>Licensed</td>
</tr>
<tr>
<td>Am</td>
<td>2,705</td>
</tr>
<tr>
<td>FM</td>
<td>342</td>
</tr>
</tbody>
</table>

### ACTIONS OF FCC

#### New TV Stations . . .

**ACTION BY FCC**


**APPLICATION**

Tucson, Ariz.—D. W. Earnest & Kathleen Ingram d/b/a Tucson TV Co. vhf ch. 9 (186-192 mcs): ERP 37.7 kw visual, 36.7 kw audio; antenna height above average terrain 196 ft., above ground 373.3 ft. Estimated construction cost $79,000, first year operating cost $90,000, revenue $200,000. Post office address Box 2226, Tucson. Studio and transmitter locations: 1115 S. Warren, Tucson. Geographic coordinates 32° 12' 17" N, Lat. 106° 15' 53" W. Local and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington, D.C. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington, D.C. Ingram is owner of lumber company and warehouses. Filed April 1.

#### Existing TV Stations . . .

**APPLICATIONS BY FCC**

KFSD-TV San Diego, Calif.—KFSP Inc. granted mod. of CP for ch. 10 to change ERP to 365 kw visual, 125 kw audio; antenna height above average terrain 750 ft. Granted March 31; announced April 5.

KLIX-TV Twin Falls, Idaho—Southern Idaho Broadcasting & TV Co. granted mod. of CP for ch. 11 to change ERP to 293.5 kw visual and 14.5 kw audio. Granted March 31; announced April 5.

#### Television Station Grants and Applications Since April 14, 1952

**Grants since July 11, 1952:**

<table>
<thead>
<tr>
<th>vhf</th>
<th>uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>276</td>
<td>219</td>
</tr>
<tr>
<td>Educational</td>
<td>17</td>
<td>18</td>
</tr>
</tbody>
</table>

**Total Operating Stations in U. S.:**

<table>
<thead>
<tr>
<th>vhf</th>
<th>uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>310</td>
<td>146</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

**Applications filed since April 14, 1952:**

New Am Stations . . .

**APPLICATIONS BY FCC**

Clifton, Ariz.—Henry Chester Darwin d/b/a Darwin Broadcast Co. granted 1540 kc, 250 w unlimited. Post office address Box 194, Banning, Calif. Estimated construction cost $8,410, first year op-

### FOR THE RECORD

#### RENTAL EQUIPMENT

We deliver anywhere in the U. S. Service includes installation and removal all at one low cost.

#### FREE ESTIMATES

WRITE FOR FREE CATALOG OF EQUIPMENT
existing $21,000, revenue $27,000. Mr. Darwin is sole owner of KPAS Banning, Calif.,

March 31.

March, Ga.—David Leonard Hitchcock granted

1200 kw, 1 kw daytime. Post office address

Bassett, 5th St., Portage. Estimated construction
cost $15,000, first year operating cost $10,000

190 kw, 0.5 kw daytime. Post office address

co. seeks to change from 1990 kw daytime to 1 kw
daytime on 1960 kw. Filed March 30.

Existing Fm Stations . . .

WKEZ Monroe, Wis.—Green County Bcst. Co.

seeks to change from 1 kw daytime direc-
tional to 6 kw con.-rectangular (1350 kw) on

April 1.

VOICE FM Columbus, Ohio—AirTrails Inc.

granted mod. of license to ERZ to 26.5 kw, Granted March 30; announced April 15.

Owner Shaw 

changes . . .

KOSI Aurora, Colo.—Mid-America Bcst. Co.

granted additional sub. to Mid-America Bcst. Co. Mr. David M. Segal, former owner,

retains 50% stock. Granted March 22; an-
nounced April 3.

WJLM-AM-TV Lansing, Mich.—WJLM

granted mod. of license to change name to Gross Telecasting Inc. Granted March 23; an-
nounced April 3.

WFL-

AM-FM-TV Philadelphia, Pa.—Philadelphia

Area Broadcasting, Inc. seeks to change to

Tri
tone Broadcasting, Inc., to change the

name to Tri-tone Broadcasting Corp. (TV Div.).

 Granted March 30; announced April 5.

APPLICATIONS

WABR Winter Park, Fla.—Orange County Bcst.

Inc. seeks additional sub. to license to

control by R. H. Gunckel Jr. through sale of 13% of
Carmen Macri for $300,000. Messrs. Gunckel and Macri will now each own 45% inter-

est.

WX-AM-TV Macon, Ga.—Macon TV Co. seeks

transfer to John C. Gaskin for $750,000. Macon Bcst. Co. to J. C. Barnes Sr. and E. K. Carlig

for 25% of ownership of $250,000 in

safety. Mr. Barnes (75%) is Texas oilman and

Mr. Carlig (25%) is a former executive and

theatre owner. Filed March 31.

WHQ Du Quoin, Ill.—Leonard C. Johnson

and J. Johnson 8/10 to Avca Bcst. Co., seek volun-

tary assignment of license to M. L. Lankford

and Du Quoin Bcst. Co. to M. L. Lankford

for $100,000. Mr. Lankford is owner of WRAY

Princeton, Ind. and of WCBA, Phila., and stockholder of WRAV TV Princeton, Filed

March 28.

WMBW-BF, 1797 Nash, Ky.—Cecil W. Roberts

seeks voluntary assignment of license to himself and his wife Jane A. Roberts as joint

tenants. No consideration involved. Filed March 30.

KRRC Charlestown, KCO, LEavenworth, Kan.—

Cecil W. Roberts seeks voluntary assignment of

license to himself and his wife Jane A. Roberts as joint

tenants. No consideration involved. Filed

March 30.

WTGG Longview, Ky.—States Bcst. System

Inc. seeks reclassification of 750 kw, 30 kw

power to the 720 kw, 30 kw, granted as


Bcst. Co. to WPRK Ashland, Ohio, for

Ky., Sec-Treas. John F. Mills (40%), purchasing

agent for company; Fred W. Davis (56%), owner of

WWBC, and Frances S. Mills (5%). Filed March

17.

KLANT-AM Twin Falls, Idaho—KELC

seeks to transfer to Gold Bcst. Co., through sale of all stock for $65,000, principals

include Fred T. Cline, Town of Gen. (50%),

pres-stakeholder, WIBB Baton Rouge, La., and

Vice Pres. Robert E. Hayes (30%), vice pres-stake-

holder WIBB.

Filed March 29.

WJMH-AM-TV Lansing, Mich.—WJLM Inc. seeks

voluntary transfer of control to Harold F. Gross and family in connection with sale of 150,000
shares of stock to public. The Gross family will retain 10% interest. Filed March 30.

WPDQ-AM, Mich.—Ishpening Bcst. Co. is granted

mod. of license to WALTERS Bcst. Co., for

Dwight E. Deegan under terms of will of James P.

Ishpening, Filed March 30.

KCHI Chillicothe, KBLA Columbia, KREM Farm-
inette, Ore.—Dexter R. Roberts seeks voluntary

assignment of license to Carmen E. Hansen and

Jane A. Roberts as joint tenants. Filed March 30.

Charlestown, Ky.—WAVE Bcst. Co. seeks volun-

tary assignment of license to Kentucky Trail

Riders, Inc. Filed March 25.

Owen Lockwood, manager of KBBR: Vice Pres.


