Say...whatever happened to programming?

Somehow, among the logarithms and sliderule wizardry... under the mountain of rate cards, telescoping discounts and incompatible ratings—a fundamental about radio often gets lost. Listeners tune in because they like a station's programs—and like 'em loud and clear. In such a climate, advertising is more attentively received... sales results more likely.

This uncomplicated psychology is one of several things that created the Quality Radio Group—a league of 36 prestige radio stations, each long-established, regionally dominant. Their power, community standing, and awareness of quality programming—these are vast assets to advertisers using the Quality Radio Group.

For the first time you can have nationwide coverage, reaching 90% of all U.S. radio homes, with only 36 prime stations. You get advantages of distinctive nighttime programming, choice of best local times, deep penetration of "outside" areas with minimum duplication of audience. Yet your cost (including program and top talent) is less than for any other group of radio or TV stations—or any national magazine—with a comparable amount of coverage, audience, or acceptance.

Interested? Then get yourself the facts from us right away!
a rich nut to crack...

and the one tool
that does it BEST!

You can crack a nut with a hammer. Or an ax or vise. But you don't. You use a nut cracker — the logical tool.

That's how it is with the Central South — a rich $2,713,371,000 market — more powerful in consumer spending power than the cities of Baltimore, Buffalo, Minneapolis, Cincinnati, or Houston.

At first glance the Central South is an apparently tough market for the time buyer to reach and sell. It's a little known market composed largely of small towns.

If you attempt to cover it with a combination of another Nashville radio station plus small town stations or with a combination of a Nashville newspaper and small town papers, the cost is three to fifteen times as high as WSM rates. And TV viewers in this market represent less than half the buying power of the Central South.

There is only one tool that opens this rich market at a cost within the bounds of the sensible advertising budget. It is radio station WSM.

May we prove this to you? We would like to put into your hands a new brochure about the Central South entitled “The Mystery Market.” It shows the relative costs of advertising in this market for all major media. We believe it contains facts and figures not found in the files of even the most experienced time buyers. May we send you a copy?

WSM
RADIO
BOB COOPER, Sales Manager

NASHVILLE • CLEAR CHANNEL • 50,000 WATTS • 650 K.C.
PULSE** TELLS THE REAL LANSING STORY!

Lansing's listening preference for over 20 years and still number One-

**PULSE** for January 1955
100% yardstick!

<table>
<thead>
<tr>
<th>Time Period</th>
<th>WJIM</th>
<th>Station &quot;B&quot;</th>
<th>Station &quot;C&quot;</th>
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<td>35</td>
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<td>12 noon - 6 pm</td>
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WJIM's non-directional signal and great antenna height provide the greatest coverage in the rich Central Michigan market.
tip from the BIG TOP

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

It takes real showmanship, the best acts, to draw the biggest crowds under the Big Top. WGAL-TV follows the same principles in presenting the best programs to reach the largest audience—and that SELLS your product. This super-powered station's 316,000-watt signal sends your message from its mountaintop transmitter location to the vast Channel 8 Mighty Market Place. Yes, WGAL-TV is the one station that reaches this rich market with a population of over three million people who have more than $5 1/2 billion to spend. For peak sales results, buy WGAL-TV.

STEINMAN STATION • CLAIR McCOLLOUGH, PRES.

Representatives:

MEEKER TV, Inc.
NEW YORK • LOS ANGELES • CHICAGO • SAN FRANCISCO

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

Page 4 • May 2, 1955

Broadcasting • Telecasting
SIGNIFICANT OMISSION • Man whom FCC Chairman George C. McConnaughy has drafted as his engineering aide turns out to be former trusted investigator for Sen. Joseph R. McCarthy. That fact was omitted from official biography released by Commission last week. He is Christian E. Rogers Jr., also lawyer and ex-broadcaster who served with Republican National Committee during 1948 campaign as assistant radio-tv director (story page 83).

WHILE on McCarthy staff from March to August 1953, investigator Rogers spent much of his time in FCC Secretary’s office probing into Commission files and pending cases. He was detailed to FCC study at time Sen. McCarthy was incensed over Commission handling of plea by Hearst’s WISN Milwaukee for educational ch. 10 there and at time when Senator was known to be interested in background of broadcaster—publisher Edward Lamb, whose WICU (TV) Erie, Pa., now is before Commission in license renewal hearing (story page 80).

NEVER AGAIN • Network executives supervising Operation Cue at Yucca Flats, Nev. (story page 78), took “never again” attitude after events of last week resulted in disrupting of schedules and immobilizing of top news personnel to await blast. Their view was that if there are future tests, they should be covered in regular news schedule and not as separate special event projects.

WHEREVER broadcasters congregate, question now is: “What about subscription tv?” In huddle at Las Vegas, Nev., last week, awaiting atomic maneuver Operation Cue, NBC President Sylvester L. (“Pat”) Weaver disagreed that “narrowcasting” was descriptive of roll plan. He called it: “Dollar-casting.”

UHF COLOR? • Sen. Warren G. Magnuson gave some conferees uneasy moment last Monday at his private meeting with tv set manufacturers (see page 27) when he said one way to assure inclusion of uhf gear in receivers would be to confine color television to uhf band. Later he explained that was extremist view and only one of many which had been presented as solution to uhf problem.

EFFORT is being made by Senate’s Magnuson committee to get network-tv inquiry “on the road” prior to Congressional adjournment this summer. Simultaneously, FCC, with its $80,000 special appropriation in its money belt, hopes to get its inside study underway with new personnel by July 1.

LETTER READERS • All during last week, team of three women were checking huge file of letters to FCC on subscription tv—keeping score, jotting down names and addresses. They identified themselves as hired by A&A Letter Service, Washington, to do job for unidentified client. The client, it turns out, is Peter R. Nehemiks Jr., Washington attorney, who admitted he was acting for Zenith Radio Corp.

WESTINGHOUSE Corp. (major appliances), through its agency, Fuller & Smith & Ross, Cleveland, will use 180 radio markets for saturation spot announcement campaign starting mid-May for 16 weeks.

LIGHT MAIL. • Despite significance of subject, only seven members as of last Friday had written NARTB to comment on Television Board’s anti-subscription television resolution [B&T, April 18]. Four writers opposed board’s stand; three supported it.

GENERAL MILLS, through Tatham-Laird, has bought Tales of the Texas Rangers for full telecasting on CBS-TV in Saturday, 11:30 a.m. time slot. Direct purchase of program property was negotiated by GM with Stacy Keach, creator and producer of former NBC Radio version which starred Joel McCrea. GM, original sponsor of radio series, is surveying production companies to film series. New tv program will fill current Captain Midnight spot, co-sponsored by GM (Kix) and Wanda Co. (Ovaltine), both Tatham-Laird accounts.

NUMBER PLEASE • Taking advantage of presence of FCC Comr. Robert E. Lee in Las Vegas for Operation Cue last week (story, page 79), both broadcast and newspaper executives complained about operation of Southern Nevada Telephone Co., independent company which hasn’t yet installed dial system. Delays on local calls run 20-30 minutes. Some visiting firemen covering A-bomb blast reported to Western Union to get home offices to call them back. Mr. Lee said he would report complaints to FCC telephone staff.

“FANTASTIC” damage to mobile units and tv equipment at Yucca Flats reported by NBC-TV and CBS-TV by swirling sand washed up by 80-mile gales. No estimate given, but technicians said all equipment would have to be taken apart, much of it condemned or replaced.

MADAME MERCHANDISER • FCC Comr. Frieda Hennock handled promotion of her belated dissent to FCC majority comments on television troubles with professional flair (see story page 27). Blanketing Capitol Hill early Friday with 1,000 copies which FCC duplicating staff worked four hours overtime to complete, she kept 600 more in reserve. She had begun telephoning major newspapers as early as Thursday to notify them of upcoming release which was dated Sunday. Her dispatch came six weeks after FCC majority submitted its comments to Magnuson committee on Plotkin and Jones reports.

NEXT station to be acquired by Hearst Corp. will probably be uhf. Hearst already owns uhfs WBAL-TV Baltimore and WTVV (TV) Milwaukee, is applicant, through associate, for licensed ch. 4 Pittsburgh, has announced it intends to go for full station portfolio. Company is now negotiating with at least one uhf owner.

LABEL RELIEF • Senate Communications Subcommittee headed by Sen. John O. Pastore (D-R.I.) plans target date within two or three weeks to begin hearings on several measures affecting communications, among them Sen. John M. Butler’s bill to relieve broadcasters of liability for defamatory statements made on radio-tv by political candidates. Also to be considered is measure introduced by Senate Commerce Committee Chairman Magnuson to amend “protest” section of Communications Act.

NETWORKING of video tape recording—in full color—will be demonstrated within 10 days by Minnesota Mining & Mfg. Co., leading audio-video tape developer, and RCA have been working on tv tape research, are said to have practical system ready for showing. New York-St. Paul demonstration scheduled May 12 in connection with dedication of new MM&M plant.

DOUBLE TROUBLE • Although there were hints last week that FCC’s license renewal probe of Edward Lamb’s WICU (TV) Erie, Pa., may end soon if Mr. Lamb enters summary defense case, windup of six-month hearing may hit snag this week as participants are subpoenaed to appear at perjury trial of turnabout witness Mrs. Marie Nativg beginning Tuesday (story page 80). Even Examiner Sharman was served.

NBC-TV, which is selling new hour-long Perry Como Show, starting in fall in 20-minute segments, reportedly has sold all but one-half of one 20-minute portion. Warner-Lambert Co. (cosmetics and dermatics) will sponsor one segment; Kleenex and Dormeyer Co. (appliances) share another 20-minute period, and Noxema one-half of final portion.

Broadcasting • Telecasting
May 2, 1955 • Page 5
KTHS, Little Rock, is 50,000 watts—Basic CBS. It is listened to regularly by hundreds of thousands of people in towns and villages far beyond the Little Rock Trading Area!

Consider Staves (Ark.) for example. With only 167 persons, it's not much of a market in itself. But as one of many towns, villages and farms reached by KTHS, it is important. Actually, it would take about 21,000 Staves to equal the population in the KTHS interference-free daytime coverage area!

Let your Branham man give you all the big KTHS facts.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager
NBC Broadening Hunt For New Talent—Weaver

PLANS for ambitious “multi-million dollar” national-international talent development program by NBC in comedy, opera and other fields presented Friday by President Sylvester L. (Pat) Weaver, New York’s comedy development project will be “broadened and expedited” as initial step, he reported, addressing capacity crowd at Chicago Executives Club luncheon.

Mr. Weaver said NBC is “exploring every conceivable source” for various types of talent and asserted tv can “sustain and broaden” excitement and public interest and serve advertisers only with “fresh ideas and formats.” He said there is “still danger of television being compressed into a living room toy” for children.

NBC is currently negotiating with Richard Rodgers and Oscar Hammerstein, Broadway collaborators, for original opera for tv.

Among projects “under consideration” Mr. Weaver cited: (1) utilization of periodically unused network cables for “audition” of local station talent and development of network shows with various origination points; (2) showcasing of radio programs with view toward eventual use of talent on video; (3) assistance to Broadway producers in casting of network play; (4) provision of scholarships for outstanding dramatic school graduates.

Mr. Weaver expressed hope, in reply to query, that “the future form of radio will be discernible” within 10 years and predicted automation will bring new techniques in selling, with a vital role for color tv in moving goods.

Box Office Tv Sets Commercial Test Studio

BOX Office tv Inc., New York, producer of industrial and business closed circuit tv, will open tv studio in New York in few weeks to test commercials for agency and clients, William P. Rosensohn, BOTV president, said Friday.

Mr. Rosensohn said negotiations have been underway for several months with leading advertising agencies. He claimed their reaction has been most encouraging.” It was understood that BOTV’s commercial testing will be patterned after that used by J. Walter Thompson Co. in its New York in-shop tv commercial studio. BOTV’s service, which will be supplementary to its industrial-business-large-screen telecasts, will be available to limited number of subscribers on yearly contract basis, Mr. Rosensohn said. Box Office will offer fully-equipped studio, film channels, film and live tv cameras, editing equipment, lighting, scenery and BOTV technicians and specialists.

Anti-Bait Code Drawn

VOLUNTARY move by 13 radio and tv stations in Cincinnati area to curb bait-switch advertising announced Friday by George C. Young, president of Cincinnati Better Business Bureau and chairman of Bait Advertising Committee of National Assn. of Better Business Bureaus. Stations adopted standards for copy acceptance of all advertising offers involving salesman’s visits to listeners’ homes, he said, praising cooperation in effort to curb advertising abuses.

COLORED SETS

COLOR tv has arrived—that is, the color of the tv cabinet. Emerson Radio & Phonograph is introducing 17-inch table model (model 1102, at $139.95 list price) in choice of eight pastel colors: carnation pink, citron yellow, French grey, willow green, sky blue, sedan ebony, butternut blonde and mahogany finish. According to Michael Kory, Emerson’s director of sales, pastel offering will permit matching of color motif of bedroom, children’s room, playroom, dining room, den, porch, patio “as well as living room.”

Quality Group to Add Weekend Daytime Hours

QUALITY Radio Group will add Saturday and Sunday daytime hours to full week nighttime coverage already offered advertisers, it was announced Friday after quarterly meeting of board in New York. Ward L. Quaal, QRG president, also announced that WGBS Miami, Fla., has been accepted as stockholder-member.

Group was shown new sales presentation by William B. Ryan, Quality’s executive vice president, drawing optimistic picture of future of radio through QRG’s plan. Board also approved organization plans and budget as submitted by Mr. Ryan.

In addition to Messrs. Quaal and Ryan, following attended meeting: W. Howard Summerville, WWL New Orleans and QRG vice president; Don Thornburgh, WCAU Philadelphia; Ralph Evans, WHO Des Moines; Chris J. Witting, Westinghouse Broadcasting Corp.; Frank P. Schreiber, WGN Chicago; C. T. Lucy, WRVA Richmond, and Frank Fogarty, WOW Omaha. Other board members (not present): John DeWitt, WSM Nashville; J. Leonard Reinsch, WSB Atlanta; Charles H. Crutchfield, WBT Charlotte, N. C., and James M. Gaines, WQAI San Antonio.

SECOND LOOK

WALL Street Journal ran optimistic radio story Friday which came almost month after its headlined “Radio Fading” article which provoked protests [B+E, April 4].

Last March, Journal ran lengthy article referring to sinking network radio revenues. Headline, however, encompassed all radio, did not spell out that article dealt with network radio only. On Friday, Journal made amend. It ran column and half story on local station sales gains by staff radio-television expert Joseph M. Guilfoyle. Story pointed up how stations are boosting local and national spot revenue through heavier and better audience and sales promotion, new programming ideas, merchandising and editorializing.

• BUSINESS BRIEFLY

POWDER PUFF • Lady Esther Face Powder will introduce its “whirled-in-lanolin” face powder with largest advertising expenditure that has been spent on any brand face powder in past 20 years, firm has announced. Campaign will consist of 13 weeks of saturation television spots in 21 major markets, in addition to magazine and newspaper campaigns. Blow-Bein-Toigo, N. Y., is agency.

AIR FOR AERO • American Home Products Corp., N. Y. (Aero Shave), through Geyer Inc., N. Y., planning television spot announcement campaign in 20 markets, effective May 23. Contracts run through end of year.

SIMONIZ ADDING • Simoniz Co., Chicago, adding several markets to its current radio campaign, effective May 16, for 13 weeks. Sullivan, Stauffer, Colwell & Byles, N. Y., agency.

SWEETS AND LOWE • Joe Lowe Corp., N. Y. (Frozen ice and ice cream confections), has bought participations on Pinky Lee show on NBC-tv, effective May 2 for 11 weeks. Firm will promote contest on show. Paris-Pearl, N. Y., is agency.

GOING SOUTH • Pharma-Craft Corp., N. Y. (Fresh deodorant), adding number of southern markets to its radio spot announcement campaign effective May 2 for 13 weeks. J. W. Thompson, N. Y., is agency.

Justice Dept. Ad Suit Won’t Stick, Link Says

GEORGE LINK, Jr., general counsel for American Assn. of Advertising Agencies, said Friday that AAAA is certain that it will be absolved of any antitrust violations if and when Dept. of Justice files complaint against it and media associations for maintaining agency “recognition” system, including use of 15% commission to agencies (see early story page 31).

Mr. Link said proposed complaint is same as that tried by FTC in 1923-30 and subsequently dismissed. That complaint was against AAAA, American Newspaper Publishers Assn., Southern Newspaper Publishers Assn., Six-Point League and American Press Assn. He noted that after seven years of litigation and full argument before FTC, case was dismissed, government made "no appeal and in effect found that AAAA’s and others’ operations did not violate antitrust laws. Since that time, he said, there have been no changes in law, although there have been some further interpretations. He noted that Justice Dept. had inspected AAAA files and those of “certain other leading advertising associations” for evidence of violations of antitrust laws by advertising industry. This search, he said, went back some 20 years. He said he had inspected government’s proposed complaint at conference Thursday with Antitrust Division attorneys.
WBRE-TV Always Head of the Class

The nation's first Million Watt Station serves a 70-mile radius, comprising 17-counties (plus) in N. E. Pennsylvania with a population of over 2,000,000.

ARB and PULSE surveys show that WBRE-TV has an average weekly share of audience of over 40% and leads by 23% to 400% over the other stations!

One station...WBRE-TV...delivers the viewers in the key marketing areas of Wilkes-Barre, Scranton, Hazleton, Sunbury and Williamsport.

Verified Set Count of 250,000 as of April 1955

Your Headley-Reed representative has these and many more facts to prove the consistent class leadership of WBRE-TV...he will be glad to show them to you.

WBRE -TV Ch. 28 Wilkes-Barre, Pa.
AN NBC BASIC BUY!
COLOR RATES

AT&T Friday asked FCC to extend to Nov. 30 prove experimental color tv rates for interconnection extensions. Present authority to charge experimental rates for color interconnections runs out May 31. AT&T instituted special color charges following FCC approval of applicable color standards early in 1954. It has asked for extensions periodically since then. Experimental color rates contain same charge as for black and white for mileage, but include special additional fees for terminal connections.

Pennsylvania Broadcasters Elect Connolly President

PENNSYLVANIA Assn. of Broadcasters Friday elected Joseph T. Connolly, WCAU Philadelphia, as president, succeeding David Ben- nett, WTPA (TV) Harrisburg, and passed resolutions asking negotiation with state athletic groups for "fair and equitable" fee for sports events, condemning bait-switch ads and double billing and charging free public time (also see story page 50).

Other officers: first vice president, Thomas B. Price, WBVP Beaver Falls; second vice president, Roy E. Morgan, WILK-AM-TV Wilkes-Barre; secretary, J. Wright Mackey, WRAK Williamsport; treasurer, T. W. Metzger, WMRF Lewistown; district directors—Thompson K. Casell, WATS Sayre; Phillip B. Hirsch, WFLI Erie; WBI Retzer, WYAM Altoona; Thomas E. Martin, WEEU Reading; directors at large—George Kohler, WFIL-AM-TV Philadelphia; Robert E. Trace, WMGW Meadville; Herbert Kendrick, WHGB Harrisburg; Leonard Kaplan, WCMAE Pittsburgh.

Subscription Television:

Opposition and Debate

NEW York State American Legion Friday passed resolution against pay-tv on ground it would deprive "thousands" of disabled veterans in hospitals of free television entertainment. Resolution asks national board of legion to urge FCC and Congress not to make ruling or pass legislation that would change "fundamental system of broadcasting and telecasting in the U. S. hitherto devoted to free entertainment, information, education and other programs."

At same time, NBC debate on pay-tv was scheduled for May 8, 4:430 EDT. Anti-subscription tv position will be made by theatre owner Alfred Starr, co-chairman of Organizations for Free TV. Pro-subscription tv spokesman will be Zenith-appointed, but was not yet known.

UPCOMING

May 3-6: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 5-8: American Women in Radio & Television, annual convention, Drake Hotel, Chicago.
HILL PROBES GET UP STEAM
Hennock files dissenting report, set-makers favor uhf tax aid, networks protest free time proposal, antimonopoly investigation asked of House committee. FCC seeks investigation funds .................. 27

ANPA, AAAA FACE ANTITRUST
Justice Dept. plans complaint citing agency recognition policy, 15% discount .................. 31

NTA BUYS $1 MILLION IN FILMS
National Telefilm contracts for 40 features, including movies from Alexander Korda, J. Arthur Rank ........... 46

PUBLISHERS PLAN COUNTER-ATTACK
Newspapermen note losses to tv, mount campaign to get back lost money ........... 46

B-T INTERVIEWS HAL FELLOWS
On eve of convention, NARTB president reviews major issues facing industry .......... 53

THE NEW TELESTATUS
B-T's weekly accounting graduates to monthly section. New features: perforated pages, information on color equipment in stations .......... 69

OPERATION CUE
Atomic test will tell how broadcasting would fare in emergency. Weather causes postponement .......... 77

LAMB DEFENDS BOOK ON RUSSIA
Erie broadcaster repeats denials of red ties. Sen. Kefauver also attests to his loyalty .............. 80

PAY-SEE COMMENTS HIT 5,000
Debates broadcast by networks put the arguments before the public .......... 82

ABC GETS ON ITS FEET
Network announces rise in billings, heavy schedule of new business and renewals .......... 84

AND IT GETS THE BISHOP
Prize-winning series featuring Bishop Sheen moves from DuMont to ABC Radio and Tel next fall .......... 84

NBC NAMES KEYS IN CHICAGO
Network names sales director for WMAQ-WNBQ (TV) .......... 86

MANUFACTURERS MERGE
Stromberg-Carlson, General Dynamics agreement includes Rochester broadcast properties .......... 87

CHROMATIC NAMES THREE
Cooley, Dressler, Patterson elected to vice presidencies .......... 88

MISSOURI U. HONORS TERRY
Denver broadcaster named winner of award for distinguished service in journalism .......... 91

CANADIAN ADVERTISERS MEET
Radio, tv in prominent spot on agenda at Toronto meet .......... 93

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Tops Again!

KTLA Heads The Parade

The spectacular Las Floristas Headress Ball, with a "circus" motif for its colorful floral creations, was presented to Southern California viewers in its full-color splendor by KTLA in cooperation with Motorola Television in many communities.

This marked the first time in television history that an indoor remote color telecast was ever attempted on the West Coast.

Another in the long list of firsts for KTLA!

KTLA Channel 5

LOS ANGELES

Represented Nationally by Paul H. Raymer Company
One of the most cherished of all American customs is honoring mom on “her” day. Though it be mother, ma, mum or maw – depending on her age and the region – the feeling’s the same in all hearts. M is for the millions of things she gave us…

M, too, is for the millions of moms who provide a loyal day-in-and-day-out audience for local TV personalities in these major American markets. Their regular viewing has become another strong ingrained American habit. Moms have skyrocketed their favorite local TV personalities into the most powerful sales force in their own communities—by doing as they do, and as they say. We love 'em!

It's an Old American Custom

Edward Petry & Co., Inc.
New York • Chicago • Los Angeles • Detroit • St. Louis • San Francisco • Atlanta

ABC Pacific Television Regional Network

*On air—Sept. 1st, 1955

REPRESENTED BY

Edward Petry & Co., Inc.
Basketball Broadcasts

EDITOR:

Re the item headed “Sports Stations” [B&T, April 25], WFOB-J-F, Fort Worth, Texas, well be proud of its record of sports broadcasts of basketball games last season, but it is wrong in the belief that it is the best record in the nation.

WDEV Waterbury, Vt., broadcast not only the A and B games, but also Class C, plus the A, B and C tournaments in the Green Mountain State, the New England Schoolboy tourney, the home games of Norwich Academy and part of the schedule of St. Michael’s College, Middlebury College and the U. of Vermont. My assistant, Arch Chapman, and I traveled 4,500 miles through the snowy Vermont winter to do the games and missed nary a one...

Ted Powers, Sports Director WDEV Waterbury, Vt.

Plane Time

EDITOR:

Congratulations to B&T for your excellent picture treatment of Bulova’s latest product, a non-punishment film [B&T, April 18]. We think the film dramatically tells how Bulova watches, mounted uncushioned on the outer parts of a jet plane, can receive and withstand sonic pounding.

Norman Gladney
Dir., Tv-Radio Sales Promotion Bulova Watch Co., Flushing, N. Y.

The Carolinas

EDITOR:

Your recent feature on the Carolinas [B&T, March 21] made the region come alive almost as much as an actual visit—a tribute to Frank Beatty’s vivid reporting. As a transplanted Carolinian who visits fairly regularly, I can testify to the surging feeling of confidence and expectancy one gets on seeing the building and activity going on in the two states.

These area pictures are basic information presented interestingly which, glory be, is a B&T habit that goes back a long time.

C. K. Carmichael
Benton & Bowles Inc., New York

Self-Inflicted Wounds

EDITOR:

If radio station managers would only absorb some of the advice offered by Kevin Sweeney in “Radio: That Dip Isn’t a Trend” [B&T, March 28] they might stop singing the blues and become reacquainted with the medium that, had it not been such a hardy one, would have been felled years ago by their frightened attempts at mass suicide and wholesale desertion...

Before there is any chance at all of winning back former radio listeners and advertisers, radio is going to have to thin out some of the commercials from its early morning schedules, free itself of the faddish notion that talkative disc jockies are a sure cure for radio’s ills, and convince itself once again that the nighttime hours should not be abandoned to television. Anyone who, on a weak tv night, has turned to the radio in fond hope of finding something new, novel, and intriguing wastes very little time in hastening back to mediocre television—feeling almost as if he had walked into a room where a cold corpse was lying undisturbed.

Although radio still likes to blame tv and the press for its troubles, the fact still remains that most of radio’s wounds are self-inflicted.

Bill Bennett, Publicity Dir. WBZ Muskegon, Mich.

Beacom to Baer

EDITOR:

In your April 11 issue, under the heading CLOSED CIRCUIT, I noted you listed J. Patrick Beacom as owner of WVVW and WJPB-TV Fairmont, W. Va.

This is incorrect and I am curious to know where you got your information. The controlling interest, 75% of all stock, is owned by D. D. Baer.

Donn D. Baer, Pres. WVVW and WJPB-TV Fairmont, W. Va.

[EDITOR’S NOTE: B&T apologizes for the reporter who forgot that last December the FCC approved the transfer of a 75% interest in the Fairmont stations from Mr. Beacom to Mr. Baer for $72,500 (B&T, Dec. 28).]

Tv Map Updated

EDITOR:

Marge Scanlan gave me the new list of television stations to go with the map... We think it is an excellent idea. When I came in yesterday morning I found my secretary completely surrounded by black ink, white ink, black dots, the old listing, the new listing, and the Standard Rate book and before too long she had completely updated the map. From now on she’ll be watching the new station list in B&T...

Linnell Nelson
Kudner Agency Inc., New York

[EDITOR’S NOTE: B&T has printed updated lists of tv stations in the U. S. and Canada on gummed paper, suitable for covering the earlier station lists on the Telecasting maps.]

Powerful Sales Tool

EDITOR:

On many occasions, we use B&T as a powerful sales tool in addition to the industry news. Several issues ago a story was featured on banking [B&T, March 28] and we had planned to use this story in preparation of winning an account... We were using this magazine to win one account and misplaced the issue. We badly need another copy of that issue with the story on the banking operation which used the early morning weather forecast...

W. J. Isenhower, Com. Mgr. WJOT Lake City, S. C.

Agencies Find Yearbook Helpful

EDITOR:

The very comprehensive Broadcasting Yearbook-Marketbook for 1955 is a valuable reference book to have... B&T is to be complimented for this useful service...

In fact, I’d like to take this opportunity to say that the weekly copy of B&T is also kept at hand in my office and its thorough coverage of up-to-date developments in the business makes it one of the outstanding publications in its field—not to mention the time it saves me.

Nicholas E. Kesely
Senior V. P., Radio & Tv Lennen & Newell Inc., New York

EDITOR:

After looking through the Yearbook-

Broadcasting • Telecasting
The road to a cemetery passed a golf course near a tee at which a foursome was waiting its turn to drive. A funeral procession came by; one old member of the group rose, removed his sun visor, and stood with head bowed in devout attention until the hearse was out of sight.

"Mac, you old coot," said one of his opponents, "we been playing golf together for twenty years, and that's the first time I ever see you show such tender feeling."

Mac teed up and carefully took a stance. "I figure it ain't a bit too much. After all, next Tuesday would have been our Silver Anniversary."

\* \* \*

Nominations are now open for a way in which that story can be twisted around to point out that the Amarillo area is first in the nation, again, in retail sales per household. Winner gets the original sun visor.

\* \* \*

**KGNC - AM & TV**

\* **Amarillo**

NBC and DuMONT AFFILIATE

**AM:** 10,000 watts, 710 kc. **TV:** Channel 4. Represented notionally by the Katz Agency
Whaddya mean buy
“Panorama Pacific”?

“Panorama Pacific” on the CBS Television Pacific Network delivers $12\frac{1}{2}$ times more viewing families per advertising dollar than the nationwide network early-morning show on competing stations.*

*PANORAMA PACIFIC is broadcast from 7:00 to 9:00 am, Monday through Friday, on KNXT Los Angeles, KPIX San Francisco, and KFMB-TV San Diego. These three stations together deliver more than 90% of the entire California market. For details and documentation, call the CBS Television Pacific Network...represented by CBS Television Spot Sales.
OPEN MIKE

MARKETBOOK, I know that it is sure to get plenty of use...

Jim Ducey
Cunningham & Walsh Inc.
New York

EDITOR:
You must know that it is a volume we use around here because we find it contains so many of the things we have to know so many times.

Elizabeth Black
Harry B. Cohen Advertising
New York

EDITOR:
I expect to refer to it constantly as I have your previous issues over the years.

Elizabeth B. Powell
Geyer Advertising Inc.
New York

EDITOR:
I appreciate the many hours I'll save out of 1955 because of the handy reference material it contains. Even though I have not been in this business too long, I have, nevertheless, learned to depend heavily and safely on the information contained in your publications. It would be quite a convenience if other fields of business could boast an informative and dependable trade publication such as B&T...

Frank Lowe
Anderson & Cairns, New York

EDITOR:
...will find this very useful and helpful in the future.

Martin C. Hansen
Compton Adv. Inc.
New York

Missionaries Do Too

EDITOR:
Both the Broadcasting Yearbook and the Telecasting Yearbook have proven invaluable aids in the work of our department and you should know that they are kept always within easy reaching distance of my desk. We refer constantly to the books as we work to place our radio program the Laymen's Hour and also in various community television projects.

Roy I. Madsen, Dir., Radio-Tv
American Baptist Convention Council on Missionary Cooperation

Handout to Congress

EDITOR:
I wish to express my sincere appreciation for a fine editorial in your April 18 issue entitled "The Lady and the Handout." I would appreciate a dozen copies of this editorial, if possible, to hand to my various congressional representatives in Washington.

Jim Hairgrove, Gen. Mgr.
KFRD Rosenberg, Tex.

Useful Articles

EDITOR:
Please advise if it is permissible to quote or reprint excerpts or entire articles from B&T for use in local station promotions, provided proper credits are given both the magazine and writers. We quite often see articles that would be helpful in our local promotions...

J. B. Shelton, President
WFMB (FM) Mayodan, N. C.

[EDITOR'S NOTE: B&T is glad to extend such permission, provided material is not quoted out of context and that credit is given.]

IN REVIEW

MR. CITIZEN
TO every man comes a moment of decision, a time when he can become a hero, risking his own life to help someone else, or when he can turn aside with a "it's none of my business" shrug or just stand there gaping and waiting for someone else to do something.

That is the basic premise of Mr. Citizen, which premiered April 20 on ABC-TV in the Wednesday, 8:30-9 p.m. period sponsored by Liggett & Myers Tobacco Co. for L&M filter cigarettes.

Each week, someone will be declared Mr. Citizen and awarded a trophy and a $1,000 U.S. Savings Bond on the program, following a dramatic presentation of his act of heroism enacted by a professional cast.

The new series got off to a good start with "Late for Supper," the story of bank clerk Don Gallagher, who left home last Dec. 17 with a Christmas shopping list from his wife, who missed his usual train in trying to get that shopping done and who therefore was in the station and on the spot when little Cathy Wheeler slipped through the space between the train and the platform and fell under the wheels of the standing train. While others stood and stared, Don tore off his coat and went down after the child. When he got home, he was greeted with: "Why are you late for dinner?" "Why didn't you complete the shopping?" and "What in the world happened to your shirt? I hope no one from the bank saw it dirty and torn like that."

Essentially a story of unplanned heroism, the program could easily have gone overboard with awed admiration. Instead, the fanfare was pretty much confined to the opening announcement. The drama itself was presented simply and humorously with many touches that made the characters believable—the pregnant wife's disinclination to take her tonic, the grandfather's insistence the family drive to town instead of taking the train, etc. For example, Robert J. Shaw's script set the pattern and Edward Byron's production, Charles Tate's direction and the acting all combined to carry it out. Even Allyn Edwards' presentation of the Mr. Citizen Award to Mr. Gallagher at the end of the program was handled without mawkishness, a process which a number of other TV programs could well emulate.

Production costs: Approximately $9.100.
Broadcast on ABC-TV, Wed., 8:30-9 p.m., sponsored by Liggett & Myers Tobacco Co. through Cunningham & Walsh.
Producer: Edward A. Byron; director: Charles Tate; assistant producer: Marx B. Loeb; editor: Peter McGovern.
Writers: Robert J. Shaw (who wrote the April 20 script) and Howard Rodman.
Set supervisor: James McNaughton; set designer: Maurice Gordon.
Featured players: Hal Holbrook, Nancy Kenyon, Beverly Lunsford, Elizabeth Lawrence, Kevin Laughlin, Jane Rose, Steve Thomas.

***

BOOKS
BASIC VACUUM TUBES AND THEIR USES,
by John F. Rider and Henry Jacobowitz.
John F. Rider Publisher Inc., 480 Canal St.,
New York 13, N. Y. 208 pp. $3 in paper; $4.50 in cloth.

WRITTEN for the general lay reader or elementary technical student, this book explains the theory and operation of basic types of vacuum tubes in simple language and with a minimum of mathematics.

BROADCASTING • TELECASTING
ALICE HEINECKE

representing

SESAC

The Best Music
In America

.... and an outstanding
Transcribed Library
Decision-makers with number one sellers are SOLD

Esso and the Marschalk & Pratt Division of McCann-Erickson are Sold On Spot as a basic advertising medium!

Esso—first in sales in the area where its products are sold—was a pioneer in Spot broadcasting. This is “The Esso Reporter’s” 20th year on the air—a testimonial to the value of Spot advertising. Spot Radio and TV’s total flexibility allows Esso to:

Change Copy To Fit Weather! Esso gears sales messages to changing local driving conditions. They’re on the air with a pitch for Spring changeovers the day the first robin hits town, and they sell anti-freeze hours before a cold snap comes.

Pre-select Audience! Esso’s heavy schedule of news programs reaches predominantly male audiences—the people who buy most of the automotive products.

Sell To Drivers! Spot Radio does the extra job of reaching drivers while they are approaching Esso Service Stations.

These Spot advantages can help you sell your product, too. Ask your advertising agency or an NBC Spot Sales Representative.

More and more advertisers are Sold on Spot, because more of their customers are Sold on Spot...and some Spots are better than others.
WILLIAM E. GOETZE is not at all dismayed by his new challenge of supervising overall operations of KFSD-AM-TV San Diego in his capacity as general manager—even though he never had worked previously on any radio or tv station. He contends that sound administration and an efficient and cooperative staff will overcome all obstacles—at a radio or television station, an advertising agency, a bottling company, or what-have-you.

This reference to a bottling company is germane because it was at his family's bottling company in San Francisco that Mr. Goetze began absorbing his theories about sound administration about 16 years ago. A wartime stint in the U. S. Navy as a public relations officer and post-war background at his own advertising agency in San Francisco, where he acquired a grounding in radio and television and other media, prepared him for the latest niche in his career. He was named general manager of KFSD-AM-TV last Nov. 15.

William Edward Goetze was born in San Francisco on Oct. 12, 1918, and smilingly acknowledges that his family was waiting for him "to grow up" so that he could take over the J. W. Goetze Co., a small bottling firm. His father died when Bill was eight, and his mother, Mrs. Lena Goetze, wanted him to carry on in the family tradition. Following his junior year at Stanford U., he was deemed sufficiently "grown up" to assume the reins.

Shortly after Pearl Harbor, he enlisted in the Navy. For much of the time he was assigned to public relations work. He recalls as his most noteworthy contribution during this period his service to Admiral Nimitz at the time of the Japanese surrender aboard the Missouri. He was discharged as a lieutenant senior grade in 1946, and at the same time decided to open his own advertising agency.

He sold the bottling company upon his return to San Francisco and early in 1947 purchased Harry Elliott Adv. in that city. A short time later he was joined by a partner, Phillip S. Boone, and the corporate name was changed to Elliott, Goetze & Boone.

From virtually a two-man operation, the agency flourished to the point that when Mr. Goetze sold out his interest last fall it employed 23 persons. It was during these seven and one-half years of agency work that Mr. Goetze gained a wholesome respect for radio and television.

He recalls that he was a fervid booster of spot "satisfaction" advertising in the San Francisco Bay Area at a time when it was not a general practice. In 1951, his agency spent about $15,000 a month for spot radio in the Bay Area on behalf of the local Pontiac Dealers.

In the early days of television, he re-counted, his agency was among the first to jump into tv. On behalf of the Quality Bakers of America, Mr. Goetze sold, prepared, directed and produced tv commercials in 1949 and 1950, centering around the bakery's sponsorship of the Oakland Oaks baseball games.

Up to last fall, Mr. Goetze was content with cutting a swath in Bay Area agency circles, partnering a firm that had acquired a reputation for highly-effective campaigns on behalf of clients. Among the agency's clients on a regional basis have been Falstaff brewing, Nash-Kelvinator, American Red Cross, Anglo-California National Bank and Quality Bakers of America. Mr. Goetze's industry had not gone unnoticed.

Unknown to him, his name was proposed as general manager of KFSD-AM-TV San Diego last fall, when the Fox, Wells Co. purchased the properties. He acknowledges he had no keen desire to leave San Francisco, but an exploratory trip to San Diego dispelled all misgivings. He accepted the position.

In the past four and a half months, the stations have undergone complete overhauling, according to Mr. Goetze. He has added substantially to the sales staffs of both stations and has revamped the programming substantially, in line with a philosophy that "personalties" on the outlets will pay off.

Mr. Goetze is unwavering on one point: the radio outlet and the tv station must be operated separately, with different staffs, and be competitive. For instance, the slogan at the radio station is "Help Stamp Out Tv." Mr. Goetze eyes the future with confidence. He expects both radio and tv billings to be higher this year than last year and offers some optimistic signs. At KFSD-AM, billings in March were double those of February, Mr. Goetze reported, and the prospects are for a "substantial increase" in local billings that will more than offset any loss in national business.

The outlook for the tv outlet, according to Mr. Goetze, is "great." He pointed out that KFSD-TV (ch. 10) will have another "strong talking point" by the beginning of summer: it will go to maximum power of 316 kw, subject to FCC approval.

