THE PULSE
HITS THE NAIL ON THE HEAD!

1. 90.9% of Baltimore families listen to radio during an average week.

2. 71.2% of the Baltimore homes are reached by radio on an average day.

These are the big facts proved by Pulse's new "CPA" (Cumulative Pulse Audience) survey.

And here's what another authority proves about W-I-T-H: W-I-T-H has the top Nielsen circulation in the home county. Combined with low, low rates, W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. It's the big bargain buy! Get the whole story from your Forjoe man.

—in Baltimore

Tom Tinsley, President • R. C. Embry, Vice-president • Represented by Forjoe & Co.
PLYMOUTH

Traditionally in the Public Confidence...

One of the many rewards of owning a new Plymouth is the realization that Plymouth is the 1955 style-setter for the newest, most dynamic design in motor car history. Plymouth's glamorous new look and reputation for dependable performance deliver a one-two combination that makes Plymouth the champion in its field. The Havens & Martin, Inc., Stations have a reputation that likewise is a tradition—the ability to convert vast audiences throughout Virginia into sales for advertisers. WMBG-AM, WCOD-FM and WTVR-TV combine pioneering experience and style-setting programming techniques that deliver a large and responsive following over Richmond's only complete broadcasting institution. Join with confidence the First Stations of Virginia for your advertising needs, throughout Virginia, one of the South's richest areas.
air specialists
IN PROVIDENCE

Call BOB ENGLES, GEORGE TAYLOR or any HEADLEY-REED REPRESENTATIVE
Kettell-Carter, Boston
The terrific sales stimulation of WGAL-TV can work for you! 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. And, WGAL-TV is the one station that reaches this rich market with a population of over three million people who have more than $5 1/4 billion to spend. For advertising that really sells your product, buy WGAL-TV.

Representatives:

MEEKER TV, Inc.
New York Chicago Los Angeles San Francisco
DISREGARDED PRECEDENT • Immi-
nent appointment by President Eisen-
hower of successor to Comr. Frieda B. Hennock
(story page 27) may provoke unrest in certain quarters. It had been presumed that
successor would be either woman or person of
Jewish faith, because of precedent. Rich-
ard Mack, Florida Railroad and Pub-
lic Utilities Commissioner, understood to be
President Eisenhower's choice, is Pro-
estant.

UNCONFIRMED reports were current
last week that White House had interceded
directly in television allocations situa-
tion and had suggested to delegation headed
by FCC Chairman McConnaughey that
prompt thought be given to radical plan
to stem uhf downward spiral. Proposal:
That two 6-megacycle channels be carved
out of present fm band (88-108 mc), to
be labelled uhf channels 6-A and 6-B; that
uhf applicants be given preference for as-
signment on these channels for low power,
minimum mileage operations, installations
comparable to radio "locals," with prob-
able dozens of stations on each channel.
It's thought that inner strip for existing
sets to receive 6-A and 6-B could be in-
stalled for about $3.

MILITARY LOBBYING • It will be
denied as premature and secret, but mem-
bers of FCC who journeyed to Fort Mon-
mouth Signal Corps base last Tuesday were
"indoctrinated" on dire need by military
of uhf spectrum space for "essential" mil-
tary communications. Details can't be di-
vulged but it's known that military wants
low band (longer range) uhf area which
presumably means in ch. 2-6 range, but
approaches issue cautiously [B&T; Jan. 17].
Those indirectly wooed at Monmouth but
not necessarily won were: Comrs. Hyde,
Webster, Doerfer and Lee (others couldn't
make it).

FCC FIELD INSPECTORS, now that tv
activity has bogged down, are probing
deeper into station activities. They're ask-
ing specifically for log entries on requests
for political time, action taken and rates
paid (new law provides only regular com-
mercial rates may be charged). They're also
watching for commercials using local
telephone numbers as only source of "spon-
or identification." Here they may be fly-
specking for violations since regulations
say there must be actual name identifica-
tion of sponsorship.

ANTITRUST • What bearing, if any, will
Dept. of Justice antitrust suit against
American Newspaper Publishers Assn. and
other newspaper trade groups have upon
individual publishers which are licensees
of radio and tv stations? Probably "none,"
but this cannot be nailed down as auto-
matic. It's doubted whether individual
newspapers or publishers will be cited in
case involving purported price-fixing
through advertising agency recognition sys-
tem, premised on 15% commission. FCC,
under law, must look into qualifications of
fitness of licensees. Hence, question could
be raised (even by outside parties) as to
qualifications if government charges stick
or even if consent decree is entered. Best
guess: Nothing will happen.

UNDOUBLING importance placed upon
communication by Administration is
direct White House contact being main-
tained with Chairman Magnuson (D-
Wash.) of Senate Interstate & Foreign
Commerce Committee. President Eisen-
hower, it's learned on excellent authority,
has designated Maj. Gen. Wilton B.
Pershing, deputy assistant to the President, to
maintain liaison with Chairman Magnuson,
this without regard to party lines. It's
reportedly working effectively.

TALENT RAID • Story making rounds
in toll tv tempest is that at least one pro-
tagonist group would seek pre-conditioned
audience by outbidding networks for their
current top-rated shows (those Lucys,
Dragnets, Glessons and Disneys) as sure
fire beat since free tv would not then be
able to provide continuity of such estab-
lished features.

INSIDE WORD from London is that BBC
is in throes of reorganization in both radio
and tv in light of impending competition
this fall through introduction of commer-
cial tv.

BETWEEN GENERALS • Memorandum
on how to wage counter-offensive against
U. S. S. R. propaganda has been submit-
ted to President Eisenhower by Brig. Gen.
David Sarnoff, RCA chairman, and will
be released this week. One major proposal
reportedly advanced: Establishment of strat-
egy board, whose chief would hold cabinet
rank, to conduct political and psychological
campaign internationally.

NBC'S QUEST for ownership of tv in San
Francisco has ended with automatic re-
newal of its standard two-year contract
with KRON-TV, Chronicle station.
Although not formally announced, contract
was extended about last month. Previously
NBC had proposed to buy KRON-TV and
had explored prospect of establishing uhf
in that market.

MORE ABOUT ROGERS • There is se-
quel to B&T's disclosure [CLOSED CIRCUIT,
May 2] that news release of FCC Chair-
man McConnaughey's appointment of
Christian E. Rogers Jr. as his engineering
aide omitted background of Mr. Rogers
as onetime McCarthy investigator (who
probed FCC records). Original draft of
biography contained reference. Deletion,
it's said, did not come from Chairman's
office. Now watch for Mr. Rogers' transfer
from his Grade 15 ($10,800 per year posi-
tion) to important staff post. He's not an
engineer, but holds B. S. degree.

STORER's filing of ch. 10 application for
Miami (see story page 66) has put FCC on
horn of dilemma. In first place, court
to virtually told Commission to reopen 1953
denial of Storer's ch. 10 application, give
him hearing. This was part of its ruling
on multiple ownership regulation. On other-
hand, according to some FCC attorneys,
Storer's time ran out on application ques-
tion—appeal to court was on multiple
ownership rule, not on FCC's refusal to
accept application. It's up to commis-
sioners to figure whether to follow staff's ad-
vice and back court, or follow court's advice
and overrule its own legal advisers.

CONVERSATIONS • Those interrupted
talks with Mexico on bilateral agreement
to settle radio allocation differences may
resume in July, depending on outcome of
present Mexican negotiations with Cuba.
When discussions broke off in Mexico City
early December, it was hoped to resume
in Washington in April. Choice of site is
involved and our dollar-short Latin neigh-
bors may want to meet at Denver or some
other city close to border.

THOSE RESULTS in Chicago Daily News
poll, showing readers in favor of toll tv
by over 3-1 margin, aren't final after all,
with more findings to be released early this
week. Odd thing happened in ballooing—
many letters, it develops, were in same
handwriting but in different color inks.

VHF'S CHILL in Denver • Denver,
which just few years ago was hottest spot
in country for uhf tv, is just about coldest
these days. On heels of recent sale of
KBTV (TV) (ch. 9) for $900,000, comes
report (published in Denver) that Gene
O'Fallon's ch. 2 KFEL-TV is available
through Blackburn-Hamilton for figure in
neighborhood of $750,000. In June 1954,
KLZ-AM-TV (ch. 7) sold for $3.5 million.

WILLSON (BILL) TUTTLE, formerly
vice president in charge of radio and televi-
sion for Ruthrauff & Ryan, and president
of United Television Programs, expected
to join Fuller & Smith & Ross, New York,
effective middle of May, as group television
account executive in charge of several
accounts.
GOOD TIME EVERY PUNCH

...plenty punch every time

You could buy time on KOWH with your eyes closed...and be sure of a good time, with plenty of selling punch. Lowest quarter-hour average share-of-audience: 34.5%. Highest: 65%* and that's no typographical error. All-day average—45.3%—more than 2½ times the second station's 17.2%.* **

Let the H-R man show you how to punch out sales on never-a-bad-time KOWH. Or, talk to KOWH General Manager Virgil Sharpe.

* Hooper Continuing Measurements, 8 a.m.-6 p.m. Mon.-Sat., Oct. '54-Jan. '55.
** Hooper Radio Index, 8 a.m.-6 p.m. Mon.-Sat., March-April, 1955.

CONTINENT BROADCASTING COMPANY
President: Todd Storz

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

WHB, Kansas City
Represented by John Blair & Co.

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

OMAHA

Page 6 • May 9, 1955
Apple Two Silences KOZDM, But Damage Not Serious

KOZDM Survival City, near Yucca Flat, Nev., (1240 kc. 230 w.) was knocked off last Thursday by Apple Two, most powerful nuclear blast ever exploded as an "open shot," but crew could have resumed operation with only minor repairs.

That's story based first on post-blast inspection of typical station located less than mile from Ground Zero, which under attack, would be called upon to keep public informed on one of Conrelad channels. It was one of several communications installations, and test was designed to show post-disaster repair problems which communication personnel will have to cope.

KOZDM, early reports show, was silenced by damage to transmission power line, rather than to transmitter itself. One of four radiotowers was jack-knifed. Early data indicated that 1,000 square-foot concrete block building housing RCA transmitter was relatively undamaged.

All other communications equipment, including mobile transmitters, automatic telephone switchboard and radio and tv receivers, apparently were in usable condition. Detailed results won't be available for several days.

Experiment was conducted in cooperation with Federal Civil Defense Administration to arouse interest of public in atomic dangers, and to test "model city" utilities and facilities under conditions of attack. Results as they affected KOZDM and other communications, seemed to coincide with views expressed by engineering observers prior to much-postponed detonation (B&T, May 2).

Summer Sales Campaign Planned by Westinghouse

PLANS for summer sales campaign and group sales approaches for Westinghouse Broadcasting Co. stations were discussed at meeting in New York Thursday-Friday by sales executives of WBC stations and officials of Free & Peters.

Attending sessions under direction of Eldon Campbell, WBC national sales manager; John F. Hardesty, eastern sales manager, and George D. Tons, midwest sales manager, were: William J. Williamson, WBZ-WBZA Boston; Robert H. Teter, KYW Philadelphia; John G. Stull, KDKA Pittsburgh; H. D. Longsworth, WOWO Ft. Wayne, and Robert E. Rudolph, KEX Portland. Representing Free & Peters were Russell Woodward, executive vice president, and Jonas Scovern, vice president and eastern sales manager.

Thursday luncheon meeting was addressed by William B. Ryan, executive vice-president of Quality Radio Group. Kevin Sweeney, president of Radio Advertising Bureau, spoke at Friday luncheon.

ABC Radio's New Study

ABC Radio expected to release this week 67-page study on what has happened to network radio since advent of television. Study asserts that network radio, if used correctly, can reach audiences of quality and size, Report was made from data of trade and research organizations.

CHEVROLET RADIO • Though details are unavailable, Chevrolet Div. of General Motors Corp. is reportedly planning to break with new saturation spot radio campaign in key markets. Announcement expected momentarily out of Detroit. Agency is Campbell-Ewald there.