KWAT Watertown, S. D.—Midland National

Life seeks to change to Clifford W. Murchison through sale of 20,584 shares of stock. Filed March 27.

Midland National Life is 95.5% stockholder of

co. on ch. 3 at Watertown. Mr. Murchison, former manager of Midland National Life and

holder of oil, gas and investment interests, will now own 73.5% interest. Filed March 30.

Hearing Cases . . .

INITIAL DECISIONS

Jacksonville, Fla.—New tv, ch. 12. FCC hearing examiner Thomas H. Danishe seeks initial
decision looking toward grant of the application of WFSJ Bcst. Co. to operate on ch. 12 in Jacksonville, Fla., and denial of the competing application of City of Jacksonville and Florida-Georgia Television Co., for ch. 11. Filed April 1.

Lakewood, Pa.—New am, 1,600 kw. FCC hearing examiner Richard B. Frederick seeks initial
decision looking toward grant of the application of WE PKL, Inc. to operate on 1,600 kw, 500 w. daytime only, conditioned upon filing of schedule of affords, an application for modification of permit specifying a daytime limitation to 240 hours per week, and

unlimited hours) regarding Docket 10428. Action 4.

Warren, Mich.—New TV hearing examiner Thomas H. Danishe issued initial decision
looking toward grant of the application of Queen City Bcst. Co. for new tv station on ch. 2 at Warren, Mich., to operate on station KWWA, with application seeking permission of KXLA Inc. and Puget Sound Bcst. Co. Action April 5.

OTHER ACTIONS

Hartsville, Ala.—FCC by order granted petition by Don, Eugene, and waived Sect. 338(c) (“9 percent rule”) in connection with his application for new am station in Hartsville, Ala., on 899 kw, 250 w. daytime, which is in consolidated hearing in Dockets 79864-66. Action March 31.

AT&T Off-the-Air tv Program Pick-Up Service (SEC appealing). (New York) FCC granted proposal to proposal by AT&T to provide off-the-air TV program pick-

up service to the SEC. This no longer subject to FCC proposed rule making of Sept. 15 inviting public comments on its policies toward local off-the-air service and its existing rules and policies regarding inter-city service. (See story B-T, April 1.) Action March 31.


Inc., Springfield, Ill.; KANL-AM, 800, DAK

Columbus, Ga.—FCC designated for consolidated hearing applications for CPs to operate am


KXLA-AM San Antonio, Tex.—FCC designated for consolidated hearing applications for CPs to operate am stations in Calhoun and Chattahoochee Co., Ga. Filed March 26.

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To...
PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
725 De Sales St., N. W.
Washington, D. C.
Member AFCCE

MOBILE FREQUENCY MEASUREMENT
INTERNATIONAL
Commercial Monitoring Company
O. Box 7037
Washington, D. C.
Member AFCCE

JAMES C. McNARY
Consulting Engineer
McNary Engineering
National Press Bldg., Wash., D. C.
Telephone District 7-1205
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—Established 1906—
PAUL GODLEY CO.
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A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Punchinello Bldg., 13-2457
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GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg., National 8-7757
Washington, D. C.
Member AFCCE

WELDON & CARR
Consulting Radio & Television Engineers
Washington 4, D. C.
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CRANE, Lohes & Culver
MUNSEY BUILDING, DISTRICT 7-4215
WASHINGTON, DC.
Member AFCCE

ROBERT H. MCINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
Washington, D. C.
Member AFCCE

Kear & Kennedy
CONSULTING RADIO ENGINEER
1302 18th St., N. W.
Washington, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
3110 G St., N. W.
Washington, D. C.
Member AFCCE

GEORGE P. ADAIR
Quarter Century Professional Experience
Radio-Television
1610 Eye St., N. W., Wash., D. C.
Executive 1-1539—Executive 5-5557
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUCHESON
P. O. Box 32
ARLINGTON, TEXAS
1100 W. Abram
Member AFCCE

ROBERT M. SILLIMAN
Consulting Radio Engineer
1405 G St., N. W.
Washington, D. C.
Member AFCCE

VANDIVERE, Cohen & Warm
Consulting Electronic Engineers
612 Evans Bldg.
NA. 8-2698
1430 New York Ave., N. W.
Washington, D. C.
Member AFCCE

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3736 Kansas St., N. W., Wash., D. C.
Phone Emerson 3-3071
Box 2468
Member AFCCE

Walter F. Kean
AM-TV BROADCAST ALLOCATION
PCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 5, Ohio
Member AFCCE

IF YOU DESIRE TO JOIN THESE ENGINEERS in professional Directory advertising contact
BROADCASTING • TELECASTING
1735 DeSales St., N. W., Wash., D. C.

SPOT YOUR FIRM'S NAME HERE. To Be Seen by 75,956* Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for ad, foa, tv and facsimile facilities.
*1953 ARB Projected Readership Survey

TO ADVERTISE IN THE SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DeSales St., N. W., Wash., D. C.

April 11, 1955 • Page 111
Help Wanted

Managerial

Commercial manager. Must know business and be a producer. Salary $85 plus over-ride on total station gross. Send complete details, photo and references. Box 783G, B-T.

Mr. Sales manager—$5000 watt non-directional, low frequency, midnight farm station. Must know agencies and national accounts. Expanding organization. Write Box 99G, B-T.

Florida—experienced commercial manager's $550 commission. Second man. Somebody besides agricultural station to screen them and have TV handle. Send complete details, photo and references. Box 784G, B-T.

Second man. Somebody besides agricultural station to screen them and have TV handle. Send complete details, photo and references. Box 90G, B-T.

Second man. somebody beside agricultural station to screen them and have TV handle. Send complete details, photo and references. Box 90G, B-T.

Salesmen

Florida—experienced man, draw against 15%. Box 861F, B-T.

Excellent opportunity for good time salesman able to handle own copy. $75 a week salary plus 5% commission. Complete details, photo and references. Box 781G, B-T.

Salesman: Salary plus commision. 15% stock ownership available to right man in one of the nation's top east coast metropolitan areas. Box 843G, B-T.

IN MISSOURA...

Just like many, many other areas, wide TV broadcasters, interested in well-screened and highly trained personnel, have turned to Northwest Radio & TV School graduates. Why don't you select for your Fred Radio-TV personnel service? Save TIME and MONEY! Our graduates are well qualified and professionally trained in all studios using standard commercial equipment. We screen them...train them...refer them to you with complete details...as they fit your specific needs. Let us help you with your personnel needs. We assure you of prompt, personal attention. Write or call COLLECT, John Birrel, Placement Director...

NORTHWEST RADIO & TELEVISION SCHOOL

1211 H. W. 21st Ave., Portland 8, Oregon with schools in

HOLLYWOOD & CHICAGO & WASHINGTON, D. C. & PORTLAND

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline for display—Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted

Top new editor. Work as head of staff of three. Illinois independent. Non-smoker. Big as the man. Send resume, salary desired, etc., to Box 97G, B-T.

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good writer,Plus experience of good staff. Must be able to learn to edit and write. Midwest. $60 to start. Box 989G, B-T.

Commercial copywriter with experience and ideas and with pay on that basis. Position open in May. Submit complete application, state what your worth for key continuity work. KNTV-AM, TV, De Moines, Iowa.

Radio copywriter. Immediate opening. Send complete information to WQEM-Radio-TV, Quincy, Ill.

Wanted: Copywriter-announcer combination for daytime station. Salary open. Radio Station WLTJ, Gastonia, N. C.