Mr. Goetze is a tireless joiner of organizations but admits that his present duties preclude active participation in these groups, as well as spending time on his favorite sports—golf and fishing. He belongs to the Bohemian Club and Press & Union League Club in San Francisco, the Konakai Club and the Public Relations Society of America, to mention a few.

Mr. Goetze lives with his wife, the former Mildred Fenton of New York, and their son, Gardner William, on Point Loma, overlooking the harbor.
32 COUNTIES Report
Consistent, Clear Reception
During FIRST TWO WEEKS of Operation

Your Best KBET in TV
Channel Ten . . . Sacramento

10 COUNTY BONUS
Right from the start KBET-TV guaranteed 22 county coverage — but within only two weeks . . . more than 2,000 pieces of mail were received from 32 counties reporting the finest reception ever and enthusiastic praise of the programs. This 10 county bonus is yours . . . at no extra cost. Another reasons why “Your Best Bet” is KBET-TV Channel 10 — Sacramento.

- Sacramento’s 1st VHF Channel
- Full Power 316 KW
- Antenna 2500 Feet above Sea Level
- Finest Picture
- Best Programs
- Ready for Color

YOU CAN’T FULLY COVER CALIFORNIA without KBET-TV — Sacramento

Not only do you reach more than 300,000 TV Families — but also a market with an income of 53% ABOVE NATIONAL AVERAGE. SACRAMENTO alone . . . a dual capital . . . is headquarters of the state government, and a business center of a vast inland empire. Here is a market of more than two million people with TWICE the buying power of the city of Boston, TWICE the retail sales of the city of Pittsburgh . . . a growing market, increasing at the rate of 2,500 persons per month. For your TV dollars “Your Best Bet” is KBET-TV . . . Channel 10 . . . Sacramento.
on all accounts

WITH MUCH of the burden of buying time for an agency that bills over $11 million annually in radio-tv, Geoffrey Wade Adv's David S. Williams tackles the task with a veteran's air that belies his 34 years.

As radio-tv time and space buyer at Wade's headquarters in Chicago's Kemper (Civic Opera) Bldg., Mr. Williams talks keenly and perceptively about his role in the highly-competitive media picture.

Mr. Williams is an eight-year veteran of an agency which handles something over $11 million a year in broadcast billings. Wade's chief radio-tv account is, of course, Miles Labs of Elkhart, Ind.

At the present time, Miles has an estimated $3 million tv spot campaign running on roughly 140 stations in about 110 markets at a rate of 700 announcements per week.

Mr. Williams is primarily a spot buyer on Miles and any other accounts which may become active from time to time. He joined the Wade agency in June 1947 as assistant to the time and space buyer on the theory that agency experience would prove more rounded and balanced than any other for a young man who majored in advertising at Northwestern U.

David Sidney Williams, who is a native Chicagoan (born June 4, 1920), attended Northwestern U. while working parttime at Wilson Sporting Goods. He graduated from Harrison High School and launched his business career in 1938 with the Wilson firm.

From 1942 to 1946 he served with the U. S. Navy aboard a destroyer in the South Pacific and later worked in public information for the Naval Air Corps in Cleveland. After service he joined Kellogg Supply Co. (a subsidiary of Western Electric Co.) in sales promotion. Then came the break with Geoffrey Wade Adv.

Miles is on network tv with participations in CBS-TV's Garry Moore and Robert Q. Lewis shows and NBC-TV's Ding Dong School, Tennessee Ernie and World of Mr. Sweeney. On network radio it has NBC's Break the Bank, Just Plain Bill and News of the World. Within the past year Miles has concentrated more heavily on tv but radio continues to derive its proportionate share of the agency's broadcast budget.

Mr. Williams married the former Helen Cronin. They have two boys, David, 7, and Craig, 1. For relaxation, Mr. Williams likes golf and woodworking. He belongs to the Chicago Federated Advertising Club.
Once more KTVH leads the popularity parade by carrying all 15 of the 15 top weekly shows and 9 of the 10 top multi-weekly shows according to the Wichita-Hutchinson area Telepulse report for the week of March 1-7.

“Windy” invites you to join the “Blue Ribbon” list of advertisers who are now taking advantage of KTVH’s dominance of the TV audience in the rich mid-Kansas area. Do it—by contacting a KTVH representative, today!
More North Carolinians Listen to
WPTF than to
Any other Station*

SOURCE: HEISEN COVERAGE SERVICE

WPTF
680 KC
50,000 watts

NBC Affiliate
for RALEIGH-DURHAM
and Eastern North Carolina

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

R.H. MASON
General Manager

GUS YOUNGSTEADT
Sales Manager

National Representative FREE & PETERS
CONGRESS PUTS STEAM BEHIND RADIO, TV INVESTIGATIONS

- Hennock assails FCC policy, network-vhf monopoly
- Setmakers advise tax relief to boost uhf
- Networks blast proposals for free campaign time
- FCC asks money for budget, industry investigation
- House committee gets tv monopoly probe request

IF THERE ever were any convictions that the 84th would be a "do-nothing" Congress in matters affecting radio and television, they were rapidly being dispelled last week as broadcasters found themselves under the spotlight of what may turn out to be a three-ring circus of Washington investigations.

Senators and congressmen sensitively aware of the public's unabating interest in two of its main pastimes—tv and radio listening—turned their attention toward these media in actions last week which had at least one thing in common: All were tuned in sharply to the American voter.

Last week's activity:
- The Senate Interstate & Foreign Commerce Committee, which is expected soon to announce the beginning of hearings for what is likely to be the toughest investigation ever made into radio and tv, last Friday received the last of preliminary reports it had requested in preparation for the hearings—the "separate views" of FCC Comr. Frieda B. Hennock. Comr. Hennock, in 68 typewritten pages, criticized suggestions by former committee counsel Harry Plotkin and Robert F. Jones for aiding uhf television, and the FCC majority's report on these suggestions.
- Earlier in the week, Chairman Warren G. Magnuson (D-Wash.) and his Senate Commerce Committee had met with television set manufacturers representing 90% of the nation's set production, in efforts to solve one of the main uhf problems—that of producing all-channel tv sets. The tv setmakers rejected a proposal that they agree to make only all-channel sets, but were in agreement that removal of the 10% federal excise tax (as presently proposed in Congress) would give them sufficient incentive to turn to uhf-vhf set production.
- In testimony to another Senate group last week, two network vice presidents testified on a subject close to congressional hearts—and pocketbooks: proposals to require broadcasters, by FCC mandate, to give free radio and tv time to presidential and congressional candidates. CBS Vice President Richard Salant and NBC Vice President Joseph V. Heffernan told a Senate Elections Subcommittee that such proposals would cause enormous losses, especially with the application of the "equal time" section of the Communications Act. Comr. Hennock, also testifying, repeated previous proposals advocating free time.
- Funds for the FCC's long-hoped-for study of the broadcasting industry appeared to be near possibility last week with announcement that a Senate Appropriations Subcommittee, headed by Sen. Magnuson, will hear the FCC Thursday on a House-passed bill giving the Commission $6,870,000 for fiscal 1956, with $80,000 earmarked for the proposed FCC study. Sen. Magnuson, it is said, is inclined to be receptive to the FCC's plea for the funds.
- A third investigation of the broadcasting industry—this time in the House—loomed as a possibility last week in the remarks of Chairman J. Percy Priest (D-Tenn.) of the House Interstate & Foreign Commerce Committee. Chairman Priest, commenting on a request by Rep. James Quigley (D-Pa.) that the committee investigate "monopoly in television," said his group may go into the "whole broad field" of radio and tv when it has disposed of legislation now before it.

HENNOCK DISSENTS

THE FCC's "dissenting" commissioner—to the surprise of no one—last week tossed into the Senate Commerce Committee's investigation of networks and uhf-vhf a 68-page production that not only disagreed with an earlier report by her FCC colleagues, but also belabored the majority and minority reports submitted in February by former committee counsel Harry Plotkin and Robert F. Jones.

Comr. Frieda B. Hennock, in lengthy and belated "separate views" which came six weeks after the FCC majority filed its report on the Plotkin and Jones recommendations, charged that the public is being deprived of 85% of tv, that "network monopoly controls and is strangling tv" and that "inaction" by FCC and the Congress is destroying uhf.

She called for a campaign to inform the public it is missing 85% of tv, for measures to make all-channel sets available, for FCC action "correcting the monopolistic scarcity" of network programming and for an "immediate, vigorous" congressional investigation of "monopoly" by networks.

The Hennock report was released Friday from the office of Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

Sen. Magnuson's office made it clear that he was following the same procedure with Comr. Hennock's remarks as he had with remarks made by the Commission majority. His separate views, a statement said, will be given consideration along with the majority FCC view now being considered by the committee.

The senator himself was in his home state on a business trip when the lady commissioner's lengthy report was submitted.

Comr. Hennock said the Plotkin, Jones and FCC reports "suggest delay and study instead of immediate remedial action," and that since she feels such immediate action by Congress is necessary, she is submitting separate views.

She said the public has been kept uninformed that the sets it has bought and is buying cannot tune into uhf, and that this set incompatibility, unless checked, will wreck uhf. She said Mr. Plotkin ignores the fact that a major reason for the "uhf debacle" is the "long line of decisions by the Commission preferring and advancing uhf over vhf"—starting, she said, with the 1952 Sixth Report & Order allocating channels.

She compared the "pattern . . . used to destroy . . . uhf" with that "used to stunt the development of fm—no sets, no network programming, no advertising."

Present disparities between uhf and vhf, which she said Mr. Plotkin imputes to technical difficulties, could be eliminated by appropriate FCC action and the production of suitable uhf transmitters by manufacturers, Comr. Hennock said.

She said Mr. Plotkin disregards the idea of a change of all tv to uhf for "erroneous reasons based on inadequate data," and said the committee should "look very carefully into the necessity" for vhf channels by the military. She added that the committee obtain both nationwide all-uhf and all-vhf allocation plans from the FCC for study.

Comr. Hennock called intermixture of uhf and vhf the "main fault" of the basic allocation plan and criticized Mr. Plotkin's "selective de-intermixture" proposal as "inadequate" and "harmful," offering only "illusory" benefits to a few uhf stations. She called for a nationwide plan creating an equitable proportion of
BROADCASTING INVESTIGATIONS

ufh-only communities in large metropolitan areas and for a study of information showing the extent of intermixture.

She said the Jones report “marshals the facts showing the suppression of uhf, and deals with network practices, but suggests no effective remedies.” She said Mr. Jones says “too much stress” on operation of the natural laws of economics, whereas she feels the “barriers to uhf’s success can and must be leveled by decisive action.”

The FCC’s majority report to the committee, Comr. Hennoch said, “accurately diagnoses the existing situation when it states that the lack of uhf-vhf sets is critical and that the uhf crisis was precipitated in part by program limitations. However, it completely fails to prescribe any effective remedies for the illnesses it diagnoses, and prefers to let the passage of time take care of them.”

She said that despite FCC’s statement to the Potter subcommittee last year that intermixture puts uhf at a serious disadvantage, the majority, “after this lapse of time, can only “offer to inquire into the feasibility of selective deintermixture.” She urged reduction of uhf power and antenna height, and added, “The Commission need not feel shackled by the Sixth Report & Order. Intermixture was an avowed error, so let it be remedied, even if a Seventh Report & Order is necessary.” She said the FCC gets ready to act on a proposed “extensive investigation” on program distribution, “the demise of uhf will be a fait accompli.” She asked for immediate rule-making for “equitable distribution” of network programs to uhf and vhf stations alike.

She said the FCC’s current proposal to investigate the entire broadcasting industry should be conducted by the Senate Commerce Committee instead, with “close cross-examination of all the important witnesses.” She said a protracted FCC investigation would “spoil out the doom of uhf.”

She said that although the FCC’s 1938-39 hearings found monopoly in radio broadcasting by networks, its Commission’s Chain Broadcasting Regulations, announced in 1941 and upheld by the Supreme Court in 1943, have proved inadequate to insure “free competition in broadcasting.” She asked that Congress put networks under FCC regulation.

The congressional investigation she recommends, Comr. Hennoch said, should ask these questions: (1) Should networks be permitted to dominate and control tv? (2) Why is American business unable to procure advertising time on tv? (3) Should networks be allowed to own tv stations? (4) Should networks be allowed to produce and syndicate motion pictures? and (5) Additional matters such as subscription tv, tv transmission to service, impact of network practices on national spot business and extent of network control of talent.

SETMAKERS FAVOR TAX AID FOR UHF

SOME 35 representatives of about 20 television set manufacturing firms agreed almost unanimously last week in a closed session with the Senate Commerce Committee that elimination of the 10% excise tax on all-channel tv sets will remove the bottleneck caused in uhf broadcasting by lack of uhf set circulation.

These executives—in a two-hour discussion with Chairman Warren G. Magnuson (D-Wash.) and five other members of the committee—rejected as unworkable two other proposed solutions to the uhf problem posed by Sen. Magnuson: (1) legislation making illegal the shipment in interstate commerce of tv sets not capable of tuning in both vhf and uhf and (2) any kind of voluntary agreement among set manufacturers to produce all-channel sets only.

At a news conference after the meeting, Sen. Magnuson—who said the officials present represented about 90% of tv set production—said the manufacturers’ proposals were “very sympathetic” to the uhf dilemma and some have “done a great deal” toward solving it.

But, he added, there are antitrust aspects in any agreement among manufacturers, and they should have to make only all-channel sets. He said exemption of the 10% excise tax on all-channel sets would just about make up for the price it costs the manufacturers to make sets for uhf.

The Treasury Dept., which fought a similar tax exemption proposal during the 83d Congress on grounds it would take away a large slice of government revenue, had no representative present at the last meeting. A spokesman said the Treasury Dept. was not among those invited.

Asked whether he thought such a tax exemption proposal might get through the Senate, he said, “In the short interest we might sustain this.” But, he said, any proposal to remove excise taxes opens up “a Pandora’s Box” of evils. Everybody, he indicated, wants a tax law passed to his own benefit.

Rep. Frank Ikard (D-Okla.), a junior member of the House Ways & Means Committee, which handles tax matters, has introduced a bill (HR 4070) to exempt all-channel sets from the excise tax.

Sen. Magnuson said manufacturers did not stand to gain additional profits from such a tax exemption and that such a measure would be solely to stimulate the sales of all-channel sets.

Sen. Magnuson said Allen B. DuMont Labs and Hoffman Electronics Corp. had sold some all-channel sets at no extra cost. To a question asking why other tv set-makers had not followed suit, a committee spokesman explained that both firms sold the all-channel sets at lowered prices to reduce heavy tv set inventories.

Other senators present at last week’s session were A. S. Mike Monroney (D-Okl.), Alan Bible (D-Ohio), Robert C. Byrd (D-W. Va.), Andrew Schoeppe1 (R-Kan.) and Frederick Payne (R-Me.). Also present were Sidney Davis and Robert L’Heureux, majority and minority counsel, respectively, for the committee’s current investigation; Nicholas Zappel, the committee’s professional communications counsel, and former Sen. C. C. Dill, who as a Democratic senator from Washington helped create the old Federal Radio Commission and was author of the Communications Act of 1934. Mr. Dill is acting as a legislative consultant to the committee at Sen. Magnuson’s request.

A proposal to remove the 10% excise tax on uhf sets was offered at the 83d Congress by former Sen. Edwin C. Johnson (D-Colo.) in an amendment to a catch-all tax bill (HR 6440) [BTC, May 17, 1954]. After a hearing on the proposal by the Senate Finance Committee, during which the Treasury Dept. official testified that elimination of the tax would deprive the government of some $115 million yearly revenue, the Johnson proposal was changed to a $7 tax credit on each uhf set, which the Treasury Dept. estimated would result in a $15 million loss to the government [BTC, Aug. 2, 1954]. But the bill died on the Senate calendar anyway [BTC, Aug. 23, 1954].

Industry executives, all of whom were given a chance to present their viewpoints at the session last Monday, were:


NETWORKS TAKE STAND AGAINST FREE TIME

TWO network executives opposed free radio-tv time for political candidates and FCC Comr. Frieda Hennoch reiterated support for free time in testimony last week before a Senate Elections Subcommittee.

The subcommittee headed by Sen. Thomas C. Hennings (D-Mo.), who has been holding hearings on a bill (S 636) to revise federal election control laws and raise the limits on campaign expenditures, heard arguments.

In a searching interchange at Sec. 315 of the Communications Act (which requires broadcasters to give equal time to candidates of any and all parties) by CBS Inc. Vice President Richard Salant. Mr. Salant, who blamed the implications of Sec. 315 for CBS’s reluctance to dole out more free time in the 1952 and 1954 election campaigns, said radio-tv networks and stations giving free time under the law might be forced to give away $10-$15 million worth of it during a presidential election year.

2. Similar opposition against free time to candidates by NBC Financial Vice President Joseph V. Heffernan, who made a counter-offer from NBC providing for advance reservation of 30 minutes time on the network to reduce pre-emption costs and sale by NBC and its odoa stations of five-minute periods on a rotation-of-schedule basis and one-minute periods in some programs (see separate story, page 30).

3. A renewed request by Comr. Hennoch that candidates be given free time on the "people’s airwaves" and a proposal that Congress authorize a joint congressional and presidential commission to implement her plan. Comr. Hennoch conceded the request might be shared by the public treasury if they should prove an "excessive burden" on radio and tv stations.

Rep. Stewart L. Udall (D-Ariz.), who has introduced a bill (HR 3139) in the House identical to S 636, also testified at the Tuesday meeting.

Mr. Salant said CBS Radio and CBS-TV time sales during the 1952 campaign were somewhat short of $1 million. He cited the networks' extensive pre-convention coverage, most of which he said was sustaining. Not only did CBS carry free the acceptance speeches by Gen. Dwight Eisenhower and Gov. Adlai
Stevenson, he said, but also those of the candidates of seven other parties. He described radio and tv post-convention coverage and political features by CBS.

He said paid broadcasts constituted only a fraction of total political coverage, adding, "We certainly do not profit—or even profit—from political campaigns." Most of the time bought by political parties already had been sold to other sponsors, he said, adding that CBS' 1952 political coverage resulted not in a profit, but a loss running into seven figures.

He said there had been a diminution of CBS' presentation of candidates after the presidential nominations "and we regret it." This phenomenon, he said, was caused by Sec. 315 of the Communications Act, which requires the broadcaster to treat each candidate "with mathematical and qualitative equality," both as to amount of time and general time period. Sec. 315, he said, unjustly kept him from covering political campaigns, and presenting candidates, as extensively as and intelligently as we would otherwise do.

Under the section, he said, a candidate seems to be chosen anyone, who if nominated or elected, would accept, including write-ins.

He cited the case of one pre-convention candidate, Charles R. Schneider, who, he said, thought both the GOP and Democratic Party were "in the red". Mr. Schneider persisted in requests for free time, finally announcing for GOP presidential nomination by filing in two state primaries. Mr. Schneider took us to court and the FCC (the court reversed the case to the new FCC being under FRC jurisdiction). The FCC ruled that he was entitled to the protection of Sec. 315.

Such people, Mr. Salant said, need few qualifications and "a chance at the protection of the public's air" and have a "natural monopoly" of the available spectrum. Railroads and airlines also have natural monopolies and are licensed by the government, he said, and newspapers have second class mailing privileges. Yet no one asks that these groups furnish services free to candidates. Mr. Salant said if CBS-TV were to give a half-hour of evening time weekly to each of 18 presidential candidates for the eight-week 1956 election campaign, it would cost the network and its affiliates $400,000 for each candidate or a total of $7.2 million. Similar losses would be felt in congressional campaigns over its 2,126 clear stations and stations, he said.

Those who so blithely announce that all federal candidates are entitled to free time, "are being blithely blind to other people's money, manpower and facilities," he said, adding that such a proposal would cost all radio and tv networks and stations $30-$50 million in every presidential election year and $7.5-$15 million each two years in between.

Limiting eligibility of parties and candidates would serve to "crystalize" the two-party system, he said, adding that all parties— including Democrats and Republicans—were small when they began. Federal subsidies in buying time, he said, would bring up the difficulties of how the money would be allocated and to whom. "We think it clear," he said, "that the commandeerung proposal is so unfair and so unworkable and of such doubtful constitutionality that it should be rejected."

Mr. Heffernan said there would be about 42 million tv sets by the time of the 1956 presi- dential campaign and that 43.6 million (91% of all U.S. families) live within range of at least one tv station.

While there was only one paid political speech program in 1948 there were 34 in 1952. He estimated a half-hour on 130 NBC-TV stations today costs $52,500. He said tv can reach a greater audience per dollar than any other medium except radio. Costs for a half-hour on the 53 basic NBC-TV stations would be about 3/10 of a cent for each person over 21 in 250,000 tv homes, he said. He cited NBC Radio rates and said $55 paid political programs were carried in 1952.

Mr. Heffernan, too, cited the profession of political parties in objecting to free time proposals: "It is not comforting to consider the number of people and the probable advantage of a rule under which they could appear on a national television network, at no cost to them and for the same length of time as the two major candidates for President. Such a plan also would place radio and tv at a competitive disadvantage with other media, he said.

Mr. Heffernan cited NBC networks' public service political programming during 1952 and said similar and probably additional program- ming would be aired in 1956.

Chairman Hennings, referring to the NBC proposals, told Mr. Heffernan he was "heart- ened to know" that NBC has "come forward now with a constructive suggestion and proposal which you are ready and willing to put into effect."

Comr. Hennock said that "in a democracy it is axiomatic that there is no more important service in the public interest to be rendered by licensees during the election period than to present the public with their political candidates, their issues. Therefore, he said, tv and radio should be made available by a formula which would allow on an equal basis to the candidates of the major political parties."

She said costs of radio and tv at election time are so great that there is grave danger that the outcome of our elections will depend upon the war chests of the candidate and his party and not upon the intrinsic worth of their qualifications.

Comr. Hennock said there admittedly are difficulties in making free time available for candidates. "But this is a problem that must be faced", that the airwaves can be a means of improving or desiring "true democratic system," and that "it is up to the Congress to determine what that choice shall be."

She said if making such time available causes an "excessive burden" on radio and tv stations, "there is no cost that should be imposed by the public treasury." These burdens will not be too ex- cessive, she believed, if arrangements for time are made in advance so as to avoid the cost of pre-empting sponsored programs.

Said S 63 should be intended to au- thorize creation of a joint congressional and presidential committee to recommend a pro- gram and legislation which can be put into effect before the 1956 campaigns.

Hennock for Hennock

Comr. Hennock said she spoke individually, and not for other members of the FCC, in her free time proposal. Asked by Sen. Carl T. Curtis (R-Neb.), only other subcommittee member present besides Chairman Hennings, why she felt radio and tv stations should give free time, she said because they are "in the public domain." This is evident, he said, in FCC's reservation of 252 educational tv channels. Sen. Curtis asked if she thought the government owned the airwaves. "Yes," she said.

Sen. Curtis asked if she felt "free service stations should contribute free gasoline or if the owner of a meeting hall should contribute its use to a candidate's campaign. She replied that radio and tv are different, since they are licensed by the government.

The Nebraska Republican cited the instance of a "small tv station in a rural community, financed locally and not controlled by New York or LaSalle Street"—one, he said, which does not have its taxes or its salaries paid by
NBC TO RESERVE CAMPAIGN TIME

TV network to sell five and one-minute periods during the '56 campaign. Larger blocks of time in prime broadcast periods also will be reserved for such sale.

OFFER was made by NBC last week to make available for sale both five-minute and one-minute time periods on its network for political broadcasts during the 1956 election campaigns. The network also proposed to reserve for political sale blocks of regular commercial use, normally half-hours, in the fall of 1956.

The proposals were made by Joseph V. Heffernan, NBC financial vice president, in a statement before a Senate Elections Subcommittee. Reviewing the background of the offer, Mr. Heffernan stated that during the 1952 presidential campaign the network incurred costs directly in connection with political broadcasts on NBC-TV alone amounting to about $175,000.

Mr. Heffernan outlined a four-point program, which NBC believes will "serve the dual objectives of reducing costs and creating flexibility in the use of tv during political campaigns." In addition to the five and one-minute network time periods proposals, Mr. Heffernan said, NBC is prepared to withdraw from sale to regular commercial sponsors a "reasonable number" of prime evening time periods during the fall of 1956, and also make available five and one-minute periods for sale for local political broadcasts on its five owned tv stations and five owned radio outlets.

Mr. Heffernan explained that the five-minute periods would be offered to candidates and parties on a rotating basis, with the network cutting short by five the reserved periods on any one regular one-hour and half-hour programs. He said the one-minute announcement could be used on Today, Tonight and Home programs, enabling candidates to "reach a large cumulative audience at nominal cost."

Amplifying on the proposal to withhold certain time periods from regular commercial use for availability to political parties and candidates, Mr. Heffernan said:

"These time periods would normally be half-hours, to carry the main speeches of presidential candidates. The principal objective here is to schedule the broadcasts early enough to avoid the costly pre-emption charges which would otherwise result."

He emphasized that NBC's proposals would be effective only if the network received advance cooperation from national committees. He said they must work out "immediately" with NBC the specific blocks of time they want reserved, and also must place "a firm order for the reserved time well in advance of November 1956—say by May 1955."

The network, he added, will "balance the availability of these time periods among the various parties."

the government. On what basis, he asked, can I say you have to give me that property?"

Commr. Hennock replied that no matter how much the station spends, it must show it is operating in the public interest.

Hypothesized Sen. Curtis: "My political party may feel it's in the public interest and we might require time, in the guise of 'public interest,' to send out our propaganda all over the country."

When Sen. Curtis asked if he thought free time could be made available in primary elections, she charged him with avoiding the "details," and talking in "generalities."

Sen. Curtis asked if newspapers ("which use mail service") should give free ad space or if trucks on highways ("highways belong to the people") should give their services free. Commr. Hennock replied that the senator was confusing public and private interests.

She said New York Gov. Averell Harriman, while campaigning for that office, was refused the opportunity to purchase evening tv time.

NBC Denies

(Later, NBC's Mr. Heffernan denied this was true and said his firm sold at least a half-hour time to Mr. Harriman Nov. 1, 1954, and two half-hours, Oct. 2 and 16, to the New York State Democratic Committee, which, he said, could have been taken by Mr. Harriman.)

Asked by Sen. Curtis if she thought free time the "daily solution," Commr. Hennock said that perhaps the government can "help purchase time."

Sen. Hennings said the subcommittee is "not prepared to say we should require stations, by edict, to give their time away."

Differing with Mr. Salant on the profits of political campaigning, Commr. Henneock said, "I was amazed to find more and more political time has become most profitable for stations."

She added: "I'm not here to have the licensees lose money," and added that perhaps the government should buy time and make it available on an equal basis.

TV MONOPOLY PROBE
ASKED OF HOUSE UNIT

THE House Commerce Committee last week was asked by Rep. James M. Quigley (D-Pa.) to launch a "full scale investigation into the question of monopolies in television."

Chairman J. Percy Priest (D-Tenn.) said Thursday, although he has not seen Rep. Quigley's proposal, his committee will conduct an investigation "if we can find that there's anything that needs investigating." Right now, Chairman Priest said, the committee has a lot of legislation that it is trying to get out of the way. "But we may go into the whole broad field of radio if an investigation is desired," he indicated.

However, the Tennessee Democrat said, if Rep. Quigley's complaint is a question of monopoly only, that comes under the jurisdiction of the House Judiciary Committee.

Rep. Quigley referred a list of "five possible changes in policies with sale of regular bere" suggested by Louis F. Appell Jr., president of WSB and WSBA-TV (ch. 43) York, Pa. These proposals, Rep. Quigley said, merit "careful consideration."

The Pennsylvania Democrat said the FCC "has permitted hundreds of television broadcasting stations to come into being throughout this country on the grounds that they were necessary to place the tv industry on a truly competitive basis. However, there is some evidence that while the FCC has been giving lip service to the American ideal of competitive enterprise, it has been, at the same time, issuing decisions and regulations which make true competition difficult."

The suggested changes in practice, all of which have been proposed at various times to help the plight of uhf broadcasters, were:

1. Reduce uhf power in the "thickly populated East."

2. Require location of transmitters "as close as possible" to cities where they are assigned.

3. Substitute uhf for vhf channels in areas where allocations are "overwhelmingly uhf (so-called selective de-intermixture)."

4. "Force networks to liberalize affiliation policies so that one station cannot monopolize two or more networks over a wide geographic area."

5. Remove the excise tax on all-channel tv sets.

WSBA-TV was one of four uhf permittees in York and Harrisburg who filed a joint statement with the Senate's Potter Communications Subcommittee last summer complaining that WGAL-TV Lancaster (ch. 8) was planning to send a strong vhf signal into York and Harrisburg.

FCC TO ASK FUNDS
FOR BUDGET, PROBE

THE FCC goes before a Senate Appropriations subcommittee at 3:30 p.m. Thursday to testify in justification of a House-passed appropriations bill (HR 2240) which would give the Commission $6,870,000 for fiscal 1956, with $80,000 of it earmarked for an FCC study of the broadcasting industry.

And it's very likely the beefed-up FCC budget—representing a House increase of $170,000 over original recommendations of the President's Budget Bureau—may get by the Senate Independent Offices Appropriations Subcommittee.

The subcommittee is headed by Sen. Warren G. Magnuson (D-Wash.), who also is chairman of the Senate Commerce Committee, which has jurisdiction over the FCC and which is conducting an investigation of its own into networks and uhf-vhf problems.

Although the Washington Democrat may put some pretty close questioning to the FCC about just what that agency intends to do with the $80,000 proposed for the study, Sen. Magnuson is disposed to be generous with the Commission, a spokesman said, because he feels the Budget Bureau had had the FCC too long on a "bread and water" diet (BWT, April 4).

The balance of the $170,000 increase passed by the House would go to maintain the status quo of the FCC's staff (about 1,030) to continue work on the tv applications and other backlogs.

Other members of the Magnuson subcommittee are Democrats Lister Hill (Ala.), Allen Ellender (La.), A. Willis Robertson (Va.), Richard Russell (Ga.), John McClellan (Ark.) and B. R. (Baron) Jordan (Tenn.), and Republicans Everett Dirksen (Ill.), Leverett Saltonstall (Mass.), William Knowland (Calif.), Joseph McCarthy (Wisc.) and Charles Potter (Mich.).

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BROADCASTING • TELECASTING
JUSTICE DEPT. THREATENS ANPA, AAAA ON ANITTRUST COUNT, INVITES PARLEY

Government complaint takes issue with publishers’ and agency association’s practice in establishing ‘recognition list’ of agencies and calling for 15% commission.

THE question of conferences between the Dept. of Justice and the American Newspaper Publishers Assn., American Assn. of Advertising Agencies (AAAA) and other media associations must be answered soon, following last week’s announcement by Attorney General Herbert Brownell Jr. that a complaint against the ANPA’s advertising agencies’ recognition list and its proviso that agencies charge 15% commission was being drafted [CLOSED CIRCUIT, April 25].

The conferences are an attempt to resolve the situation before the Justice Dept. files its complaint.

At week’s end, nothing had been heard by the NARTB. Speculation within the advertising and broadcast fields was that no complaint would be made against NARTB and that no invitation to meet with the Justice Dept. would be received.

In answer to a direct question regarding radio and tv, Attorney General Brownell said, "I’m not prepared to answer that as yet."

One report said that a "radio association" was among the organizations listed in the proposed complaint.

Other associations which are believed to be involved include Publishers Assn. of New York, Periodical Publishers Assn., Associated Business Papers and the Agricultural Publishers Assn.

Gist of the proposed Justice Dept. complaint is that publishers and the AAAA conspired to restrain trade unreasonably in advertising in establishing a "recognition" list of agencies, a provision of which requires the charge of 15% commission.

Disclosure of the government’s threatened suit was made by Elisha Hanson, ANPA counsel, during Thursday’s session of the ANPA convention in New York (see story, page 46).

Mr. Brownell’s statement was issued later that day in Washington.

Mr. Brownell’s statement was as follows: "About a year ago the Justice Dept. announced it was making a study to determine whether there was any antitrust violation in the plan under which certain publisher associations operate what is known as a ‘recognition system.’"

"The essence of that system is that the association established certain standards which must be met by an advertising agency before it can deal with the publishers who are members of the association.

"One requirement is that a compulsory 15% commission be maintained for the agency placing the advertising with some publication.

"Our study has been completed and publishing associations are being so notified.

"The ANPA last year asked for conferences under the procedure we have established where an antitrust suit is pending and we endeavor to settle it amicably by pre-filing conferences.

"The Department has agreed to have those conferences. We so agreed last year.

"They are now being notified that a complaint is contemplated, as our study indicates violation of the antitrust laws, and if they so desire, the conferences will now be held."

Mr. Hanson said:

"The ultimate result, if the government prevails in this proceeding, will be as effective a control over the operations of the press in this country as has been achieved elsewhere throughout the world in those unfortunate countries whose people in the last decade have been stripped of . . . individual liberty."

The Justice Dept.’s investigation has been a year in the making. Government investigators visited NARTB’s Washington headquarters on one occasion during the last year.

Some five years ago, NARTB officials canvassed the possibility of a broadcast “recognition” plan, but this was dropped when it was learned that it might be considered a violation of the antitrust laws.

About 15 years ago, NARTB, in conjunction with the AAAA, developed a proposed standard contract form. This was submitted to the members, but no requirement that it be used was incorporated. The radio form contains a clause calling for a 15% agency commission.

During the last year NARTB has worked up a standard contract form for video. This also contains a 15% clause. This again was a suggested form, with no requirement that it be used by telecasters.

15-Minute Segment Scarcity Behind Regional Buying Wave

THE CONTINUING scarcity of quarter-hour evening segments on the radio and tv networks has started a growing movement of advertisers toward regional placement of their 15-minute offerings.

This week alone two major clients—General Tire & Rubber Co. and Oldsmobile Dealers of America—BET learned, have reinforced the new pattern with General Tire adding 39 sta...
ADVERTISERS & AGENCIES

A RECORD-BREAKING $8 million has been budgeted by the Studebaker Div. of Studebaker-Packard Corp., South Bend, Ind., for advertising during 1955, with television slated for a 20% slice, the company announced last week. Television probably will be allotted $1.6-$1.75 million—somewhat more than the $1.4 million originally set aside last fall (B&T, Oct. 4, 1954), it was understood.

Studebaker is alternate-week sponsor with Packard Div. of TV Reader's Digest on ABC-TV, Mon., 8-8:30 p.m. EDT, under a 26-week contract. Studebaker also plans to purchase spots for special dealer campaigns. Until last January, it had carried programs on as many as 90 radio outlets and also sponsored foreign markets. The $8 million budget means an approximate 30% boost in product advertising for Studebaker, according to Fred W. Noble, its advertising manager, who announced the 1955 expenditures. The advertising increase is in line with Studebaker's "highly accelerated sales program," Mr. Noble observed.

A CHECK for $1,000 is awarded to KTVV (TV) Sioux City, Iowa, for taking first place in the Lone-Ranger-General Mills National Merchandising Contest. Don D. Sullivan (3d from l), advertising director of KTVV and WNAX Yankton, S. D., accepts the check on behalf of the station from A. G. (Mickey) Ireland, General Mills territory roumer representative. Taking part in the presentation are (l to r): Joe S. Anderson, GM Sioux City retail representative; Don H. Beadle, KTVV promotion director; Messrs. Sullivan and Ireland; Robert B. Donlevy, KTVV sales service manager, and Robert R. Inchmer, vice president and general manager of Cowles Broadcasting Co., KTVV-WNAX licensee.

' heiß Devise Formula For Local-National Ad Link

"IN MOST retail advertising, there is a large gap between national and local advertising," according to the March issue of Department Store Studies, a continuing analysis of radio advertising for retailers with reports on retail radio campaigns in test markets. There is no link between what national advertisers are doing in their advertising efforts and what is done at the local level by those stores that carry these nationally advertised brands."

A formula which DSS devised for stores and radio stations to be working successfully is described as follows:

"We get commercial copy made up by the local retailer. We send this, in our test cases, to the national advertising agencies carrying the accounts of the manufacturers whose products are being locally advertised. These national advertising agencies have the local copy recorded by their national advertising personnel. Thus the copy starts out with the announcer identifying himself. He then delivers the commercial which mentions the local store. He endorses the store, suggests that listeners visit the store, do all their buying at the store, and then specifically plugs the specific item.

"This is a rather round-about way of getting copy on the air," DSS admits, but says that it appeals to the advertising agencies and also replaces the radio stations in closer contact with the agencies and is generally profitable for them."

New York Court Enjoins Freezer Plan Advertising

INJUNCTION was issued last week by New York Supreme Court Justice Lawrence J. Jr. restraining National Food Clubs Inc. from "indulging in advertising practices which mislead or confuse the public."

This action came after New York State Attorney General Jacob K. Javis's, with the consent of National Food Clubs, had filed the injunction in Supreme Court on April 22. According to Mr. Javis, the company conducted an extensive advertising campaign, primarily on radio and television, to induce the public to become members of the food club through purchase of freezers and food. In the advertising, he said, the prospect was led to believe the freezer would be a gift, but that it cost between $500 and $1,000. Mr. Javis said his office has been investigating the food plan industry for the past nine months.

National Food Clubs issued a statement, stressing that it signed the stipulation voluntarily and the stipulation "is not to be considered an admission of any wrong doing or unethical practices in the operation or maintenance of our business."

Hugh R. Jackson, president of the Better Business Bureau of New York City, applauded the action of Mr. Javis, and said that "the practices of this company and some other food plan operators have certainly been misleading to the public and injurious to public confidence in all advertising."

Kelley Joins Adcraft Agency

F. J. KELLEY has announced his resignation as executive vice president and general manager of WTSP St. Petersburg, Fla. He had purchased a 50% interest in the Adcraft Advertising Agency, 551 South Water St., Corpus Christi, Tex., where he will be in charge of radio. Jack Olson succeeds Mr. Kelley at WTSP. Mr. Olson is also comptroller of the St. Petersburg Times, owned by Nelson Poynter, majority stockholder of WTSP.

BROADCASTING • TELECASTING

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... and April, 1955, was the 29th consecutive month during which more people watched WTOP-TV than any other television station in Washington.*

*Telepulse: Dec., 1952—Apr., 1955
The contours shown here are the result of actual field strength measurements completed July 12, 1954. The signal strength map is based on data compiled by Professor H. M. Swarm of the Department of Electrical Engineering at the University of Washington and resident professional engineer licensed by the State of Washington.

This coverage together with the preferred low channel, maximum power, the Northwest's most talented and versatile personnel and the greatest network affiliation means consistently better advertising results. And that's FACT . . . not fancy.

Coverage of a market area of 1,816,441 people—71% of Washington State's total.

Coverage of a market area with over 3 billion dollars of effective buying income—68% of Washington State's total.

Coverage of a market area where almost 2 billion dollars in retail sales are made annually—67% of Wash. State's total.

Coverage of a bonus market in Canada and Oregon that totals an additional 583,367 people.