INSTITUTIONAL BUY • General Dynamics Corp., N. Y., to sponsor, starting May 15, NBC-TV's Youth Wants to Know (Sun., 2:30-3 p.m. EDT), with advertising of institutional type. Agency: Morey, Humm & Johnstone, N. Y.


REVLON BUYING • Revlon Products Corp., N. Y., for its Silicare (hand cream), is buying radio spot campaign in specific markets starting May 23 and May 30; for 10 weeks. In addition, two tv markets will be used. William H. Weintraub Co., N. Y., is agency.

Starting in South May 16 and moving north, effective June 13, in about 100 markets for six weeks. Young & Rubicam is agency.

Esso Standard Oil Co., N. Y., for Flit, will start today (Mon.) in five southern radio markets with varied contracts running 8, 10 and 13 weeks. Marshalk & Pratt is agency.

Warning Revision Sought

SINGLE authorized source of air raid information for broadcasters will be sought following recent air raid in West Coast. Warning turned out to be false alarm. Confusion reigned along West Coast. KFI Los Angeles went off air at 9:40 a.m. and shifted to Conelrad but other stations failed to receive KFI notification. Other stations went off air. Incident ascribed by air defense officials to communications breakdown.

ABC Affiliates to Meet

JOINT ABC Radio and TV affiliates meeting will be held in Washington May 22 during NARTB convention, Robert E. Kintner, ABC president, who will address convention May 26 on "The Business of Television," said Friday. Headquarters for network will be Suite 300B at Sheraton-Park Hotel with combined affiliates meeting at 3:30 p.m. (EDT) in Park Room of Shoreham Hotel. ABC will hold luncheon May 22 for network's Radio & Television Stations' Advisory Committees.

Benny Can't Use 'Gaslight'

CBS-TV and comedian Jack Benny last Friday forbidden to show parody version of M-G-M film "Gaslight." U. S. District Judge James M. Carter's formal opinion confirmed one-page memorandum he issued last September indicating he would find for plaintiff M-G-M and playwright Patrick Hamilton.

To counsel for network and Mr. Benny stated they would take case to U. S. Circuit Court of Appeals.

at deadline
In New England...

TAP A ONE BILLION DOLLAR SUMMER MARKET

on

WBZ+WBZA

This summer, four to five million people will spend their vacations traveling through New England's six great states. They'll spend about one billion dollars. And 67% of these people will be New Englanders.

In addition to this vacation travel, New Englanders take to the road most every weekend during the summer. Cape Cod, the White Mountains, the beautiful Berkshires, 5000 inland lakes and 2500 miles of ocean coastline make New England a real summer paradise within easy reach of New Englanders everywhere.

There's only one media that can reach 'em wherever they go—Radio. And the only radio voice that can reach 'em anywhere in New England is WBZ+WBZA. Special summer programming, plus hard-hitting audience promotion plans, will mean big summer audiences for WBZ+WBZA advertisers. Get the complete summer story from Bill Williamson, WBZ+WBZA Sales Manager at ALgonquin 4-5670 or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WBZ+WBZA

BOSTON+SPRINGFIELD

51,000 Watts

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ+WBZA - WBZ-TV, Boston; KYW - WPTZ, Philadelphia;
KDKA - KDKA-TV, Pittsburgh; WOWO, Fort Wayne;
KEX, Portland; KPIX, San Francisco

KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by FREE & PETERS, INC.
at deadline

Value of Ratings Argued At AWRT Chicago Meeting

ISSUE whether programs should be chosen and evaluated on basis of ratings highlighted Friday morning session of American Women in Radio & Television at fourth annual convention in Chicago (early story page 63). Raymond E. Nelson, national spot sales director, Teleradio Broadcasting Div., described it as "chief problem area of national spot." He added tv should be sold on its value without regard to costliness of product advertised.

Mr. Nelson appeared on ratings panel that included Hugh Bleville, NBC research and planning director, and Herbert Evans, vice president of Peoples Broadcasting Co., Columbus, Ohio. Bea Johnson, KMCB-AM-TV Kansas City, was moderator. NARTB President Harold F. Fellows lauded AWRT for setting of scholarships, termed it an "excellent move."

At Saturday session, Maurice B. Mitchell, president of Encyclopedia Britannica Films and formerly with NAB and Muzak Corp., argued that "it's a mistake to try to jam too much variety into a single daytime women's program" and noted "surprising number" of "broad-minded" women would tune into radio programs.

NBC-TV Color Shown ANA

COLOR commercials of brand name products, including Dole Pineapple, Jaazten Swim Suits, Douglas Aircraft, Del Monte Foods, Carnation Milk and Sunskist, shown members attending West Coast regional meeting of Assn. of National Advertisers in Santa Barbara, NBC announced Friday. Showing was via special NBC-TV half-hour closed circuit colorcast.

RCA Declares Dividends

QUARTERLY dividend of 25¢ per share on common stock of RCA, payable July 25 to holders of record June 17, was announced Friday by Brig. Gen. David Sarnoff, chairman of board. Board also declared dividend of 87½¢ per share on first preferred stock for July 1 to Sept. 30, to holders of record Sept. 12.

RCA Victor Post to Kanaga

ELECTION of Lawrence W. Kanaga as vice president and operations manager of RCA Victor Record Div., announced Friday by Emanuel Sacks, vice president and general manager of division. Mr. Kanaga has been general sales and merchandise manager of RCA Victor Record Div. since 1949. He joined division after serving two years as vice president of RCA Victor Distributing Corp., Detroit. He previously held executive posts with department stores and at one time was with Guenther Bradford Adv., Chicago.

WFBN Indianapolis to ABC

AFFILIATION of WFBN Indianapolis with ABC Radio effective June 3 announced Friday by Charles W. Godwin, ABC director of station relations. It will replace WISH as ABC's Indianapolis affiliate. WFBN is owned and operated by Consolidated Television & Radio Broadcasters Inc. Harry M. Bitter Jr. is president and general manager.

RADIO, TOO

INVENTION of radio incorrectly attributed to Guglielmo Marconi, Italian scientist, Moscow Radio said Friday. Soviet Union planned to celebrate Saturday as 60th anniversary of invention of radio by "The Great Russian Scientist Alexander Popov."

Influence Attempt Denied

WALTER R. POWELL Jr., former chief Broadcast Bureau counsel in hearing before FCC Examiner Herbert Sharfman on license renewal of Edward Lamb's WICU (TV) Erie, Pa., first attempt to induce turnabout today when witness Marie Natvig to change her testimony nor expand it, U. S. District Court in Washington, D. C., was told Friday by Thomas B. Fitzpatrick, associate Broadcast Bureau counsel in WICU hearing. Mr. Fitzpatrick was sixth government witness called in perjury trial of Mrs. Natvig before Judge Alexander Holtzoff (early story page 60).

Capt. Miles Joins IRAC

RESIGNATION of Capt. Paul D. Miles as engineering aide to FCC Comr. Rosel H. Hyde and assumption of new duties today (Mon.) as secretary of Interdepartmental Radio Advisory Committee were announced Friday. He succeeds Walter Lober who moves to Office of Defense Mobilization as special assistant to Assistant Director for Telecommunication Harold M. Botkin. Mr. Lober takes over part of duties relinquished by Christian E. Rogers Jr., new engineering aide to FCC Chairman George C. McConnaughey ([B&T, May 2]. Capt. Miles is longtime allocations expert, was first chief of FCC Frequency Allocation & Treaty Division.

Craven Heads Consultants

T. A. M. CRAVEN, senior member of Washington consulting engineering firm of Craven, Lohres & Culp, former FCC commissioner, has been elected president of the Assn. of Federal Communications Consulting Engineers, it was announced Friday. He succeeds Frank H. McIntosh.

Other officers, all elected at AFCCIE's annual meeting April 29 in Atlantic City are: Everett L. Dillard, vice president; Robert E. L. Kennedy, secretary; John Creutz, treasurer. Elected executive council were Robert M. Stimson and Russell P. May. George P. Adair was reappointed to executive committee. George E. Gaulney remains on executive committee.

FIGHT ON RADIO

GILLETTE SAFETY RAZOR Co., Boston, will sponsor broadcast of May 16 heavyweight championship bout between Rocky Marciano and Don Cockell from San Francisco on NBC Radio exclusively, starting at 11 p.m. EDT. Agency: Maxon Inc., N. Y. Only telecast of fight will be via closed circuit in theaters.

PEOPLE

ELMER DAVIS, author and ABC news analyst, presented with 1954 Stephen Wise award of $1,000 for defense of civil liberties.

TED SACK appointed producer of Wake Up and Live, CBS-TV, Sun., 10:30-11 a.m. (EDT), replacing William Workman, who resigns to join Compton Agency, N. Y., effective May 15.

EVELYN PAIRC, producer, Fuller & Smith & Ross, N. Y., joins J. Walter Thompson Co., same city, as co-producing director of radio-tv dept. with MARION DOUGHERTY. Miss Dougherty has been with JWT five years.

GUILD COPELAND, vice president and copy supervisor, Biow-Beirn-Toigo, N. Y., to Ted Bates & Co., N. Y., as member of copy staff.

BARBARA McCUSKER, assistant magazine editor of NBC press department, promoted to magazine editor, succeeding Auril Macle, who has resigned to do freelance writing. Nancy Hamburger, magazine editor at Young & Rubicam, has joined NBC in Miss McCusker's former post.

WILLIAM DURKEE, tv dramatic writer, has signed with Ashley-Steiner Agency, N. Y., and commissioned by producer Fred Coe to adapt several sections of William Paulken's novel, The Sound and the Fury for telecasting next fall.

WILLIAM S. HEDGES, NBC vice president in charge of integrated services, elected president, Rotary Club of New York.

WMFJ Daytona Beach Sold

WMFJ Daytona Beach, Fla., sold for $40,000 cash by W. Wright Esch to Harold Kaye and Emil J. Arnold, according to bid filed with FCC Friday. Mr. Kaye is vice president-25% owner WORC Worcester, Mass.

Roseburg TV Merger

MERGER of two ch. 4 applicants at Roseburg, Ore., reported to FCC Friday, Southern Ore. Broadcasting Co., owner KBES-TV Medford, Ore., will dismiss its application and acquire one, WJLW-Independent TV Bcstg. Co., identified in ownership with KVAL-TV Eugene, Ore. Roseburg outlet would be satellite of KVAL-TV, Commission was told.

West Coast Station Restrained

PERMANENT ORDER issued against KSAN-AM-TV San Francisco by Federal Judge O. D. Hamlin forbidding use of horserace information from Triangle Publications, publishers of Racing Form. Stations censured to order. Triangle applied for order last Tuesday, stating information it received was being "pirated" for broadcast use.

Electronicam Pact With SAG

COLLECTIVE bargaining agreement covering actors, singers and announcers for electronicam programming filmed by new DuMont Electronicam camera system signed in Hollywood last Friday by DuMont TV Network and Screen Actors Guild. Contract covers all forms of Electronicam filming. including theatre motion pictures.

Freer to Direct Atomic Show

BARRY B. FREER, contract manager of NARTB's 1955 convention equipment and services exhibit, has been named director of the First Trade Fair of the Atomic Industry. He will stage exhibit to be held Sept. 26-30 at Sherraton-Park Hotel, Washington, by firms interested in peacetime use of atomic power.