Immediate opening for experienced copywriter both radio and TV stations. Established CBS radio outlet, wants an experienced staff. Radio and sales references to Paul Clarkson, Continental Broadcasting, 833 W. Jackson Blvd., Chicago, Ill.

News reporter—announcer. Must be able to gather and write local news.发育 authoritative, deadline上的. Salary $750 a week. Send experience, tape and sample news copy to WVSJ, Somerset, Pennsylvania.

Situations Wanted

Managerial

Aggressive, selling manager, ten years experience, available. Operate economically. Interested south-midwest-southwest salary percentage basis. Call or write, employer references. Box 877G, B-T.

Sales manager—am-independent 500 w plus-north central or northwest. County population over 50,000. Salary plus commission—experienced. Box 90G, B-T.

Midwest—some sales or management—two years television, 24 years broadcasting. Experienced. Available now. Box 90G, B-T.


Manager—eighteen years radio administrative experience all phases except engineering. Presently assistant to president radio-TV. Married, stable, personable, capable, strictly sober. Top industry references including present employer. Available short notice if necessary. Box 977G, B-T.

Working manager or CM. I have changed stations quite often in the last 8 years looking for a stable and well-run station that can say I didn't make them money. Married, 2 children, and don't drink. Addressing, am ready to settle down. I live by the Trans-Ohio Railroad from Chattanooga to Detroit. Reply Box 977G, B-T.

Radio station manager desires permanent position in southeastern market. Young, aggressive, civil service, sober, capable, experience in hard work or competition. Several years management, sales, production and technical experience. Consider my sales ability one of my assets in successful operation of station I own and operated small market station and in this area. Require $150 week, plus, profit sharing incentive arrangement. Full details, write Box 98G, B-T.

Management position desired by young family man. Experience radio continuity chief, TV production, live TV production, TV film editing, narration writing, publicity writing. Box 988G, B-T.

RADIO

HELP WANTED—(Cont'd)

Midwestern sales opening: station expanding aggressively. Fully staffed news room, personnel ideas. Good intelligent approach. Send background, references and picture to Box 894G, B-T.

Experienced salesman needed to fill definite opening in sales staff at $5,000 watt NBC station Eugene, Oregon. Competitive market, but good list of active one the air accounts to start. Send complete background and photo to KUNI, P.O. Box 113, Eugene, Oregon.


Announcers

Florida—pop DJ personality. Send tape and resume. Box 826F, B-T.

Experienced announcer-copywriter with creative ideas, desire full time position salary required. Chicago area. Box 978G, B-T.

Personality for morning show and teen-age show. Must be air salesman and versatile. Local station in competitive Carolina cities of 100,000. Tape and resume. Box 985G, B-T.

Immediate opening for good newsmen who can work with our news programs. KHKS, Kikrsville, Missouri.

Immediate opening top notch punch DJ. $80.00 weekly salary plus full expenses; experience necessary. KUDI, Kansas City.


WFLR, Freeport, Illinois, wants qualified staff announcer to meet experience minimum. Salary offer based on present earnings. Contact Charles Hafian, WFLR.

Working pop DJ—Must have definite personality to take over established market position. Dependable, $75.00 per week, plus talent. Allowed to take over—15% commission. Send tape, picture and experience to WBIR, Baton Rouge, La.

Good announcer, minimum one year's experience. Contact Bill Jaeger, WJWL, Georgetown, Delaware.


Immediate opening—experienced announcer. Permanent position. Send tape, photo first letter. WMLT, Dublin, Georgia.

Personality DJ. Must be versatile, production conscious and, above all, excellent with commercial. Tape, please. Experience. WWOJ, 315 Main Street, Buffalo, N. Y.

Technical


First phone, immediate opening, permanent position. Thousand watt regional, need a deejay with ability to do the job. Respond to Box 88G, E. Case. KWAT, Watertown, South Dakota.

First class licensed engineer for am-fm-tv. Experienced preferred by will accept right man. Starting salary $150 per week, depending upon experience. Contact Crann or Finnegan, WLBC, Muncie.
OPPORTUNITY AT RCA
FOR
BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an excellent opportunity for training and experience with color TV transmitters.

CAN YOU QUALIFY?

You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

Enjoy RCA advantages:

<table>
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<tr>
<th>Top Salaries</th>
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<tr>
<td>Many Liberal Company-Paid Benefits</td>
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<td>Relocation Assistance</td>
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</table>

For personal interview, please send a complete resume of your education and experience to:

Mr. John R. Weld, Employment Manager
Dept. Y-3D, Radio Corporation of America
Camden 2, N. J.

RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Situations Wanted—(Cont’d)

**RADIO**

**Managerial**

Dick Rudolph, former sales manager of WBT, Baltimore, Md., is now available. Has average 16 years experience. In past 10 years with WBT is one of the nation’s biggest money makers doing over $150,000 annually. Now want to make change. Box 951G, B-T.

**Salesmen**


**Announcers**

Negro announcer and DJ, a smooth salesman, very good boardman. Box 815G, B-T.


**Announcer, six years experience, DJ, news, staff, available immediately. Box 865G, B-T.**

Staff announcer looking for sports minded station. Good sports background and worked all phases of radio. Not a dropper and is ambitious, phone or write, Box 864G, B-T.

**Announcer, first class license. Good voice. Experienced. Box 948G, B-T.**

**Announcer, three years experience combination announcer and engineer. Presently employed. Wish to relocate. Box 944G, B-T.**

Sportscaster. Desires better position in radio or television. Strong in all phases of play-by-play. 6 years experience. Box 950G, B-T.

**Young announcer, 4 years experience, strong on news and commercials. Preferred Southwest or Florida. Available May ist. Box 952G, B-T.**


**Experienced announcer, small station operation, all phases, married, permanent. Advancement necessary, third ticket try me. Box 968G, B-T.**

Versatile announcer now available due to change station. Has 14 years experience in all phases of radio, including PD, best references, top at production. Contact Box 962G, B-T.

Available—DJ 8 years wants sell, write, produce 2 or more hours daily. Straight percentage. Prefer southwest. Tell all first letter. Box 994G, B-T.

Staff announcer, personality deejay, news and commercials. Light experience. Married. Free to travel. Tape, Box 995G, B-T.

All around staff announcer, strong on news and commercials, DJ, programming with personality plus. Interested in community minded station. Veteran. Box 100A, B-T.


**West Coast summer replacement announcer. Experienced, mature, tape. Box 103G, B-T.**

Graduate professional broadcasting school seeks position staff announcer, 2 years MC experience. Vol. car, will travel. Tape, resume. Box 110A, B-T.

**Peedeo—morning man. Eleven years experience. Currently earning two hundred per week as deejay. Will take less in good market. Family man. Thirsty. Dependable. Box 113A, B-T.**

**RADIO**

**Situated Wanted—(Cont’d)**

**Experienced staff announcer, singer, swing deejay, authoritative news, will relocate, 26, single. Pilot. Box 997G, B-T.**


**Technical**

Midwest only. Want vacation work at 5 to 50 kilowatt station. Experienced studio and xmitter. Box 942G, B-T.

Engineer, Lane electronic experience. Four years TV installation, maintenance and operation. Desires position New England, New York area. Box 940G, B-T.