CHANNEL 4  NBC  FOR  SEATTLE  AND WESTERN WASHINGTON

Call your Hollingbery man for availabilities.
Three Sign With ABC-TV
For ‘Warner Bros.’ Series

SIGNING of three national advertisers as sponsors of Warner Bros. Presents, due to start on ABC-TV Sept. 13, 7:30-8:30 p.m., was announced last week by Robert E. Kintner, president of ABC. The advertisers are: Liggett & Myers Tobacco Co., through Cunningham & Walsh Inc.; General Electric Co., through Mason Inc. and Young & Rubicam, and Monsanto Chemical Co., through Needham, Louis & Brorby Inc. and Gardner Adv. Co.

Liggett & Myers has signed for one half-hour each week for Chesterfield and L&M cigarettes. GE will sponsor one half-hour alternate week for its appliances. Alternating with GE will be Monsanto for chemicals and plastics and the company’s detergent, All.

The program series will be based on three motion pictures—“Kings Row,” “Casablanca” and “Cheyenne.” Each episode will be a complete story, however. Each of the three stories will be filmed especially for tv and will feature new star talent. Each series will be under the direction of Jack Warner, vice president of Warner Bros. Pictures Inc.

Advertising Council Honors Belding, Eller at Dinner

TESTIMONIAL DINNER will be held Thurs- day for Don Belding, chairman of the executive committee, Foote, Cone & Belding, and Russ- sell Z. Eller, advertising manager, Sunkist Growers, by The Advertising Council at the California Club in Los Angeles, the Council is announcing today (Monday). Messrs. Belding and Eller will be honored for their contribu- tions to the forest fire prevention campaign which has been active 13 years, according to Allan M. Wilson, acting president of the council.

Chairman of the dinner committee is Charles S. Jones, president of the Richfield Oil Co. Principal speaker will be Richard E. Mc Ardle, chief of the Forest Service (Agriculture Dept.). The public service campaign is conducted for the Forest Service and for the Assn. of State Foresters by the council.

Mr. Eller had served as volunteer coordinator of the “Smoky Bear” campaign and Foote, Cone & Belding has created all advertising ma- terials since the project was begun in early 1942. It’s estimated that more than $60 million worth of broadcast time and advertising space have been contributed to the fire prevention program.

Peale Changeover to Radio Draws Favorable Comments

DOESKIN PRODUCTS Inc., which has switched from television to radio (sponsoring Dr. Norman Vincent Peale on NBC Radio), last Wednesday reported in a national sales meeting held on closed circuit (25-minute hook- up of NBC stations which carry the Peale show), that the changeover has elicited “a literally phenomenal response.”

Dr. Peale, NBC Executive Vice President Robert Sarnoff, Doeskin President Emanuel Katz, and the company’s director of sales, Grant P. Stinchfield, and merchandising manager, Ray Marcus, took part in the Adv. Co.

Mr. Katz said since the first day Doeskin had sponsored Dr. Peale (April 4) the company has been the subject of many news items in the daily press and in business papers on both the switch back from tv to radio and on the first commercial network radio sponsorship of a Protestant minister. Posters announcing the move have been distributed in newstands, drug stores, groceries and supermarkets, as well as radio stations. More mail was received by Dr. Peale in 21 days of April than for the total days of February and March, he continued.

Dr. Peale told the salesmen that positive thinking about both the product they sell and their own ability are basic in salesmanship.

Anderson & Cairns Moves to Larger Office

ANDERSON & CAIRNS, New York, an- nounced that due to “the need for more efficient operating space because of substantial growth in the agency,” the agency, effective yester- day (Sunday), moved into new quarters at 130 E. 59th Street.

The agency will occupy an entire floor. The radio and television department features physically expandable space. One of the conference rooms is so situated that it can become, when needed, an integrated part of the radio-television de- partment. This was accomplished by placing the department’s workroom next to the major conference room so that films and slides may be shown through a cut in the wall without having to move the equipment from one room to another.

ARB’s ‘A-to-Z’ Study Out

COMPLETION of its “Abilene-to-Zanesville” study of the television audience in 140 medium- to-small markets [BT, March 7] and the com- pilation of the case histories of those markets has been announced by the American Research Bureau. The report is now being offered to agencies, stations, networks and sponsors.

Harry Kell, director of the ARB, said the report has been enthusiastically received and a similar, annual survey is being planned.

Bavarian on WKRC-TV

BAVARIAN Brewing Co. of Covington, Ky., has signed a 52-week contract with WKRC-TV Cincinnati to sponsor a half-hour film series titled “Pulse Playhouse” (Monday through Fri- day, 10:30 to 11 p.m.). It has been announced by David G. Taft, executive vice president of Radio Cincinnati Inc., WKRC-TV licensee. Bavarian agency is Peck-Heckin Advertising Agency.

SPOT NEW BUSINESS

Sinclair Refining Co., N. Y., planning purchase of local radio-television spot announcements and programs as part of campaign introducing new Power X gasoline. Agency: Moyer, Humm & Johnstone, N. Y.


General Anilines & Film Corp., N. Y., for Anso Photo Div., Binghamton, N. Y., buying about 40 radio and half-hour tv markets for spot schedule for Anso film beginning on varied dates in late April and early May for 13 weeks. Agency: Blow-Bein-Tolgo, N. Y.

Harian Publications (books, travel), Green Lawn, N. Y., which had successful radio cam- paign in major markets this year, planning to expand mail order campaign in secondary radio markets using many as possible; few tv markets also will be tested. Agency: Paul Minor Assoc., N. Y.

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STAKE YOUR CLAIM
IN NEW
RCA Thesaurus
Platinum Anniversary
money-yielding features

THE GRANTLAND RICE STORY—from The Tumult and The Shouting . . . 15 minute, once a week broadcast with famous sportscaster Jimmy Powers and big name "sports world" guests such as Bobby Jones, Walter Hagen, Ty Cobb and Gene Tunney. Fully recorded.

DO-IT-YOURSELF...Cash in on your local share of the 6 billion dollar do-it-yourself business with this new Thesaurus "Do-it-Yourself" 15 minute show. Three times per week.

RECORDED PROGRAM SERVICES
RADIO CORPORATION OF AMERICA • RCA VICTOR RECORD DIVISION
THE FRANK LUTHER FUN SHOW ... Frank Luther, nationally popular entertainer, brings enjoyment to children from 6 to 96 ... fully recorded with songs—many created specially for this show, plus jokes, limericks, "mail-pulling" ideas and guest stars.

GREAT DAYS WE HONOR ... 15 minute, fully recorded show for 39 important holidays during the year: 10 Catholic holidays, 10 Jewish, 10 Protestant and 9 Patriotic holidays. Ideal for institutional type advertisers. Ray Middleton, Henry Hull, other well known personalities.

It's our Platinum Anniversary ... we're 20 years old, and to celebrate we're adding 8 new sponsor-selling, platinum-studded features to our service. For the past 20 years our Library Service has been growing bigger, better, and more profitable for our subscribers. The broad range of 25 different shows, complete continuity service, sponsor-selling recorded sell-effects, voice tracks, sales clinching brochures, new big local time selling merchandising plan, other selling aids, and 52 new releases each and every month ... all this gives RCA Thesaurus subscribers the most profitable program service in the industry. For example, due to tremendous success of two of our shows, we are increasing the popular Freddy Martin and Sammy Kaye programs from 3 broadcasts a week to 5.

Stake your claim to the lion's share of your local advertisers' dollars by using the one Library Service that's king of them all! Write, wire or call, today your nearest Recorded Program Services office.

PRESENTING THE STATESMEN QUARTET ... A popular, talented group brings favorite gospel type singing to your listeners. ½ hour, once a week.

CONCERT ON THE MALL ... This rich, lush sounding band plays everything ... from "South Pacific" medleys and traditional marches to symphonic and popular types of music. ½ hour, once a week.

WEEKEND SHOPPERS' SPECIAL ... This new show was designed to give stations a program with strong appeal to sponsors who want to sell to weekend shoppers. Ideal for participations. Once a week, 30 minutes.
SPOT RENEWALS
San Francisco Brewing Co. (Burgermeister Beer), S. F., purchases national radio-tv rights to all 1955 Los Angeles Rams and San Francisco 49ers professional football games for third consecutive year. Possible co-sponsorships have not yet been negotiated. Agency: BBDO, S. F.

NETWORK NEW BUSINESS
Gillette Safety Razor Co., Boston, will sponsor on CBS Radio and CBS-TV Kentucky Derby (5:15-5:45 p.m. EDT) May 7; Preakness Stakes (5:30-6 p.m. EDT) May 28, and Belmont Stakes, (4:30-5 p.m. EDT) June 11. Agency: Maxon Inc., N. Y.

Cook Chemical Co., Kansas City, to sponsor Cecil Brown and the Real News of the Morning on MBS (Mon.-Fri., 9:30-9:35 a.m. EDT), starting May 2. Agency: Emil Mogul Co., Chicago.

Pacific Mutual Life Insurance Co., L. A., enters radio for first time with Virgil Pinkley and the News (Mon.-Fri., 6:30-6:45 p.m. PDT) on 19 Don Lee Broadcasting System stations in California for 52 weeks from today (Mon.). Agency: Foote, Cone & Belding, L. A.

Johnson & Johnson (baby products), New Brunswick, N. J., will sponsor participations on NBC-TV shows Ding Dong School, Tennessee Ernie Ford and Pinky Lee, starting early this month. Agency: Young & Rubicam, N. Y.

AGENCY APPOINTMENTS
Southern Reddi-Wip Inc. (Texas franchise of Reddi-Wip Inc., whipping cream, St. Louis) appoints Evans & Assoc., Fort Worth, Tex., for special tv advertising operation. Plans call for intensive tv schedule in all Texas markets, built around seasonal promotional themes.

Southern Airways, Atlanta, appoints Day, Harris, Mower & Weinstein Inc., same city, Radio will be used in heavy spring and summer advertising.

Virginia Electric & Power Co., Richmond, Va., appoints Cargill & Wilson Inc., same city. Radio-tv will be used.

American Mutual Liability Insurance Co., Boston, has named Compton Adv., N. Y.

AGENCY RESIGNATION
Weill & Eby Inc., Buffalo, N. Y., has resigned account of Fox Haven Frozen Foods Ltd., Chippewa, Ont.

A&A PEOPLE

Warren Krafky, media director and plans board member, Gardner Adv. Co., St. Louis, elected vice president and will head newly created marketing department.


T. A. Doyle, Blow-Bein-Toigo, N. Y., named associate media director.

John R. Hurley, formerly account supervisor, Manning Public Relations Firm, N. Y., appointed public relations manager, BBDO, Detroit.

Peter C. Poss, former assistant advertising manager, Timken Roller Bearing Co., Canton, Ohio, appointed media director, Wellman, Buschman & Hines Inc., Cleveland.

John J. Signor, advertising and promotion manager, KTW Philadelphia, to Arndt, Preston, Chapin, Lamb & Keen, same city, as account manager.


G. Kenneth Adams to Courtland D. Ferguson Inc., Washington, as account executive.

Hal Taft, local sales staff, KBTV (TV) Denver, to George Cherry Adv. Agency, same city, as account executive, effective today (Mon.).

Harvey J. Bresler, formerly sales and advertising director, United Mills Corp., Mount Gilead, N. C., to Lewis, Williams &aylor, N. Y., as account executive.

George Allen, radio-tv director, Guild, Bascomb & Bonfigli Inc., Hollywood, adds duties as production manager.

Thomas D. Wharton, news editor, public relations dept., Western Electric, N. Y., to Hege, Middleton & Neal Adv., Greensboro, N. C., as public relations director.

Burton R. Durkee, formerly account supervisor, Maxon Inc., Detroit, appointed advertising and merchandising director, Chrysler Div., Chrysler Corp., same city.

Harry Roggenburg, formerly marketing professor, Rutgers U., New Brunswick, N. J., to Advertent Research, same city, as associate director; Munro Kango, formerly with psychological and statistical dept., New York U., N. Y., to Advertent as project director.

Weston B. Emmart, Benton & Bowles, N. Y., to Kudner Agency, same city, as tv art director.

Charles Miller, formerly with Cecil & Presbrey, N. Y., to Emil Mogul Co., same city, as associate art director.

Chandler Davis, mathematics teacher, U. of Michigan, Ann Arbor, to research dept., Kenyon & Eckhardt, N. Y., in newly-created position, experimental research director; Eric Mandel, International Research Assn., N. Y., to K&E research dept. as account research director.

Edward Groenboom, media and research director, Critchfield & Co., Chicago, retires May 15 after 44 years with agency.

Donald B. Kenyon appointed media, research, copy and merchandising consultant, John Duffy Co., Cleveland.

Paul W. Mahler, former sales promotion director, WERE, Cleveland, to McCann-Erickson, same city, as promotion writer.

Bill Hyer to radio-tv dept., Foote, Cone & Belding, Chicago; James Sanders and Jane Zimmerman to copywriting staff.

George A. Tychsen, Schmimmer & Scott, Chicago, to radio-tv dept., N. W. Ayer & Son, N. Y., as copywriter.

William E. Palmer, former account executive and merchandising director, Benton & Bowles, N. Y., to merchandising dept., William Esty Co., N. Y.

Bernard Kuby to copy staff, Campbell-Mithun Inc., Minneapolis.

Morris E. Jacobs, president, Boxzell & Jacobs Inc., Omaha, elected director, Omaha & Council Bluffs Street Railway Co.

AGENCY SHORTS
Jordan-Lewis Co., Suite 1103, 39 Broadway, N. Y., established by Ira L. Joachim, former advertising manager, London Records Inc., N. Y.

Donlee Agency, Box 51, Pompton Lakes, N. J., established, specializing in publicity and sales promotion for organizations in New Jersey-New York areas. First agreement was made with Eastern Cowboys Assn. to promote 34 rodeos in 1955 to be held at Upper Saddle River, N. J. Radio-tv will be used.

Fred M. Randall Co., Detroit, moves to new and larger quarters, 10th floor, Book Bldg., Washington Blvd.


Boland Assoc., S. F., forms Boland Assoc. Ltd., Honolulu, with offices at 1060 Bishop St. Foreman Thompson, former advertising manager, TPA Aloha Airlines, Honolulu, president of new firm, with Walter Boland, vice president; John Ebner, treasurer; A. William Barlow, secretary, and P. K. Macker and Barry W. Boland, directors.


Takes Space in ‘Time’
A FULL-PAGE ad in the May 22 issue of Time magazine has been purchased by KLZ-AM-TV Denver “to tell at least part of the story of Denver to the world.”

The ad, considered a precedent-setter, ran in black-and-white, which according to Time rates costs $9.045.

Headlined “Get a Headstart on Your Future in Denver,” the ad contains a brief message by Hugh B. Terry, KLZ-AM-TV president and general manager, and illustrations of the many facets that make Denver an attractive place for a “real opportunity” and “satisfying life.”

Aladdin Broadcasting Corp., KLZ-AM-TV licensee, is owned by LTD Broadcasting Corp., a subsidiary of Time magazine.
the ABC affiliates in America's 13th market

MINNEAPOLIS—ST. PAUL

WTCN-TV
Channel 11

- Now a full time operation ★
- Now under a single management ★
- Now a better buy than ever ★

Effective
May 1, 1955

WTCN-Radio

Announce the appointment of

The KATZ Agency, Inc.

As national advertising representatives
NTA Spends $1 Million For TV Film Rights

Firm to distribute 40 films still in theatrical release. President also reports expansion of office space.

In a move said to represent the company's largest single package investment of the year, National Telefilm Assoc. Inc., New York, has spent $1 million for tv distribution rights to 40 feature films.

In releasing details of the purchase last week, Ely Landau, NTA president, said the new films are still in theatrical release. The company, he said, has acquired from Alexander Korda-Elia Lopert such motion pictures as "The Tales of Hoffman," "The Captain's Paradise," "Breaking Through the Sound Barrier" and "The Great Gilbert and Sullivan," and from J. Arthur Rank such films as "Highly Dangerous," "Val- joy of the Eagle" and "Dark Moon," among others.

In syndicated films, Mr. Landau said, NTA has obtained distribution rights to a new half-hour tv film series, Police Call, based on the files of international police forces, and to The New Adventures of China Smith, half-hour series starring Dan Duryea.

In line with an expansion program at the company, Mr. Landau last week also announced that NTA is moving its offices in New York, Chicago and Hollywood to larger quarters.

He reported that NTA has signed a 10-year lease for 5,000 sq. ft. of office space in the 60 W. 55th St. building in New York, which it will occupy starting June 1, and also a long-term lease on a seven-room suite in the Michigan-Ohio Bldg. in Chicago. Mr. Landau said the company recently completed its move on the West Coast to larger quarters at 8732 Sunset Blvd., Hollywood.

Guild Opens in Minneapolis

GUILD FILMS Co., New York, has established a new office in Minneapolis at North West Bank Bldg., room 517, with Marv Lowe as account executive in charge. Guild now has 17 regional offices in addition to New York headquarters.

Screen Gems to Release 'Bengal Lancers,' 'Circus'

TWO NEW half-hour tv film series, Tales of the Bengal Lancers and Circus Boy, will be produced for Screen Gems release during the 1955-56 season, it was announced today (Monday) by Ralph M. Cohn, vice president and general manager of the television subsidiary of Columbia Pictures Corp.

With the addition of these two series, Mr. Cohn said, Screen Gems will have 10 series in production at the Columbia studios and Corrigan's Ranch in California.

FILM SALES

Screen Gems Inc., N. Y., has sold Father Knows Best, half-hour tv film series, to Canadian Broadcasting Corp. for showing in Canada, said to be third American-produced tv series purchased by CBC; others are Dragnet and I Love Lucy.

Award Television Corp., N. Y., has reported Jimmy Durante tv film show dealing with golf has been sold to 32 stations in U. S. and Canada. Award, which produces and distributes 15-minute shows of 13 episodes and has additional 26 under production.

FILM DISTRIBUTION

Clipsix Inc., N. Y., has acquired for tv distribution 13 Buster Keaton half-hour shows; Alice in Wonderland (hour-long feature): 13 British feature films; and 52 half-hour western films featuring Ken Maynard, Hoot Gibson, Tex Ritter, George O'Brien and Tom Tyler.

FILM PEOPLE

Bill Lawrence, west coast radio-tv-motion picture producer-director associated with comedian Bob Hope, to NBC Film Div., N. Y., as programs and production manager. Jim Campbell, Reela Films Inc., Miami, promoted to sales manager.

Edward Buzzell, motion picture-tv director, signed by Screen Gems Inc., Hollywood, as producer-director, upcoming You Can't Take It With You half-hour film series; William D. Russell signed by SG to direct new father Knows Best half-hour film series, starting Aug. 31 on NBC-TV for Scott Paper Co., Chester, Pa.

Theodore R. Lazarus, account executive, Donahue & Coo, N. Y., to George Blaske Enterprises Inc. (industrial and tv film producers), N. Y., in executive capacity.

Solly Balino, manager, casting dept., Warner Bros., Burbank, Calif., to firm's tv subsidiary, Sunset Productions, in same capacity.

Norman Land, Ziv Television Programs Inc., N. Y., appointed account executive, Ziv's International Div., headquartered in N. Y.

Guy Vaughn, formerly salesman, Ziv Television Programs Inc., N. Y., to eastern sales staff, NBC Film Div., same city.

George Youan, formerly with Bolling Co. (radio-tv station representatives), Chicago, to tv sales dept., Filmac Studios, same city.

Ed Nofziger, cartoonist, Walt Disney Productions, Burbank, Calif., to United Productions of America, same city, as storyman.

Haan Tyler, west coast sales representative, Guild Films, Hollywood, to Tom J. Corradine & Assoc., same city, as agency representative.
and WCOP’s cost per thousand permits the highest frequency of impression in Greater Boston.

Persistency pays. And smart advertisers know that it takes frequency of impression to open a market’s pocketbooks.

In the compact Greater Boston market, WCOP’s one-minute saturation plan provides the incredibly low cost per thousand of just 19¢. Thus in America’s second most concentrated market, WCOP provides more frequency of impression and MORE RESULTS per dollar than any other Boston station.

Ask your station or WEED representative for the fact-revealing story “HOW TO SELL THE CREAM MARKET OF NEW ENGLAND.”

Sets per dollar delivered in Greater Boston by Boston stations, on minute package basis:

- **WCOP** 
  - Station B: 3,333
  - Station C: 2,176
  - Station D: 1,867
  - Station E: 1,785
  - Station F: 1,470

"Repetition Builds Reputation"
NOW these feature pictures

GENE A
for the first time on television....

Hand-picked, top budget, hour-long (53 min., 20 sec.) Republic Pictures Corporation feature films starring Gene Autry and a cast of top supporting players.

hour-long features are immediately available for local, regional or national sponsorship from

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS
NOW these feature pictures

ROY RO
never before on television

These hour-long
(53 min., 20 sec.) Republic
Pictures Corporation
high budget productions
star Roy Rogers and
feature a well-known
supporting cast.

hour-long features
are immediately available
for local, regional or
national sponsorship from
PUBLISHERS MOUNT CAMPAIGN TO REGAIN MONEY LOST TO TV

Newspaper association, facing government antitrust action, notes loss in share of total advertising. Medical, toilet goods, cigarette accounts are singled out for special attention.

ALTHOUGH the threat of television competition did not provoke the rambunctious comment of recent years, the 1955 convention of the American Newspaper Publishers Assn. produced an outline for a campaign to woo back into newspapers certain classifications of advertisers that have invested heavily in tv.

The most noteworthy development aside from this projected newspaper "battle" on tv expenditures was a statement issued by the ANPA last Thursday on the final day of its three-day meeting at the Waldorf-Astoria Hotel. The statement notified the 1,286 delegates that the Dept. of Justice is expected to initiate shortly an antitrust suit against ANPA, charging it with having conspired not only with other trade association groups but with its own members, constituting violations of certain sections of the Sherman Act (see story page 31).

The strategy formulated to re-capture advertising lost to tv was outlined by Harold S. Barnes, director of ANPA's Bureau of Advertising. He told publishers that while newspapers' local volume of advertising has nearly tripled in the last 10 years, total advertising has gained at a similar rate. The newspapers' share of total advertising, he noted, "actually has dropped a little."

Singing out television as the sharpest competitor in the past decade, Mr. Barnes revealed that the bureau has developed "a new weapon against tv," but he did not spell out specifics. He declared: "We are convinced that the same number of dollars most advertisers are spending in television will do a better job in newspapers. We're showing tv advertisers what those dollars will buy in newspapers. And how much those dollars will buy in newspapers is making their eyes pop!"

The bureau, he said, is stepping up its sales work on "loss classifications" to other media, pointing to tv products listed by Mr. Barnes as receiving special attention from the bureau staff are medical and toilet goods items and cigarettes.

Campaigns Planned

Other classifications on which the bureau will concentrate, Mr. Barnes said, are new cars, gas and oil, airlines, air conditioning and insurance. He pointed out that newspapers have been gaining in each of these groups but contested they are prone to "more intensive effort, and they're getting it."

He advocated that newspapers sell the "basic values" of the medium, and explained this by saying that newspapers are "the most nearly indispensable medium of mass communication...and offer the advertiser the opportunity to reach the maximum number of prospects in any market at any given time."

He voiced the belief that the bureau's program already is "paying off," citing the national lineup results for the first quarter of 1955 compiled by Media Records Inc. Total first quarter lineup was reported by Media Records to be 8.1% ahead of 1954, amounting to $817,605,000.

The bureau also released to the convention media records of national advertising expenditures in newspapers for 1954, showing total figure at $594,120,000, said to be the second highest national newspaper total on record. This total was reported to be 1.2% below 1953's all-time high of $601,224,000.

Breakdown compiled by Media Records showed the following percentage gain or loss in 1954 as against 1953: agriculture (minus 10.4), alcoholic beverages (plus 6.4), amusements (plus 14.6), confections (plus 25.9), educational (plus 13.1), groceries (minus 2.8), hotel and resorts (plus 3.1), housing equipment and supplies (plus 0.2), industrial (minus 4.7), insurance (plus 28.6), jewelry and silverware (plus 5.8), medical (minus 2.9), miscellaneous (minus 11.1), professional and service (minus 4.4), publications (minus 2.6), public utilities (plus 9.7), radio and television (minus 36.7), sporting goods (plus 36.3), tobacco (minus 17.1), toilet goods (minus 13.7), transportation (plus 5.0), wearing apparel (plus 6.8), automotive (plus 7.9).

New High Not Reached

Richard L. Jones, vice chairman of the board of directors of the Bureau of Advertising and president of the Tulsa Newspaper Printing Corp., made reference to the decline in national advertising, pointing out it was the first time in nine straight years that an all-time high had not been achieved. He used this frame of reference to justify the bureau's $1.6 million budget for 1955 adding that newspapers must not relax their efforts in the face of tv and magazine competition.

"The bureau of the American Newspaper Association of the Advertisers Bureau of Advertising," Mr. Jones pointed out, "is rolling steadily towards its announced goal of $1 million a year annual budget—a budget, incidentally, far bigger than those competitive organizations, the Radio Advertising Bureau and the Magazine Advertising Bureau, have ever achieved. The tv bureau's announced goal is to get more dollars out of newspapers at the local station level. Meanwhile, contrary to what one might expect, the Radio Advertising Bureau is far from moribund, but more active than ever before."

The opening remarks to the convention by Richard W. Slocum, Philadelphia Bulletin and president of ANPA, stressed the need for cultivating young readers in this era of television. He said that studies indicated no lessening of time spent in newspaper reading since the advent of tv, but noted they showed that newspaper circulations "are not keeping pace with population growth and that the number of newspapers per household has been gradually declining, even though total circulations have increased."

This condition, Mr. Slocum said, may be traceable in part to the habits of young people. He recommended a continuing program, directed to children, "in the art of reading with increased speed and greater satisfaction."

The question of children's reading habits and tv was discussed at a meeting of medium-sized newspapers (10-50,000 circulation), William T. Burres of the La Crosse (Wisc.) Tribune and Leader Press suggested that newspapers publish more feature stories with special appeal to children because of tv and its possible adverse effects on children's reading habits. This notion was challenged by Edward J. Hughes of the Port Chester (N. Y.) Item, Mr. Hughes contending that children are becoming more selective in their tv program fare, do more reading and are more interested in current events than some "ivory-tower" adults realize.

The middle-circulation group of newspapers also heard reactions of various publishers with reference to reporting television news and programs. Many reported that both news and "preview" features of television entertainment stimulated reader interest. Many said that sports programs on tv have helped to increase circulation, attributing this rise to interest on the part of the tv viewer to read the
KTVX BOOSTS POWER TO 316,000 WATTS
SHARPENS RECEPTION IN FOUR STATES

When television station KTVX, Muskogee-Tulsa, Okla., "threw the switch" on its new General Electric 50 KW transmitter last November 30, it became one of the nation's most powerful VHF stations—and, by far, the most powerful in eastern Oklahoma, according to station executives who add the following:

"Viewers in fringe areas cities such as Fort Smith, Ark., Fayetteville, Ark., Noel, Mo., Caney and Independence, Kans.; and Perry, Ponca City, Miami, Tahkina and Ada, Okla., called to report vastly improved reception. Hundreds of calls were received from Tulsa area viewers—in the City Grade coverage circle—saying reception was much sharper. Similar reports were contained in thousands of cards and letters which followed the boost to maximum power.

"The power increase carried the Channel 8 video signal to more than a million people in thirty-one counties of eastern Oklahoma, southern Kansas, western Arkansas and southwest Missouri.

"The event also climaxed a series of 'firsts' for the 316,000-watt television station, which is General Electric equipped from stem to stern."

The new television transmitter, most powerful yet produced by General Electric, is one of the first of this model to be installed in the Southwest. There are numerous other G-E '50' installations including flagship stations of one major television network.

"Actual installation of the 50 KW transmitter was something of a record in itself."

"The KTVX transmitter building and the 650-foot tower—topped by its 12-bay high-gain General Electric antenna—is located atop Concharty Mountain, midway between Muskogee, Oklahoma, and Tulsa, metropolis of Eastern Oklahoma.

"Chief Engineer Louis Brown, with transmitter engineers Gene Silkley, Howard Hamilton and others, working day and night under the direction of Robert E. Snider, engineering supervisor for the Tulsa Broadcasting Company, had the new transmitter wired and 'checked out' within nine days after it was delivered on the mountain.

"Within three hours after the last tube was installed in the transmitter on the morning of November 30, KTVX 'hit the air' commercially with its full impact—316,000 watts— and stayed on!"

"Almost immediately after the switch was thrown, long distance phone calls and telegrams from over the Channel 8 area began besieging the KTVX studios in Muskogee and general offices in Tulsa.

"KTVX is owned and operated by the Tulsa Broadcasting Company, headed by John T. Griffin, President. It is affiliated with and carries the top shows of the ABC and DuMont television networks, offers top quality feature movies and serial films and does an outstanding job on local programming schedules."
MASSACHUSETTS Governor Christian A. Hertor sends official greetings from the commonwealth to the national convention of the American Women in Radio & Television meeting at the Drake Hotel, Chicago, May 5-8, via Heloise Parker Broeg, WEEI Boston, president of the New England AWRT chapter. Other AWRT members expecting to attend the convention are (standing 1 to r): Mildred Bailey, WCOP Boston; Priscilla Dunn, WBZ Boston; Eleanor Bateman, Food News; Claire Crawford, WORL Boston; Mildred Carlson, WBZ Boston; Carolyn Whitaker, WHDH Boston; Dorothy Fuller, WNET Brockton, Mass., and Emma Maurice Tighe, consultant. AWRT is planning the following convention for April 1956 in Boston.

newspaper the next day for the analysis of the newspaper sports writer.

There was one sidelight to the convention that provided a chuckle for publishers in view of their concern toward television. The work of the ANPA Research Institute at Easton, Pa., was to have been brought to the convention via closed circuit by RCA, but reception of the program broke down and could not be presented. Mr. Scolum commented that "it is disappointing that we have to call it off, but RCA has demonstrated that the printed word is still the most effective means of communication."

The statement on the expected antitrust suit against ANPA was read to the convention by Alisha Hanson, general counsel of ANPA. A spokesman later said ANPA expects to be served with a complaint within the next few weeks.

"The action," Mr. Hanson said, "will be based upon two charges: first, that beginning in about the year 1917, the ANPA in concert with the American Assn. of Advertising Agencies, the Publishers Assn. of New York City, the Periodical Publishers Assn., the Associated Business Papers and the Agricultural Publishers Assn., and second, over the same period of time the ANPA in concert with its own members, has been and is now engaged in a conspiracy in violation of Section 1 of the Sherman antitrust act, unreasonably to restrain trade in advertising."

Mr. Hanson asserted that ANPA intends to meet this issue "head on," and said: "The Antitrust Division is making this association and its members the "guinea pig" in its efforts to amend the Sherman Act through judicial decision rather than through legislative enactment. . . . it should be met head on, not for your selfish interest, but for the preservation of the right of the people of the United States to receive and impart information from such a control by government as is now proposed."

In this connection, the convention delegates unanimously adopted a resolution expressing confidence in the ANPA for its work in the past and for steps it may take in the future. ANPA officers re-elected for another one-year term are: Mr. Scolum, president; William Dwight, Holyoke (Mass.) Transcript-Telegram, vice president, and Walter J. Blackburn, London (Ont.) Free Press, secretary. D. Tennial Bryan, Richmond (Va.) News-Leader and Times Dispatch, was elected treasurer, replacing William L. Fanning, Westchester County Publishers, White Plains, N. Y., who requested that his name be withdrawn from nomination this year.

33 More Firms to Exhibit At Engineering Conference

THE NARTB last week announced the names of an additional 33 exhibitors who will participate in the association's 33rd annual convention and eighth annual Broadcast Engineering Conference, to be held in Washington's Shoreham and Sheraton-Park Hotels, May 22-26. The total exhibitors now stand at 107 [see, April 13].

The 33 are:


Film companies: Atlas Television Corp., Cheryl T-V Corp. and Langlois Filmusic Inc.

Transcription companies: Magna-Tronics Inc. and Mutzak Corp.


TELEVISION DAY PLANS ANNOUNCED

Program of the special event, set for May 25 during the NARTB convention in Washington, features looks into TV's ten-year history and its future.

FURTHER details on the agenda for Television Day (May 25) during the annual NARTB convention in Washington, May 22-26, were announced last Thursday by Clair R. McCollough, WGAL-TV Lancaster, Pa., co-chairman of the convention committee.

Mr. McCollough, who will serve as chairman of the Management Conference on Television Day, which will be on the theme of TV's tenth anniversary, will open the morning session with a review of the FCC's historic statement of May 21, 1945, announcing the allocation of TV channels. Problems of the decade and a look at the future will also be afforded by Mr. McCollough.

Dr. Allen B. DuMont, of DuMont Labs and the DuMont Television Network, will discuss "The First Years" of television, particularly in the realm of invention.

Next segment of the program, "Management and Growth," will trace the development of the industry. Harold Houghton, director of WBAP-TV Fort Worth, Tex., ABC President Robert E. Kintner and John E. Fetzer, Fetzer Stations, will participate in this portion.

Concluding morning segment will feature Sylvester L. (Pat) Weaver Jr., NBC president, and Dr. Frank Stanton, CBS president, on the topic "Television 1955-1965," a look into the medium's potential.

Afternoon of Television Day will be programed by the Television Bureau of Advertising. Norman (Pete) Cash, TVB director of station relations, will discuss the membership and finances of the Bureau. Richard Moore, KTTV (TV), Los Angeles and co-chairman of TVB, will describe the objectives and future course of TVB.

TVB President Oliver E. Treyz will tell of the work being done and techniques used to get TV's advertising story before sponsors and agencies.

INTERNATIONAL ADVERTISING ASSN. PLANS SEVENTH ANNUAL MEETING

SPEAKERS for the 7th International Advertising Convention, scheduled for May 5 at Hotel Plaza, New York, under sponsorship of International Advertising Assn., were announced last week by Shirley Woodell, vice president of J. Walter Thompson Co., New York. Miss Woodell, president of the association and chairman of the convention.

Among agency executives who will address the convention are: Paul Kruming, president of National Export Adv. Service Inc.; Arthur Kron, executive vice president and vice chairman, Gotham Adv.; Marion Harper, president, McCann-Erickson, and Arno Johnson, vice president-director of research, J. Walter Thompson.

A number of advertisers also will speak at the meeting: Ben Donaldson, director of institutional advertising, Ford Motor Co.; William L. Cunliff, president, Standard Brands International; Carl Linscheid, export manager, Fairbanks-Morse & Co.; and Radcliffe Romeyn, vice president, Philco International Corp. At a luncheon, Carlos Davila, secretary general of the Organization of American States, will speak on "Understanding—The Basis of Advertising and Trade Between the Americas."
You'll get wider TV coverage, a clearer signal, and better competitive position with a higher tower by IDECO.

There's more cash in wider TV coverage, but you'll have to stretch for it with a taller antenna tower... a dependable tower that will reach way up to help broaden your sales area and add to your bank balance. When you choose that money-making higher tower, remember this... no other tower manufacturer today can match IDECO's experience in tall tower design and construction.

Here's experience you can see, and depend on:

1. IDECO has built over 40% of the country's TV towers over 1000 feet tall... twice as many as the second company's total... more than all the other companies combined.*

2. IDECO pioneered tall TV towers, in 1930 built the TV industry's first tower over 1000 feet tall.

3. IDECO has built the tallest TV tower in the world... KWTV's 1572-foot structure in Oklahoma City.

Yet... there has never been a single IDECO TV tower failure.

*Tower height data from TV Factook, Spring 1955 Edition

No matter what direction your plans take... a higher TV tower for wider coverage and greater competitive advantages, or a tower of any height for your new TV station... let IDECO's experience, reputation and engineering "know-how" put you on the road to a successful, profitable operation. Get the full picture and all the facts... write now to IDECO, or contact your nearest RCA Broadcast Equipment representative.

DRESSER-IDECO COMPANY
One of the Dresser Industries  •  Columbus 8, Ohio
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

IDECO
Visit Ideco at the Shoreham...
NARTB, May 22 - 26
THREE APPOINTED
TO TV CODE BOARD
NARTB also announces Shafto selection to succeed Fetzer as chairman of Review Board.

APPOINTMENT of three new members of NARTB's Tel Code Review Board was announced yesterday (Sunday) by Harold E. Fellows, NARTB president. They will take office after the NARTB convention May 22-26 in Washington.

They are Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio, and Roger W. Clipp, WFIL-TV Philadelphia.

They replace retiring members John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman, and Mrs. A. Scott Bullitt, KING-TV Seattle.

Chairman of the board, replacing Mr. Fetzer, will be G. Richard Shafto, WIS-TV Columbus, S. C., a board member. Replacing

hearings held April 6 and 7 [BWT, April 11]; (2) a study of the result of the recently expanded monitoring program including a special survey of children's programs; (3) further consideration of how to stimulate Code recognition in films at the production level, and (4) a review of "pitchmen" and "bait" advertising practices.

Kimble Directs RAB Local Sales, Service

APPOINTMENT of R. David Kimble, director of local promotion, Radio Advertising Bureau, New York, to the newly-created position of director of local sales and service at RAB, was announced last week by Kevin Sweeney, RAB president. James Baker, who has been with RAB's local promotion department for four months, has been named assistant director of local sales and service. Both appointments are effective May 15.

Four main projects will be handled by the new department, Mr. Sweeney said. It will expand the sales committee presentation plan under which all RAB member stations in a city jointly assist an RAB executive in presentations to local advertisers. The department will develop campaigns for the new local radio advertisers resulting from the sales committee presentations.

A third assignment covers the supervision of RAB's sales clinics now conducted twice a year for RAB member stations. The department also will increase solicitation of chain store business at the national level.

Mr. Sweeney said that while the new department will be responsible for local sales and service, other members of RAB's executive staff will continue to participate in these activities. Preparation of local-level sales tools will continue under the local promotion department which still reports to Mr. Sweeney through Warren Boorom, assistant director of local promotion.

Fund for Republic Opens $29,000 Tv Script Contest

FUND FOR THE REPUBLIC last week announced details of a television script competition, under which the Fund will award $19 prizes totaling $29,000. Prizes will be awarded for the best original scripts in two categories: one-hour dramas and half-hour documentaries.

The top prize in each category is $5,000. Competition is open to established writers as well as those who have not gained national recognition in the tv medium. Subject matter should "concern any broad concept or specific aspect of those principles of freedom guaranteed in the Declaration of Independence and the Constitution."

Deadline for the submission of scripts is May 31. Other details may be obtained by writing the Fund for the Republic, 1 E. 54th St., New York 22, N. Y.

Katz Signs With Tvb

FIFTH station representative was signed last week to membership in Television Bureau of Advertising. Newest addition is Katz Agency Inc. A fortnight ago, Tvb announced that Free & Peters had joined [BWT, April 25].

PAB MEET HEARS FELLOWS, DOERFER

NARTB president tells Pennsylvania Assn. of Broadcasters state associations should work with national group in defense of rights and correcting wrongs within the industry.

SOME 140 broadcasters and their wives attended the Pennsylvania Assn. of Broadcasters meeting Thursday and Friday at Bedford Springs Hotel, with the first day's sessions featuring NARTB President Harold E. Fellows in a chat session with FCC Commissioner John C. Doerfer in a dinner address and Station Representative Assn.'s Tom Flanagan on an afternoon panel.