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MACK IN FOR HENNOCK?
President expected to name Florida utilities man to succeed 'dissenting commissioner' at FCC. 27

A RADIO BUYING GUIDE
Free & Peters, Nielsen collaborate to publish pocket-sized rapid-cost-calculator for radio spot campaigns ... 28

SEASONAL BUYING ON UPSWING
Suntan preparations, beverages lead in summer spot buying surge 29

WILL THIS BE COLOR'S YEAR?
Sarnoff expects new medium to break consumer barrier late in 1955; Halli- crafters go into mass production; CBS, GE, DuMont less optimistic. 31

FCC WANTS MORE MONEY
Commission spokespersons, appearing before Senate Appropriations subcommittee, say it needs the $7.2 million originally asked. 64

NAVIG SUBPOENAS FORERER
Commissioner called in perjury trial against turnabout witness in Lamb case 66

PAY-TV DEBATES AIRED
CBS-TV presented show last week; NBC scheduled one yesterday 72

ANTITRUST SKIPS NARTB
Government complaint against newspaper, advertising associations does not involve radio-tv groups 75

MAYORAL TO HYPO UHF
Broadcaster to boost New Orleans u to maximum, bolster suspended outlets in Mobile, Houston 78

THE BLAST GOES OFF
After nine-day wait, Nevada atomic test takes place. The networks cover, but their first teams had already gone home 89

RCA AIMS FOR BILLION
Sarnoff tells stockholders the corporation is out to notch its first billion dollar year 92

A MINORITY REVOLT AT DUMONT
Wall Street stockholders object to network policies—and network losses. 92

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Feature Section 35  Networks 89  Trade Associations 56
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Timebuyer!
Going around in ever-decreasing circles when it comes to selecting power-coverage in Texas?

Get the biggest daytime coverage of all with KENS!

50,000 watts at 680 kc ... reaches 4⅛ million people living in a 109,737 square mile area comprising 109 counties. Nearly $6 billion annual income is here!

... and KENS (CBS in San Antonio) is Pulse-rated as 1st or in photo-finish-for-1st in all rated time segments! (Nov., 1954)
Famous on the local scene...
yet known throughout the nation.

Although known from coast to coast, the Statue of Liberty's inspiration is greatest at home.

Storer Stations, too, have achieved national recognition. But it is their impact upon the local audience that brought truth to the phrase, "for sales success — sell it on a Storer Station."

"A Storer Station is a Local Station."

STORER BROADCASTING COMPANY

NATIONAL SALES HEADQUARTERS:

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

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

GAYLE V. GRUBB, V.P., Pac. Coast Nat'l Sales Mgr. • 111 Sutter Bldg., San Francisco 4, Calif. West 1-2093
Subpoena for Sweeney

EDITOR:

If you need anyone to stand up in court and testify that everyone in this business reads B&T, just issue a subpoena.

Since the interview appeared in your March 28 issue, I have had perhaps a couple of hundred letters about it. At least a hundred people have gone out of their way to comment on it in person in the dozen cities I have visited since it appeared. Four radio stations have written in asking to join RAB.

I certainly appreciated the opportunity you and your conferees gave me to express some opinions I had harbored all too long. But I didn't realize until now how many people would be listening.

Kevin B. Sweeney, President
Radio Advertising Bureau, New York.

Throw That Blade Away

EDITOR:

Of all the improvements that have been made in B&T, the perforation of TELESTATUS with the Comparative Showsheet hits me where it helps most. Now I can throw away the razor blade with which I used to struggle in order to separate this section.

Gomer R. Letch, Prog. Dir.
WFMY-TV Greensboro, N. C.

Chicago to Cleveland

EDITOR:

In the April 25 issue of B&T, I read an article on page 51 entitled, "State Street and Radio." I showed it to a client of ours who has now asked me to obtain 450 reprints of the article, if that is possible.

Scott Benton
Griswold Eshleman Co.
Cleveland, Ohio

[EDITOR'S NOTE: Reprints of "State Street and Radio" are available at five cents a copy, $5 a hundred.]

Can You Top This?

EDITOR:

In the April 25th issue of B&T, WFOB Fosteria, Ohio, had short quip-story about sports coverage. KAYL by far exceeds WFOB's number of basketball games broadcast. KAYL-FM (alone) carried at least 77 games. Our grand total for basketball games broadcast totaled 97, including tournaments, etc.

KAYL-FM also carries approximately 30 football games a season; approximately 60 local semi-pro baseball broadcasts. And were it not for station policy concerning the broadcast of professional league baseball on KAYL in the afternoon, we would also be carrying a game of the day. All told KAYL-FM carries nearly 200 athletic events per year. If we had major ball (which we have access to) we would have nearly one game per day in the year.

Let someone beat this record. Especially, let an fm station beat this mark of 200 sports-broadcasts a year (at least).

Paul R. Beno, General Manager
KAYL-AM-FM Storm Lake, Iowa

WIP Was There, Too

EDITOR:

I just saw your story on narcotic raid coverage by several Philadelphia broadcast facilities [B&T, April 25]. WIP was a participant in this raid, as it has been for every narcotics raid in Philadelphia within the last five years.

Our special events director, Sam Serota, together with WIP's president, Benedict Gimbel Jr., and various members of our program staff have consistently covered these dramatic events with tapes for actuality broadcasts . . .

Paul Martin, Director
Sales Promotion and Publicity
WIP Philadelphia

Yearbook in Great Demand

EDITOR:

It was real good to get the modern up-to-date (1955) version of your BROADCASTING YEARBOOK-MARKETBOOK. I am always amazed at the number of changes which take place in the course of a 12-month period.

This valuable tome is always in great demand around here; please send me a chain lock with the next one.

Charles M. Wilds
N. W. Ayer & Son, New York

EDITOR:

My first glance through the pages of BROADCASTING YEARBOOK-MARKETBOOK has shown me what a handy volume this is to have about . . .

Dell Byrne

EDITOR:

... The 1955 BROADCASTING YEARBOOK-MARKETBOOK has earned a position on my desk . . . If there is half as much useful information in the Telecasting YEARBOOK-MARKETBOOK [the 1955-56 edition will be published in August] I look forward to ordering my copy.

Jeremy D. Sprague
Cunningham & Walsh, New York

'Considered' Not 'Prepared'

EDITOR:

On page 34 of your March 14 issue, you report that our client, Crucible Steel, "is preparing a radio spot campaign for 52 weeks in a half-dozen markets to start within the next 30 days."

This is not true. Crucible has been sponsoring a five-minute news summary six times a week on a local Pittsburgh station, WWSW, for some time. This radio advertising has been very well received. Crucible's advertising manager, therefore, wanted to consider what it might cost to expand this coverage and what programs were available in other Crucible mill areas and cities where Crucible operated their own warehouses. He wanted this information for his own study and possible use to present to his management.

K. C. Mehrhof, Account Executive
G. M. Basford Co., New York

Tv Map Updating Appreciated

EDITOR:

Thank you for the material to bring our B&T Telecasting map up to date . . .

Newman F. McEvoy, V.P. & Media Dir.
Cunningham & Walsh, New York

EDITOR:

We received your "Tv Stations on-the-Air" panel and I do want to say thanks very much.

I can assure you it will be most useful and helpful . . .

Martin C. Hansen, Assoc. Media Dir.
Compton Advertising Inc., New York

EDITOR'S NOTE: B&T has prepared up-to-date lists of tv stations in the United States and Canada and printed them on gummed paper, so they can be applied to the Telecasting maps, covering the earlier list.]
A LEADING INDEPENDENT
IN THE NEW SOUTH

*K-JOE*

is NUMBER 1
95 Quarter Hours per week

74.6% of the entire buying power in the surrounding 10 county area is within 20 miles of our transmitter

Hooper Jan.-Feb. 1955

1000 WATTS DAY
JOE MONROE Pres. & Gen. Mgr.
507 Spring Street, Shreveport, La.
See FORJOE for K-JOE

Broadcasting • Telecasting
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good spots to be in

Television's great...but you can't play it blind. You have to know where the winners are.

Nothing's left to chance when you go into national spot television on any or all of the stations we represent.*

We'll help you pick the sales strategy and the kind of schedule best suited to your specific needs in each market (thanks to the most television-experienced sales staff and the largest research department in the medium). We'll help you tailor your campaign to make the most of local viewing tastes.

And we'll put it on the station in each of our 12 markets which will get you the strongest availabilities and the largest possible audience...at the lowest cost-per-thousand.

It boils down to this: With the help of CBS Television Spot Sales, you're able most effectively to combine television's great impact with the economy and pinpoint efficiency of spot.

Good reason why more than 300 national spot advertisers are currently using schedules on one or more of the stations (and regional network) we represent.

It's a good spot to be in!

*Ask to see our latest presentation on the dimensions of television today. It's titled "The Best Spot in All Advertising."
Two months ago Hal Roach Jr. became the owner of the 18-acre Hal Roach Studios in a $10 million deal concluded with his father. As far as the overall company is concerned, he is now the Hal Roach of the title; as far as the new president is concerned, he is still Hal Roach Jr.

Brought up in the motion picture industry from the time of his birth in Hollywood on June 15, 1918, Hal Eugene Roach Jr. started working around the studio during vacations from Culver Military Academy. A business administration major at Culver, where he was captain of the boxing team, he turned down seven university athletic scholarships to join Hal Roach Studios in 1937.

After serving his apprenticeship in every department, he worked for 20th Century-Fox and Goldwyn Studios as assistant director and unit manager. In 1939 he returned to his father's studio to head the Stan Laurel-Oliver Hardy unit and to direct his first feature-length film, "Captain Fury."

During World War II he directed many training films for the Armed Forces and in 1945 became associated with Leo McCarey in the production of such features as "The Bell of St. Mary's" and "Good Sam."

Four years later Mr. Roach started a tv film producer with ABC-TV's "Trouble With Father," in association with Roland Reed Productions. With 130 films in the can, the series is now going into syndication. Following this effort, he came up with CBS-TV's "Racket Squad," a group of 98 films in distribution by ABC Film Syndication. Next came NBC-TV's "My Little Margie," again with Roland Reed, which Scott Paper has renewed through the summer. With 126 films completed, it is pending whether Margie will chalk up another national sale or go into syndication.

The current trend toward hour-long tv films, one in which he believes, is new to him. In 1951 he produced the first such films, "Three Musketeers" and "Hurricane at Pilgrim Hill," for NBC-TV's "Ford Theatre."

He is presently shooting the 62d CBS-TV Public Defender under a contract for 69 with Philip Morris and Revlon, and the 30th Passport to Danger for ABC Film Syndication.

Upcoming plans under the Hal Roach Studios' banner include two untitled half-hour series to star John Nesbitt, who won five Academy Awards with his "Passing Parade" shorts for M-G-M, and Sonja Henie, who will appear in a format built around her touring ice show. Upcoming plans also include "Point of Crisis," an anthology series on mental health endorsed by the American Psychiatric Asn., and a series to be done under the auspices of Screen Directors Guild with proceeds going to the SDG welfare fund. The latter series, with top SDG members signed to direct episodes, will be somewhat similar to the former NBC Radio Screen Directors Playhouse. In the discussion stage is a projected Laurel and Hardy tv series.

"Our operation is basically an entertainment factory and, as such, we must have merchandise on our shelves to sell. It is our job to keep ready with shows that can fit a sponsor's needs," he declares. To this end, he has nine completed pilot films: "Parole Chief" with Pat O'Brien; "Blondie," Pamela Britton and Hal Le Roy; "Robin of Sherwood," Hugh Beaumont; "Tales of a Wayward Inn," Brian Aherne; "White Collar Girl," Laraine Day; "Bozo the Clown," Gil Lamb; "It Seems Like Yesterday," Mary Anderson; "Guns of Destiny," Paul Cavanaugh, and "Code 3."

"Certain elements in entertainment prove themselves—one is that we work for a very exacting boss called the general public. In the movies we got a pretty good idea of where box office money comes from. The biggest money-making feature film series was 'Blondie,' which," he adds, "should indicate to a sponsor what it might be able to do in tv."

He looks to the 1955-56 season to be the biggest changeover year of all tv time. Video buying, he feels, is going into a more business-like operation after being pretty emotional to date. More thinking must be done in tv and more of it done in advance, he declares. "Advertisers are going to have to take chances on new faces and new ideas, putting them under contract in order to control the property when it clicks. Color doesn't add one cent to the gross of the majority of motion pictures," he states. Color, on the other hand, does much for an advertiser in product identification, he feels. This suggests to Mr. Roach the possibility that, while the average tv program won't necessarily be enhanced by color or have enough plus to absorb the cost, color commercials might be all the more effective in their adjacency to black-and-white programs.