**Engineer—first phone, sober, best references, 15 years am, fm to 50 kw, vhf, uhf. Prefer station in Appalachian mountain section with a job to be done. Will consider any. Available May 1 to 15. Box 946G, B-T.**

Chief engineer available, 5 years experience. Disability. Prefer Minn.-Wisc. Box 952G, B-T.

**Chief engineer, 100% capable maintenance and construction. 15 years experience. Box 955G, B-T.**

**Engineer, first phone, 4 years am experience. Desires remote control fm operate and maintain equipment. Have car, married. Box 957G, B-T.**

**Engineer—competent any position tv or am. Box 992G, B-T.**

**Chief engineer—fifteen years experience am and fm, direction, construction and maintenance. References available. Box 962G, B-T.**

Part-time position in N. Y. C. wanted. Experienced studio, transmitter, recording, tape editing. Box 975G, B-T.

**Combe man—or engineer—26, first class phone, one year RCA experience, our company. Box 116G, B-T.**

**Engineer, experienced school. Amateur radio phone operator available immediately. Box 111A, B-T.**

**First phone engineer 7 1/2 years experience all phases broadcasted experience. C. A. Terry. 5 F. M. Miller, RDF 1, Flarte City, Mo.**

**Ten years am; one, tv transmitter experience. First phone engineer available immediately. $75 minimum. Write: Engineer, 206 Pursman Street, Syracuse, N. Y. Phone 78-8613.**

**Production-Programming, Others**

**Need creative copywriter? Send for one man's samples if you are a midwest station and away we'll go. Box 996G, B-T.**

**Newsman ... experienced in both radio and television, previous studio and broadcasting, best pounding and presentation. Prefer tv or combined operation. Put me to work and stand back. Box 860G, B-T.**

**Copywriter, experienced radio and television, wants to work in Philadelphia. Please do air work, women's shows. Box 901G, B-T.**

**Consultants, young male copywriter, experienced NBC, ABC affiliates, desires permanent position with established station or agency with tv department. Your inquiry will bring prompt, unpadded letter of application. Box 880G, B-T.**

**Program director—live wire assistant, leading 20,000 to 20,000 city. Position requiring quick thinking, creativeness, administrative ability, 11 years experience sales, writing, promotion, air work. Imaginative, please regular listeners, wins new listeners; radio's not dead; stale, melodious ideas only make it seem that way. Make me eat these words. Box 972G, B-T.**

Situations Wanted

**Managerial**

Commercial manager for vhf station in the southeast. Opportunity with established pioneer vhf station, having 15 years experience. Excellent salary. The man needed must be thoroughly experienced in local and national sales able to lead the way. Direct local and national sales. His name is known, has knowledge of promotion and media advertising. Habits and character must be above reproach. This is no position for loafers or playboys if not a smooth shop. An open mind does one leave us. This opening is unusual and offers excellent place for advancement. Please write with detailed background about yourself, giving present employment, experience, stations operated, and character references, family status, health, club, church and civic activities. All replies "strictly" confidential. Enclose photograph with application. Box 990G, B-T.

**Technical**

Tv engineer for midwestern metropolitan market to assist in planning and construction of vhf station. Must be thoroughly experienced in operation and maintenance of cbs and nbc radio and studio equipment. Excellent opportunity for advancement. Forward complete resume and photo. Box 998G, B-T.

Tv-主席 engineer. Station salary and experience. Box 104G, B-67, 80 miles to nearest vhf. WMSL-TV, Decatur, Alabama.

Programming, Promotion, Others

Commercial copywriter with experience and ideas, and with pay on that basis. Position open in May. Submit complete application, state what your worth for continuity work. KRRT-AM-TV, Des Moines, Iowa.

Situations Wanted

**Managerial**

Assistant administrative for radio-television operation. Eighteen years administrative experience all phases except engineering, including sales, promotion and expense budgets. Personnel. Purchasing. Salesmen: regional, negotiations, systems operational coordination and general detail, Presently assistant to president radio-television. Married, stable, dependable, sincere, Box 106A, D-T.

**Announcers**


**Television—radio staff announcer. 8 years radio, 6 years television, former station manager. Excellent television commercials, personal appearances. New opportunity in larger market. Single, veteran, 31, car. Box 991G, B-T.**


Four years radio—one year tv, family man. Tv announcer-director. Radio—former program director, production manager, managing man, any references including present employer. Box 993G, B-T.

**Announcer—composer—technical—cammaker. Graduate University top tv school. Have fine administrative background, along with photography, widely traveled. Very family man. Box 109A, B-T.**

**Technical**


Cameraman, tape recorder—technical—cammaker. Graduate University top tv school. Have fine administrative background, along with photography, widely traveled. Very family man. Box 996G, B-T.

**Engineer, experienced in television studio and transmitter, maintenance, operation. First phone. Want permanent position. Box 986G, B-T.**

**Second year graduate, recent phone, married, 25 years. Box 986G, B-T.**

1st class phone, graduate two technical schools. Veteran, married, family man. Box 105A, B-T.

**Engineer—staff engineer experienced all phases am and tv station planning and installation wishes to enter broadcasting with new station as chief or assistant. Available two weeks. Box 116A, B-T.**
TELEVISION

Situations Wanted—(Cont’d)

Production-Programming, Others

Experienced cameraman—video, audio, floor manager, lighting, films, directing. Seeking per- manent, or summer position with production opportuni- ty. References, will relocate. Box 866G, B-T.

Director-floor manager-writer. 20 month with network O&O, 10 months intensive tv schooling. Excellent references. Box 955G, B-T.


Film director position desired by tv film editor with over three years tv-radio experience. Box 989G, B-T.

Public service director—Presently employed as station manager, but seeks more congenial work in larger station. Twenty years experienced tv and radio. Forty-six years old. Published author. Effective speaker. Can handle all details, do spe- cial events. Personal interview if desired. Box 995G, B-T.

Local stations. Ideal man with program ideas — Desiring move from switcher to dolly-pusher. Network talent experience. 25, married. Box 986G, B-T.

Sales, sales development, sales promotion man. Now delivering for syndicator. Would like to de- liver for station. Box 999G, B-T.

Television news director—can handle any phases of news operation. Seven years experience newspaper background. Desire to move to larger market. Box 102A, B-T.


Young man, desires position on tv production staff. S.R.T. graduate. Off-broadway theatre experience (stage manager) resume upon request. Box 107A, B-T.

FOR SALE

Station


WMPA, Aberdeen, Mississippi, fulltime independ- ent. Single station market owner over 20,000. Contact Joe Phillips, WSSO, Starkville, Mis- sissippi.


Equipment, Etc.

Fm 10 kw amplifier (less 1 kw driver). Also power supply. Western Electric type 566D-2. New. Reasonable. Box 985G, B-T.

500 foot type N16 daw-kno tower. Top designed for GE fm mast. New, reasonable. Box 896, B-T.

For sale: 5204 tubes for $50.00. Box 115A, B-T.

Approximately 1600 lbs 8g round and 472 lbs 28 flat drawn copper ground wire. Your choice 35 cents per lb. F.O.B. Sioux Falls, Max E. Pierce, KSSG, Sioux Falls, South Dakota.

RADIO

Situations Wanted—(Cont’d)

Programming, Promotion, Others

PROGRAM MANAGER

7 years in budget conscious operations as, Program Manager, producer, camera director film director, theatre director. Prefer east or west coast operation.

Box 112A, B-T.

FOR SALE

Radio station.