Roy E. Morgan, WLKM-AM-TV Wilkes-Barre, opened the two-day meeting, which featured a group of panels based on the key word, "payoff."

Mr. Fellows pointed out that Congress, FCC and civic and religious leaders have recognized and praised this voluntary effort of the broadcasters. By encouraging subscription to the Code, state associations contribute to their own improvement, he said, adding that the same is true for the NARTB Standards of Practice for Radio.

Urging positive public relations by state associations, Mr. Fellows stated that development of unfair legislation is less likely if the public knows the truth about the industry and its objectives.

Comr. Doerfer, who took as his subject Sec. 315 of the Communications Act (on equal time and terms for political candidates), said the section would continue to bother broadcasters, even if they settled everything else (also see story, page 27).

He viewed with dismay the prospect of giving free time to the presidential candidates of the two major parties, since the broadcaster also would be faced with "equal time" requests from the numerous fringe, splinter and other parties.

He did not see how stations could be forced to give free time to candidates for federal offices and not be required to give time also to candidates for the "scores" of local offices. All offices are local anyway, he said, except the presidency and vice presidency. He said he didn't see how broadcasters could afford it.

He thought Sec. 315 would have to be repealed and replaced by a "rule of reasonableness," with the prime responsibility placed on the broadcaster to operate on his own terms of fair play and to perform in the public interest.

In his talk, Mr. Flanagan charged networks with "encroachment into national spot business." Brunt of his criticism was directed toward NBC Radio's Monitor weekend plan, which will be introduced by the network June 12.

Asserting that "only the stations can repel this encroachment," Mr. Flanagan said of the Monitor concept: "... They will give you an extremely low

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*Sources on request.
HOW NARTB STANDS AT CONVENTION EVE

WITH the 1955 convention of the National Assn. of Radio & Television Broadcasters only three weeks away, B*T invited NARTB President Harold E. Fellows to sit down with a group of its editors for an informal discussion of the status of the broadcasting industry, the progress it has made in the past year and the problems it faces in the year ahead. The word-for-word report of this B*T interview, transcribed from the taped record, appears hereewith.

Q: Mr. Fellows, with the annual NARTB convention just ahead, what do you believe to be the most important question facing the broadcasting industry?

A: One major issue the broadcasters face now is subscription television. As you know, the tv board of NARTB has taken the stand that subscription television, or pay-as-you-see television, as it's getting to be so commonly known, should not in any manner encroach upon our existing free system of television throughout this country [B*T, April 18].

In other words, pay-as-you-see or subscription television should not occupy any part of the regular daily program fare which people for many years now have been getting and expect to get free of charge.

Q: In view of this opposition to pay-as-you-see tv . . .

A: Just a minute. Let's get this straight right at the outset. On the basic subject of subscription television, whether it's good or bad, the board took no stand. That decision is up to the American public, not to NARTB nor even to the nation's television broadcasters. What the board did do was to say that whether subscription tv is good or bad, whether it is desired or undesired by the American public, is something that should be determined by subscription television's starting on an entirely different basis than in any fashion moving in on our present existing system of free television.

Q: You mean different to the extent of being on different frequencies—in a different part of the spectrum than the channels now assigned to tv?

A: I mean using some other method than the frequencies which are now allotted to, and are being used by, the present American system of free broadcasting. It may well be that the answer is land lines. That has been tried and is already in existence in connection with some of the community antenna deals through the country. It may be in that direction. Or it may be that there is some part of the spectrum where they could experiment with it.

Q: Excuse me, but isn't that the very thing the pay-as-you-see people don't want? They want to use the existing sets.

A: That's a very provocative observation. You mean, in other words, that they want to exist and make money by moving in on what is now free.

Q: One plan that has been suggested is to buy time at straight rates from existing commercial television stations for their programs, which they in turn will sell to the viewing public.

A: To me, that is contrary to the entire philosophy upon which our system is based. We do not operate television stations in this nation to sell the privilege of looking at those television programs. If that's what they're going to do, it's certainly not in keeping with the basic philosophy upon which a whole great industry has been built.

We have 36 million television sets in this country that people have paid billions of dollars for, with the understanding that they were not going to have to pay anything once it gets into their homes. We have an established system which has been developed and I don't believe that the industry should harbor the idea of permitting encroachment except by demand of the American citizenry.

Q: I gather that you and your board, then, do not agree with the contention of many of the advocates of pay-see television that this additional revenue is necessary for the salvation of television, that advertising alone will not support it.

A: Oh, our board and our members—a majority of our members—have concluded long since that advertising in the present form will support the type of television throughout this country that is sought under the terms of the act of the original regulations. But we are not at this point arguing, and I'm not intending to argue basically whether or not there should be subscription television. I am attempting and want to constantly maintain the position of the board, that that is another issue. The issue that they have declared themselves on is just this, which I will repeat again, that there shall not be subscription or pay-as-you-see television to any degree at the expense of our present system, any encroachment on or moving in on our present system.

Q: What about those stations which a couple of years ago were very eager for subscription tv to come along and rescue them from a really tough economic situation?

A: Let me put it this way and report the opinion I have overheard of some broadcasters who have gone very deeply into this subject. They do not believe that the benefits, if there are to be
benefits—incomewise—from subscription or pay-see television will reach these little markets, these smaller television stations, for years and years to come, because the economics of the thing is just dumbfounding.

The broadcasters say that the costs of erecting an entire system of pay-as-you-see television in a minor market are just too large, the promise of return just too small, to make it at all feasible to install it in a small market. I'm sure that contrary views will be expressed at the hearing.

In their minds—and I'm still quoting broadcasters who have studied it—if such a venture were started at the present time, what would finally accrue would be that almost overnight the business of the pay-as-you-see or subscription television would be on a common carrier basis.

Q: It seems we have two subjects here. One has to do with the attempt by the subscription television people to move in on the present broadcast facilities. The TV Board of NARTB is against that, but it has taken no stand on the subject of subscription television per se. Is that right?

A: Yes. On the basic subject of subscription television it has taken no stand.

Q: Would you object if the Commission took one tv channel, say ch. 83, and gave it to subscription tv?

A: We'd object to any channel being taken from free television. I think the existing allocations have been established for the purpose of seeing to it that the public under the Communications Act gets a national form of competitive television free of charge in their homes. I think we have a bounden duty to object to and to protest any encroachment upon that conception.

Q: So the principle that underlies NARTB's objection is that the American system of broadcasting does not include the concept of paying for viewing a tv program. Well, the pay-see proponents I've talked to claimed that this just happened and there's nothing organically in either the system or the law that required it to grow that way. In the beginning, some people thought that there would be charges to listeners.

A: Are you talking about 30-odd years ago?

Q: Yes, sir. This is what is known as legislative history.

A: Don't forget that tradition plays a pretty important part in these things, too, and that 35 years or so of establishing a free system of broadcasting in the country displaces rather effectively the legislative arguments of 35 years ago. I think that this would be particularly true if you look at it from the opinion of the average American citizen.

Q: Commander McDonald [president of Zenith Radio Corp., petitioner for subscription tv] has accused the board of being dominated by the big station owners and networks. Have you anything to say about that?

A: I'm very glad to answer that one. Our television board of directors is constituted of 15 men. Four of them are the appointed directors of the four television networks. The other 11 are democratically elected by the broadcasters of this nation. Now, four out of 15 is not domination in any way, shape or manner. I must comment on one other item which I noted in the release, which I presume was Comdr. McDonald's, referring to the networks plus eight great stations which they own. There's no representation of those stations on the television board of directors except as the single votes of those eight stations may have had something to do with electing some of the other 11 men.

Q: Do you anticipate that the board will take any further action with respect to subscription tv?

A: Of course, you understand my position as president of the Association. It's my job to carry out the policies established by the board. The policy of the board with respect to subscription television has been set forth clearly. Whether any further discussions within the board will take place depends on the board members themselves.

Q: What about community television?

A: You mean community antenna systems? Well, I think we have a very severe problem there. We are in the process of forming a committee to investigate certain phases of community antenna operations, particularly the issue of property rights, but there's one thing that must be said:

Final decision in a lot of these matters is made, and should be made, by the American citizen. No broadcaster, whatever his frame of mind might be, has a basic right to stand up and say there shouldn't be subscription television, there shouldn't be community antennas.

Some of them feel that way; some of them feel that there very well should be. Maybe community antennas are the answer to a lot of small markets—not even markets, villages, communities,—which couldn't, by the economics of the thing, get television service in any other way. If it is an addition to, and an expansion of, our basic television service to the citizens of America, there shouldn't be an American who could stand up and say there never shall be any community antennas. Even if he wanted to say that, it's a little bit late now, because it's well on its way.

If the community antenna systems move over into the field of just grabbing anything out of the air that they want to, and there are claims that they have already done so in many cases, without prior arrangement or agreement or negotiation with the source of that program supply, then something is out of hand in this country. There is no recognition of a man's property rights; there is no proper, agreed-upon function of this facility, however big or however small it may be. You can see the necessary protection to a thriving enterprise go out the window and everything scattered, awry, and no head nor tail to the whole darn thing.

Q: Why haven't steps been taken like those in Philadelphia a few years ago, when some theatres were going to pick up and rebroadcast a prize fight and Gillette and NBC and the station all got together and got an injunction preventing that?

A: Well, you're talking about a situation where the theatre for a two-buck admission would be competing with television in the
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home. That's not true so far as most of the community antennas are concerned. Now that it is becoming true in many cases, the issue arises.

We have a situation in broadcasting where, let's say, we have a given franchise, license, allocation, to a station whose tower and transmitter are in or near a major market. The contours are such that within the area allocated to this person in the first place he's got what we all know as white spots. Despite the fact that he's supposed to reach there, he doesn't. He may reach miles beyond there, but he doesn't reach there.

Q: . . . behind that mountain?
A: Yes, behind that mountain. Now, if somebody wants to put up a community antenna system there, there are many, many cases where the broadcaster would be tickled to death.

He's perfectly willing that this fellow shall have a community antenna system and gladly clears because the service that's being given is within that which is his right.

To my way of thinking, the problem comes when someone wants to pick up that same station and serve a community which lies well beyond the original boundaries for which that license was picked up, and then the question comes whether or not by so doing he encroaches on another existing television facility or on an allocation that has been made so that somebody may want to go in there. That's an issue. That's where the problem lies. There are a great many problems in connection with the thing.

There's bound to be a solution. I've said this over and over again. Just about everybody in this country is going to get some sort of television service in some manner. Now, maybe it's community antennas, maybe it's an extended bump on the mountain that nobody goes near. Call it a satellite, call it a booster, whatever it might be. But there's some way, 'ere long, as the poet says, for just about everybody to get something.

There's no trouble with the basic concept of community antennas at all. It's that if they get to a point where they start to run away with the ball and encroach upon other people's rights—legal rights, economic rights—then that's just unfair. They shouldn't do that.

**RADIO IS STRONGER**

Q: Is the radio industry as strong now as it was when you first joined the Association?
A: I think the radio industry as an industry is philosophically stronger. I think it has come to know itself and achieve a common purpose for the most part, and I think that as an industry it's stronger and more aware that it's got to fight competitively for its existence, wherever it is. I think it's less dis-unified and disinterested than it used to be. I think common problems have brought it a little closer together.

Q: Does that show up in the economics of radio?
A: I think it does. I think that if the majority of stations in this country had continued with the same degree of fear that most of them seemed to take on when television really became a threat, and they hadn't got stronger in their own minds and they hadn't come to greater points of unity in their own thinking, that then the radio income in this country wouldn't be more than 70% of what it is.

Q: How are radio time sales this year compared to last year?
A: The best knowledge that I have of radio time sales this year, on overall, if you mean network, national spot and local, all put together, is that they're slightly down again this year. But even so, there are a number of broadcasters who feel that this unification of purpose and this attitude about their own business is spreading and spreading and spreading and in 1956 there's going to be a marked increase in the strength and the income of the radio industry.

Q: In all types of time sales?
A: No. They have, generally speaking, a lot of confidence in the solution of the network problem. But this angle of income to the stations I think is a very interesting one. As you go around the country and you find the radio stations that are worried, you find they pretty much fall into two categories.

There are the stations who are so large, or so prominent and so popular that they derive a great amount of their income from the network sources. They were to some degree above the business of local selling. Their station operations were not geared to it. They didn't know the techniques of local selling. They hadn't been in the field all those long years to find out what it was you did for the local advertiser and how you did it, or to make their facilities properly available to the advertisers, to set them up in different periods under different circumstances, so that they had a selling argument for the local advertiser.

Their rates, traditionally and fundamentally, were way beyond the reach of the local advertiser, basically because they covered a population much of which was not necessary to the advertiser that was involved. Those are the stations that have not bounced back from severe network reductions and decreases. I'm speaking of stations whose income individually, from all sources, has been quite important to the overall annual picture of how much money is taken in.

Now, at the lesser market level, where stations from the very beginning have had to sell local advertisers in order to survive and make an honest-to-gosh profit, those fellows knew how to get out there and dig. They thought they'd been digging for lo! these 10, 15 or 20 years. But all of a sudden they, too, got a little bit scared about this thing, about this monster television, and they doubled their efforts.

You have many stations, particularly in the so-called smaller and medium markets, who had the best year last year that they've ever had in their entire careers.

When you add them all together, what the stations get from the networks, what they've been able to sell national spot, and what they've been able to sell locally, then you have something like a 5% decrease last year. Maybe you'll get it again this year.

But the fallacy in this whole thing is that this doesn't mean that all radio stations are in a bad way. A very appreciable percentage of them are doing better than they ever did, and pretty much demonstrating the fact that radio is not by any means dead but under the proper circumstances, and given the proper fight, it can go farther than it's ever gone before.

Q: What's the hottest subject on the convention agenda?
A: I don't believe there will be any hot subjects which will permeate the convention as such. And I don't think there should be. I don't think the annual convention of the radio and television broadcasters of America is the proper platform to air differences of opinion and have dogfights. I think it's the proper place for people to hear leading opinions on the part of American leaders, for leading broadcasters themselves to engage in observations on "what can bring us a better future," "what we're pointing toward," even to bring out some of our shortcomings when necessary.

Last year's convention came awfully near being a rout, with the development of the vicious uhf-vhf situation. It just about came to a point where the thing was thrown into an open dogfight. Now, you don't go to a convention for that purpose. If you do, you're all wrong. The thing is all whipped up in the corridor and the cocktail lounges, and all the things that go with it, and people go back and say they didn't get anything out of the convention.

Well, of course they didn't get anything out of the convention. They weren't spending their time in the rooms where we've attempted and beaten our brains out, the broadcasters as well as NAB, to provide something meaty and something worthwhile for their coming there.

We have some broadcasters who in my opinion are terribly mis-
in the best family tradition

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B.T INTERVIEW

guided. Any man who will say, "I'll bust up that convention. Wait till I get up there." For what? Self-embellishment, self-recognition, or what?

Q: If subscription television is potentially such a major trouble spot, is it on the convention program?
A: If your membership demands it, you can't keep it out of the convention. You can keep it out of your agenda, but if I should feel that a majority of the membership demands it, then . . .

Q: Can an issue as far-reaching and of such profound potential importance to this business possibly be ignored at a major convention of broadcasters, at least to the extent of discussing it?
A: You mean as far as the agenda is concerned?
Q: Yes.
A: It depends on what you think a convention is for. I don't think that a convention is the logical place to thrash out differences of opinion. I think that the issue is of that magnitude and the difference of opinion is so great that the noes and the yeses are of consequence on either side, then it's important enough to call a special meeting for that very purpose.

Q: Were these questionnaires sent only to NARTB members?
A: No, to the entire industry.
Q: So the percentage figures you're quoting apply to all radio and television stations in the U.S.?
A: That's right. I don't believe that there's ever been such a show of willingness on the part of the overall industry to cooperate and go along with NARTB like that, not even NAB in the old days.
Q: Didn't NAB, about six or seven years ago, have about 2,000 members? How does it compare today?
A: As I recall it, there were about 2,000 stations on the air then and we had in the neighborhood of 1,400 members, am and fm. In 1951, there were approximately 930 members; the membership had gone into a slide while the number of stations was still increasing. Then it started to build again. As of two minutes ago it was 1,547 am and fm stations and 265 tv stations.
Q: How about the number of state associations?
A: Five years ago, I believe, there were under 20. Today there are 46, all but Delaware and Wyoming.

THE ANNUAL CONVENTION: IT'S NO PLACE FOR DOGFIGHTS

Q: Let's turn around and look back for a moment. What do you consider the single greatest accomplishment of NARTB in the past year, since the 1954 convention?
A: Definitely, the action that we took and the organizing we did in obtaining from the entire industry the actual down-to-earth facts on beer advertising. It's without precedent in our association work.
Q: Do you think that if the bill banning beer advertising on the air gets to a serious point, this survey would be very effective?
A: I do, indeed. But I think there's a deeper significance than that—the fact that the industry for the first time was encouraged to gather its own information and have it accepted by Congress and by the legislative branch of the Government and by the Commission itself.
Q: What percentage of stations responded to that questionnaire?
A: The overall percentage of both radio and television combined was just under 80%. The usable questionnaires were approximately 72%, because we had to delete a lot of them for want of what we felt was complete enough information. But about 80% responded. In television, it was much higher than that. It was 90-odd%, well up to 100%.
Q: Are they on the way?
A: Well, Wyoming seems to be on the way. There's no disposition in Delaware yet, but that's because it has such a small radio and television station population. Perhaps Delaware should combine with somebody else. Maryland and the District of Columbia are already combined.
Q: How does the state association program fit into your legislative activity?
A: It dovetails. I firmly believe that the two go together—48 strong state associations working closely with a much bigger and stronger national organization than we've ever had. Only then can we be covered. It's got to be covered at both levels. Every day it becomes more and more apparent that a good share of our legislative trouble starts at the state level. Without organization, legislation can come up to one minute of twelve and these fellows don't even know that it's going on, let alone know how to oppose it, or to favor it, if it's good. Why, we had an instance the other day of an appeal for help on a very basic and vital problem some two hours before it was to come up for hearings at the state legislature.
Q: How does the state association situation, in which the associations themselves have actually enjoyed an autonomy or an
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individuality which is not directly associated with the NARTB, fit in with your district structure? Particularly in reference to your new reduced schedule of field meetings.

A: There is no immediate significance in our going into a regional operation, with regional conferences instead of district meetings. But I should be quick to comment that it can easily lead, gradually, toward a far greater emphasis on the state activities, and lessened emphasis on so-called district activities. I think it's inevitable that that could happen.

The real reason for going into regional conferences now is that the district meetings—so-called—have been outmoded for ages. It just doesn't make any sense, travelling a whole body of people around the country to try to get into these specific districts where you can't possibly hope to get, in the smaller districts, more than a handful of management people. To me it has been definitely proven that we should have bigger, more important affairs throughout the country once a year, where we can get 200 or 300 broadcasters to attend a regional conference. That is the important thing at this stage of the game.

Q: Do you think that maybe the concept this trend is leading toward might be a federation in which you had a national organization with state associations or others exercising considerable autonomy but still in connection with, connected to, in some way, NARTB headquarters in Washington?

A: I'm not prepared to say, frankly, but I don't think we should decide until we've seen how these regional conferences come out. There are a lot of unsolved problems. One problem is: Could we find a way to have state association meetings in connection with those conferences? Perhaps we could. I don't know. Another problem is: Do certain states fall together to such a degree that it makes sense to preserve a structure?

You know, in these regional conferences we have still preserved the district structure. The regions are combinations of existing districts. When they are terribly big they can combine two and in some cases they embrace three districts. We've got a lot of experimenting to do, after all the years that we've been going on the other basis. I don't think we want to just strike out and say "Gosh, we shouldn't do this," or "We shouldn't do that."

Q: Are you trying to give the broadcasters anything different at the meetings?

A: That's exactly what we're going to try to do. We're going to try to make the meetings bigger and more important than they have been before.

Q: Sort of junior conventions?

A: Precisely. Junior conventions, three-day affairs, planned very much as the convention in Washington is being planned. We'll have a three-day conference which devotes one day to radio, one day to television and has one day in the middle, in this case.

You can see how that fits the pattern that we seem to have solidly established, with radio and television both under the same roof for all these purposes except sales promotion, so that a man, if he's not interested in television, can come for the first two days. Or the fellow who's interested solely in television can come for the last two days. Unless he wants both radio and television, he won't have to involve himself for three days.

SATELLITES FOR THE ORBIT

Q: In connection with this, a survey we conducted showed a general desire among broadcasters for fewer meetings. Would you say there was any likelihood, with this new system of regional conferences which you're staging, that the satellite meetings of the industry, the BMI clinics, the RAB sales meetings, might eventually gravitate in that same orbit, so that they would take place coincidentally?

A: If we reduce to eight meetings a year in the fall, and they grow more and more toward a tendency to combine all these others in a two-day or three-day meeting, there is a very good possibility that you could basically get this thing down to where you've got two major series of meetings a year which concern broadcasters. The ones that we do at the regional conference level would involve top management and top ownership.

The other meetings would be, if the word isn't wrong, a potpourri of several of these things brought together which would engage the program department, the sales department, the station managers to some degree. Then there is the possibility, and an interesting one, that one of the networks is considering seriously, of following the regional conference set-up for their affiliate meetings.

Q: Has there been any indication from people connected with these other organizations of any sympathy toward that aim?

A: Yes, and not only an indication. I mean BMI this year. I think I'm correct in saying the majority of their meetings are being held in connection with state meetings. That's already established.

I don't know what direction TVB is going to take because they're so new that they're not well enough along, but I know from discussions that there is definitely a sympathy toward that. Now, following along the philosophy that we've all been trying to develop in the last two or three years, again it just doesn't make sense to have these fellows chasing all over the country at different times of the year, and being away from their business.

There's a very definite tendency established so far as RAB is concerned. They are now working on a plan whereby they go into individual markets; they do not assemble people from areas even as large as statewide areas. If they continue with that plan, so that they go from market to market rather than from state to state or district to district or region to region, I assume that they would not come under this heading at all because they are not drugging people away from their natural locale at all. They're going to them. But with the exception of RAB and their present plan of operation I think that sympathies are entirely toward the combining of these state meetings and these various other groups.

Q: Does NARTB find itself in sympathy with that plan? You have no objections to the clustering of satellite meetings around your own group.

A: Definitely not.

Q: Do you have any other objectives that you're working toward?

A: Sure. We're working toward a much larger and stronger association which will represent a far greater majority of the industry, both in radio and television, until we've got a status and a respect that the Association has never heretofore enjoyed. That's what we're working toward.

Q: You mean through membership?

A: Through membership and through our activities.

Q: There was a little problem in fitting radio and television into one association. Has that been accomplished?

A: I don't think it's fair for me to try to answer that. I believe it's been accomplished. I don't think that we have seen the day when no one will disagree with that; I think it's very deep-rooted in some people's opinions. But I think the very fact that most of that came from the radio side of the picture, and the very fact that in the last four years we've gone from 930 am members up to 1,223 today, is about the best and quickest proof that you have of that.

Q: I seem to recall that at one time there was talk of the clear channels versus the independent non-network-affiliated stations; there was fm; there was tv; now you've got community,
we don't know how many people prefer olives in their martinis...

BUT we DO know that among leading radio and TV agency executives 2 out of 3 say they prefer to read a WEEKLY radio-TV trade publication.

Like so:

- daily ............. 4%
- weekly ............. 67%
- semi-monthly ....... 20%
- monthly ........... 13%
- no answer ......... 4%

(Note: over 100%? multiple answers caused it.)

(Here, of course, is a resounding vote for BROADCASTING-TELECASTING . . . the ONLY 100% radio-television weekly in America.)

moral: The man with something to sell goes where his best customers are most likely to be.

* This is only one of several revealing facts established by Ross Federal Research Corporation's recent "Readership and Preference Study of Radio & Television Trade Publications."
If you don't have a copy, you should. Write to Broadcasting-Telecasting, 1735 DeSales Street, Washington 6, D.C.
daytime stations and so on—all under one tent. Do you think you're going to be able to live like that?

A: We have them under the tent as individuals, not as segments. For some time now, you will recall that we have stayed out of those individual fights, if you want to call them that, or promotions. We know of the combined effort which the daytime broadcasters are undertaking, and we're not unsympathetic with their going about their business, or with the clear channel advocates going about their business, but we steadfastly refuse to be directly responsible for their activities.

We say that we must deal with that which represents the entire industry. Or, in some major cases which we've been discussing today, so nearly the entire industry that we know it's the thing for everybody involved, and then of course, we must undertake what we're about, no matter what the extreme reaction may be.

Q: Do you provide a place for those people to get together during the convention?

A: Indeed we do, as many of them as there are. We try to cooperate in every way, such matters as opportunities for them to meet, or any fundamental advice, we do that for them. But they get no policy representation.

Q: If you went back to a board structure along those lines, with representatives from clear channels, from medium stations, from small stations, what then?

A: I'm afraid that it would bring individuals into being partisan to the point that it would mean eternal tension, with the segments always, or at least part of the time, furthering their own cause. I'm not sure that such a division, or election of directors that way would serve the general cause at all.

I do think that there is a great merit in seeing to it that every broadcaster has equitable representation on the board. However it's accomplished, I believe in that, and I do feel that the small broadcasters of this nation are far less disturbed about the activities of NARTB than they used to be in the old years, the years you're talking about, when they wanted to break away and form an independent program.

We have every reason to be just as interested in the 250-watter in some valley in California as we have in a major-market, big, high-powered station. They are all broadcasters, and it's the unity of broadcasters that we must achieve if we're going to lick legislation which keeps coming in faster and faster and harder and harder. An extra buck isn't going to do the job.

ENOUGH ALL-INDUSTRY PROBLEMS

Q: In other words, you think there are enough problems confronting all broadcasters to be solved, without getting into the individual fights of this faction against that.

A: That's absolutely correct.

Q: At one time NAB did radio sales promotion. And then it was separated, and TVB was set up separate from RAB. Is there any thought in your mind that NARTB might ever again encompass promotion, sales, advertising?

A: No.

Q: Never?

A: No. I'm thoroughly in agreement with the disassociation from the sales and sales promotion side of both the radio and the television business from the business of NARTB. The answer is, of course, that in the area of selling, radio and television have got to be just as competitive with each other as radio is with newspapers, or television is with newspapers.

Q: What about programming? Do you see a need for some sort of centralized agency which could be somewhat of a programming counterpart of the sales organizations, RAB and TVB?

A: I think we have always been logically and justifiably responsible for program philosophies. NAB down through the years has made one move, but two or three attempts to set up a specific programming clearing house, passing along from the fellow in southern California to the fellow in northern Maine a particular manner in which he was able to corral some new sponsors because of a new program technique. But NAB was never able to do it successfully. There seems to have been from the very beginning, a secretive, competitive attitude on the part of the broadcaster. If he did well with something, that, by golly, belonged to him. That was his idea and he just wasn't going to let go of it. A lot of them would get up and make public announcements; they said, oh, yes, they'd go along with something like this, but anytime anyone has started to set up a clearing house, it never has seemed to succeed.

Now, I'm not at all sure. I don't think it can be done next month or possibly next year, but I'm not at all sure but what we're growing toward it—the very increase of unity, the philosophical unity that I tried to bring out a little while ago, may well mean that ultimately we'll work toward that, both in radio and television.

Q: What about the BMI clinics, where broadcasters exchange program ideas? Aren't they getting into the area you've been discussing?

A: Well, there are some broadcasters who feel that this gets into work which NARTB should be doing, and there are others who feel that it's excellent to have it done the way it is, with BMI going out and creating a session that program directors and announcers and anyone else can go to simply on a nearby basis. They feel that we would not be able to provide this sort of meeting except by a far greater expenditure of money than we now have allotted or have available for such purposes.

Heaven knows that there is the program need that you are talking about. There always was the program need. At the particular time that BMI started, it was just a ball in an open field. It's mighty good that somebody took it and I mean BMI, and ran with it toward the right goal.

Q: Would you say that the radio and television Codes have done a good job?

A: I believe that they've both done excellent jobs.

Q: Can you cite specific accomplishments for either?

A: Well, if we cite specific accomplishments, if we get down to specific programs being corrected, we will be talking in violation of the overall philosophy of the operations of the Code.

Q: Could it be stated in generalities, not with respect to program A on station B?

A: Oh, I think the program standards of both our radio stations and our television stations throughout the country, if you take them en masse, have been set at a higher level than they ever would have been without any such voluntary moves.

Q: You mean things would have been worse if we didn't have Codes?

A: Much worse. I know that the Standards of Practice of radio has not corrected all radio stations, and I know the Television Code has not as yet corrected all television stations. But I think the general demeanor of radio and television in this nation is a far more responsible demeanor than it would have been without those two documents. We have people to attest to that, such as Commissioners who publicly state what they believe self-regulation has done.

Q: May I bring up the bait-and-switch problem? This problem has existed in many cities and it's been a matter of rather serious concern to Better Business Bureaus throughout the country. Yet we find in New York City a number of big television stations and a number of radio stations directly involved in this rather disagreeable situation. Can you tell us whether any sort of corrective measures were attempted
BMI extends congratulations to all who had a hand in the creation and production of the distinguished programs honored with awards from Ohio State University's Institute for Education by Radio and Television, April 12, 1955.

The IERT AWARDS bring to attention the general excellence of broadcasting in the public service. Such recognition also serves to further and stimulate the creation of consistently fine educational radio and TV programs.

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BMI is grateful to IERT and proud of the First Award (Class 5, Dealing With Basic Freedoms)

"THE AMERICAN STORY — Nathaniel Bacon"

Broadcast over a number of radio stations from scripts prepared by Broadcast Music, Inc.

THE CITATION: For an effective presentation of the principles of freedom embodied in the American Revolution and the contribution of one patriot to this cause. Using a fine radio-dramatic style, the belief in human freedom that motivated Nathaniel Bacon is ably portrayed. The use of authentic material supplied by recognized historians adds to the picture of American ideas and ideals that the program encourages.

* One of a continuing series of radio programs prepared by BMI in association with the Society of American Historians and outstanding authorities on American history.
by the NARTB, or the Code authority in the case of television, with respect to bait-switch advertising in New York City in advance of the federal grand jury investigation?

A: Not specifically in New York City, but in all cities where there are Television Code members or radio members, because the NARTB and its Standards of Practice and TV Code have long encompassed the business of bait advertising.

Q: Then would it be fair to say that it was impossible to obtain compliance from some four or five television stations and possibly 15 or so radio stations in New York City in connection with bait-and-switch advertising and the radio and television Codes?

A: I think it's fair to say that there are very, very few television or radio stations who are members of NARTB who have been violating those Codes. They should not violate them in any way, shape or manner. The Television Code and the Standards of Practice have been directed toward that.

Q: You mean the loss-leader type?

A: That's right. Now that is the traditional operation of a major department store or specialty shop throughout this country. They have a few dozen pairs of slacks and they tell you in the newspapers or over the air that if you'll come in early tomorrow morning you'll be pretty sure to get one of these several dozen pairs of slacks that they have on sale at $1.89. Well, you get there at 11 o'clock and you find that they have long since been cleared out. Now, isn't it perfectly righteous and just that they'd attempt to sell you some that they've got at $2.89?

One of the things that we face is that this so-called Better Business move gets a little out of hand sometimes. When it directs itself specifically to bait advertising—and I say again that real bait advertising is mostly fraudulent advertising—and gets enthusiastic about this thing to the point that it goes to all ends, you've got what appeared about a year ago in Reader's Digest. There was an article which said that the bait advertising take of the radio stations of this country for the previous year was $350 million. Actually, the total

THE CODES: THEY'VE BOTH DONE EXCELLENT JOBS

Q: But they are violating them. One of them has been mentioned specifically in one of the indictments.

A: I should not like to direct my remarks to any single station—but rather to the issue. I know the history of this thing from both sides. I was a member of the board of directors of the Better Business Bureau of Boston for many years and was directly engaged in this same sort of thing, particularly so far as the radio medium and the beginning of the television medium were concerned. I know that we brought about a disposition on the part of both radio and television broadcasters to make sure that they were not carrying anything that can legitimately be called bait advertising.

Now, I am quite in sympathy with doing away with all bait advertising, because in almost every instance, in my book, it's fraudulent advertising. It goes that far. But there is a danger involved which I'm afraid extreme applications of this issue can lead to. That is that too many of these people are including in what they call bait advertising another thing that is a fundamental and traditional procedure in the matter of selling merchandise throughout the United States of America. Many of these cases find the sincere and enthusiastic efforts of the Better Business Bureau pointed toward instances of your entering a perfectly good store—and I mean a good store—because you saw an advertisement in a newspaper for a sidetable for $29 and before you left the fellow had shown you one at $59 and sold you. Those things have been used as an example of bait advertising.

Q: Getting back to the question of fraudulent advertising on a member tv station, has NARTB taken back the Seal of Approval from any station?

A: I'm very happy and proud to say that we haven't had to take back a Seal from any television station in this country in three years of Code operation.

Q: Have you disciplined them?

A: Oh, yes. Over and over and time and time again, if you want to use the word "discipline," although that is almost beyond what happens. We go after every single complaint or criticism, we sit down very quietly with the broadcaster and with the complainants involved. The stations and the networks have corrected the thing that brought about the criticism and the complaint. They have corrected it in some instances before it even reached the Television Code Review Board. After it has reached the Television Code Review Board and they sit in judgment on it and agree among themselves, particularly with regard to borderline cases, that it is a

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Now—with RCA’s new Special Effects Equipment—you can have these 12 attention-getting effects right at your fingertips. You push the button for the effect you want. You swing the “control stick” (rotatable 360°) and put the selected effect in the picture wherever you want it. It’s simple, inexpensive—requires no complicated equipment or extra cameras.

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violation of the Code, then the word goes back and the decision goes back. Now, there's the whole essence of this operation.

Q: What happens when the decision goes back?
A: We get agreement from them that they're going to discontinue it. We're not through until we have a declaration.

Q: But after the declaration from the station, do you still follow it up?
A: We're monitoring all the time. We're checking all the time throughout the country. Specifically we're checking on matters like that.

Q: There's been a lot of talk recently about juvenile delinquency and how the broadcasters, particularly in television, are driving our children into paths of crime and corruption. What about that?
A: I think I can make you a very rational speech on that subject by now. It seems there's a difference of opinion among authorities throughout the country. I must give you the negative side first, so that I don't get caught in the criticism which the chairman of the Senate Juvenile Delinquency Subcommittee directed at me the other day on the stand. Psychologists don't agree. Some eminent psychologists claim that television is a terrible, ravaging thing which is destroying the very backbone, mental backbone, of the children of the nation. And equally eminent authorities who seem to have gone into it pretty deeply give the studied and public opinion that there is no real basis for accusing television as being anywhere near a major factor in the business of juvenile delinquency.

We have been doing a lot of work to encourage programming, particularly from television stations, which is directed toward the business of helping solve the juvenile delinquency problem at the local level. Nearly all of the shows that emanate from the networks and most of the film shows are definitely following the philosophy and the stated conditions of the Television Code, that there are morals involved, that the entire show must teach a lesson, must be pointed toward certain things. It's pretty unrealistic to assume that you shall not have any so-called violence on the air. The thing that a lot of people overlook is the difference between aggressiveness and violence. I'm afraid that in too many minor opinions all aggressiveness becomes violence. You can reason this thing all night long, if you want to, but I'm convinced, and I think a majority of people are convinced, that there is no major source of juvenile delinquency in a television set.

Q: Here's another burning issue—the matter of awards. When is NARTB going to set up to endorse the proper awards?
A: NARTB consistently turns down the business of making awards. We believe in awards, but we don't think that they should be made to the members by an association which is composed of members. We think that some outside body with proper strength and authority and ability should make such awards, that the association as such should not make the awards.

Q: That position is a little changed from the one advanced, I think it was the winter of '49 at Hot Springs, for an Oscar idea. There was an academy sort of setup all worked out and there was some temporary enthusiasm for it.
A: But it boiled down and died pretty fast, didn't it?
Q: But NARTB does give an award. Doesn't it give an award to a single individual for outstanding industry service?
A: Oh, the Keynote award. Well, there's nothing competitive about that. It's purely honorary. But I don't believe we should be deciding which radio station, or television station, or network did the best job—the members telling each other who did the best job. I mean it should be an outside body, with proper purpose in mind and ability to judge objectively.

Q: What do you think about Comr. Frieda Henlock's proposal that free time be given to political candidates?
A: If we have to give free time to candidates, then, to avoid discrimination, we'd have to give it to all of our other customers and then where would we be? And don't think that the word "discrimination" isn't pertinent. It was not so long ago that the FCC amended its rules on political broadcasting to prohibit stations from setting special "political rates," higher than their regular rates. If we have to charge politicians exactly the same rates as regular advertisers, then it ought to work the other way as well.

Q: Seriously, what are candidates to do? They have to use radio and tv if they want to get elected and the way it costs, isn't there some truth in the charge that this condition is giving a big advantage to the man or the party with the most money to spend?
A: I think that by maintaining the same rates for political advertising as for regular commercial business, the broadcasters are doing more for candidates than the other media, which charge special rates that are sometimes double or triple the regular rate. Call it a compromise, if you will. I do think broadcasters have met the challenge of selling time to political candidates by living up to that.

The stations throughout the country to the best of my knowledge have long since made a real effort to make available to any candidate as much time as they sell to the other candidates. Then comes one of the moot questions: how much time can a fellow buy? I don't think you and I can settle that, but I don't believe that anyone should deny one man the privilege of buying more than one five-minute period because the fellow that's running for dog-catcher hasn't enough money or can't get enough support to do that. We cannot change the traditional political operations of this nation overnight, if we can change them at all, and I don't think that should be our responsibility.

Q: One of the big problems in connection with political broadcasting has always been the state libel laws conflicting with the FCC rulings. Now, how is the fight to cure that progressing?

GET PROTECTION BACK HOME

A: The fight to cure that is a rather interesting one. Actually, in the matter of federal legislation and states' right, the safest position for any broadcaster to be in is to have state libel laws which protect him. If he depends upon a federal piece of legislation, he may feel secure and at home, but he's still subject to challenge. His greatest safety is in a state libel law. For several years now we have been attempting to work, particularly where there's a good state association, to get satisfactory libel laws, protective libel laws, into the state legislation which give the fellow running a radio station the same break that other media get.

Q: What's your score on that?
A: Oh, our score's good now. The other day another state came in and made it 33. So you can see there's been an awful lot of progress along those lines. For a great many years there was an amazing situation. The broadcasters looked at their state libel laws, which were almost entirely written long before the advent of radio, and inasmuch as the libel laws didn't mention radio, they thought they were basking under a protective umbrella that could never reach out and hurt them. A pretty innocent and, I would say, rather silly conclusion to draw, and it took a little education to show them that there's no protection under the law unless it specifically gives you protection as it's written or phrased.

Q: What is the basic function of NARTB?
A: Its basic function is to make all radio and all television in America bigger and better and stronger.
Q: ... and to protect the privately operated stations?
A: Particularly to protect and preserve the American system as we know it now, on a free enterprise basis, with free television and radio throughout the country.
### B・T TELESTATUS

**May 1955**

**Total Stations on Air: 428**

**Total Cities With TV Stations: 281**

**Total Sets in Use: 35,385,000**

**HOW TO READ THIS LISTING:**

Each station or group listed is in the city where licensed.