In addition to his own filmed programs and commercials—the latter business has increased 400% during the past two years—Hal Roach Studios handles production for the networks. Currently shooting are NBC-TV's "Life of Riley," "Gilligan's Island," and CBS-TV's "You Are There."

Recently completed pilots include NBC-TV's "Just Plain Folks," "Frontier, Inside Dope," and CBS-TV's "The Mighty O."

Dolly and Hal Roach with daughters, Sherry, 17, and Penny, 14, make their home in suburban Brentwood. A former president of the Academy of Television Arts & Sciences, he is proficient in most sports.
Everybody Loves WKMH

because

Everybody Loves NEWS, MUSIC and SPORTS

Let's face it! Folks around Detroit just naturally tune to the station that gives 'em what they love the most. Top Disc Jockeys . . . Newscasts every hour on the hour . . . Play-by-Play accounts of all Detroit Tiger baseball games night and day, at home and away. No wonder advertising pays off big on WKMH. You catch listeners in such a receptive mood!

YOU'LL LOVE THIS EXTRA SAVING!

BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS AND SAVE 10% FROM RATE CARD

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

Represented by Headley-Reed
WHY IS MORNING LISTENING SO MUCH HIGHER THIS YEAR?
It's become a vocational habit to explain trends in radio by trends in television.

But television doesn't explain an exciting development in morning radio—an **increase of 7 per cent over last year**. With 7½ million additional television sets, why should radio listening be **higher**?

The answer, we think, is not in television but in radio. It's especially in the local appeal of Mutual Broadcasting—with its 10 per cent listening gain, the **biggest** of any network. And it's clear and audible in Mutual's **QUEEN FOR A DAY**—whose **audience today is one third greater than in 1953**.

**QUEEN FOR A DAY**—now hailed on its Tenth Jubilee—is a top-of-the-morning show for listeners and sponsors alike. It's a refreshing lift for 2½ million prospects—cooking, cleaning, shopping, and **listening** housewives.

It's at 11:30 to 12 noon (with three-fourths of the day's shopping still to be done) and five times a week. It offers powerful, low-cost frequency in a market two-thirds unsold by television. Its new sponsor will join Old Gold, now on the show for a fourth successful year.

We'd like to tell you more about morning listening on the **PLUS** network, and give you all the vital statistics of **QUEEN FOR A DAY**.

**MUTUAL BROADCASTING SYSTEM**

Sources: Nielsen Radio Index (Full network, '55 over '54) J. A. Ward Study
to cover the
SAN FRANCISCO
Bay area...

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

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

NEW YORK OFFICE:
John Barry
26 West 44th St.
BRyan 8-0146

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

--- IN REVIEW ---

DARKNESS AT NOON

IN placing "Darkness at Noon" into the hands of Fred Coe, NBC-TV created a challenge for him. Arthur Koestler's book already had earned wide acclaim. Countless thousands more had been captured by the subsequent stage version of Sidney Kingsley. A tv performance of even slightly lower stature would have been tragic.

But Mr. Coe did not disappoint the televiewers.

Last Monday night's hour-and-one-half version in compatible color maintained that same excellence. Of the script itself there can be little criticism. Robert Alan Aurthur hewed closely to the book and stage versions. He commendably avoided over-embellishing portions where the dramatic settings and profound theme might have tempted the less-skilled writer.

"Darkness at Noon" is the story of a deposed communist commissar, Rubashov, who has been ground under the wheels of the despotic regime he, himself, worked so hard to create. The entire play revolves around his experiences in jail, as the party tries to force him into a public "confession." His mental turmoil is heightened by flashbacks to scenes of his own tyranny.

Lee J. Cobb in the lead role fully measured up to the stage interpretations of Claude Raines and Edward G. Robinson and in some respects surpassed them. Oscar Homolka as Ivanoff, a police despot, with just a trace of humanity, was most convincing.

David Wayne, the ruthless young Gletkin, who typified new blood taking over party reins, did well, though handicapped by an appearance that belied the brutality necessary for the part. Ruth Roman in the early part of the telecast tended to lapse into a Hepburn style of delivery that contradicted her interpretation of Lubia, a confused party office worker. However, she more than compensated for this with a gripping performance in a later scene dealing with her own interrogation and condemnation.

Other than that, the scenes, camera work, music and other components of "Darkness at Noon" were executed flawlessly. Indeed, it would appear that the original story had been primarily written for tv with the main scenes restricted to the dungeons and with Mr. Cobb, in his imagination, walking from his cell onto the sets that were scenes of flashbacks.

As a postlude, Vice President Richard Nixon appeared on film to cite the timeliness of the production and point to the present day dangers of communism. While the content of his talk was 100% accurate, it seemed a slightly bumpy reiteration of a message that had been powerfully and well conveyed during the preceding hour and one half.

Telecast on NBC-TV, Mon., May 2, 8:30 p.m. EDT, sponsored by RCA through Kenyon & Eckhardt, Al Paul Leffon and Grey Adv. and Ford through K & E.

Production costs: $300,000-$400,000

Produced by--Fred Coe

Director--Delbert Mann

Associate producer--Bill Nichols

Author--Sidney Kingsley, based on novel by Arthur Koestler, adapted by Robert Alan Authur

Settings--Otis Riggs

Costumes--Jerome Boxhorn

Unit manager--Perry Cross

Associate director--Dominick Dunne

Music director--Harry Sonik

Spectacular director--Lawrence Elikann

Lighting--Jack Fitzpatrick

Makeup--Dick Smith

NBC press representative--Alex Nyary

--- N. Y. YANKEES ---

NEW YORK'S TOP DISC JOCKEYS:
Bob & Ray
Jack Lacy
Alan Freed
Brad Phillips
Peter Roberts
Stan Shaw

ALL DAY TRAFFIC, TOO

New York's most exciting station and one of America's 2 GREAT independents!

WINS

50,000 watts...

...24 hours a day

SAN FRANCISCO OFFICE:
Chuck Christianson
Hotel Fairmount
Douglas 2-8955

CHICAGO OFFICE:
George Clark
306 N. Michigan Ave.
RAndolph 6-0712

Page 22 • May 9, 1955
Whether your preference is a vermouth cassis or a rollicking boiler-maker—that's your business. But so, too, is the successful placement of advertising messages where they'll get into the local bloodstream and elevate sales to gratifying heights.

This is why we commend to your attention some high-proof scuttlebutt that's going the rounds these days at such important timebuyers' caravansaries as Toots Shor's in the shadow of New York's Rockefeller Plaza. It deals with a greener pasture, seven counties wide in the State of Maine, with almost half a billion dollars of annual retail sales just waiting to be mowed. And nothing mows you a crop of it like the combination of WABI (radio) and WABI-TV. Ask some of the happy advertisers who are making themselves hay with this great team!

(As the aproned gentleman at left, above, puts it: "A spot schedule without WABI and WABI-TV is like a gibson without an onion." An upped-periscope comment, sir, if ever there was one!)

Wherever particular timebuyers congregate...

WABI AM TV

Bangor, Maine

General Manager: Leon P. Gorman, Jr.

Represented by: George P. Hollingbery — Nationally

Keitell-Carter — New England
but some grow faster than others. And it seems that's not enough. People are now month—a gain of 40% over radio sales it's a unique endorsement: the U.S. finds day a new radio set is bought every
medium grows some each year,
while the average radio family has 2.2 sets,
buying nearly a million new radios a
last year. From our viewpoint at CBS Radio,
radio so entertaining that every shopping
LATEST Hoopers show KWKH favored over the second station...morning, noon and night—up to 104%! Yet, the 50,000-watt power of KWKH gives you tremendously more than Metropolitan Shreveport...

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

Get all the facts from The Branham Company.
WILL HENNOCK BE SUCCEEDED BY FLORIDA UTILITIES MAN?

President reportedly will appoint Richard Mack, Florida public utilities commissioner, to succeed the militant woman member of the FCC. Mack appointment would give the FCC three members with public utility-common carrier backgrounds.

It was believed Mr. Mack's appointment was imminent because the administration appears to have embarked upon a new policy in recent weeks. Whereas the Eisenhower administration had permitted a number of agency appointments to lapse last year, the President last week named a successor to an incumbent on the Federal Trade Commission, although the latter's term does not expire until Sept. 25. Reason given was that Congress might not be in session at that time and ample time should be given.

Mr. Mack, a Protestant, was born in Miami but now lives with his wife and eight-year-old daughter in Tallahassee, the state capital, where the commission is headquartered. In 1942, he entered the Army as first lieutenant, having held an ROTC commission. He left the service in June 1946 as lieutenant colonel of infantry, after having served in the European Theatre. The following January the Army offered him a Regular Army commission but he declined, continuing, however, as a lieutenant colonel in the Officers' Reserve Corps.

As a member of the Florida commission, Mr. Mack draws $10,000. The FCC currently pays $15,000 annually.

The consistent Dissenter

Miss Hennoch has strongly advocated the move of all television to the uhf portion of the spectrum. She has decried the "unfair" competition between uhf and vhf, and has harshly attacked the networks as "monopolies." Her dissents followed a consistent course. Lawyers who have disagreed vigorously with her conclusions have nevertheless sung her praises on her legalistic approach and her draftsmanship.

ROOM 9, May 9, 1955

BROADCASTING

TELECASTING

Vol. 48, No. 19

AP Wirephoto

Sen. Smathers is a member of the Interstate & Foreign Commerce Committee.

Miss Hennoch, the FCC's most militant member and a chronic dissenter, probably will return to the practice of law either in New York or Washington or both. Before her appointment seven years ago she was a member of one of New York's prominent law firms, but had had no prior experience in communications.

Perhaps her greatest feat as a member of the FCC was her espousal of reservations for educational television, on a non-commercial basis. She prevailed in the issuance of the Sixth and Final Report on television allocations in 1952, when the FCC authorized the reservations. She barmstormed the country from coast to coast in whipping up support for her pet project.

Miss Hennoch had been urged by friends to inform the President that it was not her intention to seek reappointment, having served seven years at personal sacrifice. Her consistent dissents on matters pertaining to commercial television and her determined pleas in behalf of the so-called minority had her labeled as the stormy petrel. She was constantly at odds with her fellow commissioners.

Whether Miss Hennoch, born in Poland but raised in New York state childhood, actually wanted a second term was a moot question. Privately she told confidants that she desired to return to private life. But she was busy making speeches, writing dissenting opinions and visiting powers on Capitol Hill and in public life during the past few months.

The new appointee to the FCC is subject to confirmation of the Senate Interstate & Foreign Commerce Committee. Democratic members of the committee have insisted that they want a "real Democrat," and not an "Eisenhower Democrat." The FCC is now made up of four Republicans (the maximum permissible to one party under the law), two Democrats and one Independent.

The fact that the entire Florida Democratic delegation is supporting the Mack appointment would augur for his prompt confirmation, should he be nominated.

But there is another aspect that would raise eyebrows among those in broadcasting. The Mack appointment would mean that three of the seven members of the FCC would have public utility-common carrier backgrounds. There has always been the fear that those steeped in the common carrier concept would be disposed to apply that philosophy of regulation to broadcasting, which, under the statute, is specifically excluded from that field. Common carriers are entities which, by virtue of having "monopolies," are subjected to rate regulation and to limitation of profits.

RICHARD MACK
HOW MUCH FOR A SPOT RADIO CAMPAIGN?
F&P, NIELSEN ROUND UP SOME ANSWERS

Two firms develop pocket guide that gives buyers access to facts and figures on 161 large and small `metropolitan areas', said to encompass 97% of the radio homes in the United States.

IT MAY come to pass that every radio salesman's dream will picture the average advertising agency executive behind his desk with a frayed copy of Spot Radio Pocket Guide tucked in his suit jacket and another copy on the desk near the telephone.

This dream would be accompanied by an expectation that, with the guide, the agency's board chairman "and every other person interested in his company's advertising" would be able to "quickly and accurately determine what their dollars will buy in spot radio."

The unique pocket booklet thus designed to make it possible for the user to estimate time costs in relation to geographic extent of coverage via spot radio, using stations in any number of top metropolitan areas, grouped up to 161, with an acceptable degree of accuracy.