Beautiful semi metropolitan area. Combination operation op- tional. Southern City. Mild Climate.


RADIO STATION

WANTED TO BUY

Stations

Ply Laurens, Fla, will trade for radio prop- erty beautiful 10 unit, 15 bath apartment. $1/ block from ocean. Box 793G, B-T.

Miss.—Ark.—La.—W. Tenn—Stations or CPS—Towns 500 plus or cities. Box 997G, B-T.

WANTED TO BUY

Stations

Now offer.

WANTED—station. Twenty years experienced

box.

WANTED—needed: Lenses needed: 3-35mm: 3-40mm: 3-50mm: 2-65mm. Also needed: 1—DuMont portable sync generator; 5—heads; 2—connecting DuMont sync cables. Inquire with connect- ors. Forward information including price, condition, age and guarantee, if any, to Northwest Radio & Television School, 1181 N. W. 21st Ave., Portland, Oregon.

INSTRUCTION


Your FCC first license in a hurry. Nation’s largest professional school offers brand new, stream-lined course. Guaranteed coaching na- tionwide placement. Full information rushed to you free (no salesman will call). Get the best— it costs no more! Northwest Radio & Television School, 1121 N. W. 21st Avenue, Portland, Oregon.

RADIO

Situations Wanted

Managerial

DICK RUDOLPH

General Sales Manager 14 Yrs.

W-I-T-H

Baltimore, Maryland

Available

Has averaged over $200,000 in annual sales for past 10 years. W-I-T-H Baltimore is one of the Nation’s biggest money makers doing over $750,000 yearly. Also with Hearst Newspapers for 10 years. Now want to make change. Best reference is my record.

3332 Piedmont

Wilkins 7-0462

Baltimore, Md.
FCC 1st PHONE LICENSE
IN 5 to 6 WEEKS
THE ORIGINAL INTENSIVE
'DOOR OPENING COURSE'
RADIO-TELEVISION
OUR INTEGRITY PROVEN
Check the school that others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Barbink, California

BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZED
Over 1600 successful
students in NINE YEARS

FOR SALE—(Cont'd)

FOR SALE

446 ft TV TOWER
Self-Supporting 40 lb. Wind Loading for
12 BAY HIGH BAND
ANTENNA
New—Ready to Ship

Contact: Joseph S. Haigh
Texas Network
Ft. Worth, Texas

TOWERS

WANTED TO BUY

Stations

Responsible group will consider
investing in television station, any
size. Brokers protected. All
replies confidential.

Box 103A, B T

INSTRUCTION

ROUTE Roundup...

March 31 Applications

Accepting for Filing

Renewal of License
KPLN Camden, Ark., Southern Bestg. Co.—
(KR-8689).
KMBV Hot Springs, Ark., Resort Bestg. Co.—
(KR-7280).
KDRS Paragould, Ark., Progressive Bestg. Co.—
(KRC-8660).

Applications Returned
WMHS Naches, Miss., Naches Bestg. Co.—Voluntary
transfer of control of license corporation from P. K. Ewing, deceased, to Miss. P. J. Ewing and
P. K. Ewing, Jr., as a condition of purchase of
KCOM Cottage Grove, Ore., Coast Fork Bestg. Co.—Voluntary assignment of license to
Orlo Bagley and Central Oregon Television
Station KOMB (To be filed on form 3:14).

License for CP
KRTV (TV) Denver, Colo.—License to cover CP (BPCT-9233) as mod. which authorized
new tv station (BLCT-854).
WTON-TV Waukon, Iowa.—License to
cover CP (BPCT-7711) as mod. which authorized
new tv station (BLCT-283).

April 5 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau
Actions of April 4
Remote Control
The following stations were granted authority
to operate transmitters by remote control:

WAGD Gasden, Ala., KMUH, Chico, Calif.;
WVNA Tuscaloosa, Ala.; WLOW Portsmouth,
1955 Broadcasting Yearbook • Marketbook Addenda

CHANGES and additions received after the 1955 Broadcasting YEARBOOK & MARKETBOOK went to press are included in the following list which will serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged alphabetically by YEARBOOK page number. Personnel abbreviations may be found on page 6 of the 1955 Broadcasting YEARBOOK & MARKETBOOK.


Page 57—In Group Ownership, under Charles W. Lamar Stations, change WPFA Pensacola to read WPFA Panama City, Fla.


Page 57—In Group Ownership, under Martin Theatres of Georgia stations, change WBFV-TV Augusta to read WBFV-TV Augusta.

Page 57—In Group Ownership, under William F. Johns Stations, change call letters from KCOM to KMNS Sioux City, Iowa.

Page 58—In Group Ownership, under Westinghouse Broadcasting Co. Stations, change to station WRFM-AM-FM-TV San Francisco. KOIN Portland, Ore., to KOIN Portland, Ore., from KOIN San Francisco.

Page 63—Under Newspaper Ownership, California, delete KRON (FM San Francisco).


Page 64—Under Newspaper Ownership, West Virginia, WTFF-AM-FM-TV Wheeling. delete WTRF-AM-FM.


Page 149—Under Station Directory, Iowa. WOC Davenport, add to executive listing: Theoktistes R. F. Reed, asst. mg. and spm.

Page 150—Under Station Directory, Kansas. KFH Wichita, add to executive listing, Bill Platt, morning news ed.

Page 152.—Under Station Directory, Kentucky. WUKC Bowling Green, add ABC as network affiliation.

Page 157.—Under Station Directory, Kentucky. WKCT Winchester, in executive listing, delete William B. Morrison, cm, and insert Charles T. Wade, sin.; change Charles Drew to read cm and Rod Planck, pr. d; Betty F. Rott, continuity ed and wd. H. F. Best Co. is station representative.

Page 194.—Under Station Directory, Missouri. KSIB Sedalia. in executive listing, add William H. Lytle, cm and Donald D. Demarest, ce.


Page 218.—Under Station Directory, New York, WPAC Patchogue, in executive listing, change Nick Hodkin, pl. to read Dick Hodkin.

Page 275.—Under Station Directory, South Carolina. WAKR Greenville, in executive listing, add Wilkins Norwood, gm; delete Don Price, cm and insert Max F. Butler.

Page 310.—In Station Directory, Virginia, under Market Data by Counties, official figures given are for counties only and do not include the various incorporated independent cities in that state (Such Virginia cities are not considered to be within the boundaries of the county)


Page 355.—Under Services Related to the Business of Broadcasting, insert under Surveys, Market Research Facts Inc.—39 S. Lashalle St. Chicago. Tel.: Walash 2-3686. William F. O'Dell, p. Morris Gottlieb, d. of research; David K. Harding, asst. d. Iver M. Olson, d. of marketing plans (Marketing, advertising, product, opinion and media research).


Page 370.—Under State Associations of Radio & Television Broadcasters, change for Idaho Broadcasters Assn., KRPL location, from Idaho Falls to Moscow. Under officers, change to read Don Thomas, KRLC Lewiston.

FOR THE RECORD

1701 K St., N. W. • Washington 6, D. C., N. A. 8-3233
Lincoln Building • New York 17, N. Y., M. 7-6424

April 11, 1955 • Page 117
AROUND FARGO, IT'S WDAY-TV BY A COUNTRY MILE!

FARGO-MOORHEAD Hoopers prove that WDAY-TV outruns all television competition, by a comfortable country mile. Day and night, WDAY-TV gets 5 to 6 times as many Metropolitan Fargo viewers as the next station!