- **Triangle (►):** station on air with regular programming.
- **Square (■):** station off the air (may be temporary or permanent).
- **Circle (○):** station off the air (probably for technical reasons).

**Asterisk (*) :** non-commercial outlet.

- **Dagger (!):** not interconnected.

Data on station color equipment: N, equipped for network color; L, local color slide; LF, local color film; LL, local live color.

### ALABAMA

- **ANDAUASIA:** WJQJ (4) 2/5/55-Unknown
- **BIRMINGHAM:** WVTX (12) NBC, ABC, DuM, Blair: 120,610; N
- **MOBILE:** WALA-TV (10) ABC, CBS, NBC, Headley
- **WALB-AV (48) See footnote
- **SELMA:** WSLA (14) 2/24/55-44

### ARIZONA

- **MESA (PHOENIX):** KVAR (12) NBC, DuM; Raymer: 120,610; N
- **PHOENIX:** KCOI (4) 7/2/55-Unknown
- **KVFO (4) ABC, NBC, Headley
- **KVTV (3) ABC: 120,610; N
- **TUCSON:** KCOO-AM (12) CBS, DuM; Hollingbery: 72,340
- **JONESBORO:** KBTM-TV (5) 9/15/55-Unknown

**SCHEDULE:**

- **LITTLE ROCK:** KBAT-TV (1) NBC, DuM; Petry: 101,067
- **KATV (7) (See Pine Bluff)
- **PINE BLUFF:** KATV (7) ABC, CBS, Avery-Knobel: 91,380; N
- **TEKASA:** KCMM (10) See Tekasa, Tex.

### CALIFORNIA

- **BAKERSFIELD:** KBAT-AM (9)
- **CORONA:** KCOA (52) 9/15/52-Unknown
- **EUROPA:** KEXD (3) ABC, CBS, DuM: House-Blair: Blair TV: 20,000
- **FRESNO:** KFBK (13) ABC, CBS, DuM; Brannham: 156,980; N
- **KXII-AM (13) See footnote
- **LAKEPORT:** KABK (7) ABC; Petry: 2,058,196
- **KCPD (13) See footnote
- **KDFN (24) CBS, NBC: Raymer: 153,682; N
- **KOGO (5) CB, DuM: Hollingbery: Initial Decision 6/7/54
- **KCBS (25) 6/25/55-Unknown
- **KCMR-AM (1) See footnote

### COLORADO

- **COLORADO SPRINGS:** KWJF (4) ABC, CBS, DuM: Hollingbery: 97,300
- **DENVER:** KVOA-TV (5) CB, DuM: Hollingbery: 39,600; N
- **KMGH (5) CBS; Katz: 289,251; Ls, Ll
- **KOAA (4) N, Katz: 289,251; N
- **WABA-TV (5) 11/7/53-Unknown
- **PUEBLO:** KCSJ-TV (5) ABC, CBS, DuM: Holman; 9,000

### CONNECTICUT

- **BROOKFIELD:** WINC-TV (45) ABC, DuM; Young: 72,340
- **WCBF (51) 1/29/53-Unknown
- **HAMDEN:** WGTY-TV (18) ABC, DuM: H-R: 291,209
- **WCHF (51) 1/29/53-Unknown
- **NEW BRITAIN:** WCNB (45) CBS; Bolling: 264,159; N
- **NEW HAVEN:** WCBS (14) ABC, CBS, NBC, DuM; Katz: 58,952; N
- **WELI-TV (46) H-R: 6/26/53-Unknown
- **NEW LONDON:** WNLC-TV (25) 12/21/52-Unknown
- **NORWICH:** WCNE (143) 1/29/53-Unknown
- **STAMFORD:** WSPR (22) 5/27/53-Unknown
- **WATERBURY:** WATR-TV (22) ABC, Stuart: 190,320

### DELAWARE

- **WILMINGTON:** WDEL-TV (12) NBC, DuM: Meeker: 2,051,000; N, Ls, LF
- **DISTRICT OF COLUMBIA
- **WASHINGTON:** WMAA-TV (1) ABC; Katz: 60,600
- **WIOD-AM (4) NBC: Spot Slas: 371,581; N, Ls, LF
- **WTOP (9) CBS: Spot Slas: 681,600; N
- **WWIS (12) DuM: H-R: 648,000
- **WOC (10) 1/26/54-Unknown
- **WOOK-TV (50) 11/29/54-Unknown

### FLORIDA

- **CLEARWATER:** WPFG (12) 1/25/53-Unknown
- **DAYTONA BEACH:** WCME (45) McGulliva: 1/7/54-1/1/55
- **FORT LAUDERDALE:** WITV (12) N; H-R: 176,000 (also Miami)
- **WIFE (12) N; Miami-
- **FORT MYERS:** WINK-TV (11) ABC, CBS, McGulliva: 12,405
- **FORT PIERCE:** Gene D. Eyer (10) 4/18/55-Unknown

### JACKSONVILLE

- **WJSH-TV (36) ABC, NBC, DuM; Perry: 75,600; N
- **WJNL-AM (4) ABC, CBS, DuM: Spot Slas: 413,765; N
- **WOBM (30) ABC: 1/15/55-Unknown
- **WFLX (20) 7/15/52-Unknown
- **WOKY (50) 11/29/54-Unknown

### MIAMI

- **WBBY (23) N; Katz: N
- **WPLQ (4) CBS, Free & Peters: 307,000; N
- **WITF (17) See Fort Lauderdale
- **WJMN (50) 12/8/53-Unknown
- **WMTS (22) 1/12/53-Unknown
- **KTRB (TV) (7) CBS; Katz: 289,251; N
- **WAKA-TV (50) 11/7/53-Unknown

### MIAMI BEACH

- **WAKT (10) 3/30/55-Unknown

### ORLANDO

- **WDSP-AM (6) E, CBS, DuM; Blair: 95,000; N

### PANAMA CITY

- **WJDM (7) ABC, CBS, DuM: Hollingbery: 20,175

**SAVE:** this monthly Telestatus section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., Broadcasting • Telecasting, 1715 DeSales St., N. W., Washington 6, D. C.

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A monthly situation report on present and planned tv stations and television network shows
Ever monitor your TV spot when it looked like this?

On WHIO-TV, your film show or film commercial is sharp and clear every time!

Now, WHIO-TV has the very latest and finest film camera equipment to give you "live" picture quality. Here's your assurance that all the time and money spent in your carefully planned and produced films will be transmitted with sharpness and clarity. This brand new equipment is just part of the new facilities in WHIO-TV's two million dollar radio-television center. Call George P. Hollingbery for complete information on WHIO-TV, now on the air with the sharpest pictures ever shown.

*Installation of new RCA Vidicon cameras has just been completed and the film cameras are now in operation.
## COMPARATIVE TV NETWORK SHOWSHEET

### EVENING

<table>
<thead>
<tr>
<th>Time</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
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<tr>
<td>6:00 PM</td>
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<td>Lehns &amp; Linds</td>
<td>The Sunday Show</td>
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<td>6:30</td>
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<td>Electric Company Ads</td>
<td>Alt. Wks.</td>
<td>Meet The Press L</td>
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<td>Gen Foods Foods F</td>
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<td>7:00</td>
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<td>Tony Martin</td>
<td>Tidal Water</td>
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<td>7:15</td>
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<td>You Asked For It</td>
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<td>Am Tobacco</td>
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<td>Pippa Gill</td>
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**EVENING**

**TELECASTING**

**DAYTIME**

**SUNDAY**

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<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>DuMONT</th>
<th>NBC</th>
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- **EVENING**
  - Program titles and networks listed.
  - Multiple shows and networks are featured.

- **DAYTIME**
  - Schedule for different days.
  - Shows and times listed.
  - Programs include 'The Morning Show', 'The Afternoon Show', and 'The Evening Show'.

**Explanation:** Programs to include, rotating times, and additional details provided. Dates may vary. For more information, please refer to the source.

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B·T TELESTATUS

WICHITA FALLS—\[KWWT-TV (3) ABC, NBC; Raymore; 88,430; N\]  
\[KWPT-TV (6) CBS, DuM; Hoag-Haig, Blair-  
Tv; 88,756; N\]

UTAH

SALT LAKE CITY—\[KSU-TV (5) CBS, DuM; Spot Slz; 174,100;  
N\]  
\[KTV (4) NBC; Kata; 174,100; N\]  
\[KTVU (2) ABC; Hollenberg; 18,150; N\]

VERMONT

MONTEPELIER—\[WMVT (3) ABC, CBS, NBC; Weed; 130,837\]

VIRGINIA

BRISTOL—\[Appalachian Broadcasting Corp. (5) Initial  
Decision 2/1/55\]

DANVILLE—\[WBTV-TM (24) See footnote\]

HAMPTON (NORFOLK)—\[WVVW (10) NBC, DuM; Avery-Knodel;  
125,000; N\]

MARION—\[WBYA-TM (10) ABC, CBS, NBC, DuM; Pearson;  
120,064\]

LYNCHBURG—\[WLVA-TV (13) ABC, CBS, DuM; Hollenberg;  
225,000; N\]

NEWPORT NEWS—\[WACH-TV (33) Walker\]

NORFOLK—\[WTVF (3) ABC, CBS, DuM; Petry; 356,492;  
N\]

OAKWOOD—\[WTVF (15) See Hampton\]

PETERSBURG—\[WVAA (8) NBC; 9/28-54-Summer ’55\]

RICHMOND—\[WTV (6) NBC; Blair; 488,285; N, LF, LS\]

ROANOKE—\[WRAV (10) ABC, NBC; Avery-Knodel;  
235,005; N\]  
\[WDBJ-TV (7) 3/31-55-Unknown\]

WASHINGTON

BELLEWHAM—\[WBB (12) CBS, DuM; Forejus; 172,153\]

PASCO—\[KEEN (19) 50,621 (satellite of KIMA-TV Yakima)\]

SEATTLE (TACOMA)—\[KING (5) ABC; Blair; 420,500; N, LF, LS\]

SEATTLE (TACOMA) (3)—\[KOMO (4) ABC; Hollenberg; 420,500; N\]  
\[KCTB (8) \]

SPOKANE—\[KQV (6) NBC; Kata; 130,140; N, LF, LS\]  
\[KEEN (2) ABC; Petry; 107,111; N, LF, LS\]  
\[KXLY (4) CBS, DuM; Avery-Knodel; 97,602\]

TACOMA (SEATTLE)—\[KTVW (13) Young; 420,500\]  
\[KCIW (11) CBS, DuM; Wee; 426,500; N\]

VANCOUVER—\[KVAN (5) (21) Belling 9/25-53-Unknown\]

YAKIMA—\[KIMA (29) ABC, CBS, NBC, DuM; Weed; 50,621\]  
\[Chinook Tc Co. (23) 3/15-55-Unknown\]

WEST VIRGINIA

BLUEFIELD—\[WHR (6) Katz; 10/24-Unknown\]

CHARLESTON—\[WCHS (8) ABC, CBS, DuM; Branham;  
SpC 694; N, LF, LS\]  
\[WKVI (4) See footnote\]

CLARKSBURG—\[WVLK-TM (12) Branham; 2/17-55-Fall ‘55\]

FAIRMONT—\[WPBP-TV (35) See footnote\]

HUNTINGTON—\[WCHJ (2) ABC; Brack; 225,265; N, LF,  
LS\]  
\[WTVN (13) 9/24-55-Summer ‘55\]

OAK HILL (BECKLEY)—\[WOCN (4) ABC; Pearson; 232,840\]

PARKERSBURG—\[WTAI (19) ABC, NBC, DuM; Forjoe; 38,802\]

Page 74 • May 2, 1955

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If you want to reach the television viewers of the South Bend Market there's only one way to do it. Buy WSBT-TV. This station gives you more viewers than all the others put together! No other station, UHF or VHF, whose signal reaches the South Bend Market, even comes close to WS BT-TV in share-of-audience. Furthermore, when you use this station, your sales story is presented with a clear, interference-free picture.

* TV Hooperatings, Nov., 1954 for South Bend-Mishawaka, Ind.


** PROGRAM SERVICES **

** AP Radio-Tv Membership Gains 112, Now Totals 1,376 **

DOMESTIC membership among newspapers and broadcasters is at a new record level, the Associated Press reported last week. Totals are 1,744 newspapers and 1,376 radio and tv stations. A net gain of 112 radio-tv members was cited for 1954.

These figures were contained in an annual report by Frank J. Starzel, AP's general manager, to AP members who were in New York last week at their annual meeting.

Also submitted was an AP report which attributed "outstanding" coverage of news stories during the past year in large measure to member newspapers and radio stations which had supplied "the facts, the photos or the ideas."

Since the time radio has shared in the cost of cooperative newsgathering, it was noted, the total AP effort has grown as radio membership has increased. There are now more than 350 radio members in cities or towns which have either no newspapers or no newspaper members.

McLean Re-elected To AP Presidency

ROBERT McLEAN, publisher of The Philadelphia (Pa.) Bulletin (WCAU-AM-FM-TV), was re-elected president of the Associated Press last week by the board of directors meeting in New York. Other officers are: Norman Chandler, Los Angeles Times (KTTV-TV), first vice president; Clarence B. Hanson Jr., Birmingham (Ala.) Sunday News (WAPI, WA FM [FM]) and WABT (TV), second vice president; Lloyd Stratton, assistant general manager, AP, secretary, and Robert Booth, AP treasurer, treasurer.

Re-elected to the executive committee are: Mr. McLean; Benjamin M. McKe lway, Washington (D. C.) Star (WMAL-AM-FM-TV); Paul Miller, Rochester (N. Y.) Democrat & Chronicle (WHEC-AM-TV); Robert B. Choate, Boston (Mass.) Herald & Sunday Herald (WHDH-AM-FM); Harry E. Byrd Jr., Winchester (Va.) Evening Star, and John S. Knight, Chicago Daily News (WIND-AM-FM).

Directors who were re-elected at meeting are: Mr. McKe lway; John R. Reitemeyer, Hartford (Conn.) Courant; Nathaniel R. Howard, Cleveland News; Richard W. Clarke, New York Daily News (WPIX-TV); W. H. Cowles, Spokane (Wash.) Spokesman-Review (KHQ-AM-TV), and Raymond L. Spangler, Redwood City ( Calif.) Tribune.

** UP Radio Stations in U. S. Number 1,510; Tv now 144 **

NUMBER of U. S. radio stations served directly by United Press increased to 1,510 during 1954 and the number of tv stations totaled 144, it was reported last week by John J. Madigan, radio news manager, at UP's annual meeting in New York.

Mr. Madigan said many state news reports had been enlarged in keeping in line with a "steady trend" toward the broadcasting of more regional and state news. More news features were added to the service during the year, according to Mr. Madigan, including a one-hour Sunday program of a wide range of news topics and a thrice-weekly script covering the recording film.

William C. Payette, UP television manager, claimed United Press Movietone News had delivered more daily newsfilm to more tv stations throughout the world in 1954 than any other tv news service anywhere. He said more than 20
NEVADA ATOM BLAST IS DURABILITY TEST OF AM STATION OPERATION IN EMERGENCY

Experimental 250-watter KOZDM located less than a mile from the detonation point, in 'Terror Town.' Postponements of blast upset network schedules and increase costs of pooled broadcasts.

WOULD a broadcasting station operating within a mile or so of an atom bomb burst be knocked into kingdom come, tower and all? Or would the typical station be able to withstand the fury of the nuclear blast and perform its national emergency function of keeping the public informed?

Those were among the questions to be answered if, as and when the results of the thrice postponed Operation Cue at Yucca Flats, Nev., become known.

Originally scheduled for early Tuesday morning Pacific Daylight Time, the 40 kiloton atomic explosion was postponed first until Wednesday, then Thursday morning and then again until Saturday by inclement weather and danger of fallout. Results of this largest civil defense test ever staged, however, were not to be made known until some 24 hours after the blast, and after radioactivity had subsided to the point of making inspection of the site possible.

Of key interest is the fate of the 250-watt station KOZDM, less than a mile from the detonation and part of 'Terror Town,' the typical man-made community comprising domes, public utilities, communications systems, automobiles and trailers, and radio and tv receiving sets and antennas.

Officials in charge of the station project would not predict the outcome of the test, arranged under auspices of the Federal Civil Defense Agency (FCDAA) with the cooperation of members of the Radio-Electronics-Television Mfrs. Assn. (REMA). But engineering observers predicted that the ferocious nuclear blast, equivalent to 40,000 tons of TNT and of three million degrees heat, would knock the station out and all but shatter its transmitting gear. They thought the nearby Stainless Inc. antenna would withstand the blast, however, and that the one-story concrete building would not be demolished.

The results won't be known until the day after the blast.

The pre-blast experiences—for the broadcasters covering the event—were forbidding. Winds with velocities up to 80 miles an hour churned up the desert, temporarily knocking out microwave relays and literally throwing sand in the gears of the delicate television and related equipment.

The postponements also played hell with network schedules. Original estimates of about $65,000 for the pooled broadcasts were raised to in excess of $100,000, with $10,000 in overhead, exclusive of program costs, estimated for each day of delay.

While civil defense officials estimated that Operation Cue would cost about $3 million, seasoned observers held that the overall man-
erupions are loud, with氡en, technicians and scientists, and high briss of thie and for-

eign governments, would run at least $15

million—assuming the atomic device is de-
tonated. There were more than 400 representa-

tives of news media, of whom more than 100

represented radio and tv.
The first full
test was scheduled to open on

D-Day on a continous basis, and go off one

minute before 2 Z hour. An automatic timer

would put it back on the air four minutes after

the opening shot—if the station was still capable of

transmitting.

Mr. Young estimated that the installation,
from transmitter house to antenna, represented
an investment of $10,000. RCA's portion
probably cost about $6,000, he said.

The non-standard broadcasting and mobile

radio communications equipment was housed in

an adjacent building. In addition several kinds of radio and tv antennas were

installed near the buildings on the test line.
The automatic telephone switchboard was

supplied by Northern Electric Co., at a cost of

$9,000, including the low and mobile transmitter,
typical of the kind used for civil defense purposes, was supplied by General

Electric Co., at an estimated $1,000 cost.

Motorola had installed a mobile taxi-calling serv-

ice transmitter in the adjacent building, and

RCA had two mobile transmitters in the struc-

ture. In addition, mobile communications equip-

ment was housed in vehicles at various dis-

tances from the blast site.

Receivers, both radio and tv, installed in

the various dwellings in the area included RCA,

GE, Hallicrafters, Admiral and the new tran-

sistor "Regency."

For the military and Civil Defense commu-

nications, broadcast radio and television fes-

tivities were used in the test area—practically

all microwave. CD used seven radio-equipped
cars, along with 24 walkie-talkie units to

travel the testing ground in jeeps.

RADIO-TV CONCENTRATES ON YUCCA FLATS BLAST

Nine-hop tv relay to LosAn-

gels set up to carry the ex-

plosion picture to the outside

world. More than 100 radio-

tv representatives handle one

of the year's biggest new-

stories.

MORE than 100 representatives of radio

and television covered Operation Cure at Yu-

cca Flats, Nev., last week.

Whereas the previous atomic blasts in 1952

and 1953 covered by radio and television fes-
tivities included World News Roundup, fenders.

The networks and AT

and Civil Defense blue-

print, the test was regarded as of paramount

importance. It was to mark the first practical

experiment involving Conelrad, since KOZDM

is assigned on 1240 kc, one of the two channels

used for all participating stations in the emer-

gency control plan, with all others to be silenced

for the emergency's duration.

A half-dozen broadcasters found themselves

assigned to trench positions or in Army

tanks at zero hour. They were Dave

Garroway, NBC-Today; Fred Deiterick, CBS-

TV; Dallas Townsend, CBS Radio; Robert D.

Swanson, KSL TV; Casper, Wyo., and

Lynn Thomas, KWRO Coquille, Ore., all

assigned to trench positions about 3,000 yards

away from the blast, and Rex S. Bowen,

KOY Phoenix, and Bill Grove, KFBC-AM-TV

Corvallis, Ore., to Army tanks about the same
distance from the site.
The project, under auspices of the RETMA

and FCDA, was supervised by Raymond H.

Williamson, General Electric Co., as project

officer. Assignment to the project officer was

John E. Young, of RCA, Camden.

It was explained that information on the

effects of a nuclear explosion on typical civilian

civilian installations is of importance to

civil defense, and that insufficient data is avail-
able for proper evaluation. The results of Op-

eration Cure, therefore, would provide an an-

swer to the post-disaster repair problems with which civilians and personnel may

cope and give some idea of the circumstances

under which equipment would be affected.

Typical Station Donated

The 230-watt standard broadcast station, con-

structed in a steel frame, two-room, house,

was a one-story concrete block structure rather

a typical of a local station. Using the call as-

signed by the FCC—KOZDM—it was located

4,700 feet (less than a mile) from the blast

site. Operating on 1240 kc, one of the two

Conelrad frequencies, the station was fully-
edquipped. In addition, there were a number

of tv feeds. Communications transmitters and

receivers housed in an adjacent structure, plus

the three antenna installations, and a typi-

cal suburban telephone switchboard.
The station equipment included the RCA

transmitter, a console for combination oper-

ations and an all-purpose, turntable mounted, Geo. L.

CBS, Hollywood; Dow, Ralph, KENO Las

Vegas, Nev.; Dowas, Hugh M., NBC-TV, New-

York; Foster, R. D., KWTO Springfield, Mo.;

Garren, B., WTVL Waterville, Me.; Gunda, Ernest,

WCCO Minneapolis; Cheverton, Richard E.,

WMT Cedar Rapids, Iowa; Conklin, Edwin,

ABC, Los Angeles; Collingwood, Chas. A.,

ABC, New York; Compton, Richard H., KEVD

Minneapolis; Cooper, Ernest M., KCRT Trini-

dad, Colo.; Couzzi, Mike J., CBS, Los Angeles;

Cronkite, Walter L., CBS, New York; Curtis,

Earl M., NBC, Los Angeles; Damon, James G.,

KRC Los Angeles; Day, John F., CBS, New York;

Dennison, Terry, KPHY-TV Phoenix, Ariz.; Desoria,

Charles, CBS, Los Angeles; Dieterich, Fred

KTRH Houston; Dieterich, Fred, KTRH, Los

Angeles; Dieterich, Fred, KDYL-KTVT (TV)

Salt Lake City, Utah; Green, Gerald, NBC-TV,

Los Angeles; Grove, Wm. C., KFBC-TV Cheyenne,

Wyo.; Hall, Wesley L., KTVT-KVTY Little Rock

Ark.; Hageman, Harold L., WADC Akron,

Ohio; Handley, Drew R., CBS, Los Angeles;

Harris, G. E., KMTV (TV) Omaha, Neb.; Hart,

James P., KLAS Las Vegas, Nev.; Hart, Robt.

A., KTRH Houston; Heywood, Robt. L., KSUB

Cedar City, Utah; Hohler, John M., NBC-TV,

Los Angeles; Hibbge, Arthur L., KSUB Cedar

City, Utah; Holch, Arthur, NBC-TV, New

York; Holcomb, Grant, CBS-TV, San Fran-

cisco; Holloway, Evelyn I., NBC, Hollywood;

Horton, Donald Kirk, Los Angeles; Humes,

Ivyor, Thomas M., KLAS Las Vegas, Nev.;

Jarlson, Alan E., KENO Las Vegas, Nev.;

Kelly, Lennom, KTRI Sioux City, Iowa; Kew,

Scott, San Francisco; Kewan, Harold, Iowa;

Kunke, George, NBC-TV, Los Angeles; Larson,

Geo. B., KDYL-KVTY (TV) Salt Lake City;

Leppert, John D., NBC-TV, Los Angeles;

Levitan, Paul L., CBS, CBS-TV, New York;

Broadcasting • Telecasting

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Lee at Yucca Flats
OFFICIAL observer for the FCC at the Yucca Flats, Nev., blast site last week was FCC Comr. Robert E. Lee, the Commission's defense officer. He arrived Saturday, April 23. His primary interest was in what was officially called "Civil Effects Test Project 35.2," the communications equipment test, including a complete 250 w am radio station, actually operating on a Conelrad channel (1240 kc). He planned to submit a report on the results to the FCC.


Talichoff, Sol, B&T, Washington; Thomas, Lynn, KWRO Coquille, Ore.; Thompson, John H., NBC, Los Angeles; Thiriot, Richard V., KSL-TV Salt Lake City; Townsend, Dallas S., CBS New York; Ubelhart, James W., WSPD-TV Toledo, O.; Uhrhammer, Gerald Howard, KEYD-TV Minneapolis; Vandercook, John W., ABC-TV New York; Ward, Granville P., KTTS Springfield, Mo.; Watson, James, KBEW-TV Los Angeles; Weiss, Howard, NBC New York; Widhoff, Gene, NBC-TV Los Angeles; Willis, Douglass, British Broadcasting Corp., Washington; Wilson, Sam, WHK-TV Cleveland, Ohio; Wood, Barry, NBC-TV New York; Young, Fred, KRAM Las Vegas, Nev.; Zelman, Sam, CBS, KNXT (TV) Los Angeles, Calif.

Technicians Spend 2½ Months Readyting for 'Operation Cue'
PROBLEMS facing radio-vi in covering the A-bomb blast at Yucca Flats proved to be a real technical challenge to the crews that spent two and one-half months in readying for the event.

An important piece of equipment used was a Minicam camera—a seven pound tv camera whose picture tube and overall size are one-tenth of that of the average tv-camera—which was in a civil defense trench. Audio and phone lines ran from the trench where 30 observers were waiting, at Media Hill, six miles away. At the time of the blast a split-screen ar-

The Buffalo Evening News Station
CBS Basic
WBEN-TV
Channel 4
WBEN-TV LEADS THE WAY
1st on the air . . . 1st in know how . . . 1st in experience. WBEN-TV, Buffalo's favorite station, is also 1st in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBEN-TV has high penetration in Toronto and Southern Ontario. Trained and experienced personnel of Buffalo's 1st station are equipped to interpret and handle your advertising needs . . .

Get the WBEN-TV Story from HARRINGTON, RIGHTER & PARSONS, INC.

The Most Powerful Radio and Television Coverage in This Region

*a DOUBLE Ringer... in the Detroit Area!

CKLW radio covers a 15,000,000 population in 5 important states. The lowest cost major station buy in the Detroit area.

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

800 kc. Radio
50,000 Watts
Channel 9
325,000 Watts
Buffalo, N. Y.
National Rep.
Adam J. Young, Jr., Inc.
Guardian Bldg., Detroit

May 2, 1955 • Page 79
Lamb Defends Book on Russia, Repeats Denials of Red Ties

Broadcaster says competitors have instigated attacks against him, says his writings have been misinterpreted. His counsel charges 'bookburning.' Sen Kefauver swears to his loyalty.

Edward Lamb vigorously defended his controversial 1934 book, "Planned Economy in Soviet Russia," before FCC Examiner Herbert Sharfman last week as other witnesses, including Sen. Harry Ferguson (D-Minn.), attested to his loyalty and anti-communist record. Mr. Lamb called the probe of his early writings a threat to freedom of broadcasting and the press.

In hearing since last September, the case involves license renewal of Mr. Lamb's WICU (TV) Erie, Pa., where he also publishes the Erie Dispatch. Issues include whether Mr. Lamb falsely told the Commission he never had Red ties. He repeatedly has denied the charge of misrepresentation and denied ever having communist affiliations.

From the witness chair Tuesday, Mr. Lamb contended that "the most severe and violent attacks on me and my writings have occurred from my business competitors." He claimed that "the press has misrepresented, magnified, and distorted these statements. . . . They had a series of some 14 articles and those articles were sent to every member of Congress." He added, "They are the basis of libel action pending."

The WICU owner further charged, "This was also helped, along this misrepresentation, abuse and distortion, by Isadore and Samuel Horewitz, the publishers of the Mansfield [Ohio] News Journal with whom I competed for a radio station. This was all gone into at Horewitz' instigation by FCC and I was given that license and he was denied the license."

"But the reports persist and the attempts to misrepresent my statements persist and were magnified, of course, when there was a change of political administration in Washington and on the Commission," Mr. Lamb said.

Joseph Kitter, assistant chief of the FCC Broadcast Bureau and now principal Commission counsel in the WICU renewal case, questioned Mr. Lamb in detail about his book, written after a visit to Russia. Mr. Kitterner said some passages, particularly in the concluding pages, are liable to multiple interpretation. Because of this, he said he felt the author should be given the opportunity to clarify them.

In particular dispute, Mr. Kitterner indicated, was the language "which says if we are to have a planned economy, the workers, the farmers and the militia men must organize together to assume title to the means of production."

Recalling the acute depression of the early 1930's—the "paradox of plenty"—and the need for economic planning, Mr. Lamb noted the planned economy which did develop under the New Deal and which he observed in social development in many areas of public life today.

Mr. Lamb emphasized, "I said repeatedly throughout the book that the study of conditions in Soviet Russia was in no way to be a model for Soviet Russia, or any other country," Quoting from his book, "On page 13 I said, 'The study of Russia's successes and failures in planning are instructive, but not determinative, of the successes of similar efforts if adopted and applied in this country. Observed in the Soviet case is that bold recommendations for adoption by America of Russian methods is as silly as it is short-sighted. Russia, today, is no Utopia.'"

During early argument among counsel over Mr. Kitterner's inquiry about Mr. Lamb's book, WICU attorney Russell Morton Brown claimed the proceeding to be "the kind of thing they had in Nazi Germany when they burned books . . . a kind of thing that the Japanese became so famous for under their thought control program."

Later, Mr. Lamb observed that his examination by Mr. Kitterner, "extensive as it has been, has nevertheless been carried on in a fair, proper and considerate way." Several days earlier Mr. Brown had noted that the FCC attorneys, under Mr. Kitterner's direction of the case, have conducted themselves "in a most exemplary manner."

Mr. Brown questioned Mr. Lamb Wednesday about various awards and citations which his radio, tv and newspaper interests have received, including a 1949 commendation from FBI chief J. Edgar Hoover for his dispatch in focusing public attention on forces which would undermine our constitutional way of life. These plus numerous anti-communist writings by Mr. Lamb were entered into the record.

Also presented was a 1947 letter from Arnold Johnson, Ohio leader of the Communist Party, complaining that Mr. Lamb's WDTO Toledo was "hoolie" and requesting time to answer the attacks. Asked if such time was ever afforded the Communist Party, Mr. Lamb replied, "It was not."

Mr. Lamb recalled discussing the role of radio and tv in church affairs with Pope Pius XII in a private interview at the Vatican in 1950 and pointed out that his WTVN (TV) Columbus, Ohio, was the first tv station in the U. S. to televise a Mass other than Christmas Eve. He cited Roman Catholic, Protestant and Jewish leaders as guest ministers.

Sharfman Subpoenaed

FCC EXAMINER Herbert Sharfman, presiding officer in the Commission's Edward Lamb case (see story this page), was served with a subpoena last week by defense counsel for Mrs. Marie Natvig, a former secretary of his. The subpoena was linked with Mrs. Natvig's perjury trial Tuesday in Washington.

Mrs. Natvig is the turnabout witness in the Lamb hearing whose perjury case will be heard before U. S. District Court Judge Alexander Holtzoff. The trial was postponed a fortnight ago from April 25 to May 3 [BT, April 25]. Examiner Sharfman was served Wednesday afternoon during a recess in the Lamb hearing.

Mrs. Natvig originally testified before Examiner Sharfman that Mr. Lamb was linked with communist causes and later she recanted and charged she had been coerced to so testify by Walter Powell, former chief FCC counsel in that proceeding and now on the legal staff of WBBM. The perjury indictment hinged on the coercion charge. Counsel for Mrs. Natvig also has served subpoena for Mr. Powell; his former secretary at FCC, Phyllis Segal, as well as FCC attorney Arthur Schissel. Justice Court has issued a subpoena for a FCC records clerk, including Joseph Kittner, assistant chief of the Broadcsting, now head counsel in the Lamb hearing.
Jewish commemorations given his radio and TV stations for religious programming efforts. As for his sale of WTBN in 1953 to the family of the late Sen. Robert Taft (R-Ohio), whom he described as "Mr. Republican," Mr. Lamb noted the FCC approval came "shortly after the change of administration" and that "the transfer of that station went through this Commission, I believe, with a new speed record."

Mr. Brown, stating FCC found Mr. Lamb "qualified" for the purposes of the WTBN sale to the Taft family, noted the Commission "immediately after" refused to renew the license for WICU. He considered this "pertinent and significant" despite objection by Commission counsel.

On Thursday, Sen. Kefauver told Examiner Sharman he has never heard Mr. Lamb "say anything that would lead me in any way at all to doubt his loyalty or embrace any belief that would make him unfit to be a broadcaster."

Describing Mr. Lamb as a "valuable citizen," Mr. Kefauver said he met the broadcaster-publisher more than three years ago and felt he knows him quite well and knows his "general attitude toward our country." He felt Mr. Lamb may have made mistakes, but noted if anyone looks back 25 years and recalls early mistakes "you would not paint too pretty a picture about any of us."

Lowell Baldwin, long-time friend of Mr. Lamb and one of his first legal clients, testified Mr. Lamb "never had a good word for communists" and "dammed the Communist Party within any labor organization."

Indicating he was a Republican and opposed to communism, Mr. Baldwin said he would not have appeared and testified if he had any idea Mr. Lamb had communist sympathies. Recalling Mr. Lamb's legal defense of labor groups in the 1930s, Mr. Baldwin said Mr. Lamb wanted people to know that when he defended them "he wasn't part of them" but was "doing it for a legal fee."

The witness, who said he owns a dry cleaning plant at Maumee, Ohio, testified that when formation of a labor union at the plant was being considered in 1939, Mr. Lamb advised him "to be careful there were no connections with the Communist Party."

Sam Spokeseller, CIO field representative, recalled contacts with Mr. Lamb in the mid-1930s when the latter was union counsel during a strike at the Libby-Owens Ford plant. Mr. Spokeseller said Mr. Lamb would not tolerate communist interference with the way he handled legal matters. He said he never heard Mr. Lamb say anything good about the Communist Party or its strike tactics.

**WAIM-TV, WGVL (TV) Protest WSPA-TV Move**

THREAT that protests by WAIM-TV Anderson and WGVL (TV) Greenville against the move of ch. 7 WSPA-TV Spartanburg, all South Carolina, might wind up in court for the fourth time was made last week after a three-day FCC hearing in Washington.

The warning was sounded by former Sen. Scott W. Lucas (D-III.), counsel for WAIM-TV, after FCC Chief Hearing Examiner James D. Cunningham denied a request for a subpoena of WSPA-TV books and records.

At issue is the correctness of the Commission's 1954 grant to WSPA-TV to move its transmitter site from Hogback Mt. to Paris Mt. The latter is six miles from Greenville. Protestants ch. 23 WGVL and ch. 40 WAIM-TV charge that the move was dictated by WSPA-TV's desire to secure a CBS affiliation. At the Hogback Mt. site, they claim, WSPA-TV coverage would overlap with that of CBS-affiliated WBTB (TV) Charlotte, N. C. They also claim that the move would make WSPA-TV a Greenville station.

Move to Paris Mt. was justified by Walter J. Brown, president of WSPA-TV, on the ground that he ran into difficulty in building on Hogback Mt. He said that CBS officials called his attention to the overlap with WBTB.

Ben K. McKinnon, ABC-affiliated WGVL's vice president and general manager, told of losses his station had been sustaining since he lost his NBC affiliation to ch. 4 WFBC-TV Greenville. A March 31, 1955, balance sheet showed total assets of $204,361, of which $233,517 were current assets. Current liabilities totaled $47,158, with notes payable $41,325, and contracts payable $23,019. Losses to June 30, 1953, were $10,935, by June 30, 1954, $120,048, and by March 31, 1955, $64,668.

Glen P. Warnock, general manager of CBS-affiliated WAIM-TV, showed 1954 revenue of $56,846, and January-March 1955 revenue of $10,808. Network revenue reached a high of $323,24 in February, 1954, Mr. Warnock's report showed, sank to zero by midyear, with 81¢ reported for November 1954, and zero again thereafter. WAIM-TV lost $44,895 in 1954, Mr. Warnock reported, and $7,949 for the first quarter of this year.
HARRIMAN SIGNS N. Y. LIBEL BILL

NEW YORK STATE broadcasters now are shielded from damages resulting from defamatory remarks made over their stations during political broadcasts by qualified political candidates.

A bill affording stations such immunity, passed by the state legislature in late March, was signed April 23 by Gov. Averell Harriman.

The new law, which became effective with the signing, frees station operators and their employees from liability for any defamatory statement by any legally qualified political candidate whose broadcast remarks may not (under FCC rules) be censored by the stations.

Under the new state law, however, broadcasters before and after each political broadcast must carry an announcement saying the speech is not censorable under FCC regulations and that the remarks do not necessarily reflect the views of the station, its ownership or its management.

The new law accomplishes the first major project of the newly-formed New York State Assn. of Radio & Television Broadcasters which urged adoption of the bill and worked for its passage.

Connecticut Passes Law To Protect Broadcasters

BILL to relieve Connecticut broadcasters from damages in suits resulting from libelous matter broadcast over their facilities was signed into law on April 19 by Gov. Abraham Ribicoff.

The bill was introduced into the Connecticut General Assembly under the sponsorship of the Connecticut Broadcasters Assn., who campaigned for its passage until it was written into law.

The new statute, which became effective with the signing, is not restricted to broadcasts by candidates of political parties; it is a protection against liability for remarks made by any person not an employee of the station.

The statute reads as follows: "The owner, licensee or operator of a visual or sound radio broadcasting station or network of stations, or the agents or employees of any such owner, licensee or operator of such a station or network of stations, shall not be liable for any damages for any defamatory statement uttered over the facilities of such station or network by or on behalf of a candidate for public office or by any other person; but this act shall not apply to any such owner, licensee, operator, agent or employee who willfully, knowingly and with intent to defame, participates in such broadcasts."

Davis Asked by House Unit Where He Got Wiretap Info

SIDNEY DAVIS, New York attorney who is acting as majority counsel for the Senate Commerce Committee's current investigation of the networks and uhf-vhf problems, last week found himself before a House Judiciary subcommittee, which wanted to know where he got information in New York about wiretapping a subject the subcommittee has been examining.

Mr. Davis was called to testify Thursday after the House group got curious about a statement in a book authored by U. S. Supreme Court Justice William O. Douglas, who had said New York courts issued orders for 58,000 police wiretaps in 1952. His source, Justice Douglas informed the subcommittee, was Mr. Davis.

A Brooklyn district attorney had challenged the figures, saying only 480 wiretap orders were issued over the whole state.

Mr. Davis told the subcommittee Thursday he performed an "investigation" for Justice Douglas in 1952, taking a week to question six to 10 "reliable" people—police officials, lawyers and clerks of courts—but he couldn't remember their names.

This brought a comment from Rep. Hugh Scott (R-Pa.) that Mr. Davis either had a poor memory or was not being candid with the congressmen and, thus, might not be qualified to serve on a Senate committee. Chairman Emanuel Celler (D-N.Y.), however, thought this was being a little rough on Mr. Davis who, after all, he said, was not on trial.