What this means, in simpler terms, is how many homes will be covered and at what cost in a purchase of spot radio time on a certain number of stations located in a given number of top markets.

Very often this has been the cause in agency offices for no little gnashing of teeth and many piles of pencils worn to the stub. At times, these vital statistics are supplied too late for the budget planner who already has allocated his funds for the various media. Thus, the Spot Radio Pocket Guide is an attempt, through a statistical device, to get on the inside of agency planning for a slice of the pie rather than the crumbs.

Project Facts Further

Basically, this thinking has been stimulated by a desire of station representatives to tell spot radio's story to men who make the decisions as well as to those who carry out the decisions.

Ironically, although the radio medium has been around for more than two decades, not all agency buying and planning methods are yet attuned to the medium. Cited is the fact that even a busy timebuyer may not know the business, the fellow who plans the budget or campaign in its initial phase may have had all his practical media experience in space.

It would be an exception rather than the rule for any one of these executives to be able to barge in on a buyer and obtain within a few seconds an estimate of how much coverage for how much cost any particular spot radio campaign on a given list of stations will provide.

That is what the Spot Radio Pocket Guide — a neat booklet of a handy, 4 1/4 inch by 8 1/4 inch size with 48 pages of statistics indexed in seven sections and containing two U. S. coverage maps — intends to provide as simply as possible.

Free & Peters already has an order for 10,000 printed copies. The firm intends to circulate them during presentations to top executives of leading advertising agencies, showing how they should be used and what they contain. F & P plans the booklet to come up at the NARTB convention this month in Washington.

At this time, the Guide is still in the process of birth. It is about to go to "bed" and will be circulating in agency offices later this month.

The Pocket Guide is the creation of a statistical representative firm, Free & Peters, and co-developed with A. C. Nielsen Co. Its purpose is to provide in scientific, statistical fashion, aid to the agency media planner's or buyer's aim "to evaluate national spot radio in terms of its true potential of coverage in relation to its cost."

The area covered in the booklet takes in those 161 large and small "metropolitan areas," in population rank, as determined by the U. S. Census Bureau. A. C. Nielsen notes that in the areas of "audited daytime coverage" of the 161 markets and stations used, there exist 44,723,000 or 97% of the U. S.' 45,859,000 radio homes.

The stations used were selected by Nielsen and generally are those having the largest circulation and highest rate in each market; thus this basic data: cost (on one-time basis) in terms of a daytime minute, $3,819.46; daytime station break, $3,132.21, and daytime quarter-hour, $9,396.60 — homes covered, 44,723,300 or 97% of total U. S. radio homes.

In a similar manner, a breakdown is given for the 125 largest U. S. metropolitan markets: daytime minute, $3,137.60; daytime station break, $2,716.30, and daytime quarter-hour, $8,142.44 — homes covered, 43,531,200 or 95% of total U. S. radio homes.

For 100 top markets listed in the guide, $3,099.65 would purchase a daytime minute; $2,449.30, daytime station break; $7,308.94, daytime quarter-hour; $4,983.37 to "bed" and $3,131.87, daytime home; thus 42,983,200 or 93% of the total U. S. radio homes.

Similar information for the 75 largest markets: daytime minute, $2,686.83; station break, $2,111, and quarter-hour, $6,184.22 for 40,748,600 or 98% of total radio homes; for 50 top markets, minute, $2,203.05; station break, $1,681.95, and quarter-hour, $4,825.01 for 37,294,400 homes covered (82% of total U. S. homes).

Also provided is a list of total U. S. radio homes broken down according to each state and the District of Columbia with the number of total radio homes contained therein, number of homes covered by the 50 and 161 station lists and percentages of homes covered in these lists.

Another section provides sample schedules and end rate costs — i.e., 10 daytime minutes weekly, 20 daytime minutes weekly, 10 daytime station breaks per week, daytime station breaks per week, three daytime quarter-hours and five daytime quarter-hours.

Costs are tabulated to show estimates for 13, 26, 39, and 52-week schedules for each market group (51), and top markets (50) and the homes covered in millions and percentage of the U. S. total. A similar sample is provided for nighttime schedules and end rate costs. These schedules are designed to provide comparisons of what added stations would cost and what they would deliver in terms of "additional coverage for the added cost."

Still another section provides formulas for estimating costs day or night for any schedule not shown in the sample tables and to convert any daytime costs provided into nighttime costs.

Gotham and Vladimir Agencies Consolidate

Irwin A. Vladimir, president of Vladimir, will be president of the new agency; Duncan D. Sutphen Jr., president of Gotham, becomes chairman of executive committee and executive director of downtown division; and Arthur A. Kron, now executive vice president and treasurer of Gotham, will have a similar position in the merged firm.

The enlarged agency will continue in the present Vladimir offices in Chicago and San Francisco.

The Gotham accounts are: Bethlehem Steel; General Dynamics; Johnston & Murphy (shoes); Savage Arms Corporation; Westclox and Zonite Products for Forhan's and Zonite. The Vladimir accounts for foreign markets are as follows: American Motors (Nash), Acevo Manufacturing Corp. (Bendix & Crosley Radios), Menhen, Monsanto, Pillsbury, Reynolds Metals, Schlitz, Seagram's and Standard Oil of Calif.
SEASONAL BUYING DOMINATES SPOT

B&T check shows suntan preparations and beverage producers lead the way in buying spot announcements for summer months.

SUMMER SEASONAL advertisers dominated the list of spot purchasers on radio and television, with campaigns starting this month and in June, a B&T check last week indicated.

Hot weather clients included McKesson & Robbins, Inc., J. B. Williams & Co., Colgate’s Kan-Kil, Schaefer Brewing Co. (beer) and the Coca-Cola Bottling Co. of New York. Non-seasonal advertisers were Harold F. Ritchie Co. (Brylcreem hair tonic) and General Foods (Raisin Bran cereal).

McKesson & Robbins, New York (Tartan sun oil), will start its fourth successive year with a radio-tele vision campaign effective the end of May, with an approximate 10% increase in the budget for television over that of last year. The schedule will be placed in about 25 radio and television markets and will run from six to eight weeks, depending on the market. Ellington & Co., New York, is the agency.

J. B. Williams Co., Glastonbury, Conn. (Skol), is planning a television spot announcement campaign in about a half dozen scattered markets to start May 28. J. Walter Thompson, New York, is the agency placing the six-week schedule.

Colgate’s Kan-Kil, Jersey City, has increased its television outlay about 600% over last year. The firm had used 10 stations but is planning to expand this to 60 tv stations starting June 1 for a six-week campaign. This is in addition to the radio spot announcement campaign placed the end of April on more than 100 radio stations.

Street & Finney, New York, is the advertising agency.

Schoefer Renews

F&M Schaefer Brewing Co., Brooklyn, N. Y., is in the process of renewing its present schedule in more than a dozen eastern markets through BBDO, New York.

The Coca-Cola Bottling Co. of New York in late April placed a radio spot announcement campaign on several New York stations. William Esty Co., New York, is the agency.

Harold F. Ritchie Co. (Brylcreem hair tonic) Clifton, N. J., will add southeastern and New England markets early in May to its intensive television spot list. Contracts placed through Atherton & Currier, New York, are for 32 weeks.

General Foods, New York (Raisin Bran cereal), through Benton & Bowles, New York, is planning to buy participations and spots in approximately 60 television markets, starting mid-May. Contracts run for two or three weeks, varying according to markets.

Kiesewetter New Board Chief

As KBH&S Sets Rotation Plan

REALIGNMENT of top echelon personnel at Kiesewetter, Baker, Hagedorn & Smith Inc., N. Y., with President H. M. Kiesewetter moving up to board chairman, has been announced by the agency. Mr. Kiesewetter has completed 25 years as president of KBH&S and its predecessor, H. M. Kiesewetter Adv. He is succeeded as president by Samm S. Baker, vice president and copy chief, who becomes the first

Network March Gross 14.3% Over Last Year

GROSS time sales of the four radio and four tv national networks in March totaled $45,820,289, a gain of 14.3% over the gross billings of $40,102,683 for March 1954, according to the March report of Publishers Information Bureau. Combined radio-television network gross for the first quarter of this year was $131,595,465 grossed in the first quarter of last year.

Continuing the trend of the past several years, tv network billings are sharply up from a year ago—showing a 32.0% rise for March and a 33.7% increase for the first quarter 1955 compared with 1954. Radio network billings are down somewhat less sharply, with March of this year falling 19.1% behind the same month of 1954 and the first three months 18.1% below last year's gross for the same period.

The trend is clearly reflected in the change of the past 12 months. A year ago the dollar volume of tv network business was slightly less than twice the radio network figures; today the tv networks are grossing slightly more than three times as much as the radio networks. Network-by-network figures compiled by PIB for radio and tv for March and the first quarter, 1955 and 1954, are listed in the above chart.

P&G Balks on 'Crusaders,' Will Drop 'Topper' and Time

PROCTOR & GAMBLE, Cincinnati, alternate-week sponsor of Topper Fridays, 8:30-9 p.m. EDT on CBS-TV, will drop program and time period after the summer season because of disagreement over the new program replacement, The Crusaders, which starts in the fall.

Reynolds Tobacco Co.'s Camel cigarettes, through William Esty Co., New York, had first option on the time and wanted to replace Topper with Mickey Spillane's The Crusaders but P&G refused to go along with the mystery thriller format. Camel thus will sponsor the mystery show on alternate weeks with the network looking for a new co-sponsor for the fall.

Meanwhile P&G for its Pin It home permanent wave, through Benton & Bowles, New York, was understood to be about to sign for another network show.

Colgate-Palmolive Presidency Resigned by Joseph McConnell

JOSEPH A. McCONNELL, one time NBC president, has resigned as president of Colgate-Palmolive Co.

The company reported last Wednesday that its board of directors has accepted the resignation of Mr. McConnell, which has been given a legal absence until July 1.

Mr. McConnell was NBC president prior to his joining Colgate-Palmolive two years ago, succeeding E. H. Little as president of the firm. Mr. Little at that time was elevated to chairman of the board at C-P, the position he still holds.

Mr. McConnell, a former attorney, is expected to open his own law office in New York, it was reported.

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Timebuying Paper Work Cut Down by WBC Plan

Key to the new method is an open-end contract between agency and broadcaster which serves the agency in purchases for any and all clients.

WESTINGHOUSE Broadcasting Co. last week announced details of a newly-developed method it believes will eliminate most of the paper work in the purchase of announcements and programs on television and radio stations.

Key to this new WBC method of operation, according to Eldon Campbell, national sales manager of Westinghouse, lies in a blanket, open-end contract (one for radio and one for tv) between advertising agency and broadcaster. Once signed, this contract can serve the agency in purchases of broadcasting service for any and all clients, Mr. Campbell pointed out. The only additional paper work required is a purchase order, known as a "confirmation of broadcast order" or CBO in radio-tv parlance. Mr. Campbell added that "a CBO is always made out for each purchase anyway."

Mr. Campbell explained that under current practices, each new purchase requires a completely new contract, with multiple copies passed between agency, station and the station's national representative. At each office, he said, copies are placed in files and usually "wind up in the station's and agency's inactive files.

"This new method," Mr. Campbell said, "eliminates need for at least 50%—maybe more—of the paper work now done for purchase of broadcasting service at agencies and stations. This eliminated paper work is clearly superfluous formalization of oral or informally-written agreements well understood by both parties and always lived up to."

In the operation of this streamlined operating method, Mr. Campbell said he will need to purchase a minimum of five percent of the total of a CBO and NBC, 57.2

"Mr. Campbell added that he predicted the resulting decline of paper work would lead to "wide acceptance" of the "WBC plan" or some similar contract simplifications in the advertising and broadcasting industries.