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

With the next nearest stations 50, 185 and 200 miles away, you can be sure WDAY-TV is amazingly popular throughout the heavily-saturated Red River Valley. Let Free & Peters give you the whole story—it's really something!

WDAY-TV
FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

FREE & PETERS, INC., Exclusive National Representatives
TELESTATUS

April 11, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets (2) grantees. Triangle (•) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set counts of all average areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U.S. sets in use is unduplicated Br'T estimate. Stations not preceded by triangle (•) are grantees, not yet operating.

ALABAMA

Andalusia—

WAQG (2) 3/29/55-Unknown

Birmingham—

WAPI (13) NBC, ABC, DuM; Blatt: 306,318

WBRC-TV (8) CBS, DuM; Katz: 313,000

WJLB-TV (46) 12/19/55-Unknown

WPRO (14) 10/13/54-Summer '55

Decatur—

WMSL-TV (23) CBS, NBC; Walker: 26,230

Dothan—

WTVY (9) CBS; Young

Mobile—

WALA-TV (10) ABC, CBS, NBC; Headley-Weed: 101,100

WKAR-TV (48) See footnote (c)

WKRC-TV Inc. (5) 2/23/55-Unknown

Montgomery—

WCCL-TV (20) ABC, CBS, DuM; Raymond: 12,250

WSFA-TV (12) NBC; Katz: 86,110

Monrofd—

WTIQ (77)

Selma—

WSLA (8) 11/24/54-Unknown

ARIZONA

Mesa (Phoenix)—

KVTV (12) NBC, DuM; Raymond: 118,560

Phoenix—

KIOO-V (10) ABC; Hollingerby: 118,560

KPHO-TV (5) CBS, DuM; Katz: 118,560

KTVK (2) ABC; Weed

Tucson—

KOPO-TV (13) CBS, DuM; Hollingerby: 37,607

KVOA-TV (8) ABC, NBC; Raymond: 37,607

Yuma—

KIVA (11) NBC, DuM; Grant: 26,136

ARKANSAS

El Dorado—

KRBI (10) 2/24/54-Unknown

Fort Smith—

KFRA-TV (23) ABC, CBS, NBC, DuM; Pearson: 77,900

KNAC-TV (9) Bambous: 6/3/54-Unknown

Jonesboro—

KBTM-TV (8) 1/12/55-Unknown

Total stations on air in U.S. are 222. Both totals include KRED-TV (TV) in San Diego, Calif., as well as educational outlets that are operating. Total sets in use, 56,180,241.

CALIFORNIA

Bakersfield—

KBAK-TV (28) ABC, DuM; Weed: 87,000

KERO-TV (15) CBS, NBC; Hollingbery: 146,500

Berkeley (San Francisco)—

KQED (9)

Directory information is in following order: call letters, channel, network affiliation, national representative, market set count for operating stations; date of grant and commencement date for grantees.

PHOENIX

45th metropolitan market
IN POPULATION AND RETAIL SALES

42nd

now in

AUTOMOTIVE
STORE SALES

AUTOMOTIVE
STORE SALES

MILLIONS

SAN ANTONIO

BIRMINGHAM

PHOENIX

DAYTON

NEW ORLEANS

SOLD

readout most effectively through

YOUR
MERIDIAN
STATIONS

AFFILIATED WITH BETTER HOMES AND GARDENS • REPRESENTED BY KATZ

KPHO-TV and KPHO

Channel 5 • CBS Basic

First in Arizona since '49

Hi-Fi Fidelity Voice of Arizona

April 11, 1955 • Page 119
THE SPOTLIGHT’S ON NANCY THOMPSON IN THE EVANSVILLE MARKET

FIRST—Anyway you figure it!

Weht Channel 50

Chico—
  • KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 60,801
Corona—
  • KOCA (32), 9/15/53—Unknown
Elko—
  • KIOM-TV (3) ABC, CBS, NBC, DuM; Hoak-Blair; Blair; TV: 19,500
Fresno—
  • KSBY-TV (33) See footnote (c)
  • KHJO (47) ABC, CBS, DuM: Branson; 156,035
  • KMZ-TV (59) CBS, NBC, Rayner; 145,000
  • KARM, The George Harain Station (12) Bolling; Initial Decision 6/21/54
Los Angeles—
  • KBAC-TV (7) ABC; Petry: 2,085,196
  • KTBV (12) 7/2/53—Unknown
  • KDOC (13) Weed: 2,058,196
  • KMZ-TV (6) DuM: Weed; 2,058,196
  • KNXT (2) CBS; Spot Sls.: 2,058,196
  • KIKA (4) NBC; NBC Spot Sls.: 2,058,196
  • KTVL (5) Rayner: 2,035,196
  • KTTV (11) Blair; 2,035,196
Modesto—
  • KTRB-TV (14) 2/17/54—Unknown
Sacramento—
  • KCKY-TV (46) 6/25/53—Unknown
  • KCNC-TV (46) ABC; NBC; 161,500
  • KCRA Inc. (3) Initial Decision 6/3/51
  • KCHT-TV (7) ABC; H-R
Salinas (Montery) —
  • KSBW (3) ABC, CBS, NBC, DuM; Hollingsbery; 496,371
San Diego—
  • KFMB-TV (8) ABC, CBS; Petry: 290,000
  • KSDK-TV (10) ABC; Katz: 256,533
  • KUSH (21) 12/13/53—Unknown
San Francisco—
  • KSBY-TV (25) 3/11/53—Unknown (granted STA Sept. 5)
  • KGO-TV (7) ABC; Petry: 1,098,355
  • KPIX (3) CBS; Katz: 1,068,306
  • KRON-TV (4) NBC; Free & Petry: 1,068,585
  • KSAN-TV (32) Stars National: 210,000
San Jose—
  • KQAK (11) 4/15/54—Unknown
San Luis Obispo—
  • KVVE-TV (6) ABC, CBS, DuM; Grant: 82,536
Santa Barbara—
  • KCBF (3) ABC, CBS, NBC, DuM; Hollingsbery; 464,192
Stockton—
  • KVOS (9) DuM: Blair: 1,054,000
  • KTVU (30) NBC; Hollingsbery: 120,000
Tulare (Fresno)—
  • KVVU (27) DuM: Forjoe: 156,000
Visalia—
  • KAKI (43) 10/6/54—Unknown

*KTVH BEAMS PRINCIPAL CITY SIGNAL OVER WICHITA*

Both the Wichita AAB and the KTVH area PULSE show at least 7 out of 10 leading film and network shows on KTVH. Programming and strength of signal offer you a profitable combination. Take advantage of it, now!

*Recent report from the FCC states that KTVH has a principal city signal over Wichita.