Panic Prevention Film

HOW panic can be prevented in time of emergency is dramatically presented in a 14 film produced as a public service by the Institute of Life Insurance, in cooperation with the Federal Civil Defense Administration. Previewed Tuesday in Washington, To Live Tomorrow includes an introduction by President Eisenhower, to be shown several weeks later in public meetings.

The film runs 13½ minutes, will be available in both 36mm and 16mm. It was produced at Capitol Films Studios in Washington.

PAY-SEE COMMENTS SOAR TO 5,000 MARK

AS THE greatest outpouring of letters to the FCC on a single subject in that agency's 21 years of existence amounted to the 5,000-level, the first full-scale public debate on pay-as-you-see tv before a nationwide audience was scheduled to be seen and heard over CBS-TV yesterday (Sunday) from 5:15 to 6 p.m. EDT.

The CBS debate had this lineup:

For subscription tv: W. Theodore Pierson, Washington attorney, counsel for Zenith; Ralph Bellamy, actor and president of Actor's Equity; Ross B. DeWitt, ch. 23 (KDKA) in Tidus (which ceased operating some months ago). At the end of last week, Mr. Beck asked CBS to permit Benedict P. Cotton, Washington attorney for KCEB and former FCC general counsel, to substitute in his place.

Against subscription tv: Victor Sholits, ch. 11 WHAS-TV Louisville; Leon P. Gorman, ch. 5 WABD-TV Bangor, Me., and Sherwood Dodge, Foote, Cone & Belding advertising agency.

On the horizon was a similar presentation of the now-raging controversial pay-tv subject by NBC. The date and participants have not been announced.

The 5,000 missives addressed to the FCC—some via senators and congressmen—are packed in seven, tightly-laced docket volumes. Two of the volumes contain more than 500 postal cards. The letter writers in the last two weeks are heavily in favor of subscription tv.

A predominant proportion of the letters are from the Midwest.

Some are obviously in answer to a request by Zenith to its radio-tv dealers and distributors to "write to the FCC." Others are in the form of pre-printed postal cards, the first heavy influx of which came, oddly enough, from Asheville and Greensboro, N. C.

One form card opposing subscription tv urges a boycott of Zenith products. This discovery prompted Comdr. E. F. McDonald Jr., Zenith president, to write to the General Motors chief of this "vicious and unfair tactic." Mr. McDonald said he would advise the FCC further when he had run down the author of this opposition campaign.

The card, ironically, was addressed to Zenith Radio Corp., Chicago.

Aside from the numerical support it is engendering for subscription tv, Zenith has enlisted the following on its side:

dissements, and Frazier E. Cunningham, Allied Public Relations Assoc., Chicago.

Two major allies came into the Zenith camp last week when the National Small Business
Men's Assn., and the Chicago City Council advised the FCC that they favored pay TV.

DeWitt Emery, president of NSBMA, said he was writing to set at rest the idea that small business was against subscription TV. He asked: "What is the FCC waiting for?" The question, he said, is not whether pay TV should be approved, but how soon.

The Chicago City Council resolution expressed the hope that subscription TV would provide additional employment in the Chicago area.

Earlier last week, Mr. Pierson and Marcus Cohn, counsel for the anti-pay-TV Organizations for Free TV, debated pay-as-you-see TV before a luncheon meeting of the Federal Communications Bar Assn., made up of legal practitioners before the FCC.

Mr. Pierson castigated the NARTB TV board for its resolution opposing the use of broadcast channels for fee TV. [B*W, April 11], emphasized that the pay proposal was to permit broadcasters to charge for some programs, not all, and asked that the idea be allowed to prove itself in the marketplace. If evils show up, Mr. Pierson said, the FCC can move in to correct it. If necessary, Mr. Pierson said, Zenith would accept a limitation of 15 to 20 hours a week for the broadcasting of subscription TV.

Mr. Cohn claimed that the fallacy in the pay TV proponents' position is that it would not supplement existing free TV, but would pre-empt free TV. Mr. Cohn said that in one Zenith promotion piece, it was held out that there might be advertising in the subscription TV program.

Rogers Takes Engineering Post With McConnaughey

APPOINTMENT of onetime broadcaster Christian E. Rogers Jr. as his engineering assistant, effective today (Monday), was announced last week by FCC Chairman George C. McConnaughey. Mr. Rogers has been special assistant to the assistant director for telecommunications of the Office of Defense Mobilization.

In 1947-48, he was assistant director of radio-TV for the Republican National Committee.

Mr. Rogers began his career as engineer-announcer with WJBO Baton Rouge, La., in 1955 and three years later was appointed general manager of KALB Alexandria, La. From 1941-42 he was radio business manager of the AP Radio Div. for Texas, Louisiana and Mississippi.

Mr. Rogers obtained his B.S. degree in physics from Louisiana State U. in 1938 and completed graduate courses in electronics and uhf techniques at Harvard U. and Massachusetts Institute of Technology in 1942-43 while on duty in the Navy. He received his LL.B. from Georgetown U. Law School in 1951.

Entering Navy duty in 1942, he served in both the Pacific and European theatres and rose from lieutenant (j.g.) to commander. After he worked with the Republican National Committee in the 1948 campaign, Mr. Rogers was an electronics consultant in Washington.

Recalled to active service in 1950, he spent two years as assistant head of the Electronics Design Branch of the Navy's Bureau of Aeronautics. In 1952 he joined the Washington law firm of Mechlin, Marshall & Smith as an associate member and in 1954 went to ODM.

Graybar can supply over 100,000 electrical items. Complete price and catalog service on any electrical need is available from a nearby Graybar office.


ATLANTA
John Klotz, Cypress 1731
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
L. T. England, Main 6060
CLEVELAND
A. C. Schwager, Henderson 2-2500
DALLAS
T. R. Gole, Randolph 6452
DETROIT
E. W. Stone, Townsend 8-5550
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. E. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1266
LOS ANGELES
R. B. Thompson, Angelus 3-7282
MEMPHIS
E. W. Irby, Memphis 7-7150
MINNEAPOLIS
L. B. Halloway, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
M. J. O'Connell, Webster 7676
PHILADELPHIA
D. M. Antrim, Walnut 2-5405
PITTSBURGH
R. F. Grossert, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenker, Jefferson 1-4700
WASHINGTON, D. C.
D. R. Edge, Executive 3-0022

Everything Electrical to keep you on the air...
ABC-TV REVEALS ‘55-‘56 BILLINGS

Network’s ‘five year plan’ shows progress as gross billings for three series total more than gross billings for all of 1953. Thirteen new advertisers added and 14 renewals firm for the fall.

ABC-TV BELIEVES that by next fall it will be near achieving the competitive stature among the ranking tv networks that it has had as a goal since early 1953.

Already, ABC-TV has made strides in billings for the 1955-56 season, or the third year in the original “five year plan” upon which the network embarked upon merger with United Paramount in February 1953.

ABC-TV in three program series alone, Mickey Mouse Club, Disneyland and Warner Bros. Presents, has business on the books representing more than $21 million in gross billings. This is more than the total ABC-TV gross billings in 1953 [BW, April 25].

The network as of this week has signed at least 13 new advertisers to its next season’s roster, effective May 1, to come into the fold. In addition it has 14 fall renewals.

In anticipation of building its program structure along the lines of diversification, the network announced Wednesday that Bishop Fulton J. Sheen’s Living It Worth Living program would shift from DuMont to ABC-TV next October (see story this page).

Network officials are certain that ABC-TV has made the progress it has in the past two years by building network programs. They cite an investment of some $70 million in program and talent commitments. Program commitments of $35 million have been made with Walt Disney Enterprises alone.

ABC-TV also can show an increase in station clearances which, it was understood, have boosted the average network program’s coverage.

According to Publishers Information Bureau figures, gross time billings, which at the $18 million level in 1952, jumped 64% in 1953 to a little over $21 million and by last year topped $34.7 million, or an increase over the preceding year of about 41%.

Profit Almost Doubled

The financial evidence also has been accruing at the parent company’s offices for the past few months. Estimated net operating profit of American Broadcasting-Paramount Theatres Inc. for the first quarter of this year almost doubled the same quarter of last year—from $1,093,000 to $1,917,000, according to ABPT [BW, April 25].

Among the new advertisers are Monsanto Chemical Co., Pharmaceutical Inc., Sheaffer Pen, Liggett & Myers, General Electric and the eight advertisers that have signed up for the Mickey Mouse Club, which begins in the fall.

Monsanto Chemical, General Electric and Liggett & Myers will share sponsorship of the Warner Bros. Presents series on Tuesdays. Pharmaceutical companies replace Remington Rand as co-sponsor for Masquerade Party along with Esquire Boot Polish which has renewed, in a new time period, Saturday, 9-10 p.m. Ozark Jubilee in turn will move up from its present period, 9-10 p.m. to 8-9 p.m. on Saturdays. Agency for Pharmaceutical is Edward Kletter Assoc. Emil Mogul Inc. services Esquire Boot Polish.

Sheaffer Pen will co-sponsor Penny to a Million, Wednesdays, 9:30-10 p.m. along with

Brown & Williamson Tobacco Corp. (Raleigh cigarettes), which has renewed the show for next season, effective May 4. The program succeeds Who Said That? Sheaffer Pen is handled by Rustel M. Seeds, Chicago, and Brown & Williamson’s agency is Ted Bates Inc.

The eight advertisers signed for the Mickey Mouse Club which reportedly will share a cost of $20 million for the five-days-a-week hour-long strip, 5-6 p.m., are: American Dairy Assn., Carnation Co., Mars Inc., Welch Grape Juice Co., General Mills, Campbell Soup Co., Bristol-Myers and Armour & Co. In addition, the station identifications before the program are understood to be signed for 52-week firm contracts.

The network, in addition to Brown & Williamson, already has lined up the following: Nabisco, DuPont, the Warner five times Drug, Dodge, Tidewater Oil Assn., Miles Labs, American Dairy Assn., Derby Foods, American Motors and Elgin.

National Bisquick Co. (Nabisco), which has been entertaining other network offers for its Rin Tin Tin series, has decided to renew on ABC-TV, Fridays, July 2-7 p.m. Kenyon & Eckhardt, New York, is the agency.

General Mills Sticks

General Mills also had been offered other network periods for its Lone Ranger, Thursdays, 7-7:30 p.m., but has decided to remain with ABC-TV. Sterling Drug has renewed The Vise, Fridays, 9:30-10:30 p.m.

Dodge Cars, Detroit, through Grant Adv., New York and Chicago, is said to be spending more than $5 million for time and talent with its renewed program, Saturdays, 11-11:30 p.m. The advertiser will sponsor Lawrence Welk and his orchestra during the summer season in the same period.

Tidewater Oil Assn. and Miles Labs will sponsor the Next Week is History, Thursdays, 7-7:15 p.m. American Dairy Assn., Derby Foods and American Motors all have renewed sponsorship of Disneyland, Wednesdays, 7-7:30 p.m. for the next season.

Elgin Watch Co. is about to renew its alternate week sponsorship of Elgin Hour, Tuesdays, 9:30-10:30 p.m.

‘Life Is Worth Living’ Moves to ABC Radio, T

BISHOP Fulton J. Sheen’s new series next fall over ABC Radio and Television is discussed by the prelate with Robert E. Kintner (I), ABC president; and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc.

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Reportedly Admiral Corp. contributed about $146,000 to charity for the Bishop’s appearance for 26 weeks on DuMont. This does not include payment for time. Mr. Kintner and Sol A. Rosenblatt, attorney representing the society, told the conference that ABC’s payment term of the charity for the Bishop Sheen program was “substantial.” Mr. Rosenblatt said the program was changing networks because financial arrangements were larger and coverage better.

Mr. Kintner said the program will be offered on the basis of 117 tv stations, most of them live. The program will be on for 39 weeks in the season (compared to 26 on DuMont) with 26 live and 13 filmed reruns.

Mr. Kintner, who did not divulge contract terms, noted that the contract was on a long-term basis.

COTT APPOINTED TO DUMONT POST

APPOINTMENT of Ted Cott to the broadcasting division of the Allen B. DuMont Labs as general manager of DuMont’s two owned and operated stations—WABD (TV) New York and WTTG (TV) Washington — was announced last week by Ted Bergmann, division director [CLOSED CIRCUIT, April 25].

Mr. Cott resigned March 1 as vice president of NBC and operating head of its radio network [AT DEADLINE, Feb. 28]. He joined NBC in March 1950 as general manager of WOR-AM-FM-IBS (now WNBC-AM-FM-WNET TV) New York. He was elected a vice president in March 1952 and was appointed operating vice president of the radio network in July 1953.

From 1942 until 1950 Mr. Cott was vice president in charge of operations and programs of WNEW New York. He began his broadcasting career as chief announcer and program director of New York City-owned WNYC.

ABC NEWS NETWORK

BROADCASTING • TELECASTING
MBS SET TO UNVEIL SHOW, SALES IDEAS

Final programming concepts not yet fully resolved, but plans are that more flexible schedule will be announced during affiliates meeting at NARTB convention.

MBS PLANS to unveil a “different concept” in its radio operation, stressing changes in programming as well as sales policy, at a meeting of its affiliates during the NARTB convention in Washington.

Robert Monroe, newly-appointed vice president in charge of programming of MBS and WOR New York (B&T, April 25), currently is working out the new program.

While details have not been divulged, the new “concept” is said to encompass:

- More active participation by affiliates in the network’s programming.
- A program pattern that will permit the network to “handle” any advertiser.
- Programming in segments that will permit the network and stations greater flexibility.

Questioned about the new project, Mr. Monroe said that “quite a number of methods and concepts” are involved in the contemplated changes. As yet, however, a final programming structure has not been resolved.

Involved also are such related problems as advertiser and station acceptance. Of the former, Mr. Monroe said that the network has had “some expression of interest” from advertisers. As for stations, Mr. Monroe felt that the new concept will be “attractive enough” to affiliates and that relationships with the network will be “improved” from both the network and station viewpoints.

Mr. Monroe succeeded B. J. Hauser, who assumed supervision of MBS Development Div. He joined Mutual and WOR after having served as president of his own firm, Robert Monroe Productions, where he created several network radio and television properties, including Nightmare, Story Time and Take a Number. His experience in radio production spreads over a 20-year span.

Programs, Talent Assembled By NBC Radio for ‘Monitor’

PROGRAM plans and talent for NBC Radio’s Monitor, the new weekend service the network will introduce June 12, were being assembled last week.

By Thursday, NBC Radio over a period of a week had announced that Dave Garroway, Today; Jane and Goodman Ace (formerly a radio team on Easy Aces), and Red Barber, sportscaster, have been selected as “communicators”—each to preside over four-hour segments.

The comedy team of Bob and Ray (Bob Elliott and Ray Goulding) will serve as “critics-at-large.” The team formerly was on NBC from 1951 to 1954 and currently appears weekdays on WINS New York.

NBC Radio also announced that one of the programs that will be heard on Monitor is New World. It will have a flexible format and variety of theme, and will be produced in cooperation with the U. of Chicago, replacing that institution’s Roundtable. The program will occupy one of the largest blocks on Monitor.

Jolliffe to CBS Radio

RICHARD W. JOLLIFFE joins CBS Radio’s network sales department, effective today (Monday). Dudley Faust, CBS Radio network sales manager, announced last week. Mr. Jolliffe’s assignment is contacting agencies and clients in the Los Angeles area, as well as serving as an account executive. He was assistant general sales manager for KNX Los Angeles and the Columbia Pacific Radio Network since last October. He joined that department last May after having served as Pacific Coast sales service manager for CBS Radio and CPRN.

WSAZ Joins NBC Radio

AFFILIATION with NBC Radio, effective May 1, was announced last week by WSAZ Huntington, W. Va.

KRNT-TV Signs With CBS

KRNT-TV Des Moines will join CBS-TV as a basic, interconnected affiliate, effective Aug. 1, it was announced last week by Herbert V. Akerburg, CBS-TV vice president in charge of station relations.

To err is human, but...

Everybody makes mistakes at one time or another, of course. But there’s one mistake that’s easily avoided—the mistake of using the word ‘Vaseline’ alone. ‘Vaseline’ is not a synonym for petroleum jelly, but is the brand identifying an entire line of products.

So whenever you use the word ‘Vaseline,’ please put it together with the specific product it designates, such as ‘Vaseline’ Petroleum Jelly...

‘Vaseline’ Hair Tonic... ‘Vaseline’ Lip-Ice Pomade. Thanks a lot!
Keys New Sales Head Of WMAQ-WNBQ (TV)

PROMOTION of John M. Keys from manager of advertising, promotion and merchandising to sales director of WMAQ-WNBQ (TV) Chicago was announced Friday by Jules Herbaveaux, general manager of the NBC o&o outlets.

Mr. Keys, a veteran of the NBC Chicago staff for 16 years, succeeds Charles Dresser, who moves over to network tv sales as account executive, it was simultaneously announced by Edward Hitz, vice president in-charge of tv network sales for NBC Central Div.

Both appointments are effective immediately. Mr. Keys.

Puerto Rico Tv Festival Attended by Americans

REPRESENTATIVES of American advertising agencies, television and export trade publications last Friday were scheduled to fly to Puerto Rico to attend the three-day Puerto Rican Tv Festival, April 29 through May I, sponsored by WAPA-TV San Juan. Jose Ramon Quinones, president of WAPA-TV, said the festival marked the completion of the station's expansion program which includes new buildings, new studios, offices and transmitter tower.

The station is the Puerto Rican affiliate of ABC-TV, NBC-TV and DuMont. A. M. Martinez, executive vice president of Caribbean Networks Inc., which represents WAPA-TV in New York, said more than 75,000 homes in Puerto Rico have tv sets. Approximately 6,300 new sets are purchased each month, he said.


Harry Weaver Buys WHAN; Sinyard Purchases WSTN

SALES of WHAN Charleston, S. C., and WSTN St. Augustine, Fla., were reported last week, subject to FCC approval.

WHAN was sold for $49,500 by Charleston Broadcasting Co. to Harry C. Weaver, associated in the ownership of WGA-P Maryville and WOKE Oak Ridge, both Tennessee.

WSTN was sold for $38,950 by St. Augustine Broadcasting Co. to James D. Sinyard, part owner of WATH Athens, Ohio. Mr. Sinyard reportedly plans to dispose of his interest in WATH when the sale is consummated.

Both transactions were handled by Paul H. Chapman, station broker, Atlanta.
PURCHASE of WMAK Nashville, Tenn., from Frank W. Mayborn and Frank M. Farris by Howard D. Steere, Emil J. Popke Jr. and J. D. Berkey, is agreed to by the principals following FCC approval of the transfer. L to r seated, Mr. Steere, president of Steere Broadcasting Corp. (WKMI Kalamazoo, Mich.) and new president of Volunteer State Broadcasting (WMAK); Mr. Mayborn, ex-president and former majority stockholder of Volunteer; standing, L. Watkins, attorney for Mr. Mayborn and former Volunteer secretary; Mr. Popke, new vice president and general manager; Mr. Berkey, new secretary-treasurer; and Mr. Farris, former co-owner.

KGLM Sold for $30,000
SALE of daytime KGLM Chehalis, Wash. (1 kw on 1420 kc) to Glenn McCormick and associates to Donald F. Whitman, Centralia (Wash.) Daily Chronicle and Harold Singleton for $30,000 was announced last week. Mr. Whitman, 61% owner, will manage the station. The newspaper will own 25% and Mr. Singleton, 14%. Mr. Whitman is from Oswego, Ore., and Mr. Singleton is a Chehalis businessman. Mr. McCormick also owns KSU-AM-TV Salem, Ore. Transaction was handled by Blackburn-Hamilton, station brokers.

Dunlap to WTAO-AM-TV
WALLIE DUNLAP, vice president in charge of programming and director of television operations of WICC-TV Bridgeport, Conn., has resigned to accept the post of general manager of WTAO-AM-TV Cambridge, Mass. His resignation is effective May 14. Prior to joining the Bridgeport Broadcasting Co. and WICC-TV in 1947, Mr. Dunlap was associated with WOR New York.

WCAU-TV Boosts Rates
GENERAL increase in rates, effective May 1, was announced last week by WCAU-TV Philadelphia. The new rates, amounting to a 25% increase in Class AA time, is reported to be consistent with the growth of television in the Philadelphia area.

The basic hourly rate in Class AA time is $3,000; half-hour rate, $1,800, and an announcement, $600. Class A hour is $2,000; half-hour, $1,200, and announcement, $400.

Blair-TV Appoints Hemm
APPOINTMENT of Robert A. Hemm as an account executive in the New York office of Blair-TV, national television station representatives, was announced last week by William H. Weldon, Blair-TV president.

For the past two years, Mr. Hemm has been with A. H. Kuch, New York, publishers' representative for the Detroit News and Booth Newspapers.
**Chromatic Vice Presidents:**
Cooley, Dressler, Patterson

ELECTION of A. Crawford Cooley, Robert Dressler and Howard R. Patterson as vice presidents of Chromatic Television Labs Inc. was announced last week by Richard Hodgson, president.

Chromatic, a 50%-owned affiliate of Para-

**WREX-TV**

**MANUFACTURING**

Quincy, Ill., will manufacture the transmitter components for multiplex broadcasting while receiver units and adaptors will be produced by Browning Labs Inc., Winchester, Mass. Mr. Halstead pointed out that his firm will have available at the NARTB convention full information on the economic possibilities of multiplex and functional music fm operation, as well as the technical aspects. Multiplex Services will provide technicians for installation of its station equipment, he said, and will train Gates engineers for this work.

The basic station equipment will provide for the principal broadcast program plus one sub-carrier multiplex program, Mr. Halstead explained, with provisions for later addition of a second sub-carrier multiplex service. He predicted broad new income potentials for fm stations through multiplex services newly authorized by FCC [B&T, March 28].

Mr. Halstead is the brother of William S. Halstead, president of Multiplex Services, who was among the original petitioners to FCC in 1950 seeking approval of the new system of fm broadcasting.

**Losses Overcome Profits**

For DuMont’s First Quarter

ALLEN B. DUMONT Labs announced last week that the company showed a net loss of $27,000 for the first quarter of this year because broadcasting losses exceeded manufacturing profits of $700,000.

DuMont said that "loss-elimination action, which is scheduled to be fully effective before the end of the year, produced savings of $228,000 during the first 12 weeks of 1955 over the same period last year for the DuMont Television Network."

A spokesman said this was a reference to a reduction in all network costs during the period, consisting mainly of cuts in personnel and elimination of certain programming. He added that the Allison to further savings meant cost reductions to be achieved through the use of the new Electronic system developed by DuMont, under which time costs would be largely eliminated through reliance on filmed programming [B&T, April 18].

The company’s first quarter statement showed that sales amounted to $15,989,000 as against $19,770,000 for the 1954 period. Net loss was $27,000 as compared with a net profit of $508,000 for the corresponding quarter last year.

**Bell Announces New Recorder, Stepped-up Tape Production**

A NEW LINE of products, headed by a new high-fidelity tape recorder, has been announced by Bell Sound Systems, Columbus, Ohio, subsidiary of Thompson Products Inc. of Cleveland.

The newly-designed hi-fi tape recorder features three-speed control and is designated RT-75. Other features, according to Bell, are: simplified control system and automatic equalization from one speed to another; large-sized speaker, 6 in. x 9 in. oval; fast rewind mechanism (70 seconds for a seven-inch reel—1200 ft.) and fast forward (90 seconds), and a safety interlock device which prevents accidental erasure.

Within six months a major part of Bell’s effort will be devoted to tape devices, the company said.

**Sylvania Sales, Income Increase in First Quarter**

SYLVANIA Electric Products Inc.’s net income for this year’s first quarter shot to new highs. Total of $3,247,655 for the quarter—higher than any previous first quarter and second highest for any quarter in Sylvania’s history—was 53% above the like period of 1954.

Also reported by Don G. Mitchell, Sylvania’s board chairman and president, at a shareholders’ annual meeting last week: Sales for the first quarter hit $73,979,627, 10% higher than the corresponding period last year and Sylvania’s second highest first quarter in sales.

**Multiplexing Equipment Announced by Halstead**

DELIVERY of multiplex equipment for fm stations by mid-summer was announced last week by Gordon B. Halstead, general manager of Multiplex Services Corp., 25 Vanderbilt Ave., New York 17, with orders for delivery to be taken by the firm at its demonstration exhibit at the NARTB convention in Washington May 22-26.

Mr. Halstead told B&T that Gates Radio Co.

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**PULSIVE SURVEY TELEVISION AUDIENCE INDEX SHARE OF TELEVISION AUDIENCE NOVEMBER, 1954**

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<th>TIME</th>
<th>TV 30%</th>
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<th>TV 10%</th>
<th>TV 5%</th>
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</tbody>
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**"REX" rules supreme in this rich industrial and agricultural area.**

"REX" channels only the best CBS and ABC network shows to his well over 1,000,000 subjects.
Color Tv Concept Debunked by Baker

DR. W. R. G. BAKER, vice president and general manager of the General Electric Co.'s Electronic Div., last week disputed an industry belief that a color tv receiver priced at $500 is the key to the mass market for color. He also said it will be three years before a million color sets are sold annually.

Dr. Baker said in a talk before the Massachusetts Institute of Technology Club in New York, that he had two reasons for challenging this "widely-accepted figure": (1) the mass market is not one market but has levels of price classes each of which can be penetrated only by a certain price level, and (2) these price levels will change as the color market penetrates into the lower income groups and eventually the premium that buyers will be willing to pay for color will decrease.

On this basis, Dr. Baker asserted, sales in volume of more than one-half million sets a year will not be reached until 1957 and the rate of one million or more color sets a year will not be attained until 1958. He said that if there is sufficient color programming on the air at that time, color set sales may be in excess of five million a year in 1960 and thereafter.

Dr. Baker, who headed the National Television System Committee, which proposed the technical standards for color tv, stressed that his market forecast was based on as yet unsolved technological problems. He listed the principal one as the color tv tube.

"We still do not have a color tube that, together with necessary associated circuitry, can be produced in quantity for a color tv receiver to be marketed at a price the consumer is willing to pay," Dr. Baker said.

"The only color tube available on the market today, the shadow mask tube, has two elements in its favor: it works and is available at a price. Its cost and the difficulty in mass producing it are distinct disadvantages."

Dr. Baker declared that he recognizes the existence of a "class" market that is comprised of those who want to be the first to have something new and are willing to pay almost any price. He feels that this "class" market can be reached if and when a set can be marketed at a premium of about 40% above the price of the highest-priced monochrome receiver. This, he said, would provide a color set averaging about $600 list price. He claimed that a tube costing $100 "could just begin to open up this 'class' market."

Dr. Baker expressed "complete optimism" with respect to the future of monochrome television. The market for black-and-white tv, he said, appears favorable for the next 10 years and should not drop off to the point where it would place the industry in a hardship position.

The two factors cited by Dr. Baker as contributing to the future stability of black-and-white tv are "the ever-increasing replacement market" and the increasing number of households with two tv sets.

Muntz Seeks Reorganization

MUNTZ TV Inc., Chicago tv set manufacturing firm which has been operating under trusteeship since last summer, has submitted reorganization papers to the Federal District Court in Chicago. The papers cover Muntz TV and two subsidiaries. Creditors and federal and state governments would receive payments for debts under the proposed plan. Creditors are claiming about $4 million in payments and the governments over $1.6 million, it was reported. Muntz went into bankruptcy in March 1954.
Zenith Elects Wright To Vice Presidency

JOSEPH S. WRIGHT, general counsel and director of Zenith Radio Corp., has been elected a vice president of the company, it was reported last week.

Mr. Wright, who has been active on such projects as Zenith's Phonevision and the anti-trust patent suit involving RCA, joined the firm in May 1952 as assistant general counsel. He was named general counsel in October 1953 and elected to the board in April 1954. Previously he served as assistant dock to the Senate Interstate & Foreign Commerce Committee and secretary to former Sen. Burton K. Wheeler from 1933 to 1936 and attorney for the Federal Trade Commission from 1936 to 1952, with three years out for war service.

First-Quarter Profits Of Zenith Up Over '54

NET consolidated profits of $2,074,960 and consolidated sales of $40,371,812 for the first quarter of 1955 ended March 31 were reported by Zenith Radio Corp. last Tuesday for itself and subsidiaries.

The profit figure, which represents $4.21 per share, compares with $827,521 for the similar three-month period last year. Sales were up over $29,335,190 for the 1954 quarter.

E. F. McDonald Jr., Zenith president, reported unit sales of TV receivers were the highest of any first quarter in Zenith's history.

Camera Vision, DuMont Meet On Camera System Similarities

DISCUSSIONS between legal representatives of Camera Vision Productions Inc., Hollywood, and DuMont Laboratories, currently are in progress in New York on the Hollywood firm's allegation that the DuMont Electronicam camera system is similar to Camera Vision system unveiled two weeks ago [BT, April 25].

A Camera Vision spokesman told BT that New York attorney Ferdinand Pecora is representing the western firm in talks.

Meanwhile, in Hollywood, Camera Vision co-owner Arthur S. Lyons produced a document dated March 27, 1952, bearing signatures of H. E. Taylor and Robert Kessler, DuMont representatives, which was said to support Camera Vision allegations. According to Mr. Lyons, the document, which was approved by DuMont attorneys before Messrs. Taylor and Kessler were permitted to sign, gives the two permission to view Camera Vision developments to determine possible sales representation and/or manufacture of the equipment.

Also, Camera Vision announced production started last week on two additional tand-motion picture film cameras at Aremac Assoc., Pasadena, with completion scheduled for mid-July. System employs a standard 35mm Mitchell film camera, calibrated and mounted side-by-side with an electronic camera.

Low-Power TV Equipment Put on Market by Adler

ADLER Communication Labs, New Rochelle, N. Y., is offering a complete, low power vhf station set for $271.55. The same station on uhf is offered for $32.500. This is Adler's Type C package.

The station includes a 150-w transmitter, 100-ft. tower erected, receiving antenna for off-air pickups, transmitting antenna, transmission lines, off-air receiver, monitoring and test equipment, at $15,655 for vhf and $21,000 for uhf; plus local origination equipment for film, slides and live (including two cameras) for $11,500.

Adler also is offering Type A, on-channel, satellite booster equipment for $12,500 for a 20 w, and $17,500 for a 150 w uhf outlet, including transmitter, 100-ft. tower erected, receiving-transmitting antennas, transmission lines and test equipment. It has Type B, off-channel, satellite booster for $13,500 for 20 w, $18,500 for 150 w uhf outlet, including similar gear.

A figure of $1,000 is included for installation in the Types A and B, $1,500 in the Type C, prices.

Adler has been operating an experimental, low power transmitter on ch. 25 at its New Rochelle headquarters since early 1954. It also established a ch. 53 experimental, on-channel, satellite transmitter at Waterbury, Conn., broadcasting WATR-TV Waterbury programs for shadow fill-in in July 1954.

MANUFACTURING PEOPLE

David H. Cogan, director, Victoreen Instrument Co. (color TV high voltage regulators), Cleveland, elected chairman of board.

Harold J. Schulman, product service director, CBS-Columbia, Long Island City, N. Y., appointed assistant vice-president to president, succeeding Henry Hinz, resigned to form Henry Hinz Assoc., electronics industry design engineering consultants.

Paul M. Kuebler, former general manager, American Microphone Co., Pasadena, Calif., to Cornell-Dubilier Electric Corp. (radio TV component equipment, antennas), South Plainfield, N. J., as general manager, new west coast div., Venice, Calif.

N. J. Frizen, formerly plant manager, Hanovia Chemical & Mfg. Co., Newark, N. J., appointed works manager, Prodelin Inc. (tv and microwave equipment), Kearny, N. J.


William T. Higgins to market development dept., Zenith Radio Corp., Chicago.

TRANSMITTING EQUIPMENT

New Jersey Electronics Corp., Kenilworth, N. J., has developed and placed on market new power supply unit S-100-R, designed for use in low and medium power rack assemblies of equipment such as tv, radar and audio frequency amplifiers.

Setchell-Carlson Inc., New Brighton, Minn., has developed full-power 17-in. portable tv receiver weighing less than 40 pounds, specifically designed to provide mobility to televisioning, according to company.
MISSOURI U. AWARD TO KLZ’S HUGH TERRY

HUGH B. TERRY, president and general manager of KLZ-AM-TV Denver, Colo., has been named the winner of the 26th annual Honor Award for Distinguished Service in Journalism by the U. of Missouri, becoming the first radio-tv station manager to win the honor since the award’s inauguration in 1936, which coincidentally is the same year Mr. Terry was graduated from Missouri U.

Mr. Terry will accept the award today (Mon- day) during the university’s annual Journalism Week.

The citation to Mr. Terry, as announced by Dr. Earl F. English, dean of Missouri U. School of Journalism, commended his “high professional and civic ideals; matchless record of community leadership; outstanding success as a radiotv station manager, and tireless devotion to overall betterment of the broadcasting industry.”

Previous winners of the Honor Medal include Elmer Davis, ABC commentator; Clifton Utley, NBC commentator; Sol Taishoff, editor and publisher of B&T; columnist Doris Fleeson; Charles Clayton of the St. Louis Globe-Democrat; Oveta Culp Hobby of the Houston Post and now U. S. Secretary of Health, Education & Welfare; columnist Marquis Childs; AP columnist Hal Boyle, and Arthur Hayes of the New York Times.

OVERSEAS PRESS CLUB GIVES 3 OF 7 AWARDS TO CBS SHOWS

SIXTEENTH annual awards dinner of the Overseas Press Club of America was held April 19 at the Waldorf-Astoria, New York.

Award categories and winners were: best consistent radio reporting from abroad of foreign affairs, CBS; best consistent television presentation of foreign affairs, See It Now on CBS-TV; best radio interpretation of foreign news, CBS World News Roundup; best consistent press reporting from abroad of foreign affairs, and best press interpretation of foreign news, both to the New York Times; best photographic reporting from abroad on foreign affairs, Life, and best consistent reporting of domestic or United Nations origin which has an effect on foreign affairs, James P. Reston, New York Times.

Winner of the George Polk Memorial Award was Bob Capa of Life. The Polk citation is presented annually to a foreign correspondent “for display of courage, integrity and enterprise above and beyond the call of duty.”

SERVICE, RECOGNITION AWARDS PRESENTED 50 BY COMMISSION

ONE bureau chief and three hearing examiners were among the almost 50 FCC staff members who received service and recognition awards at the Commission’s fourth annual awards program ceremony last week.

George S. Turner, chief of Field Engineering & Monitoring Bureau, received one of the three 50-year service awards.

Chief Hearing Examiner James D. Cum- ningham and Examiners Annie N. Hunting and Elizabeth C. Smith were among the 18 who received 20-year service pins. This group also included Marguerite F. Hubbard, assistant chief of the License Division, Broadcast Bureau.

The convection was addressed by FCC Chairman George C. McConnaughy.

NOMINATIONS OPENED FOR YOUNG ADMAN AWARD

OPENING of nominations for the selection of 1955’s “Outstanding Young Advertising Man” has been announced by the Assn. of Advertising Men & Women of New York. The award will be made on June 28.

Eligible for nomination is any young man (with a top age of about 40), whose activity in advertising was marked by an event or campaign of significance during the 12 months since last year’s selection in June 1954. Nominations will be accepted until June 1, and should be directed to Wilfrid S. Rowe, advertising manager, Sterling National Bank & Trust Co., 1410 Broadway, New York 18.

Winners of the association’s award in recent years have been George Abrams, Block Drug Co., Jersey City (1954); Joseph Sekovich, then with Le Tourneau-Westinghouse, Peoria, Ill. (1953), and David Ogilvy, Ogilvy, Benson & Mather, New York (1952).

BOSTON RADIO-TV AWARDS

WINNERS of the 1955 annual awards of the Cambridge School of Radio-Tv Broadcasting for outstanding radio-tv performance in Boston have been announced by Milton Kraham, president of the school.

The winners and their categories:

Stan Richards (WCOP), disc jockey, for radio-tv record shows; Denny Whitmarsh (WBZ), news director; George Meynihan (WBZ-TV), producer; Don Volkman (WBZ-TV), cameraman; Nelson Bragg (WBZ-TV), tv personality; Jack Chase (WBZ-TV), tv newscaster; Eileen Kneeland (WBZ-TV), children’s program; Priscilla Fortescue (WEEI), radio program; Lindy Miller (WBZ), radio announcer; Curt Gowdy (WHDH), radio-tv newscaster, and John Day (WHDH), radio newscaster.

NBC GETS APRA ANVIL AWARD

SILVER ANVIL trophy of the American Public Relations Associations was awarded to NBC on April 23 at Philadelphia at the association’s annual convention. Presentation was made at a luncheon at the Hotel Warwick. The award is made for “a public relations program resulting in enhanced prestige for the company, the individual stations of the network and the sponsors, and resulting in... a contribution to the cultural enrichment of the public.” A certificate of achievement in communications, which included all publication and broadcast media, was presented by APRA to WLW Cincinnati, NBC affiliate there.

‘TUNE IN TOMORROW’ HONORED

CBS RADIO’S “Tune in Tomorrow,” 35mm and 16mm full-color animated sound film based on a carnival theme, has been presented a first prize award of the National Visual Presentation Assn. CBS Radio was reported to be the only broadcasting organization to have been cited for a first prize award, established in five classifications.

The 14-minute film, designed to show the part advertising and radio are expected to play in the growth of the U. S. economy over the next five years, was judged the winner in the Direct Sales by Motion Pictures classification.
IERT PRESENTS AWARDS IN HONOR OF 25TH YEAR

Ohio State U.'s institute cites 26 for contributions to educational broadcasting.

In an unprecedented ceremony to mark its silver jubilee year, Ohio State U.'s Institute for Education by Radio-Television presented "25th Anniversary Awards" to 21 men and five women in education, industry, government and foundations.

The recipients, chosen by a national committee, were cited for their "outstanding contributions to the development of educational broadcasting during the last quarter-century." No individuals have ever been so honored by the institute before.

In addition to the anniversary awards, a special "25th Anniversary Citation" went to Comm. Freda B. Hennock, only woman member of the FCC.

Special anniversary recognition certificates also were presented to five foundations. They are Fund for Adult Education, Ford Foundation, Alfred P. Sloan Fund and the Payne Fund. The Rockefeller Foundation's contribution was mentioned but it does not, as a matter of policy, accept awards.

The 26 individuals receiving 25th anniversary awards are:


- R. S. Lambert, supervisor of school broadcasts, Canadian Broadcasting Corp.; Kathleen N. Lardle, manager of WDTR Detroit and director of radio-television, Detroit Public Schools; William B. Levenson, deputy superintendent of Cleveland Public Schools and director of WBOE there; Leon Levine, director of the Office of Radio-Television, Columbia U.; Harold B. McCarry, professor and director of the division of radio-television education, U. of Wisconsin; Eleanor McClatchy, owner and president of McClatchy Broadcasting Co. and McClatchy Newspapers, Sacramento, Calif.