Florida Citrus Commission To Seek Bids From Agencies

FLORIDA CITRUS Commission, Lakeland, Fla., with an advertising budget of approximately $313,000, which has been handled by J. Walter Thompson Co., New York, for the past five years, has sent out a questionnaire to more than 100 agencies, four of which will be chosen to make a presentation to the commission on June 1. Heretofore, J. Walter Thompson alone has made a formal presentation to the commission each year. The agency, it was understood, will make another formal presentation along with the four others chosen. The agencies were asked to return the questionnaires to the commission by May 15.

One of the reasons that reportedly prompted this action was that the canners have been critical of the commission's advertising program and have recommended that other agencies be brought in.

The commission has been sponsoring Twenty Questions on ABC-TV and Florida Calling on NBC for 18 years. It is said the agency has been having its troubles with ABC-TV, which pre-empted the program time of Twenty Questions for next season. Tom Moore, host of Florida Calling, also hit the agency with a verbal barrage, it is reported, when he learned that a Thompson account executive had approached the commission with a $2 million tv package deal that would have excluded both his show and Twenty Questions from future plans.

Internat'l Ad Expenditures By U. S. Up in '54 Over '53

INTERNATIONAL advertising expenditures by U. S. companies were larger in 1954 than the total of $280 million expended last Thursday at the IIA's seventh annual convention in New York. Although figures for 1954 and projected figures for 1955 were not provided, 48% of the respondents felt that their expenditures in 1955 would be higher than 1954 and 46% indicated they would be "about the same."

While the convention did not deal specifically with radio and television phases of advertising, these topics were touched upon by speakers who discussed the advertising field in a general vein. Among the speakers were Arthur Kron, executive vice president of Gotham Advertising Co., New York, on "What We Know About Media Now"; Marion Harper Jr., president of McCann-Erickson Inc., New York, on "Report on the Future", and William L. Morris, president of Standard Internat'l Ltd. Inc., on "What Management Expectations."

"Among the convention exhibitors were Foote, Cone & Belding International, McCann-Erickson International, Young & Rubicam, CMQ radio and tv networks (Cuba), Pan-American Broadcasting Co., RPC Network (Panama), Radio Rumbos (Venezuela), WAPA-TV San Juan, WVAQ-AM-TV San Juan, P. R., YSEB and YSDR San Salvador."

'Tribune' Sets Panelists For Advertising Forum

PARTICIPANTS from agency and other fields in the sixth annual Chicago Tribune forum on distribution and advertising, May 17-18, have been announced by Walter Kurz, manager of general advertising at the Tribune. Among panelists scheduled to talk are: Lyndon O. Brown, Dancer-Fitzgerald-Sample Inc.; George K. Gabel, Chicago Tribune-Dodge Co.; Kenneth Tryon, marketing, and A. J. Becker, vice president, Foote, Cone & Belding; Ben R. Donaldson, advertising director, Ford Motor Co.; A. W. Lehman, managing director, Advertising Research Foundation; Fred B. Wulff, president and treasurer, BBDO; Wallace H. Wulff, vice president and assistant to president, William Esty Co.; Robert J. Keah, vice president, Pillsbury Mills Inc.; John B. McLoughlin, sales and advertising director, Kraft Foods Co.; David Ogilvy, president, Ogilvy, Benson & Mather Inc.
WILL COLOR TV ROLL THIS YEAR?

HERE'S WHAT SET MAKERS SAY ABOUT MASS COLOR TV AUDIENCE


Mass manufacture is here, according to William J. Halligan, Hallicrafters board chairman, who predicts a $695 set—and soon.

These two industry leaders are optimistic.

Disagreeing emphatically are Dr. Frank Stanton, CBS Inc. president; Dr. Allen B. DuMont, head of the manufacturing firm bearing his name; Dr. W. R. G. Baker, vice president and general manager of the General Electronic Electronic Div.; also some officials of Zenith, Admiral and Motorola.

The future of this fantastic new medium thus faces the sharply varying views of top industry figures.

A quick survey of the nation's tv stations—as complete as could be made without conducting an actual census—shows that of 428 tv outlets there are:

- 188 equipped to transmit network color.
- 43 to transmit local color slides.
- 43 to transmit local color films.
- 15 to transmit local live color programs.

This indicates that nearly half of the operating stations are equipped to transmit color television.

Not Far From Double

The figure is not far from double the total number of black-and-white stations (108) that operated during the FCC freeze and sparked the nationwide development of the visual medium.

How about the public?

Since the progress of color tv will depend on public acceptance and willingness to spend money to look at polychrome programs, any forecast of television's future must recognize the present demand for black-and-white sets.

This startling figure came out at the weekend from the statistical department of Radio-Electronics-Tv Mfrs. Assn.:

- 2,188,252 tv sets were produced in the first quarter of 1955—50% above the 1954 first-quarter production.

At the end of 1954:

- 35,677,818 tv sets had been shipped from factories to dealers since 1946, when postwar production started.

Allowing for factory inventories and production in the 18 weeks of 1955, it's reasonably close to state that:

- 40 million tv sets have been manufactured; only a relatively few thousand have been color sets.

With the widespread interest in the future of color tv, and the expenditure of network and advertiser money in programming, B&T scanned the chromatic predictions of industry figures. Their divergent views are summarized herewith.

Gen. Sarnoff told RCA stockholders last Tuesday he firmly believes color tv will "break through and be well underway before Christmas of the present year," with a reasonable number of programs that will increase as more sets are installed in homes.

Gen. Sarnoff expressed the belief that color tv sets will be placed on the market at about $500 "within the next one or two years."

He said the Lancaster, Pa., plant is being expanded to turn out 30,000 color tubes a month, with production to have started last week at Bloomington, Ill., on two new RCA 21-inch color tv sets—$795 console and $895 console.

"We are confident that we can sell all the color sets and tubes we will produce between now and the end of this year," he said.

(For story of RCA stockholders meeting, see page 92.)

Mr. Halligan, speaking as Hallicrafters board chairman, said in a letter to tv distributors: "The time for the commercially practical mass manufacture of color television receivers has been a long time coming" but "it's here now, to stay. He urged industry suppliers to "get behind" the Hallicrafters model.

Hallicrafters will use a 21-inch RCA-type round picture tube, which Mr. Halligan said his company has determined is "currently the best" on the basis of its own continuous research.

Mr. Halligan predicted that this receiver will "be good for the next four years, if not longer." The RCA tube would be powered by a chassis containing a combination of RCA and Hallicrafters circuitry, using 26 tubes in all, including the picture tube and a rectifier.

Mr. Halligan said profit margins will be narrow on color sets but looked for better profits as production increases. He predicted the advent of color will lead manufacturers to a 10-year bonanza period.

The CBS Inc. attitude was voiced a fortnight ago by Dr. Frank Stanton, president, when he told the annual stockholders meeting that color has "some years to go" before it is in "general use." He added that when color does come, the increase in circulation will be rapid [B&T, April 25].

He reduced the problem to its elements in this way, "The great question is how fast and when" will color be accepted to the same extent as black-and-white is today?

Dr. Baker contended a color tv receiver priced at $500 is not the key to the mass market for color [B&T, May 2]. He argued 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.

These price levels, he said, 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. This prompted his prediction that sales of over 500,000 sets a year will not be reached until 1957, with a possible million sets a year in 1958, and if there is enough color programming at that time the sales may exceed 5 million sets annually by 1960.

Needed: The Right Tube

Having headed National Television System Committee, which developed the industry's technical standards for color tv, he said there still is lacking a color tube that, with needed circuitry, can be made in quantity permitting sale of a set at a price the consumer will meet.

In an answer to a question on the status of color tv, noted that in 1946 he had predicted it would be some 10 to 20 years before color became available to the mass market. He now feels his estimate was good.

DuMont, which has predicted it might have some sets available in the fall at the $600-$1,000 price level (22-inch rectangular glass tube), manufactures color transmitting equipment including complete scanning equipment for color. Dr. DuMont also said at the stockholders' meeting that color sets must reach the $300 level at retail.

Emerson Radio & Phonograph Co. has discontinued color receiver production.

Westinghouse used a color slogan, "First in Color," on the CBS-TV Best of Broadway Wednesday, referring to a claim by the company that it got out a 15-inch color set in February 1954 and six months later put out a 19-inch set which is now available. Many Westinghouse officials feel 1955 will not be the year for color. They believe that working models and improvements now in electronics industry laboratories will lead many new developments and that mass production of color tv sets for mass consumption won't occur until sets reach the $500 level.

In the wake of Hallicrafters' announcement, BROADCASTING • TELECASTING

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other Chicago-headquartered set makers were hesitant to go along with predictions that color tv would become a mass medium this year.

None of the firms contacted—Motorola, Admiral and Zenith—planned to make any production changes. Most thought they would reveal any other plans for the fall. But it is known that Motorola and Admiral have turned out only a handful of color receivers, and Zenith none at all because it considers the present tv tube still a "Rube Goldberg" sort of development.

A spokesman for one of the leading manufacturers branded Hallicrafters' announcement as merely "a statement of attitude"—one which would not move color units off dealers' shelves.

Officials of Motorola Inc. could not be reached for comment but one observer of color tv indicated his belief that people still will not rush out to buy a 21-inch color receiver for $695 or even less.

He posed the problem as twofold: (1) picture tubes are still too expensive ($100 or perhaps slightly less) for manufacturers to put out sets and (2) color programming is still not extensive enough to stimulate public interest in color receivers. Even with a price of $500 on any set, he said, manufacturers could not be expected to put out sets as long as tubes remain as expensive as they are at present.

Motorola conspicuously avoided any mention of its color plans in its 1955 first-quarter financial statement, with President Paul V. Galvin stating merely that "black-and-white accounts for the principal improvement" in the first three months. No estimates were available on 1955 fall output, but it was indicated that receivers are "to be had" for those interested in buying them and that no sets are "being dumped."

Nor would color television seem to be a major factor in Admiral Corp. plans for this year, according to a spokesman. First, that the first real push in color tv—that is, the first glimmering of mass output—will begin next year. A spokesman indicated Thursday there is no reason to presume that Admiral has altered its views on the color tv situation. And it's still another year off, he intimated.

Mr. Siragusa said, "When continuity of color programs becomes a reality and mass production of color receivers begins, this new development will serve as a tremendous stimulus to sales and profits."

He added that Admiral's automation program should be of great assistance in reducing production costs when color television goes into mass production.

Zenith had no official comment on the prospects for mass production of color television sets in 1955 but a spokesman reiterated the firm's position that the medium isn't "ready yet," as stockholders were duly apprised at their recent quarterly meeting. The core of Zenith's disbelief lies in the tube question, but in a different relationship to that of Motorola. The right tube just hasn't come along that would pave the way toward mass color tv, Zenith feels. Anyway, could advertisers afford it?, Zenith asks.

Eugene McDonald Jr., Zenith president, put it this way recently: "Zenith continues to feel that much more work remains to be done on color tv before simple, reliable color tv sets of excellent performance are ready for mass manufacture at prices that will interest the public."

Dodge Buys Golf Finale

DODGE DIV., Chrysler Corp., Detroit, will sponsor the biggest part of the final round of the 55th National Open Golf Tournament from Olympic Country Club, San Francisco, June 18, 8-9 p.m. EDT, on NBC-TV. The network estimates that 17 million viewers will see the telecast. Grant Adv. is Dodge agency.

Gardner Adv. Founder Dies

HERBERT S. GARDNER Sr., 82, founder and board chairman of Gardner Adv., St. Louis, died May 4 in Asheville, N. C., after a short illness.

A 55-year veteran of the advertising business, Mr. Gardner opened Gardner Adv. in 1908 with 50 employees and remained president until 1934 when he became chairman of the board.

Today the agency employs more than 200 people in its New York and St. Louis offices and handles more than $18,000,000 in advertising for its clients. He is survived by his widow, Mrs. Louise Gay Gardner, and three sons.

Seven Join Y&R Contact Dept.

SEVEN persons have joined the contact department of Young & Rubicam, New York. They are: Kenneth Alexander, formerly with Columbia Artist Management; John Bricker, formerly with E. J. Brach & Sons; Dudley Carroll, formerly with N. W. Ayer; Harold Davis, formerly with SCS&B; George Doodlett, formerly with Biow-Bluett-Teig; James Symington, formerly with J. Walter Thompson, and James Cameron, transferred from the Research Dept. of Y & R.