VHF 240,000 WATTS CBS BASIC—DUMONT 12

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

DISTRICT OF COLUMBIA

Washington—
  • WMAQ-TV (7) ABC; Katz: 600,000
  • WOOK-TV (50) 2/24/54—Unknown
  • WJAC-TV (4) NBC; NBC Spot Sls.: 707,000
  • WTOP-TV (9) CBS; CBS Spot Sls.: 672,200
  • WTTG (5) DuM; Bolling: 605,000
  • WEXT (20) 10/21/54—Unknown

FLORIDA

Clearwater—
  • WPQ (32) 12/2/53—Unknown
Daytona Beach—
  • WFMJ-TV (2) McGilvra; 7/8/54—1/1/55
Fort Lauderdale—
  • WTV (17) ABC; DuM; Bolling: 145,600 (also Miami)
Fort Myers—
  • WINK-TV (11) ABC, CBS; McGilvra; 11,726
Jacksonville—
  • WJFP-TV (36) ABC, NBC, DuM; Perry: 75,600
  • WMFL-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 653,600
  • WORK-TV (30) Stars National; 8/15/53—Fall ‘55
Jacksonville Best National; Corp. (12) Initial Decision 4/17/55
Miami—
  • WGBS-TV (23) Katz
  • WFLP (12) 11/13/53—Unknown
  • WBTB-TV (12) 11/13/53—Unknown
  • WTVJ (4) CBS; Free & Peters; 307,000
  • WJZ-TV Corp. (1) Initial Decision 1/17/55
  • WTV (17) See Fort Lauderdale
Miami Beach—
  • WKAT Inc. (1) 3/30/55—Unknown
Orlando—
  • WDBO-TV (6) CBS, ABC, NBC, DuM; Blair: 50,000
Panama City—
  • WJDM (7) ABC, NBC, DuM; Hollingsbery: 26,750
Pensacola—
  • WFLA-TV (1) ABC, CBS, DuM; Hollingsbery: 40,500
  • WPFA (15) 32,000
St. Petersburg—
  • WSUN-TV (38) ABC, CBS, DuM; Weed: 124,000
Tampa—
  • WFLA-TV (8) NBC; Blair: 175,000
  • WTVT (13) CBS; Avery-Knodel
West Palm Beach—
  • WEAT-TV (12) ABC; Walker: 231,000
  • WBBX-TV (47) Katz: 273,000
  • WJNO-TV (5) NBC, CBS, DuM; Venard: 321,000

GEORGIA

Albany—
  • WALB-TV (10) ABC, NBC, DuM; Burn-Smith: 45,000
Atlanta—
  • WAGA-TV (5) CBS, DuM; Katz: 466,190
  • WLXO (11) ABC, DuM; Crosley Sls.: 466,000
  • WGXV-TV (36) 285,533
  • WSB-TV (2) NBC; Petry: 484,715
Augusta—
  • WAGT (6) ABC, NBC, DuM; Hollingsbery: 133,000
  • WHRDW-TV (12) CBS; Headley-Reed: 131,444
Columbus—
  • WDAK-TV (28) ABC, NBC, DuM; Headley-Reed: 195,848
  • WTVL (14) CBS; Hollingsbery: 95,412
Macon—
  • WMZC-TV (13) ABC, CBS, DuM; Avery-Knodel: 80,266
  • WNEX-TV (47) NBC; Branson: 62,032
Rome—
  • WGRO-TV (9) McGilvra: 150,000
Savannah—
  • WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel: 60,107
  • WSAV-TV (3) 1/25/53—Unknown
Thomasville—
  • WTVT (6) 12/23/53—Spring ‘55

IDAHO

Boise—
  • KOBI-TV (2) CBS, DuM; Free & Peters: 43,985
  • KIDO-TV (7) ABC, NBC; Blair: 41,900
Idaho Falls—
  • KID-TV (3) ABC, CBS, NBC, DuM; Gilt-Perna: 32,419
Lenawee—
  • KLEW-TV (3) 2/25/53—Unknown
Pocatello—
  • KWA-TV (6) ABC; Hollingsbery: 3/28/53—Unknown
Twin Falls—
  • KLIX-TV (11) ABC; Hollingsbery: 3/10/53—Unknown

BROADCASTING • TELECASTING

> WBBM-TV (3) CBS; CBS Spot Sls: 1,877,600
> WBKB (1) ABC; Blaur: 2,074,000
> WON-TV (9) DuM; Hollingerby: 2,080,000
> WFCO (28) 1/15/53-Unknown
> WIND-TV (55) 3/9/53-Unknown
> WNBG (4) NBC; NBC Spot Sls: 2,943,000
> WQPT (44) 2/10/54-Unknown
> WTTW (31) 1/15/53-Unknown

Danville—

> WDAN-TV (24) ABC; Everett-McKinney: 35,000

Decatur—

> WDIV (17) ABC; DuM; Bolling: 160,000

Evanson—

> WTLE (32) 8/12/53-Unknown

Harristown—

> WSIL-TV (22) ABC; Walker: 30,000

Peoria—

> WPEC-TV (43) NBC; DuM: Headley-Reed: 229,274
> WTVI (18) CBS; ABC: Petr; 229,274
> WIRL Tv Co. (8) Initial Decision 11/5/54
> Quincey (Hannibal, Mo.)—
> WQEM (10) ABC; Avery-Knodel: 150,000
> KHQA-TV (1) See Hannibal, Mo.

Rockford—

> WREX-TV (13) ABC; CBS; H-R: 256,000
> WTVO (39) NBC; DuM: Weed: 160,000

Rock Island (Davenport, Moline)—

> WRBF-TV (4) ABC; CBS; DuM: Avery-Knodel: 285,201

Springfield—

> WICS (20) ABC, NBC, DuM; Young; 95,000
> Sangamon Valley TV Corp. (2) Initial Decision 11/10/54

Urbana—

> WFIU-TV (12) 11/4/53-Unknown

INDIANA

Anderson—

> WCIC-TV (61) 2/2/55-5/1/55

Bloomington—

> WTTV (4) NBC; DuM; Meeker: 622,727 (also Indianapolis)
> Elkhart—

> WSBV (32) ABC, NBC, DuM; H-R: 208,139

Evansville—

> WFIE (63) ABC, NBC, DuM; Venard: 94,215
> WEHT (66) See Henderson, Ky.

Fort Wayne—

> WHUI-TV (22) NBC, DuM; Rayner: 122,547
> WHTF (18) See Waterloov
> WANE-TV (66) Bolling: 9/29/54-Unknown

Indianapolis—

> WFBM-TV (6) ABC, CBS, NBC, Kata: 682,000
> WISH-TV (8) ABC, CBS, DuM; Bolling: 560,020
> WTTV (4) See Bloomington

Lafayette—

> WFMAM-TV (59) CBS, DuM; Rambeau 65,500

Muncie—

> WLRC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker: 107,250

Notre Dame (South Bend)—

> WNDU-TV (45) NBC; Meeker: 8/12/54-7/15/55

Princeton—

> WRAV-TV (32) See footnote (c)

South Bend—

> WSBV (34) CBS, DuM; Rayner: 206,473

Terre Haute—

> WTHI-TV (10) ABC, CBS, DuM; Bolling: 154,000

Waterloo (Fort Wayne)—

> WINT (10) ABC; CBS; H-R: 133,478

IOWA

Ames—

> WOI-TV (5) ABC, CBS, DuM; Weed: 315,600

Cedar Rapids—

> KGLO-TV (9) ABC; DuM; Vanard: 116,000
> WMRT-TV (2) CBS; Katz: 286,800

Davenport (Moline, Rock Island)—

> WOC-TV (6) NBC: Free & Peters: 525,165

Des Moines—

> KCTV (17) ABC; Hollingerby: 76,500
> WHO-TV (13) NBC; Free & Peters: 302,000
> KCRS (8) 1/10/55-6/8/55

Directory information is in following order: call letters, network, channel affiliation, national representative, market set count for operating stations; date of grant and commencement target date for grantees.