Adrian F. Michaelis, head of the radio division, public relations department, Standard Oil Co. of California; Allen Miller, director of information services and general manager, KWSC (State College of Washington) Pullman, Wash.; Edward R. Murrow, CBS reporter and news analyst; M. S. Novik, radio and TV consultant, New York; William S. Paley, chairman of the board of CBS; Robert Saudek, director of TV-Radio Workshop of the Ford Foundation; Frank E. Schooley, director of university broadcasting and manager of WILL-AM-FM-TV (U. of Illinois) Urbana and president of the National Assn. of Educational Broadcasters.

Seymour N. Siegel, director of communications (WNYC), City of New York; Charles A. Spielman, professor of education and chairman of the department of communications, New York U.; Mary Somerville, comptroller of talks, BBC, London; I. Keith Tyler, professor of education, Ohio State U. and director of the Institute for Education by Radio-Television; Paul A. Walker, attorney and former chairman of the FCC, and Judith Waller, director of public affairs and education, NBC Chicago.

Goode Wins New Haven Award

Patrick J. Goode, president of the Elm City Broadcasting Corp. (WNHC-AM-FM-TV New Haven, Conn.), has been awarded the 1955 gold medal of the New Haven Chapter of the Advertising Federation of America for "distinguished service to the cause of better social, civic and business life" in that city. The announcement was made by Clarence C. Ball, president of the Advertising Club of New Haven. The 20th annual award will be presented to Mr. Goode May 16 at the Taft Hotel in New Haven.

Award Shorts

Pf Chapter (U. of Miami), Gamma Alpha Chi, national honorary advertising fraternity for women, presented Soror award for outstanding on-campus activities in advertising and public relations at 31st annual convention of fourth district, Adv. Federation of America, held at Tallahassee, Fla.; Alpha Gamma Chapter (U. of Florida) was the runner-up.

Jiney Jungle Food Stores, Jackson, Miss., presented award from Jackson Police Dept. for "outstanding service to the community and the people of Jackson . . . for presentation of the weekly program, Rocket Squad, on WJTV (TV) Jackson, making the community aware of the number of crime techniques to which our citizens fall victim."

MBS presented award from National Exchange Club, sponsor of Crime Prevention Week, for continuous anticrime campaign.

WTOP-AM-FM Washington, WCBS-AM-FM New York and American Airlines presented "25th Anniversary Citation" from National Federation of Music Clubs for "furtherance of good music" for Music 'Til Dawn program.

WCKY Cincinnati presented citation from U. S. Navy for meritorious service in furthering Navy recruiting.

CBS Radio 21st Precinct program presented special award from Patrolmen's Benevolent Assn. of City of New York for "outstanding public service."

Dr. Frank C. Baxter, host-producer, CBS-TV "Now and Then" and English literature professor, U. of Southern California, named "Speaker of the Year" in "educational, scientific and cultural activities" field by Tau Kappa Alpha, national collegiate honor fraternity in speech, at annual conference at Ohio U., Athens, Ohio, April 7.

Paul Harvey, Newsmen, ABC Radio, feated April 15 by Army of Sumter Guards with special six-star general commission at ceremonies in Charleston, S. C., honoring him as "man who contributed most to preserving the American way of life."

Billiard Marks and Ralph Levy, producer and director, respectively, of Jack Benny radio-television and, and Easter Seal Teleparade of Stars program on CBS-TV from Hollywood, presented Crippled Children's "Oscars" from National Society for Crippled Children & Adults.

KWTV (TV) Oklahoma City presented annual service award of Oklahoma Television & Radio Service Assn. in appreciation of service rendered to industry and public during 1954.

WJAG Norfolk, Neb., presented plaque from Veterans of Foreign Wars for community service.

Jim Pansullo, disc m.c., WYDA Boston, and formerly with WNEB Worcester, presented certificate of appreciation in recognition of public service broadcasting efforts was at latter station from City of Worcester, Muscular Dystrophy Assn., Venerini Guild, Italian-American World War Vets, American Legion Auxiliary Post 201 and Our Lady of Mount Carmel Youth Center.


WCCO-TV Minneapolis-St. Paul presented award of merit from Minnesota development committee, Minneapolis Junior Chamber of Commerce for making substantial contribution to welfare of state and its industries through its program, Minnesota, U.S.A., presented in cooperation with Jaycees, and its promotion with Jaycees of "Made in Minnesota" trade-mark.

ACa Meet Features Radio-TV Sessions

RADIO AND TELEVISION will be featured on half-day sessions at the 30th annual meeting of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, May 3-4. The afternoon of the opening day is devoted to radio, starting with the luncheon address by E. Finlay MacDonald, CICH Halifax, and immediate past president of the Canadian Assn. of Radio & Television Broadcasters, whose subject, “The Thin Partition,” will introduce radio broadcasting.

The afternoon session will be devoted to a three act play, “Crisis in Studio A,” in which the CARTB sales division will bring out a vast barrage of sales material.

Thursday afternoon, May 5, Barry Wood, in charge of color tv for NBC New York, will be luncheon speaker on color television, which has not yet come to Canada. The afternoon session, under chairmanship of Jim Potts, advertising director of the Peoples Div. of Lever Bros. Ltd., Toronto, will consist of two panel groups of U. S. and Canadian tv executives. One panel will deal with “How to Produce a Good TV Commercial” and the second will deal with “Your Tv Problems—Mr. Sponsor.” There will be question and answer periods after each panel, and a film will be shown after the first panel on color tv production.

Raytheon Radio-Tv Operations Expand to Canadian Market

RAYTHEON MFG. Co.’s complete radio-tv line, including color television sets and transistor radios, will be made available to the Canadian market under a manufacturer-agreement with Dominion Electrophone Industries Ltd., Kitchener, Ont., negotiated six months ago, Raytheon has announced.

Electrophone is making Raytheon-designed tv-radio products under the latter’s name and its own Electrophone brand name, according to Charles Michelson, president and general manager of Raytheon’s tv-radio operation. The agreement has proved very “satisfactory” thus far, Mr. Argento said, noting the low percentage of penetration of the Canadian tv market of 1.2 million video receivers.

Raytheon has similar licensing agreements with firms in France, Italy, Germany, England, Japan and other countries.

Sweeney Briefs Canadians On Radio Changes in U. S.

REPORT on recent changes in U. S. radio which could possibly be duplicated in Canada was given last Tuesday by Kevin Sweeney, president of Radio Advertising Bureau, New York, when he addressed a luncheon meeting of the Advertising & Sales Club of Toronto. Because of the changed pattern, Mr. Sweeney pointed out new techniques must be adopted to make the most of the use of radio time for an advertiser.

“Some big national advertising agencies who feel they ‘wrote the book’ in the dear dead days haven’t adapted themselves to the two new principles of mass and selectivity and as a result they aren’t doing a good job for their clients in radio,” the RAB executive charged. He told his audience that while “too many national advertisers are clinging to techniques of the 1940s, the local advertisers are learning how to use radio as it should be used for maximum results in 1955.”

In the U. S., Mr. Sweeney said, more people are listening to radio than ever before and by the end of 1955 he predicted they will add 10 million new places to listen to the 111 million places that now exist.

Mr. Sweeney also drew a parallel between newspapers’ advertising history of 20 years ago and that of radio. “Like newspapers, national advertisers were disproportionately important to radio at one time . . . now the retailer is our biggest customer,” Mr. Sweeney said, and pointed out that the retailer had learned “realistic techniques” of using radio.

“National advertisers will soon learn these techniques too,” he said.

Australian Commission Grants Four Tv Licenses

AUSTRALIAN Television Commission has granted four licenses for commercial tv stations. Licensees in Sydney are the Consolidated Press and the Macquarie network and in Melbourne, the Melbourne Herald and The Argus.

Charles Michelson, president of Charles Michelson Productions, New York, U. S. agent for Consolidated Press, has told B&T that some 900 applications had been filed with the government. He said that licensees hope to be on the air in six to eight months.

World Trade Fair in Germany Features U. S. Tv Equipment

DEMONSTRATIONS of American advancement in television equipment, particularly in educational and industrial closed circuit lines, are being featured at the World’s Trade Fair, which got underway April 24 in Hannover, Germany. The American tv exhibits were arranged by the U. S. Foreign Commerce Dept. Under an agreement negotiated with the U. S. Navy Special Devices Center, Port Washington, New York, Television Utilities Corp. of New Hyde Park, New York (“Private Eye” monitors), have shipped 27-in. units, including color tv equipment, for exhibition at the fair, the company has announced. Over 250 stations throughout the U. S., Canada, Alaska, Honolulu and South America, as well as numerous Army and Navy closed-circuit installations, are now using “Private Eye” monitors, according to Tv Utilities Corp.

INTERNATIONAL SHORTS

Sears, Roebuck de Venezuela CA signs for sponsorship of Spanish-language version of Windy Disk & You (Sat.-Sun., CBS-TV) on YVLV-TV Caracas, Venezuela (Mon.-Thurs., 6-6:30 p.m.)

Lewis-Hove Co. (Tums), Windsor, Ont., has appointed J. Walter Thompson Co., Toronto, to handle advertising in Canada.

Sponsor Film Services Corp. Ltd., Toronto, has distributed 20-page illustrated booklet on tv film services, which firm handles, to all Canadian agencies, tv clients and film producers.

CKSO-TV Sudbury making extensive alterations to studios, adding second story to building and two-story addition, 70 x 21 ft., with soundproof control rooms.

CHSJ-TV St. John, N. B., ch. 4, has issued its third rate card, effective July 1, with class A time starting at $250 for one hour and one minute spot announcements at $55.

Bennett & Northrop (adv.), Boston, has opened Canadian office at Halifax, N. S., with G. P. Backman, Halifax department store advertising executive, as manager.
EDUCATION

Educ. Uhf Wants to Be Non-Commercial-Commercial

WKAR-TV East Lansing is teamed with a commercial station in applying for a vhf channel at Onondaga-Parma.

TO paraphrase a well known saying: If you can't be successfully non-commercial, you might as well be successfully non-commercial-commercial.

That seemed to be what Dr. J. A. Hannah, president of Michigan State College, East Lansing, Mich., and former War Manpower Administrator, was hinting when he discussed his college's new approach to educational tv at a news conference in Washington.

Michigan State has been operating WKAR-TV East Lansing, on ch. 60, since January 1954. WKAR-TV, radiating 214 kw from a 1,029-ft. tower, cost $600,000 to build and about $230,000 a year to operate. Less than 14% of the tv owners in the Lansing coverage area have converted, and only 30% in the metropolitan district proper have converted, he said. WKAR-TV has had, Dr. Hannah pointed out, the same problem that has plagued other uhf stations, commercial or non-commercial: few viewers.

Last year, the FCC allocated ch. 10 to the Onondaga-Parma area. Michigan State joined forces with Television Corp. of Michigan to apply for a share-time arrangement on that vhf channel. Television Corp. of Michigan is 40% owned by WLS Lansing. The non-commercial-commercial applicant is in a hearing with three competitors: WIBM Jackson, WKHM Jackson and Triad TV Corp., comprised of local businessmen. The hearing began last September.

It is the share-time arrangement with the averted commercial tv Corp. of Michigan that has given Dr. Hannah new hope.

Hours For MSC

Under the terms of the agreement between the state institution and the commercial, WLS-controlled applicant, Michigan State will receive 38.5 hours weekly out of a total of 104.5 hours weekly that will be transmitted on ch. 10, if they succeed in winning the grant.

In addition, Michigan State will receive 20% of the profits before taxes of the commercial station as payment for the use of its present transmitting facilities at Okemos, Mich. Both entities will submit a proposal at the transmitter site, but each will have its own studios—Michigan State at East Lansing and tv. Corp. of Michigan at Jackson.

The contract between the two share-time applicants specifies certain times in the mornings, afternoons and evenings which are for Michigan State. These will permit the college to reach in-school students, farm men, farm women and farm families at the most propitious times, Dr. Hannah emphasized.

The program proposed for ch. 10 specifies 26.15% educational, 20% talk and heavy percentages for news and discussion.

Should the two share-time applicants be successful in their quest for ch. 10, Michigan State would surrender its permit for the present ch. 60 WAKR-TV, Dr. Hannah said. The Onondaga-Parma site is only 10 miles from Lansing-East Lansing, he pointed out.

If they are unsuccessful, Dr. Hannah said, the future of ch. 60 WKAR-TV is dubious.

Dr. Hannah expressed himself as highly impressed with this joint effort as one means of taking educational tv stations, particularly those on uhf, off the hook.

It permits the educational station to devote itself completely and solely to educational programs, without the requirement of spending extra money to maintain a day-long program structure, he said. That will mean a saving to WKAR-TV, he emphasized. The profit participation is just that much more saving to the taxpayers, he said.

"This seems to me to be the realistic way for educational television to be utilized," he said.

Dr. Hannah declared that WKAR-TV would not be troubled with lack of viewers if it were on a vhf channel. However, he added in response to a question, the joint non-commercial-commercial venture seems a better arrangement than a complete non-commercial, educational operation.

A minimum of well-planned, well-produced programs are always better than a maximum of under-planned, ill-produced programs, he said.

Hungerford to Head N. Y. Educational tv Group

E. ARTHUR HUNGERFORD Jr., formerly with General Precision Lab, will head up a group that is working for construction of an educational tv station in New York City.

Mr. Hungerford will serve as executive director of the Metropolitan Educational Television Assn., according to Dr. David D. Henry, executive vice chancellor of New York U., and board chairman of the association. In his new post, Mr. Hungerford, who for eight months in 1953 was a consultant to the Joint Committee on Educational Television, Washington, D.C., will handle administration, staff work and "development activities" as connected with the educational tv project.

Gores Set Up Scholarship

A SCHOLARSHIP carrying a $1,000-a-year stipend for four years has been established at the U. of Wichita by Ralph and Theodore Gore, stockholders in KAKE-TV Wichita. The scholarship has been created as a memorial to their father, the late Harry Gore. This is the second educational award established by the Gore brothers. An earlier one, worth $700 a year for four years, was awarded in 1952. The winner of this scholarship, now a senior, has had her stipend increased to $1,000 for the final year.

EDUCATION SHORTS

U. of Kentucky, radio arts dept., Lexington, has released report of survey conducted by school "to determine what every student of radio should know." Survey shows what Kentucky stations believe students should follow in courses of training, listing subjects in relative importance.

EDUCATION PEOPLE


Kenneth Harwood, chairman, telecommunications dept., U. of Southern Calif., elected regional director, Assn. for Education by Radio-Television, for two-year term beginning May 1.

Lawrence Winter, vice president and copy executive, Storm & Klein Inc., N. Y., is conducting series of four-hour advertising copy clinics, copy workshop, College of City of New York.

Dr. I. Keith Tyler, director, Institute for Education by Radio-Television, Ohio State U., Columbus, and Bishop Fulton J. Sheen elected honorary members, Alpha Epilon Rho, national honorary radio-tv fraternity.
WPRO-TV INFORMAL REPORT

"AN INFORMAL REPORT" about WPRO-TV

Providence, R. I., has been released by the station. The booklet describes how the station announced its telecasting debut (March 27) in the persons of newsmen reported on its commencement of operation and lists samples of telegrams and letters from the public and dignitaries heralding and congratulating the start of its service.

WOWO ENTERTAINS WOMEN

WOWO Fort Wayne, Ind., last Saturday (April 30) played host to nearly 3,000 women from Indiana, Ohio and Michigan in its first Tri-State Recognition Day. The women represented more than 15,000 active members of home demonstration clubs set up in cooperation with county home demonstration agents and extension services of state universities in the three states. Jane Weston, WOWO home service director, was mistress of ceremonies of the event, held in Fort Wayne's Embassy Theatre. Each county home demonstration agent and the president of her county club were honored during the show, a half-hour segment of which was broadcast on WOWO. Station musical talent entertained. County demonstration agents heard weekly programs on WOWO and Miss Weston works with them closely, making regular appearances on their own county and state programs.

HOLE-IN-ONE AWARDS

TROPHIES with name, date and location inscribed are being presented this season by WRSW Cleveland to golfers who score a hole-in-one. To win, a golfer must have the club pro of a course confirm the names of other golfers in his group, attesting that he performed the feat. Upon receipt of the information from the club pro in writing, WRSW will arrange a broadcast from the club at a mutually convenient time for the congratulations and presentation of the trophy.

'MAN ON THE PHONE'

WCAP Lowell, Mass., is airing Man on the Phone, a five-nightly program featuring Duke Savitt broadcasting a recording of a daily telephone call made to well-known personalities throughout the country. The program delivers a top celebrity five nights a week without the cost of talent fees, according to Mr. Savitt. Man on the Phone has interviewed such persons as Rocky Marciano, James Cagney, Ed Sullivan, Toots Shor, Sunny Gale and Harry S. Truman.

KING-TV AND BOY SCOUTS

WHEN 10,000 Boy Scouts started out to sell tickets for the 1955 Scout Circus in Seattle, they got a royal sendoff from KING-TV there, according to E. A. Ruthford, vice president of the San Juan Fishing & Packing Co. and volunteer chairman of the Scout Circus committee. Virtually every radio and television station in the Seattle area cooperated, with Miss Ruthford reported, but the KING-TV staff arranged "exceptional" promotion coverage. Locally-originated programs of the station featured scouts selling circus tickets on the air.

WHEN PEOPLE LISTEN

TO SUPPLY advertisers and agencies with accurate data as to when people listen to radio, COKX Woodstock, Ont., made a survey showing how many men and women start and stop work at various times of the day. The survey also showed how time spent by the average worker going to and coming from work and gave the hours of work of retail establishments for every day of the week.

DISC M.C.-TRAFFIC SHOW

SUCCESSFUL radio disc m.c. program conducted by a Florida state trooper is being aired over WPCF Panama City, Fla., and six other stations. Trooper Randall Robinson combines reminders to motorists about driving hazards and safety messages with popular music. The program recently has been expanded to take in a number of drive-in theatres, utilizing intermission time. Trooper Robinson originally aired an hour program live over WPCF, but his broadcast schedule became so extensive that he presently records his show.

'GUESS THE RUNS'

WLOW Norfolk, Va., celebrated National Baseball Week with a "Guess the Runs Contest" for listeners to MBS Game of the Day program carried on the station. The contest, which brought in over 1,000 entries, asked listeners to guess the total runs scored in 10 major league exhibition games in one day. The winner was awarded two reserved seats for the opening day game between the Washington Nationals and the Baltimore Orioles and roundtrip airplane tickets to Washington where the game was played.

WRSW ADDS NEWSCAST

TO PROVIDE better coverage of the local news scene, WRSW-AM-FM Warsaw, Ind., has added a new Monday-through-Friday 15-minute newscast to its program schedule. The station now carries 71 news shows per week. WRSW-AM-FM also now is carrying institutional-type newspaper ads announcing all 71 newscasts are completely sold out, along with a mention of the 16 sponsors who are purchasing the time.

EASTER CONTEST

DICK DOTY of WHAM Rochester, N. Y., conducted a "Why I Want to Spend Easter Weekend in New York" contest and the winner was Winifred Shore of Le Roy, N. Y. Miss Shores' winning entry told of her desire to take her mother back to the scene of her honeymoon 30 years ago and of her mother's experiences in nursing a community back to health after a bout with typhoid. The contest winners were taken on a whirlwind tour of New York, including a stay at the Manger-Vanderbilt Hotel, tickets to Steve Allen's NBC-TV Tonight show and tickets to the play "Pajama Game," among other activities.
MISS KOSI OF 1955
TO BRING attention to its increasing power in to 5 kw, non-directional, KOSI Aurora-Denver, Colo., staged a contest to select the most beautiful girl in the area as Miss KOSI of 1955. The response was overwhelming, according to the station, with Esther Zgut of Brighton, Colo., finally chosen. Miss Zgut received a complete spring outfit and the U. S. Navy Recruiting Service, which aided in the judging, drove her around to 10 towns in the surrounding area to present the mayors of each town bulletins in the opening game of the Denver Bears, a new Triple A baseball team. KOSI's increased power will make the station the only 5 kw, non-directional daytime independent in the Denver area, KOSI reports. Target date is June 1.

WJAN REMOTE BROADCASTS
WJAN Spartenburg, S. C., broadcast four hours consecutively each evening from the 1955 Better Living Show at the Spartenburg War Memorial Auditorium. An estimated 50,000 persons saw the show and WJAN's booth was praised by officials and the public as one of the most interesting features of the event, according to the station. Quartets, piano-organ teams and disc jockeys aired most of the programs from the show, although regular news and sports casts also were broadcast.

MOON AND SPACE
TO TIE in with a movie, "Conquest of Space," playing at the Paramount Theatre in Portland, Ore., KEX there had a "Conquest of Space Do-It-Yourself" kit prepared, advertising the movie as well as disc m.c. "Moon" Mullins of the station. The kit actually was a folder containing a free ticket to the moon and a deed to an acre of "lunar land." Thousands requested KEX reports.

'CREATIVE COOKERY'
WBKB (TV) Chicago has distributed a new four-page promotion piece dealing with its daily Creative Cookery program. The promotion describes the show as "television's most remarkable cooking program" and cites various claims for Chef Francois Pope and his two sons, Frank Jr. and Bob, who conduct it. Among the points stressed is that the program has been aired over 1,000 hours since it went on tv about for years ago.

PUBLIC service programming can be a potent force for good, particularly when it is used as an instrument of exposing evil. Some stations amid widespread reports of wholesale gambling activities in certain areas of Cook County, WGN-AM-TV Chicago set out to determine whether the local crime syndicate was operating unchecked. The Chicago Tribune stations sent newsroom investigators into the field.

The result is a provocative, no punches-pulled series of on-the-spot reports dealing with gambling, crime and vice, particularly in unincorporated areas of the county.

The series was terminated "temporarily" April 22 but may be resumed at any time, according to Spencer Allen, news director of WGN-AM-TV. Last week, in a corollary development, Cooke County Sheriff Joseph Lohman bought time on WBKB (TV) and WBBM for his own series on the gambling situation, reportedly starting next week.

Inspiration for the crusade was a claim by Sheriff Lohman that there is less gambling there today than in a generation. Sheriff Lohman, a professor of sociology and criminology at the U. of Chicago and former head of the pardon-parole board for the state of Illinois, campaigned last fall on the promise to eliminate gambling.

Feeling that Sheriff Lohman was perhaps too publicly-conscious about such activities as destroying slot machines, organizing crime-fighting committees and lecturing to elected officials, the Tribune outlets went into action. They reportedly found many an occasion for sin—and called in camermanen.

Thus, for the past month televiewers and radio listeners have been regaled with a series (Lessons to Lohman) naming places, dates, and telephone numbers. The documented reports are shown twice daily on WGN-TV and aired as bulletins on WGN newscasts. Viewers have been shocked and fascinated as motion picture and still cameras have nosed into handbooks, saloons and other dens of iniquity. Viewers and listeners have been receiving a steady diet of detailed reports on where the illegal operations are, who operates them, what goes on in them and what the profits are.

A side development of the series, according to WGN Inc., is the documentation of the sheriff's own police, some of whom, it charges, frequent the places mentioned in the "Lessons to Lohman series." WGN Inc., feels the campaign is unique in the annals of radio and television history. Another result has been several tips from the public on illegal gambling.

This is the second public service venture of recent vintage at WGN-TV in connection with a controversial issue. Last year the station programmed Spotlight on Chicago, exposing some unsavory aspects of the local political and crime situation.

KTLA (TV) 'FIRST'
FIRST west coast indoor color remote was telecast by KTLA (TV) Hollywood April 22, when the station presented the annual Las Floristas Headress Ball from the Ambassador Hotel, Los Angeles. Previous west coast color emanations have been telecast either from studios or from outdoor locations, Klaus Landsberg, station vice president and general manager, claimed. KTLA technicians were required to set up a complete lighting system at the hotel for the 1½-hour program during the week preceding the telecast. The program, jointly sponsored by Apple Valley Building & Development Co. and Motors of Los Angeles, was the station's third major color telecast within the last five months, KTLA spokesmen said.

C&W BROCHURE
THE MARCH issue of Current Production, publication on the activities of Cunningham & Walsh, reviews the agency's 25-year history in broadcast advertising. In September 1929 C&W put on the air for Graybar Electric Co. In the spring of 1944 the agency put on experimental tv shows for four clients. A gallery of stars, from Ruth Etting to Dennis James, that C&W put on the air is contained in the brochure, as well as a map showing locations over the country where the agency places non-network radio-tv programs. Other subjects covered: making the program fit the problem by tailoring radio-tv to the client's selling needs, and Videotown, C&W's tv yardstick, New Brunswick, N. J.

VIGORO PROMOTION
WITH a note of irony beneath the whimsy, CBS Radio Hollywood public relations department presented the local trade press and radio-tv columnists small samples of Vigoro fertilizer. The attached letter observes, "We hope this will help your plants ... and make you think of ours."
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
April 21 through April 27
Includes data on new stations, changes in ownership, changes in rules, standards & changes and routine roundup.

Abbreviations:
CP—construction permit. DA—directional antenna, distant path. ARS—audio reradiating system. studio-transmitter link, sync., ampl., synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. antenna height—antenna above ground or aural visibility—visual, kw—kilowatts, w—watts, mc—megacycles, D—day, N—night, LS—local sun set, mod.—modification, trans.—transmitter, unl.—unlimited hours, kc—kilocycles. SSA—special temporary authorization. FCC—Federal Communications Commission. | and = and hearing docket numbers given in parentheses.

Teletatus Now Monthly

EFFECTIVE with this issue Teletatus becomes a once-a-month feature, appearing the first Monday of every month (see page 67). Questionnaires will be mailed to stations the second week of the month. To guarantee an up-to-date listing for every station, it is urged that the questionnaires be returned promptly, completely and accurately.

BCTG & TV Co. FCC deleted tv station on ch. 6 at request of attorney. FCC denied April 26.

WTVI (TV) Bellevue, Ill.—Signal Hill Telecasting Corp. granted cancellation of Ch. 54 and deletion of call letters. (Signal Hill now operates ch. 56: KTVI (TV) St. Louis). Deleted April 26; announced April 25.

WMIN-AM St. Paul, Minn.—WMIN Besty Co. FCC deleted share time tv station on ch. 11 at request of station. Deleted April 21.

KDPW-TV Butte, Mont.—Cooper Besty Co. FCC deleted tv station on ch. 4 for lack of prosecution. Deleted April 26.

CALL LETTERS ASSIGNED

KCTA-TV Sacramento—ECKE Inc., ch. 3.

KWTV (TV) San Jose, Calif.—Standard Radio & Elec. Co. ch. 11. Changed from KQXI (TV).

KDLQ-TV Florence, S. D.—The Hills Broadcasting Co., ch. 3.

New Am Stations . . .

APPLICATIONS

Valdosta, Ga.—J. E. Matsey Sr., J. E. Matsey Jr., A. L. McCall and B. H. McCall d/b/a Lowndes County Bxsts., granted 1130 kc. 1 kw daytime, 1 kw night time. Post office address Box 85, Palatka, Fla. Estimated construction cost $30,000, revenue $40,000. Principals in general partnership include J. E. Matsey Sr. (50%), J. E. Matsey Jr. (40%), L. C. McCall (10%), and Betty Matsey McCall (10%). Meeks, Matsey Sr. and McCall are equal owners of WWPP Palatka, Fla., March 26.

Billings, Mont.—D. G. Williams & Delbert Bergholm, for Kitty R. McCall, owner of KSPO Spokane, and 25% owner KUTI Yakima, and Delbert Bergholm (50%), 9% owner KSPO and 25% owner KUTI. Granted April 27.

Missoula, Mont.—Montana Besty Co. granted 1340 kc 250 w unlimited. Post office address in William J. Strothman, P. O. Box 1902, Missoula. Estimated construction cost $4,455. first year operating cost $45,000, revenue $30,000. Principals include B. D. Gwenn Williams (50%), 51% owner KSPO Spokane, and 25% owner KUTI Yakima, and Delbert Bergholm (50%), 9% owner KSPO and 25% owner KUTI. Granted April 27.

Forrascal, Calif.—Charles R. Bramlett, 1150 kc, 250 w daytime, directional day and night. Post office address Box 707, E. Base line, San Bernardino, Calif. Estimated construction cost $1,000, first year operating cost $60,000, revenue $72,000. Mr. Bramlett is owner of The Food Market, retail food and general merchandise. Filed April 26.

ALLEN KAUNDER
Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St, N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242

May 2, 1955 • Page 97
New FM Stations . . .

**ACTIONS BY FCC**

South Bend, Ind.-Commercial Sound & Hi-Fi

Fidelity granted new class B station on ch.

20, AM and FM. Granted April 21.

WBXW Detroit, Mich.-Storer Best Co., seeks

grant of partial construction of new non-

commercial radio station on ch. 415. Granted

April 22.

Existing FM Stations . . .

**ACTIONS BY FCC**

WSSN FM Birmingham, Ala.-Jamison Best Co.,

grant of license to change from daytime to

unlimited schedule. Granted April 9. Granted

April 19; announced April 25.

VFMA-AM Atlantic Coast Best Co., of Charles
town granted license to change from daytime to

unlimited schedule. Granted April 20.

Ownership Changes . . .

**ACTIONS BY FCC**


granted voluntary assignment of ownership to

Barnes & Co., for $30,000. Principals include Pres.

James H. Barnes and John B. Barnes, Jr., 5%, and

Sec. J. N. Neff, 25%. Granted April 27.

KBIF Fresno, Calif.—John H. Poole tr/sa John

Poole Best Co., granted voluntary assignment of

licensing rights from stockholder John H. Poole

Best Co. Granted April 21; announced April

25.

WQDN Que Que, Ia.—Leonard M. Johnson &

L. M. Johnson 3/4 as Avco Best Co., granted

license to change from daytime to unlimited

schedule. Granted April 20.

WKAI Muncie, Ind.—The Muncie Best Co.,

granted voluntary assignment of stock to

William E. Schers and Edward Schors to A. B.

Young & Co., on $60,000 loan. Granted April

27.

WLAI Estherville, Iowa—Keith Estherville &

Mann & Midg., & co. of directors of KSF-AM TV

St. Paul Edward Schors retains remaining 50% interest.

Granted April 27.

KILJ Estherville, Iowa—Estherville Best Co.,

granted voluntary assignment of stock to

William E. Schors and Edward Schors to A. G.

Brown. Consideration of $60,000, $25,000 cash and

$35,000 loan. Also involved is IKLJ Maccabees, Inc.

as vendor. Granted April 15.

WJIM-FM Madison,Wis.—Mr. Robert H. Wiseman,

brother of stockholder, granted voluntary assign-

ment of stock to Mrs. Julia M. Darcy. Also

involved is WJIM Best Co., manager.

Granted April 27.

KLOU Lake Charles, La.—The Pelican Best Co.
granted voluntary assignment of control to

Gliff Best Co., for transfer of all stock for

$35,000. Principals include Pres. G. T. Owes Sr.,

50%; pres. stockholder WBRK Baton Rouge, La.,

and Vice Pres. Robert Katz (35%), vice pres.

stockholder WBRK, Granted April 27.

WJIM-AM-FM Madison, Wisc.—JIM Inc.,
granted voluntary transfer of control to Harold

M. Grose and E. D. Grose, for $89,000, or

sale of 89,000 shares of stock to public. The

Groen

family will retain 50% interest. Granted April 27.

KDLM Detroit Lakes, Minn.—Lake Best Co.,
granted voluntary transfer of control to

Gliff Best Co., for transfer of all stock for

$30,000. Principals include Pres. G. T. Grose

and Mrs. Julia D. Macy, to her husband W. Kingsley

Macy for $29,000, or sale of 89,000 shares of

real estate. Granted April 27.

WALK-AM-FM Patchogue, WRIV Riverhead,

N.Y.—Suffolk Best Co., granted voluntary trans-

fer of control to New York Best Co., of

$24,000. Principals include Pres. P. A. Rutledge,

manager of KFGO Fargo, N. D., and Lester N. Dale.

Physician Granted April 27.

KBBF-AM-FM Bakersfield, Calif.—Inland Radio

Inc. granted voluntary assignment of license to

Oregon Trail Best Co., for transfer of all stock

for $30,000. Principals include Pres. Kenneth B.

Lockwood, manager of KKBR; Vice Pres. of

KKBR; T. B. Truett, and Sec.-Treas. Barbara J.

Lockwood, granted April 27.

KSYD Wichita Falls, Tex.—Grayson Enterprises

granted voluntary transfer of 25% interest to

Nat levine for cancellation of $28,600 debt. Mers.

Levine and Sidney A. Grayson will now have

own 50% interest. Granted April 21; announced

April 25.

KODI Cody, Wyo.—Asaroka Best Co., granted

voluntary transfer of control to Robert

H. Strawbridge, for $4,500. Principals include

Pres. R. H. Strawbridge, 50%; Vice Pres. R. H.

Sutherlin, manager of KFXJ Rock Hot Springs,

former news editor-salesman of KALR Richland,

Mich., and Sec. R. B. Beal (3%). Granted April

27.

APPLICATIONS

KROY Sacramento, Calif.—KROY Inc. seeks

voluntary transfer of control to Raymond

Dunn through purchase of 80% interest for

$97,500 includes $500 deposit and related

stockholders. Mr. Dunn is vice president of

KROY Best Co., manager of KOKO KOXO

Sacramento. Granted April 10.

Pitsfield, Mass.—Best Co., seeks voluntary

transfer of 35% interest to G. B. Moyer for

$21,875. Mr. Moyer is local farm worker and

cowsmaid. Granted April 23; announced

May 5.

Pitsfield, Mass.—Best Co., seeks transfer of

stock from Keith Moyer to Sam Mors

Morton. Stockholders Mr. Moyer and Mr. Morton

each purchase an additional 5% interest for

$2,000 and $3,000 respectively. Granted

April 25.

Chattanooga, Tenn.—Burlington-County Best

Corp. seeks voluntary transfer of control to

Joel W. Mowery and his son-in-law through

purchase by Mr. Scholer of 10% interest for

$4,430. Mr. Scholer will now own 43% interest.

Wright claims about 11%. Granted April 26.

Hearing Cases . . .

**INITIAL DECISION**

WHTT (TV) Wilmington, N.C.—FCC hearing

examiner Basil P. Cooper issued initial decision

looking toward denial of application for

Wilmington Television Corp., for extension of

construction of tv station WHTT (TV) (ch. 3) Wilmington

April 27.

OTHER ACTIONS

WSLA (TV) Selma, Ala.—FCC designated for

May 9 hearing application for mod. of CP to

new station on 24 channel for 40 miles from

Selma and 24 miles from Montgomery. Assigned

to Saratoga Transmission Co., a stockholder

with 30% interest. Action April 27.

Functional Music Rules Stayed—On petition by

Sykes, Inc., and motion by the Commission, by

order, stayed the effective ness of rules

announced April 26, pending a decision in a

petition for reconsideration and modification to be

filed April 30.

Functional FM—New FCC Form. By order, the

Commission announced a new form, Form 241

"Application for Subsequent Communications

Authorizations (SCA)," pursuant to Report and

Order of March 3, 1954, establishing subsidiary

communications authorizations for FM stations to
generate and engage in functional music operations
under certain conditions, effective May 1.

Loch 10292), Commissioner Heinhold said the

commission "will now present a new application for

a new AM and FM station on 1460 kc 1 kw daytime;

made to the Commission by the Appalachian

Radio Corp., and recommended the Commission to
the proceeding. Action April 27.

SLL—Ch. 2 from FCC by order denied petition April 3 by Hilltop Best Co., KATV Little Rock, Ark., requesting postponement of oral argument scheduled for May 3 by application of WJW Inc. and WJBK Television Co. for new tv station on ch. 8 in Peoria, Ill., from April 30, 1954.

St. Louis, Mo.—Ch. 11 proceeding. FCC by

memorandum order and opinion and denied a joint

application of the St. Louis Broadcasting Co.,

Inc., 220 Television Inc., and Broadcast House

Inc., for renewal of ch. 11 license, issued in con

nection with a number of changes in the ownership of the St. Louis Broadcasting Co., System Inc., which took place after the issuance of such license to such ownership in the St. Louis, Mo., ch. 11 station.

KLAS Las Vegas, Nev.—Las Vegas Bests Inc.,

FCC by order denied request for waiver of sec.

of ch. 15 station, which would have permitted

to change from 1230 kc 250 kw unlimited to 1610

kc 10 kw daytime, 5 kw nighttime. Granted on

April 24; announced April 30.

MS 1010 Licensing Requirements—FCC invites

comments on or before July 1, 1955, to the

Commission by the principal business assoc.

determining whether rule-making procedure should

be carried out. Comment invited on the connection to

radio astronomy. Action April 27.

Subscription TV—On petition by the Interna-

tional Teleimeter Corp., the Commission granted

extension of time for filing comments in the

Subjects Docket (11779) from May 9 to June 9; and

extended time for filing replies to original

comments. Action April 21.

FORECAST
Spartanburg-Greenville, S. C.—FCC by order dated Feb. 4, filed new filing by SpartanburgTelevision Co. WVGY (TV) Greenville, S. C.—Order granting motion for reconsideration of order of the Federal Radio Consulting Co. for mod. of CP of station WSFA-TV—Spartanburg, S. C.—Modification of CP (BPC-1874) which authorized new TV station to extend completion date to 11-20-35 (BMPCT-3805). WRJX-AM Greenville, S. C.—Mod. of CP (BPC-1886) as mod. which authorized new station to extend completion date to 8-16-35 (BMPCT-3015). WSFA-TV Broadcasters Inc.—Mod. of CP (BPC-1875) as mod. which authorized new TV station to extend completion date to 11-15-35 (BMPCT-3005). KXLA—Broadcasting Co. Inc.—Mod. of CP (BPC-1909) which authorized new TV station to extend completion date to 11-14-35 (BMPCT-3082). Spartan Radiocasting Co.—Mod. of CP (BPC-1862) which authorized new TV station to extend completion date to 11-15-35 (BMPCT-3083). KGTV (TV) San Diego, Calif.—Order granting motion for mod. of CP (BPC-1936) which authorized new TV station to extend completion date to 11-15-35 (BMPCT-3083). KNTU—Broadcasting Co. Inc.—Mod. of CP (BPC-1823) as mod. which authorized new TV station to extend completion date to 11-15-35 (BMPCT-3083). WYIV—TV Baltimore, Md., WTHY—TV Inc.—Mod. of CP (BPC-1909) which authorized new TV station to extend completion date to 11-15-35 (BMPCT-3083). WTVW (TV) Elmhurst, N. Y., John S. Booth and Thompson C. Kelleher, d/b/a Elmhurst Television—Order granting motion for mod. of CP (BPC-1927) which authorized new TV station to extend completion date to 11-15-35 (BMPCT-3083). WJDX-TV broadcasting Co. Inc.—Mod. of CP (BPC-1927) as mod. which authorized new TV station to extend completion date to 11-15-35 (BMPCT-3083). KNOX—Broadcasting Co. Inc.—Mod. of CP (BPC-1927) as mod. which authorized new TV station to extend completion date to 11-15-35 (BMPCT-3083). KNUZ—Broadcasting Co. Inc.—Mod. of CP (BPC-1927) as mod. which authorized new TV station to extend completion date to 11-15-35 (BMPCT-3083). WQIK—The Elmhurst Television—Order granting motion for mod. of CP (BPC-1927) which authorized new TV station to extend completion date to 11-15-35 (BMPCT-3083). WRDW-TV Augusta, Ga., forDismissal of Action—Order granting motion for mod. of CP (BPC-1927) which authorized new TV station to extend completion date to 11-15-35 (BMPCT-3083). " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " " &...
RENEWAL OF LICENSE

WTIX New Orleans, La., Mid-Continent Bcstg. Co.—(BR-2858)
Modification of CP

KJMS-TV Fresno, Calif., McClatchy Bcstg. Co.—Mod. of CP (BPCT-449) as mod., which authorized new tv station to extend completion date to 11-15-55 (BMPCT-3072).