Remington Rand Names Y&R

REMINGTON RAND Inc., New York, announced last week that it had appointed Young & Rubicam, New York, to handle television advertising for all Remington products except typewriters. The latter will be handled by Compton Adv., New York.

In addition, the firm revealed that the Remington Shaver Div. will sponsor one third of Caesar's Hour on NBC-TV, effective in June, and that it will continue alternate sponsorship of What's My Line? on CBS-TV.

AGENCY SHORTS

H. Richard Seller Adv., Seattle, has absorbed Blitz Adv., same city, and will occupy head- quarters at 937 S.W. Jackson St., with H. Richard Seller, president and Arnold Blitze, vice president. Most creative and service personnel of both agencies will be retained with addition of Don James, creative director, Carvel Nelson & Powld, Portland, Ore., as copy chief.

Lewin, Williams & Saylor, N. Y., has moved to 130 E. 59th St.

Criterfield & CO., Chicago, moves to 520 N. Michigan Ave.

Jack T. Sharp Adv. Agency established in Plymouth Bldg., 2036 E. 22d St., Cleveland 15, headed by Mr. Sharp; telephone: Superior 1-1700.


AGENCY APPOINTMENTS

Webster-Chicago Corp. (record players, phonographs, tape recorders), Chicago, appoints John W. Shaw Adv. Inc., same city, for national advertising. Firm spends about $1 million yearly on national advertising. Radio will be continued by local distributors.

Nicoley-Dancey Inc. (New Era potato chips), Detroit, appoints Otto & Abbs Adv. Inc., same city. TV probably will be used.

IXL Food Co. (Spanish-American food products), San Leandro, Calif., appoints Brisacher, Wheeler & Staff, S. F.

(ADA continues on page 51)

BROADCASTING • TELECASTING
You know what's happening!

Radio advertisers and agencies have known for many years that WHO, Des Moines, is one of the nation's greatest radio stations — the biggest, most popular, most productive station in Iowa Radio.

For the sake of all you successful new TV people, that fact helps explain why WHO-TV, in one short year, has become one of the nation's top television stations.

Suggestion: Next time you talk with the wisest "old hand" you know in radio or television — ask about WHO-TV. Better still, ask Free & Peters!
Another thinly disguised WJR success story

It was spring... tulip time. Only—who wanted tulips? A big importer found he couldn't move a huge quantity of imported bulbs.

His advertising agency man knew the answer: Spot radio on WJR. He knew it is the best way to move goods fast—and the cheapest.

He didn't know how little it could cost until the returns came in from WJR. Here's what he wrote us:

"The results were certainly one of the most outstanding stories ever accomplished in the United States. Your station far and away out-pulled almost every other station combined in this particular offer."

We're used to that. Our regular advertisers are, too. But it surprises our newcomers. Our rates are higher than most, but the cost per sale on WJR was less than half the cost per sale on the other stations used.

He spent more money because WJR spends more money on programs. It cost us more than $1 million for local programming and talent last year. We've found—and so have our advertisers—that the more than 16,000,000 people in WJR's primary coverage area like and respect that kind of radio.

That's what our advertisers pay for. They get so much profit in return.

Your Henry I. Christal man knows more about WJR. Ask him.

_Tulip time just ain't what it used to be_
The 10 Top Films in 10 Major Markets
As Rated by ARB in March

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<tr>
<th>New York</th>
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<tbody>
<tr>
<td>1. Superman (Flamingo)</td>
<td>Mon. 6:00 WBRC-TV 14.4</td>
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<td>2. Little Rascals (Interstate)</td>
<td>M-F. 5:30 WPIX-TV 12.2</td>
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<td>3. Wild Bill Hickok (Flamingo)</td>
<td>Wed. 6:00 WBRC-TV 11.4</td>
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<td>4. Guy Lombardo (MCA-TV)</td>
<td>Thu. 7:00 WBRC-TV 10.8</td>
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<td>5. Range Rider (CBS Film)</td>
<td>Sat. 6:30 WBRC-TV 10.6</td>
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<td>6. Sherlock Holmes (UM&amp;M)</td>
<td>Mon. 7:00 WBRC-TV 9.4</td>
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<td>7. Abbott &amp; Costello (MCA-TV)</td>
<td>Sat. 6:00 WBRC-TV 7.6</td>
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<td>8. Annie Oakley (CBS Film)</td>
<td>Sat. 5:30 WCBS-TV 7.5</td>
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<td>9. City Detective (CBS Film)</td>
<td>Sun. 9:30 WPIX-TV 7.4</td>
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<td>10. Waterfront (MCA-TV)</td>
<td>Tue. 7:30 WBAD-TV (Official)</td>
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<td>Sat. 7:00 WBRC-TV 7.0</td>
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<th>Los Angeles</th>
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<tr>
<td>1. Badge 714 (NBC Film)</td>
<td>Sat. 7:30 KTTV-TV 27.8</td>
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<td>2. Waterfront (MCA-TV)</td>
<td>Tue. 7:30 KTTV-TV 27.3</td>
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<td>3. Superman (Flamingo)</td>
<td>Sat. 7:00 KTTV-TV 20.6</td>
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<td>4. Annie Oakley (CBS Film)</td>
<td>Tue. 7:00 KTTV-TV 19.8</td>
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<td>5. Life of Riley (NBC Film)</td>
<td>Sat. 8:00 KTTV-TV 18.8</td>
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<td>6. Stories of Century (Hollywood)</td>
<td>Sun. 9:00 KTTV-TV 17.7</td>
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<td>7. Mr. District Attorney (Ziv)</td>
<td>Mon. 10:00 KNXT-TV 16.2</td>
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<td>8. I Led Three Lives (Ziv)</td>
<td>Sat. 8:30 KTTV-TV 15.6</td>
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<tr>
<td>9. Liberase (Guild)</td>
<td>Tue. 8:30 KTTV-TV 14.2</td>
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<td>10. I Am the Law (MCA-TV)</td>
<td>Tue. 8:30 KTLA-TV 13.2</td>
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<th>Minneapolis-St. Paul</th>
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<tr>
<td>1. Badge 714 (NBC Film)</td>
<td>Mon. 9:30 KSTP-TV 24.7</td>
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<td>2. I Led Three Lives (Ziv)</td>
<td>Tue. 9:30 KSTP-TV 23.6</td>
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<td>3. Mr. District Attorney (Ziv)</td>
<td>Fri. 7:00 KSTP-TV 20.9</td>
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<td>4. Wild Bill Hickok (Flamingo)</td>
<td>Sat. 5:30 WCCO-TV 15.9</td>
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<td>5. Liberase (Guild)</td>
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<td>6. Victory at Sea (NBC Film)</td>
<td>Sun. 5:30 KSTP-TV 15.3</td>
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<td>7. Favorite Story (Ziv)</td>
<td>Sun. 9:00 WCCO-TV 11.7</td>
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<td>8. Passport to Danger (ABC Film)</td>
<td>Tue. 7:30 KEVT-TV 11.7</td>
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<td>10. T-Men in Action (ABC Film)</td>
<td>Thu. 7:30 WTCN-TV 9.6</td>
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<th>Chicago</th>
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<tr>
<td>1. Mayor of the Town (MCA-TV)</td>
<td>Mon. 10:00 WNIBQ-TV 29.5</td>
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<td>2. Annie Oakley (CBS Film)</td>
<td>Sun. 2:00 WKBK-TV (Official)</td>
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<td>3. Science Fiction Theatre (Ziv)</td>
<td>Sat. 10:00 WNIBQ-TV 20.7</td>
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<td>4. Cisco Kid (Ziv)</td>
<td>Sun. 5:00 WKBK (Official)</td>
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<td>5. H. Christian Andersen (Interstate)</td>
<td>Sat. 2:00 WKBK-TW 16.7</td>
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<td>6. Wild Bill Hickok (Flamingo)</td>
<td>Sun. 1:30 WKBK-TV (Official)</td>
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<td>7. Stu Erwin (NTA)</td>
<td>Wed. 7:30 WKBK-TV (Official)</td>
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<td>8. Eddie Cantor</td>
<td>Mon. 9:30 WNIBQ-TV (Official)</td>
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<td>9. Badge 714 (NBC Film)</td>
<td>Tue. 8:00 WGN-TV 13.5</td>
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<td>10. Meet Corliss Archer (Ziv)</td>
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<td>3. Racket Squad (ABC Film)</td>
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<td>4. Favorite Story (Ziv)</td>
<td>Thu. 7:00 WAGA-TV 21.7</td>
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<td>5. Mr. District Attorney (Ziv)</td>
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<td>Thu. 7:00 WAGA-TV 8.7</td>
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<td>10. Appt. with Adventure (ABC Film)</td>
<td>Sun. 10:00 WAGA-TV 8.6</td>
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<tr>
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<td>Mon. 6:00 WEWS-TV 21.2</td>
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<td>3. All Star Theatre (Screen Gems)</td>
<td>Thu. 7:00 WBNK (Official)</td>
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<td>4. I Led Three Lives (Ziv)</td>
<td>Fri. 10:30 WXEL (Official)</td>
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<td>9. Foreign Intrigue (S. Reynolds)</td>
<td>Sun. 10:00 WEWS-TV 13.2</td>
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<td>10. The Whistler (CBS Film)</td>
<td>Sat. 7:00 WBNK (Official)</td>
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<td>1. Mr. District Attorney (Ziv)</td>
<td>Tue. 10:30 WNAC-TV 23.1</td>
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<tr>
<td>2. Badge 714 (NBC Film)</td>
<td>Wed. 6:30 WNAC-TV 22.0</td>
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<td>3. Wild Bill Hickok (Flamingo)</td>
<td>Thu. 6:30 WNAC-TV 20.1</td>
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<td>4. Ellery Queen (TPA)</td>
<td>Sun. 10:30 WNAC-TV 19.3</td>
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<td>5. Captain Gallant (TPA)</td>
<td>Sun. 5:30 WZB-TV 18.7</td>
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<td>6. Liberase (Guild)</td>
<td>Sun. 3:00 WZB-TV 18.5</td>
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<td>7. Boston Blackie (Ziv)</td>
<td>Fri. 10:30 WNAC-TV 18.2</td>
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<td>8. Superman (Flamingo)</td>
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<td>10. Cisco Kid (Ziv)</td>
<td>Wed. 6:00 WNAC-TV 14.7</td>
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<td>1. Kit Carson (Coca-Cola)</td>
<td>Sun. 6:00 WLWD-TV 30.4</td>
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<td>2. Badge 714 (NBC Film)</td>
<td>Sun. 7:00 WLWD-TV 20.5</td>
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<td>3. Racket Squad (ABC Film)</td>
<td>Tue. 7:00 WHIO-TV 19.2</td>
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<td>4. Waterfront (MCA-TV)</td>
<td>Sat. 7:00 WHIO-TV 17.9</td>
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<td>5. Secret File USA (Official)</td>
<td>Fri. 10:30 WHIO-TV 17.7</td>
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<td>6. I Led Three Lives (Ziv)</td>
<td>Tue. 9:00 WHIO-TV 16.7</td>
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<td>7. Rarámuri (TPA)</td>
<td>Fri. 6:00 WLWD-TV 15.8</td>
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<tr>
<td>8. Superman (Flamingo)</td>
<td>Mon. 6:00 WLWD-TV 15.7</td>
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<td>9. Appt. with Adventure (ABC Film)</td>
<td>Sun. 10:00 WHIO-TV 15.1</td>
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<td>10. Star and the Story (Official)</td>
<td>Thu. 7:00 WLWD-TV 15.0</td>
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<th>TEN-CITY AVERAGE TOP 10</th>
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<tr>
<td>1. Badge 714</td>
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<td>2. Superman</td>
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<td>3. I Led Three Lives</td>
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<td>4. Mr. District Attorney</td>
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<td>5. Little Rascals</td>
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<td>6. Superman</td>
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FROM the monthly audience surveys of American Research Bureau, B&T each month presents a table showing the 10 highest rated syndicated film programs for television in 10 major markets, selected to represent markets in all parts of the country and with various degrees of competition, from two to seven TV stations. At the bottom of the page is a list of the 10 films with the highest combined popularity in the 10-city sample.
YESTERDAY (Sunday), a new program series started on WFAA-TV Dallas, a tv film series, Science Fiction Theatre, produced by Ziv Television Programs Inc. On WFAA-TV, the series will be telecast each Sunday, 8:30-9 p.m., under the sponsorship of Continental Oil Co.