$65,000,000.00—That's the buying power from the corn crop alone in WIBW-TV's 100 uv area where there are 150,605* TV homes. And that $65 million is less than 5% of the spendable income available to our advertisers.

WIBW-TV means more . . . sells more . . . to farm families because it's the husky, strapping son of WIBW that Kansas farm families have known and depended on for two generations.

*2/1—not including Kansas City and St. Joseph.
WBEN-TV LEADS THE WAY

1st on the air...1st in know how...1st in experience. WBEN-TV, Buffalo's favorite station, is also 1st in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBEN-TV has high penetration in Toronto and Southern Ontario.

Trained and experienced personnel of Buffalo's 1st station are equipped to interpret and handle your advertising needs...
Multi-Million Baby

THE sale of a weekly hour of live network radio time to F. W. Woolworth Co. (B&T, April 4) demonstrates once again—although the description may be inept in the circumstances—that radio is more than a five-and-dime affair.

In signing for a Sunday afternoon hour on CBS Radio, to feature Percy Faith and orchestra and to start June 5, Woolworth obviously recognized the bigness of the medium in both its appeal and its sales effectiveness. It was a significant decision, not only because Woolworth is itself big, but because the signing also marks the company's entry into network radio.

What the dime store chain was saying by its signing for the series was that "we are now convinced that network radio is a good, solid advertising buy." If it had not come to the conclusion that the medium is an effective seller, the company would hardly have broken from its years of abstinence from network broadcasting.

One point that helped to make the sale, we are sure, was the proof advanced by CBS Radio regarding the size of the audience radio reaches—not only the audience within the home but, additionally, the audience on the move. Nielsen figures for January showed automobile listening expanded radio audiences of a Sunday afternoon by around three million persons, and February figures, when they are completed, are expected to raise this to more than four million. By June, when Sunday driving is beginning to near a peak and when the Woolworth contract takes effect, the "extra" listenership can be expected to be far higher.

This brings up a point that we have stressed many times before: Radio should be sold as a whole medium. As a whole medium it can be sold. Evidence of this fact is the sale to Woolworth.

"... The President of the United States"

PRESIDENT Eisenhower has accepted the invitation of the NARTB to address, informally, the 33d annual convention May 4 in Washington. This sets a precedent because no President has appeared in person before an NARTB or NAB convention.

The conditions were right. The convention is the first in Washington in 17 years. In 1931, President Hoover, by remote control (now called closed circuit) addressed the NAB convention in Detroit. There were 221 broadcasters present. Mr. Hoover had a special interest, because, as Secretary of Commerce, he had presided over the establishment of our national policy in broadcasting "the public interest" of private enterprise.

President Hoover's words were prophetic. Alluding to the national radio conferences of 1923 which established the national policy, he said:

The decisions reached at that early date have been of unending importance. The determination that radio channels were public property and should be controlled by Government; the determination that we should not have governmental broadcasting supported by a tax upon the listener, but that we should give license to use of these channels to private enterprise where there would be no restraint upon programs, has secured us far greater variety of programs and excellence of service without cost to the listener. This decision has avoided the pitfalls of political and social conflicts in the use of speech over the radio which would have been involved in Government broadcasting. It has preserved free speech in our country.

President Eisenhower's words will be eagerly awaited by the 3,000 who will attend the Washington convention. He, too, has a special interest. He is the first President to throw his news conferences open to both radio and television. He has seen broadcasting in peace and in war. He knows what can be wrought in the use of these media in moulding the minds of men.

Gaining the President's appearance at the NARTB conventions has been an automatic, annual event.

Madame Comr. Hennock

THE record books show that Comr. Frieda B. Hennock is the FCC's most dissident member. She is the chronic dissenter. She uses every forum available to espouse her pet theories. She was responsible to a greater degree than anyone else for the educational reservations in television, and today it's difficult to say whether that's good or bad.

The other day, Miss Hennoch made an appearance before the Keating Committee on juvenile delinquency, appearing for herself, since the FCC majority previously had given testimony. What she said on juvenile delinquency is not as significant as her sides.

She favored free radio and television time for qualified candidates for public office. This may have been calculated to win friends in Congress. Its utter impracticality is obvious.

In responding to a query regarding FCC policies, she said she may not be a member of the FCC after June 30.

We have no way of knowing what the President has in mind about that impending vacancy. It could be that he will be disposed to reappoint Miss Hennoch, on the theory that a militant minority voice is desirable in our government of checks and balances. The Democrats, of course, will insist upon one of their own party, since there is now the legal maximum of four Republicans on the FCC, plus one independent. Whether the Democratic leadership will support Miss Hennoch's reappointment isn't publicly known.

Miss Hennoch has been a thorn in the sides of most of her colleagues almost from the start of her tenure nearly seven years ago. And maybe that's good because the FCC certainly hasn't been a model agency.

The law provides that the President can nominate a member of the FCC not more than 60 days prior to the end of the incumbent's term. That means May 1, in Miss Hennoch's case.

Whether Miss Hennoch is a candidate to succeed herself we do not profess to know. She certainly acts like one. Nevertheless, she has served these past seven years at personal sacrifice. She gave up a highly lucrative law practice in New York to accept appointment by President Truman. Her experience in Washington should serve her in good stead if she should elect to return to private life. Meanwhile, the woods are full of candidates, Democrats good and true.

If Miss Hennoch decides not to seek reappointment she should so notify President Eisenhower and the leaders of her party by the May 1 deadline, in order to allow time to select a qualified successor. By the same token, it would seem fair that the President should make known his decision at the earliest practicable time, to allow the Senate opportunity to consider fully the qualifications of his appointee. In the recent past, the FCC and other bi-partisan agencies have suffered because of White House inertia on appointments.
making more room
for more good company!

Bob Maxwell so successful,
WWJ adds another half hour

Good news for the umpteen advertisers who have been standing in line to get on Maxwell's busy bandwagon. There's room for you now! Detroit's favorite rise-and-shine man opens shop at 6 A.M. and stays on the job till 8:45.

This extra half-hour just had to come because Maxwell does such a terrific job of getting advertisers' messages into so many homes and into so many cars during Detroit's peak traffic period.

Better hurry to get on board. If past performance is any guide, this new half hour will be completely spoken for in no time at all. Phone, wire or write your nearest Hollingbery office or WWJ direct.

DETROIT
AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—0.1 MEGACYCLES

Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEORGE P. HOLLINGBERY CO.
The local boys (and girls) are making good in a big way when it comes to top-rated TV talent in the Kansas City market. Here's how the latest Telepulse rank KMBC-TV hometown personalities and productions:

**Top-rated Newscaster** — network or local
Lionel Schwan with “News at Nine”

**Top-rated Weathercaster** — network or local
Jim Burke’s “The Weather Story”

**Top-rated Sportscaster** — network or local
“Sam Molen’s Sports”

**Top-rated Local Women’s Show**
Bea Johnson’s “Happy Home”

**Top-rated Local Kids’ Show**
“Comiclub” and “Commander 9”

**Top-rated Evening Movie**
“Premiere Playhouse”

If you'd like to send your product to the top in Kansas City, schedule your television advertising on top-rated KMBC-TV shows. Your Free & Peters Colonel will sell you the time that sells the market. Contact him for a contract.

**KMBC-TV**
Kansas City’s Most Powerful TV Station