KFXL-TV Gottingen, Colo., Western Slope Bcstg. Co.—Mod. of CP (BPCT-1308) as mod., which authorized new tv station to extend completion date to 9-22-55 (BMPCT-3069).

WSBT (TV) Washington, D.C., Washington Metropolitan Television Corp.—Mod. of CP (BPCT-1308) which authorized new tv station to extend completion date to 10-21-55 (BMPCT-3066).

WKNY-TV Peoria, Ill., Western Central Bcstg. Co.—Mod. of CP (BPCT-701) as mod., which authorized new tv station to extend completion date to 7-28-55 (BMPCT-3063).

WHNZ (TV) Haton Rouge, La., Louisiana Telev. Corp.—Mod. of CP to extend completion date to 11-15-55 (BMPCT-3072).

ACTIONS ON MOTIONS

By Examiner Herbert Sherman

Broadcast Bureau granted motion to the extent that a prehearing conference is scheduled for May 20 in re application of Lake Shore Bcstg. Co. (WICH), which requested to extend completion date to May 19 (Docket 1631) as modified.

By Examiner J. D. Bond on April 25

Broadcast Bureau granted petition to correct the transcription mistake of WPTA Fort Payne, Ala. (Docket 11213), so as to incorporate 5 changes as shown in Appendix A: Insofar as petition requests that transcript be corrected to correct reference to the respects shown in Appendix B it is denied.

By Examiner H. Gifford on April 29

Charleston, W.Va., Ksme Station WBDC Inc., et al.—Granted oral request for continuance of date for filing proposed findings of fact from April 26 to April 29, and reply findings from May 10 to May 13 in re ch. 9 (Dockets 6837 et al.).

By Examiner J. D. Bond on April 25

Dallas, Tex., Texas Star Bcstg. Co.; Houston, Tex., KTXR Bcstg. Co. (KTRD)—Granted petition of Texas Star to discontinue its application without prejudice (Docket 8556; BR-652), and removed from hearing status its application of KTXR Bcstg. Co. (KTRD) and return to appropriate processing line for standard broadcast stations (Dockets 8752; BR-6525).

April 27 Applications

ACCEPTED FOR FILING

CP

WRLD Lanett, Ala.—Point West, Ga., Valley Bcstg. Co., et al.—Petition to change antenna system in accordance with changes in the antenna system (BRH-5415).

April 26 Applications

ACCEPTED FOR FILING

Renewal of License

KPCO Pocahontas, Ark., Pocahontas Radio Inc.—(BR-2859)

WHYY McComb, Miss., WSKB Inc.—(BR-1009)

KFPJ-TV Ft. Worth, Tex., Texas State Network Inc.—Mod. of CP (BPCT-911) which authorized a new tv station to extend completion date to 11-15-55 (BMPCT-3072).

WTVS (TV) Detroit, Mich., Detroit Educational Telev. Foundation—Mod. of CP (BPCT-971) as mod., which authorized a new tv station to extend completion date to 8-30-55 (BMPCT-775).

April 27 Decisions

BROADCAST ACTIONS

BY COMMISSIONER en banc

Graded License

KXKS-TV Valley City, N.D., North Dakota Bcstg. Co.—Granted license to telev. operation on ch. 4 (BLC-261).

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KWWV, KDFW, KBRL, WLSR, KBSW, KMCI-FM, WJKM, WPBT, WDBW, WVBK, WEWS, WYES, WABC, WABC, WHAS, WEAC, WACD, WGVO, WJTV, WSAW, WVDM, WDOG, WKG.

WMSC Miami, Fla., Sun Coast Bcstg. Corp.—is being advised that its renewal license is now available for renewal.

Announcing

Our New San Francisco Office Address

111 Sutter Street, Room 340
San Francisco 4
Exbrook 2-5671

Appraisals  •  Negotiations  •  Financing

BLACKBURN  •  HAMILTON COMPANY

CHICAGO
Ray V. Hamilton  •  Paul Jackson
Tribune Tower
Delaware 1-7353-2

SAN FRANCISCO
William T. Stubbfled
111 Sutter St.
Exbrook 2-5671-2


License for CP

WICS (TV) Springfield, Ill., Peabody Television Corp.—License to cover CP (BPCT-11010) as mod., which authorized a new tv station (BLC-299).

UPCOMING

MAY

May 2: RAB Clinic, Chicago.
May 3: RAB Clinic, Peoria, Ill.
May 3-6: Assm. of Canadian Advertisers, Royal York Hotel, Toronto.
May 4: RAB Clinic, Louisville, Ky.
May 5: RAB Clinic, Indianapolis, Ind.
May 7: National Assm. of Radio & Television Annual Convention, Drake Hotel, Chicago.
May 8: RAB Clinic, Fort Wayne, Ind.
May 13-15: Baltimore Community Educational TV Inc. dinner, Emerson Hotel, Baltimore.
May 15: RAB Clinic, Trenton, N. J.
May 17: RAB Clinic, Orlando, Fla.
May 18: RAB Clinic, Pittsburgh.
May 19: RAB Clinic, Buffalo, N. Y.

JUNE

June 1: RAB Clinic, Wichita, Kan.
June 2: RAB Clinic, Denver.
June 3: RAB Clinic, Salt Lake City.
June 5-8: Alpha Delta Sigma convention (advertising fraction), Palmer House, Chicago.
June 12-14: Iowa Broadcasters Assm., Crescent Beach Lodge, Lake Okoboji, Okoboji, Iowa.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 16: RABC (TV), Nashville, Tenn.
June 16: RAB Clinic, Manchester, N. H.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assm. meeting, Denver Hotel, Glenwood Springs, Colo.

JULY

July 1: RAB Clinic, Cedar Rapids, Iowa.
July 11-31: Institute in Live & Filmed TV, U. of Nebraska, Omaha, Neb.

(Awaiting completion of all tables.)
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<tr>
<th>Name</th>
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<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>1735 DeSoto St., N.W., ME 8-5411</td>
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<td>Commercial Radio Equip. Co.</td>
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<tr>
<td></td>
<td>Offices and Laboratories 1339 Wisconsin Ave., N.W. Washington, D.C. Adams 4-2414</td>
<td>Member APCCE *</td>
<td></td>
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<tr>
<td>JAMES C. McNARY</td>
<td>National Press Bldg., Wash. 4, D. C.</td>
<td>7-1205</td>
<td>Consulting Engineer</td>
</tr>
<tr>
<td>—Established 1926—</td>
<td>Paul Godley Co.</td>
<td>711 14th St., N. W.</td>
<td>Registered Professional Engineer</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg., Sterling 3-0111</td>
<td>7-8215</td>
<td>Consulting Radio Engineers</td>
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<td>Frank H. McIntosh</td>
<td>1216 Wyatt Bldg.</td>
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<td>Consulting Radio Engineer</td>
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<td>WASHINGTON, D. C.</td>
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<td>RUSSELL P. MAY</td>
<td>711 14th St., N. W.</td>
<td>7-3964</td>
<td>Radio &amp; Television Engineers</td>
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<td>GUNTHER &amp; CARR</td>
<td>Consulting Radio &amp; Television Engineers</td>
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<td>Consulting Radio Engineers</td>
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<td>Walter F. Kean</td>
<td>1100 W. Abram</td>
<td>4-8271</td>
<td>AM-TV Broadcast Allocation</td>
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<td>ARLINGTON, TEXAS</td>
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<td>Broadcast Engineer</td>
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<tr>
<td>Carl E. Smith</td>
<td>4900 E. 83rd St.</td>
<td>7100</td>
<td>Consulting Radio Engineers</td>
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**PROFESSIONAL CARDS**

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**SERVICE DIRECTORY**

**COMMERCIAL RADIO MONITORING COMPANY**

**MOBILE FREQUENCY MEASUREMENT**

**SERVICE FOR FM & TV**

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7027

Kansas City, Mo.

**CAPITOL RADIO ENGINEERING INSTITUTE**

Accredited. Technical Institute Curricula

3154 14th St., N.W., Wash. 10, D. C.

Practical Broadcast, TV, Electronics, engineering, home study and residence courses. Write for free Catalog, specify course.

**SPOT YOUR FIRM'S NAME HERE**

To Be Seen by 75,956* Readers

among them, the decision-making station owners and managers, chief engineers and technicians—applicants

for om, fm, tv and facsimile facilities— among others.

* 1953 ABC Projected Readership Survey

**TO ADVERTISE IN THE SERVICE DIRECTORY**

Contact

BROADCASTING • TELECASTING

1738 DESEAS ST., N.W., WASH., 6, D.C.

May 2, 1955 • Page 101
### Classified Advertisements

**Payable in advance. Checks and money orders only.**

**Deadline:** Undisplayed—Monday preceding publication date. **Display—Tuesday preceding publication date.**

**Situations Wanted**

<table>
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<th>20¢ per word</th>
<th>$2.00 minimum</th>
<th>Help Wanted 25¢ per word</th>
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<td>All other classifications 30¢ per word</td>
<td>$4.00 minimum</td>
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No charge for blind box number. Send box number to **BROADCASTING** or **TELECASTING**.

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### RADIO

#### Help Wanted

**Managerial**

Commercial manager. $75.00 draw against 15% commission plus bonus arrangement. Must be well grounded in radio and recent photo at once. Here's your opportunity to graduate to management in a short time if you really produce. Reply Box 329A, B-T.

Expanding broadcasting organization, owning three stations, wants manager for 54 major market at outlet of the top ten markets. Desire experienced manager with proven sales record, not just bonus and other fringe benefits. Write full details of experience and background. Box 344A, B-T.

Opening for commercial and assistant manager, 4700 watts, Greenwood, Mississippi. Apply in your own handwriting. Giving qualifications, references, minimum starting salary.

---

### WE HAVE YOUR MAN

**EXECUTIVE & STAFF LEVELS CONFIDENTIAL CONTACT**

There is no need to burden yourself and your secretary with reams of needless correspondence and dozens of telephone contacts. This work has been accomplished for YOU by our skilled personnel specialists, headed by Howard S. Frazier, the pioneer TV and Radio Station Managers.

Our placement clients constitute the LARGEST NATION-WIDE POOL of well qualified and carefully investigated personnel ready to go to work for you.

**CURRENT AVAILABILITIES TV AND RADIO**

- **General Managers**
- **Commercial Managers**
- **Station Managers**
- **Chief Engineers**
- **Promotion Managers**
- **Producers**
- **Directors**
- **Special Events Directors**
- **Announcers**
- **Technical Assistants**
- **Salesmen**
- **TV Film Editors**
- **Continuity Writers**

**INQUIRE ABOUT OTHER CATEGORIES**

In most of the above categories we have clients qualified for both major and smaller market stations. Please write or wire your requirements, describing the position, qualifications desired and the salary range.

We will screen all availability and furnish a carefully selected group for your consideration and direct contact.

**BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.**

708 Bond Bldg., Washington 5, D. C.

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### RADIO

#### Help Wanted (Cont’d)

Good quality announcer. Restricted license considered. Morning show, 6000 Watts, Great Lakes region. Send tape, photo, resume. Box 330A, B-T.

Announcer-news editor. Must gather, write local news, deliver authoritative newscast, Journalism training preferred but not essential. Must be from south. Salary $950 with increase $10.00 six months. Contact KDFH, Cuero, Texas.

We're looking for a man who may not even exist! But it could be you! If you want to go places in local radio, this is your chance. We want someone to top DJ on the networks... are a good combo man with a 1st class ticket... and you want to be elevated to management status almost immediately. It could be you to run a $2,000,000 operation, take your wife and family along, and stay put North Carolina and southwestern Oregon are booming and we're booming with you. We've got everything going for you. Send tape, photo, complete background, references. Box 374A, B-T.

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### WE HAVE YOUR MAN

**CLASSIFIED**

**Executive & Staff Levels Confidential Contact**

There is no need to burden yourself and your secretary with reams of needless correspondence and dozens of telephone contacts. This work has been accomplished for YOU by our skilled personnel specialists, headed by Howard S. Frazier, the pioneer TV and Radio Station Managers.

Our placement clients constitute the LARGEST NATION-WIDE POOL of well qualified and carefully investigated personnel ready to go to work for you.

**Current Availabilities TV and Radio**

**General Managers**

- 1st Class Editors
- Continuity Writers
- News Editors
- Film Managers
- Film Editors
- Continuity Writers

**Radio**

#### Help Wanted

**Commercial Manager—Cont’d**

Commercial manager for progressive independent. Will also serve as assistant to general manager, for three station group. Accent on personality, sales ability, and previous experience. Excellent opportunity with above average recompense. Apply in writing giving full details of background and experience. To General Manager, North Country Station of Vermont, St. Johnsbury, Vermont.

**Salesmen**

Florida coastal independent wants young self-starting experienced radio account executive for opening and challenge and opportunity. Excellent opportunity with above average recompense. Write Box 293A, B-T.

Immediate opening for experienced radio time salesman at 50,000 watt and 200,000 watt stations. Write Box 303A, B-T.

**Wide clear channel major network affiliate offers opportunity for five-live regional salesman, experienced in local sales, to expand in growing medium size midwestern city with favorable conditions. Write Box 317A, B-T.

**We need top salesman. Excellent future for good producer.** RAS, Ames, Iowa.

**Salesman who can do play-by-play sports can start immediately with weekly salary increases as merit.** Radio Station KOCA, Kilroy, Texas.

**Deep south, progressive, fulltime independent serving excellent Mississippi delta area. Needs experienced, aggressive producer, Bruce Gresham, WCLD, Cleveland, Mississippi.**

**Radio time salesman. Attractive commission.** Must be able to write good copy as well as handle accounts. Have car. Write Lewis LaMar, Assistant General Manager, WNMP, Evanston, Ill.

**Salesman—salary, commission, profit sharing plan. Must be experienced, own list of accounts to start.** WPAZ, Pottstown, Pa.

**Experienced salesman... chance to become station manager... we have five stations... must be able to write commercial copy, sell and service accounts!** The Airplane, Broadway and Third, St. Louis, Mo.

**Salesman—salary, commission, profit sharing plan.** Must be experienced. Write Lewis LaMar, Assistant General Manager, WNMP, Evanston, Ill.

**Technical**

Combination, 1st phone for chief, remote control operation, experience as announcer, daytimer, position in Arkansas. Write Box 137A, B-T.

Opening for chief engineer-announcer. Prefer family man. Must be stable and qualified. Bob's station. Salary $100.00 a week. Box 322A, B-T.

**Chief Engineer. 250 watt am independent. Must be experienced. Permanent position.** WGLL, Galesburg, Illinois.

**Help wanted—combo man, first class license, $150 per month standing.** WOGH, Toledo, Ohio, needs experienced engineer. No combs. Directional antennas, fulltime. Good wages. $25 a month if necessary. Full details, photo, first letter. No calls.

**Production-Programming, Others**

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English. Experience you could learn to edit and write. Midwest. $60 to start. Box 965C, B-T.
RADIO  
Help Wanted—(Cont'd)

Programming-Production, Others

Position now open—commercial copywriter with experience. Must write persuasive, clean copy and plenty of it. State salary, complete qualifications and background. Assume full charge. Continuity Director, 355 First Avenue South, Minneapolis, Minn. We differ in thought. How's the weather? Radio Station KOEL, Oelwein, Iowa.

Continuity writer wanted for radio-television. See the action, see the people, picture the story. WINK-Radio-TV, Fort Myers, Florida. Copywriter immediately. WVOS, Liberty, N. Y.

Situations Wanted—(Cont'd)

Managerial


General manager thoroughly experienced, young, successful, fifteen years all phases. Desires permanent future in large market. Both years experience, number one market. Excellent references. Box 975C, B-T.

Looking for clean-cut, sober manager 10 years experience in all phases. Prefer small town. Permanent. Write Box 518A, B-T.

Hardworking sober family man wishes connection as manager or salesman with Carolina radio station. Two years experience. Box 118A, B-T.

Program director-chief announcer; 7 years program producing experience, number one station major market. Developed, produced, crowned West Palm-rated DJ commercial show in market. Also on-camera TV experienced. Married, two children. Offer comprehensive radio background. References. Box 286A, B-T.

General manager. Successful salesman. Outstanding on-camera—directs-know radio. Desires future, not position. 'Willing to invest limited amount in right opportunity. Box 283A, B-T.

$10,000 salary plus bonus buys 20 years experience know-how in all departments. Presently operating highly-successful, successful daytimer in competitive area. Need new challenge in larger market. Impressive record. Box 261A, B-T.

Salesmen

Salesman, announcer, young, married, vet, car. Two years radio. Hard worker, presently salesman-manager, small operation, climbing. Box 261A, B-T.

10 years sales, programming, administration. Early booking for right permanent opportunity. Box 268A, B-T.

Salesman, experienced small markets. Sober, community-minded, age family man. No high pressure schemes, just steady worker for clean permanent business. Box 232A, B-T.

Announcers

Announcer, good voice, strong news and commercials. Young, personable, single. No tux—will travel. Box 255A, B-T.


Sports play-by-play my selling point. Can do good staff job too. Presently employed, contact Mike Wyn, 201 Logan, West Virginia. Phone 284-3139.


Negro—DJ, personality plus—program market. Confident staffer, pop specialty, strong commercials, limiter, appeal—3rd ticket—tape resume, references. Box 249A, B-T.

Experience—Dist ... 3 years experience ... fluent 22 ... single ... preferably mid-Atlantic to date. Box 279A, B-T.

Experienced announcer available. All phases broadcasting. Pleasing voice and personality. Box 250A, B-T.

DJ who can sell. Developed, produced, emceed highest Pulse-rated DJ commercial show in market. Also on-camera—directs-know radio. 7 years programming-production experience, number one station major market. Experienced chief announcer. Married, two children, offered comprehensive radio background, references. Box 270A, B-T.

Situations Wanted—(Cont'd)

Staff announcer, good commercial, sports, draft exempt, married with child. Box 292A, B-T.

Top-flight—tv, radio, commercial announcer, DJ, morning show. New opportunity. Best references. Box 290A, B-T.

Massachusetts vicinity summer replacement experience—announcer, vet college degree. Presently journalism major, strong on news, sports, copy. Box 350A, B-T.

Announcer: Desi, thorough knowledge of today's music, experienced. Limited experience, trained by top professional, single, will travel, tape, resume. Box 316A, B-T.

Experienced announcer. Tape and resume on request. Midwest only please. Box 311A, B-T.

Announcer seeks staff position anywhere. Strong on news, commercials. Tapes available. Box 331A, B-T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married, veteran, will travel. Tape resume on request. Box 318A, B-T.

Announcer: 5 years, strong all phases. Reduced staff necessitates position. Excellent reference. State experience, tape, photo available. Also, board. Box 321A, B-T.

Superior, experienced announcer available. Good salary. Present conditions required. Family. Box 326A, B-T.

Light experience, good news, commercials, 2 years sales, personable, married, interested in sports. Box 277A, B-T.

Girl DJ—all phases of broadcasting, including control board operation and continuity. Free to travel. Box 323A, B-T.


Announcer, recent graduate. Not hot shot. Hard worker, every show—play by myself—asset your station. Tape, resume. Box 280A, B-T.

Strong news and commercials, deejay work, veteran, college background. Box 331A, B-T.


Sports commentator—rich radio voice—top salairee—top sports commentary shows—colorful play-by-play. Box 328A, B-T.

Present head of established commercial (with air work) medium format station. Chased the customer—change of markets, have PD background. After 8½ years radio, want to settle with basic love—sports. Twenty-nine—married, two children—wanting future in medium to large market. Require minimum between $125/week starting plus talent—or sales—depending upon set-up. Have done on-camera TV work. Two years experience. Will work anywhere. Prefer mid-west—east—southeast—or Florida. Box 271A, B-T.

Staff announcer—three years experience. Versatile. Well versed in use of radio. Desire permanence. Box 334A, B-T.

German announcer—well versed in all phases. Single, veteran, will travel. Box 273A, B-T.


Present DJ chief announcer (with air work) medium format station. Chased the customer—change of markets, have PD background. After 8½ years radio, want to settle with basic love—sports. Twenty-nine—married, two children—wanting future in medium to large market. Require minimum between $125/week starting plus talent—or sales—depending upon set-up. Have done on-camera TV work. Two years experience. Will work anywhere. Prefer mid-west—east—southeast—or Florida. Box 271A, B-T.

Staff announcer who does good job on play-by-play. Single and has ability plus recommendations. Hard worker. Box 335A, B-T.

Announcer, well versed all phases. Single, veteran, will travel. Hard worker. Box 273A, B-T.

Lively DJ, versatile, sports play-by-play, 28, married, vet, sincere, reliable, 2 years experience. Peter J. C., 211 Franklin Square, Long Island, New York. Phone Floral Park 2-6526.

Negro DJ, tape, references, writing to: Living Jack, 1114 52nd Street, N. Y. 18.

Sports-talent—4 years solid sales, 2½ years major league baseball, basketball, football, hockey. Top caliber man will travel. Colorado, northeast or east. Excellent delivery on play-by-play work. Top references. Tape, details on request. Greer Mac, 18 Van Cortian Place, New York 63, N. Y.
### RADIO

#### Situations Wanted (Cont'd)

- **Am-tv engineer.** 6½ years experience. Xmt studio and microwave. Box 302A, B-T.
- **Three years assistant chief am-fm.** One year tv. College graduate. Box 304A, B-T.
- **Island phon. RCA gray, vet. Radio or tv station work, prefer northwest.** Box 312A, B-T.
- **Chief—experienced, responsible, middle aged, married, interested relocate permanently southeast.** 314A, B-T.
- **Engineer, now chief 5000 watts am. Want change to central Florida, have technical television education, construction, bookkeeping experience. Minimum $75.00.** Box 344A, B-T.
- **Ten years am; one tv transmitter experience.** First phone, cat, 30, single. Available immediately. $75 minimum. Write: Engineer, 200 Furman Street, Syracuse, N. Y. Phone 75-8613.
- **Experienced licensed engineer, college graduate, veteran, 21, single, available immediately.** Ray Luttrell, 505 Fifth Avenue, Runville, Ala.

#### Programming-Production, Others

- **Award winning radio newsman, all phases, 12 years experience including 50k w. newsreel. Sold commercially.** Box 308A, B-T.
- **Available: Sports, program director. 7 years experience. All phases of sports and programming. Excellent references, Box 309A, B-T.**
- **Newscaster, reporter, editor, three years experience, seeks opportunity news-minded metropolitan station.** Box 252A, B-T.
- **Program director—copywriter, sober, experienced. A.B. degree. Prefer south.** Box 340A, B-T.

### TELEVISION

#### Help Wanted (Cont'd)

- **Technical**
  - First class engineer for television. Will accept man with three years experience. Contact WINK-TV, Fort Myers, Florida.

#### Programming-Production, Others

- **Outstanding opportunity for experienced director both station and studio engineering.** Strong emphasis on baseball. Box 312A, B-T.
- **Director—producer. Must be fully experienced in handling studio and remote sports and special events programs.** Give full particulars about previous experience, salary expected and when available. Contact Noyce Wright, WAHE-TV, Akron.

#### Situations Wanted

- **Salesmen**
  - Ten years radio and television sales experience—now top salesman for east coast vhf handling national and local business. Fed by all phases station operation. Middle aged, married, capable and dependable. Permanent position desired with reliable vhf or good radio station. Box 292A, B-T.

- **Announcers**
  - Experienced tv announcer, salesman, producer, Film editor. Excellent references. Good community affairs. Active in community affairs. Box 324A, B-T.

- **Technical**
  - Chief or supervisor position wanted with new television station. Now staff consultant engineer. Experienced all phases AM and TV station staffing installation and adjustment. Box 263A, B-T.
  - Chief engineer: Experienced all phases tv operation and installation, prefer deep south. Box 308A, B-T.
  - Three years assistant chief am-fm. One year tv. College graduate. Box 352A, B-T.
  - Television control supervisor—first phone, telegraph, ham. Five years radio broadcasting including signal corps, plus two years television broadcasting including color and microwave. Presently employed $106k. Excellent know-how of control-roof operation and technical and other. Must have responsibility and pay proper proportion—single, 21, Korean vet, no roster. Excellent references to be had. Free photo available on request. Box 308A, B-T.
  - Chief engineer: Three years experience field engineer Philco distributor. Serviced as chief engineer tv station in south or west. Write Philip Bate, 215 Nelson Drive, Warwick, Va., for resume.

- **Producer—Television. Eight years experience at large metropolitan vhf station—studio, master control, network and film operations, remote pickups including all sports. Prefer southeast.** References. Box 106A, B-T.

#### Available Immediately

- Televisi**on Transmitter**
  - Sony 5A Transmitter, Channel 7-13, perfect condition. Also console, duplex, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

#### Bremer Broadcasting Corp.

1202 Broad Street
Newark, New Jersey

### TELEVISION

#### Situations Wanted (Cont'd)

- **Program director**—Girl Friday wants job with future in radio-tv Los Angeles, San Francisco area. Young, experienced all phases radio, college grad. Details on request. Box 275A, B-T.
- **Advancement to more responsible position sought by experienced tv director (4 years experience western metropolitan station).** Box 276A, B-T.
- **Production manager—director 5 years tv experience all phases, some college, single, and interested relocation with new or established station in U. S. or Canada.** Box 277A, B-T.
- **Woman, 28, over two years experience as film buyer, program director, traffic manager. Desire position in same capacity. Capable of complete organization of new station and film departments. Excellent references. Details on request.** Box 306A, B-T.
- **News director, Nationally recognized. Presently heading one of the nation's largest radio and television news operations. Will consider changes to progressive, news minded tv station that desires top ranking news department. Present commercial billing on local television, news exceeds $170,000 annually.** Box 215A, B-T.
- **Film editor, 2 years experience, young, single. Direct to, or do stage craft work as part-time editor, if need be. Have some theatre experience.** Box 346A, B-T.

- **Seeking employment in television. Home economics background.** Number, 1214, 1711, 301-22.
- **Commercial home economics, public relations.** Nadine Crawford. Box 241, Fairfax, Missouri.

#### FOR SALE

- **Stations**
  - New York City area station. Opportunity for unusual salesman-mananger. High cash, balance over four years. Know and appreciate market or do not reply. Box 266A, B-T.
  - WMPA, Aberdeen, Mississippi, full-time independent. Single station market owner over $6,800. Contact: Joe Phillips, WSSO, Shreveville, Mis- sissippi.
  - Florida east coast $43,650—14 down: Alabama daytimer $25,900—$15,000 down, balance over 10 years; Tennessee single station market $60,000—$15,000, whole of 1½ interest. Paul H. Chapman, 64 Peach tree, Atlanta.
  - Race station in first year's operation, grossing $82,000 in metropolitan market. All cash required. Paul H. Expriv, B-T.


#### Equipment

- TV field Zoomar lens. Slightly used, perfect condition. Box 278A, B-T.
- New Houston-Featherless type K-1-A automatic film developers, 16mm. 15 feet per minute capacity. Includes original 4. E type 310-B am transmitter, 250 watts, with two 250-K and oscillators 1249sc; $895.00. Box 372A, B-T.
- 3kw GE fm transmitter, GE console model 4BC-1A. GE rack model 4FPAIA. Western Electric 120B and 143 amplifiers, new cost approximately $15,000. First offer of $4,600 F.O.B. Temple, Texas, get in touch. In use less than three years. Excellent shape. Sell only as pack- age. Box 346A, B-T.

- For sale—1 kw tower phasing unit, formerly used on 1420 kc; 2 water, cooled microwave 352 tubes; 3 porcelain coil for cooling system; 2—10 kw powers. Bargain priced. KSDN, Aberdon, S. D.

- For sale—best offer—1 RCA 3 bay channel 6 an- tenna, 300 ft. RCA LT fired tower, F.O.B. Lansing, Michigan. Contact Charles L. Bradley, WLMC.
FOR SALE—(Cont'd)
For sale: 350 watt Raytheon transmitter, 550 feet of % inch coaxial cable. One tuning unit. This equipment for sale at a price due to power increase. Radio Station WMGC, Morgantown, N. C.
Commercial crystals and new or replacement broadcast crystals for Bell, Western Electric, RCA, holden, Conventional frequencies crystal regrinding, etc., fastest service. Send for catalog. Also monitor and frequency measuring service.
Edison Electronic Company, Temple, Texas.

WANTED TO BUY

Stations
Radio, Texas, Oklahoma, Arkansas, Missouri, Kansas, Missouri Valley licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment
Wanted: Used stand by power unit, 50 kw, 3 phase, 60 cycle. Prefer 480 V output but will consider other voltage. Box 2804, B-T.
Wanted: General Radio 916-A bridge and RCA type WX-2 field intensity meter. Box 294A, B-T.
Wanted: Anything for likew in any condition. Full details and price first letter. Box 293A, B-T.
Need used console or console such as Gates 55-C. Minimum two mike and turntable input. Box 300A, B-T.
Wanted: Used, in first class condition, microwave-studio transmitter link unit. Prefer 300ma band operation. Also need antennas for above. Box 316A, B-T.
Wanted: 4 ft. RCA microwave reflector. Also horizontally polarized buttonhook or antenna feed for 4 ft. reflector. Chief Engineer, KGNC-TV, Amarillo, Texas.
Wanted—used Hewlett-Packard model 330-BC, or D distortion analyzer in good condition. WJEN, Dover, Ohio.
Wanted: Equipment for 250 watt station including tower. State price and conditions. Contact Bob LaRue, Box E, Fort Morgan, Colorado.

Instruction
Get your FCC first phone license in 8 weeks. Intensive, personal training by correspond to the residence. Resident classes are conducted in Hollywood, California and Washington, D.C. Send for our free brochure and read the famous Grantham guarantee. Write Grantham School of Electronics. Address either Dept. 1-11-L 8664 Hollywood Blvd., Hollywood, California, or Dept. 2-98, 7711 12th Street, Washington, D.C.
Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, everything included. Guided coaching—nation wide placement. Full information rushed to you free (no salesman will call). Get the best—11 hours in three months. Northwest Radio & Electronic School, 1221 N. W. 31st Avenue, Portland 9, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1105 W. Olive, Burbank, California. See display ad next week.

TELEVISION

Help Wanted

FARM EDITOR
Traffic Girl Producer-Directors
Announcers Film Director
News Editor

ALL ARE NEEDED BY TOP POWER SOUTHERN Regional VHF. ALL MUST BE EXPERIENCED. WRITE BOX 315A, B-T, GIVING COMPLETE INFORMATION FIRST LETTER.

Situations Wanted

well experienced, professional in art & film
Fast creative worker—thoroughly trained, handling all phases of video production—from idea thru story board & artwork to finish film or slide. More effective commercials for your local accounts thru use of special effects or animation.
8 years advertising, film-television background, own motion picture equipment.
Married, 28, non-smoker employed with excellent references.
Interesting, challenging opportunity is more important than higher compensation. If you are interested—write today!

Box 3094, B-T

FOR SALE—(Cont’d)

Equipment

446 ft TOWER
Self-Supporting 40 lb. Wind Loading for 12 BAY HIGH BAND ANTENNA
New—Ready to Ship Contact: Joseph B. Haigh Texas State Network Ft. Worth, Texas

WANTED TO BUY

STATION WANTED NOW
TENNESSEE—TENNESSEE
RALPH J. ERWIN
Box 811 Broker Tulsa

INSTRUCTION

NATIONAL ACADEMY OF BROADCASTING
3338 16th St., N.W.
Washington, D. C.

Job Getting Courses in
Announcing, Writing, Producing
Call Decatur 2-5580
New Term Starts June 2

By Order of United States District Court
TRUSTEE’S BANKRUPTCY AUCTION SALE
Comprising

RADIO STATION—SOUTHWEST
An exclusive property now available
RALPH J. ERWIN
Box 811 Broker Tulsa
Serving Texas Oklahoma Kansas Missouri Arkansas

SPORTSCASTER
Here are my qualifications:
1. 5 years in Radio (some TV).
2. Sharp on Basketball, Basketball and Football call.
3. Good personality, good voice, ambition.
4. Frequently employed as sports director in small market.
5. Would like a permanent job with good station with proper facilities for sports.
6. Photo and references furnished on request.
No tapes. Available for personal interview.

INSTRUCTION

STATION WANTED—SOUTHWEST

For Sale

Box 1111

Radio station

by

By Order of United States District Court

Jerome W. Side, Trustee
408 Olive, St. Louis, Mo.

Harry S. Gleck, Attorney
Paul Brown Bldg., St. Louis, Mo.

Ben J. Selkirk and Sons, Auction Management
4166 Olive Street, St. Louis, Mo.
Invitation to Chaos

The inanities of present political broadcasting regulations and the utter idiocy of proposing that existing rules be complicated by one granting candidates free time are becoming more and more apparent.

Within the past two weeks the whole foolish business has been clearly described by people who have personal experience in the field of political broadcasting and who have testified before the Senate Elections Subcommittee.

The subcommittee has heard Harold E. Fellows, NARTB president; Joseph V. Heffernan, NBC financial vice president, and Richard Salant, CBS vice president, explain, in patient detail, why it is hopeless for radio and television to provide intelligent coverage of political campaigns under existing legislation and why it is ridiculous to suppose that anything but further chaos is promised by the proposed rule commandeering time for political candidates.

Mr. Salant, for example, described his company’s unhappy experiences during the 1952 presidential campaign in trying to present reasonable, fair and intelligible coverage without running into absurd complications caused by the equal time principle of the Communications Act. To give a candidate of one of the major parties time was to risk being asked for equal time by the candidates of 16 unheard-of parties.

It was his estimate that it would cost U. S. broadcasters from $30 million to $50 million in a presidential election year if the government superimposed a free-time flat on the existing political broadcasting rules.

What is worse, the broadcasters’ loss would not be the public’s gain. If free time were accorded every candidate of every party, the babble of crackpot politics would drown out responsible comment. It would become almost impossible for the public to sort out issues and personalities.

Yet the government would have to expiate time for candidates of all parties if it demanded time for any, for surely the government cannot discriminate against any citizen who wishes and is qualified to get his name on a ballot. It is not for the government to say what candidate deserves how much time. That is a question to be decided by broadcasters, who, as custodians of great news media, have the experience and the judgment to decide whether a candidate is from the lunatic fringe or a serious contender for office deserving of the vast audience that radio and television command.

It is almost unthinkable that in the face of the facts which broadcasters have presented, the Congress would legislate or the FCC rule that candidates must be given a pass key to every radio and television station. It is almost unthinkable, we repeat, but not utterly out of the question.

With a major election to be faced next year, it will be a worthy Congressman indeed who resists the temptation to support the principle of free time, particularly when the subject is being further agitated by outsiders like FCC Comr. Frieda Hennock.

Broadcasters who hope to avoid total chaos in political years must help Congressmen resist that temptation.

Target: $40 Billion More

RNO H. JOHNSON, vice president and director of research of J. Walter Thompson, gave a real assignment to advertising in his speech to the American Assn. of Advertising Agencies [BT, April 25].

Advertising, he said, must take a leading role in selling $40 billion more goods and services to consumers in 1955-56 to “assure a continuing expansion in our national economy.” That would raise personal consumption 17% over the level of 1954.

Obviously, if advertising is to carry out that job, more money must be spent on advertising. It also is true that in addition to more advertising there will have to be better advertising.

More advertising and better advertising are of special interest to radio and television. Increased spending by advertisers cannot help but mean more revenue for the broadcast media, especially if there is an attendant improvement in advertising methods and techniques.

Television, still dynamically expanding, is bound to get a big piece of any increase in advertising volume. Indeed the advertising increases which are certain to come about will, with equal certainty, provide the necessary support for a fully competitive television system.

With better advertising there will come a renewed interest in radio. Improved advertising techniques are bound to discover on a general scale what many advertisers are already discovering—that radio is still the best low-cost advertising vehicle.

Now, of course, it is up to radio and television themselves to participate in boosting the advertising economy. They cannot confine their function to merely sitting in wait for advertisers to pump more money their way.

The challenge to raise national consumer sales by $40 billion is as much radio’s and television’s as it is anyone’s. Better programing, better selling, better research, better management in radio and tv will contribute major roles in achieving better and more advertising.

Departure and Arrival

The retirement of CBS Radio President Adrian Murphy, at the age of 49, has set off a rash of daydreaming, envy and rumor-mongering among others less fortunate than he.

How irresistibly the mind strays from the insistent telephone, the client crisis, to the sunswept beach and the clockless summer on a New England shore.

How equally irresistible is the urge to find a hidden motive or a power struggle to explain why a man should quit at the $65,000-a-year pinnacle of his broadcasting career.

As for us, we join in the daydreaming and, we must confess, the envy: It would be pleasant to know that, at 49, we could quit tailoring our life to the cramped schedules of printing presses and begin tailoring time to our own uses and desires. But we do not join in the rumor-mongering.

There is no evidence that Mr. Murphy’s retirement came about for any reason other than that he gave BT last week. Having the financial resources, he decided to leave the tiring pace while he was still healthy and young enough to enjoy leisure.

Mr. Murphy is a fortunate man and CBS is a fortunate company—fortunate to have had Mr. Murphy and to have another executive of undeniable talent and experience to succeed him. Mr. Murphy, on a sunny Massachusetts beach, and Arthur Hull Hayes, in the challenging office of CBS Radio president, have the good wishes, we are sure, of all their colleagues.

"We thank our regular sponsors for relinquishing the next several hours for free broadcasts by candidates of the Vegetarian Party, the Poor Man's Party, the Greenback Party, the Constitution Party, the Progressive Party, the Prohibition Party, the . . ."
LEADERSHIP IN PITTSBURGH

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*Pulse, Jan.-Feb. '55
†Pulse Winter '55

WWSW

5000 WATTS—970 KC
24 HOURS EVERY DAY
No matter what kind of product you sell—whether it be candy, cars or corsets—you'll get handsome returns by spotting your television advertising on or adjacent to the top-rated locally produced KMBC-TV shows.

If your advertising appeal is beamed primarily at the youngsters, you have your choice of two top-rated local kids' shows—"Comiclub" and "Commander 9." If men are the best prospects for your product, there's no sportscast in the market—either network or local—that holds a bigger audience than "Sam Molen's Sports."

If it's women you want (an audience, that is), Bea Johnson's "Happy Home" offers more feminine viewers than any local women's show.

And for a general audience, you can select any of these three leading programs: "News at Nine," highest rated newscast in the market, network or local; "The Weather Story" with Jim Burke, highest rated weathercast in the market, network or local; or "Premiere Playhouse," top-rated evening movie.

Check these top-rated shows yourself in the latest Telepulse. If you don't have a copy handy, your Free & Peters Colonel has one that's plainly marked for your convenience. He's always available for availabilities.

KMBC-TV
Kansas City's Most Powerful TV Station