There's nothing unusual in that. New program series start every day in the year on many tv stations. About 100, in fact, have started Science Fiction Theatre in the past few weeks or will start it in the next few.

But how does a new series get started? What is involved in putting the show on the road, or, in this case, putting a show on the air? Since our example is a Ziv production, B.T. went to Cincinnati, to the office of Frederic W. Ziv, chairman of the board of Ziv Television Programs, for the first part of the answer to those questions.

"Our business is based on serving the stations that broadcast our programs and the advertisers that sponsor them," Mr. Ziv replied, "not just selling, but serving.

"The number one way to do that," he went on, "is to plan what will get the audience. Programs that do get audiences appeal to the basic emotions—love, conflict, adventure, mystery. These are things people want, things everyone's trying to give them. But just another anthology, just another cops-and-robbers story, isn't enough. The big problem is to give them in a new form, something off the beaten track."

Searching for that new format, Ziv program people were struck with one phenomenon, extremely successful with the reading and movie-going public but virtually untapped for television—science fiction. True, there had been an occasional science fiction program, but no series, no serious attempt to exploit video-wise the tremendous appeal of this type of entertainment, attested to by sales of science fiction books and magazines and by phenomenal movie box-office records.

"Now comes the gigantic headache," Mr. Ziv stated. "We have our theme but how are we going to handle it? What kind of show can we make? Within the confines of good taste, which the stations demand, how can we come up with a series the public will love?"


ZIV GETS

STEP-BY-STEP ACCOUNT

3. SELLING the show to the men who will sell it to stations and sponsors, Mr. Broman briefs Ziv-Tv salesmen on the series, its advertising and promotion.

4. SALESMAN Ray McGuire (r) rehearses his presentation for Joseph Kotler, spot sales manager, with tape recorder catching his words for future study.

5. IN DALLAS, Phil Williams, Ziv-Tv spot sales manager (l), presents the video program series, with its attendant promotion and publicity material, to Ralph Nimmons (c), manager of WFAA-TV, and Mike Shapiro, WFAA-TV commercial manager.

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Broadcasting • Telematching
A SHOW ON THE ROAD
OF A SERIES FROM 'IN THE CAN' TO 'ON THE AIR'

6. "HERE'S how it's going to go," Maurice (Babe) Unger (r), Ziv-Tv vice president in charge of west coast operations, says in explaining a sequence of a Science Fiction Theatre script to Ivan Tors, producer of the series (l), and Herbert Gordon, vice president, during a story conference at Ziv-Tv's Hollywood studios, where the programs are conceived, prepared and produced for telecasting.

Ziv's answer, the formula of Science Fiction Theatre, is to open each program with a short demonstration of some new scientific marvel, a real development of modern science that is actually being used today. The "mechanical man" utilized by Garrett Corp. to handle explosive chemicals or radioactive isotopes too "hot" for human workers to touch introduced one program; the machine that types words spoken to it introduced another.

After such a demonstration, it is easy for Truman Bradley, narrator of the series and only individual seen week after week, to lead into that week's story. That was real, he says; this is fiction. But perhaps, before long, it could happen. And the viewers, exposed first to reality, are ready

7. PRESENTATION piece for the new series is admired in New York by M. J. Rifkin (l), vice president in charge of sales, Ziv Television Programs, and John L. Sinn, president of the tv film program production-syndication company.

8. OFFICIALS of Continental Oil Co., sponsor of the series on WFAA-TV, inspect "employee enthusiasm" kit. L to r: John Simmons, assistant division manager; Dean Hadfield, division manager; Mr. Williams; Mr. Shapiro; A. W. Tarkington, vice president; Sam Larson, regional marketing manager.

9. CONOCO employes learn of their company's new tv series from Vice President Tarkington at a preview screening of the program in the Continental National Bank Auditorium in Fort Worth. Mr. Shapiro (right panel) tells the audience that the telecasts will be seen in homes in 29 counties.
10. HOST and narrator of the series Truman Bradley precedes each science story with a demonstration of a true science marvel, such as the mechanical man pictured here.

to give credence to the story that follows.

With a complete new roster of actors to be signed for each Science Fiction Theatre program, casting is a major problem, Mr. Ziv reported. He noted that the problem is further complicated by the fact that each week's story varies in nature from the one preceding and following it. This means that each drama must be cast in accordance with its overall mood and the proper star selected for the proper story.

"We think we've achieved a truly adult series in a field that could have been completely juvenile," Mr. Ziv told B*T.

This achievement has not been easy; it's entailed a laborious load of meticulous research. But it's paid off, he noted. One story in the series deals with a jet plane flying a little higher than jets yet have done. When this was shown to a prospective sponsor, a scientist on that company's staff objected that a fountain pen shown on the plane's instrument panel would explode at such a height.

"Since that company's product is the result of scientific research, the executives felt it should not sponsor a program which abused scientific facts," Mr. Ziv related, "so the whole sale hinged on whether or not that pen would have exploded. The sales manager said he didn't have the answer but he'd get it and called the sales manager. The sales manager called me. I called the producer of the program, at our Hollywood studios. I expected him to say he'd have to check into it. Instead, he told me to wait while he got the file on it; he'd anticipated such an objection and had secured the opinion of leading aeronautical authorities that the pen would not explode under the conditions pictured in the program. That took care of that and we made the sale.

"Perhaps we're too methodical and over-cautious," Mr. Ziv said, "but we prefer to take a little more time, to research a little more thoroughly, so that stations and sponsors won't be embarrassed by questions from viewers."

That same attitude characterizes the Ziv approach toward the use of the program. Stations want audiences; sponsors want sales; neither is interested in a program for its own sake. So Ziv-Tv salesmen are equipped with all the information needed to answer all a prospect's questions and to show him exactly what he's getting for his money.

"Once in a while the screening alone practically sells the series," Mr. Ziv said, "but even when the advertiser doesn't ask the questions he should we try to provide the answers. When his family, or his sales manager, or his golf foursome, or his banker, hears he is going to sponsor Science Fiction Theatre on a local tv station and asks, 'Why that?, we want him to be able to justify his decision."

So, when the series was set, Leo Gutman, advertising manager, and Melvin Bernstein, sales promotion manager, were called in and put to work on plans for making Science Fiction Theatre do the maximum job for the stations carrying it and the advertisers sponsoring it.

This was some months after the science fiction idea had been approved and put into the planning stage, the spring of 1954. By fall two pilot films were completed and the advertising and promotion preparations begun. The last week in January 1955, Ziv-Tv salesmen gathered in Cincinnati, New York and Hollywood for four-day training meetings to learn about the new series and how to sell it to—and for—stations and sponsors.

In February trade paper advertising began—color spreads and embossed inserts, telling broadcasters and advertisers and advertising agencies about the Science Fiction Theatre series. Selling also began then. As he left his division sales meeting, each Ziv-Tv salesman carried with him:

A 12-page (16 to 21 inches) flip-over brochure;
Sales talk file, with fact-sheets and other exhibits;
Promotion kit containing a three-color poster, a two-color streamer, a Science Fiction Theatre ticket, a two-color newspaper-styled tabloid, letters to dealers signed by Truman Bradley and mailed from Hollywood, and a public relations hand-book explaining how to use contests, special events and civic activities in promoting the program;
"Enthuse" kit containing plant posters, letters from "boss" to his employee's wives, payroll stuffers on "your company's new plan to increase business and to help brighten your job future," plans for using the public address system and the switchboard to publicize the program, even a design for a postage meter promotion;
Mounted poster;
Science and science fiction reprints from Collier's Saturday Evening Post and Life;
Audition print of a Science Fiction Theatre program;
Film trailers;
Projector and screen;
Ziv-Tv institutional book, showing that Ziv Television Programs is a good firm to do business with.

Approximately nine weeks after the sales

11. USING Ziv promotion kit, Charles Larkins, WFAA-Tv promotion manager (seated), and his assistant, Joy Wright, coordinate newspaper advertising plans with the on-tv teaser spots scheduled by Bob Blase (l), program director, and Doc Hamilton, film director of the Dallas station.
THE ONLY COMPLETE COVERAGE
OF THIS VITAL MARKET AREA

Population 900,000
Retail sales $750,000,000
Effective buying income $1,000,000,000

MAXIMUM POWER
MINIMUM COST

The only maximum
power station between
Memphis & Dallas

KCMC-TV

Represented by
VENARD, RINTOUL & McCONNELL
WALTER W. WINDSOR, General Manager

Tops in
Texarkana
Shreveport
and the
ARK-LA-TEX

May 9, 1955 • Page 39
April 23—Ziv-produced tabloids and vertical streamers sent with covering letters to lessees and dealers, to be followed by personal calls by the Conoco field staff.

April 26—Picture of Dallas saturation screening runs in News.

May 1—12:30-12:45 p.m.—WFAA-TV runs special Conoco film to promote Science Fiction Theatre premiere.

8 p.m. (time Science Fiction Theatre to start following week)—program promotion on WFAA-TV.

May 2—1:15 p.m.—A Conoco official is interviewed on WFAA-TV's Jerry Haynes Show. Also on May 4 and May 6.

May 4—Program premiere plugged in regular Conoco ads in all Dallas papers.

May 8—Kick-off ads in morning papers. News carrying feature story on special research Ziv has employed on series.

4-4:30 p.m.—WFAA-TV salute to new series, with a Conoco research director flying down from Ponca City, Okla., to appear on the program.

8 p.m.—Premiere of Conoco's Science Fiction Theatre on WFAA-TV. Commercials limited to opening and closing credits, so special guests can be interviewed midway through program, discussing great new scientific era and lauding Continental Oil Co. for its sponsorship of this series.

Once the program has started on WFAA-TV, Ziv market researchers will watch its ratings in Dallas and compare them with those in other cities. This information will be passed along to the station and sponsor, together with suggestions for continued promotion of the series and reports of ways in which Science Fiction Theatre has been promoted and publicized in other markets, as reported by Ziv-TV salesmen. “The promotion for Science Fiction Theatre will continue as long as the series is on the air,” Mr. Bernstein said, “and all that time we'll be looking for ways to improve it.”

“Everything we do is to help our salesmen sell,” Mr. Gutman avowed.

And Mr. Ziv summed it up with a paraphrase from his advertising agency days: “Going to a sponsor with a new idea isn't a bad idea so long as it's a good idea.”

12. FOREIGN possibilities of Science Fiction Theatre are studied by Edward Stern, president of Ziv International.

13. POINT-OF-SALE promotion of the series is shown here; gas pump streamer appeal is augmented by Ziv-prepared tabloid newspaper.

14. PRE-SERIES telecast finds Conoco executive John Simmons (l) explaining to his host, Jerry Haynes, conductor of a daily show on WFAA-TV, how the scientific wonders shown in the new tv series relate to the research program of Conoco's own scientists.
we don't know how many people shoot under 100...

BUT We DO know that among leading radio-TV agency executives **84%**
say they prefer a radio-TV trade publication giving them BOTH spot news and features.

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Spot news only</td>
<td>5%</td>
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<tr>
<td>Features only</td>
<td>8%</td>
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<tr>
<td>Spot news and features</td>
<td>84%</td>
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<td>No answer</td>
<td>7%</td>
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(Note: a few people schizophrenically voted for two—hence the 104% total)

This, of course, means **BROADCASTING-TELECASTING**...
The ONLY radio-television publication with the spot news and feature format.

**moral:** When people are reading what they want, it pays to have them read your messages too.

*This is another of the significant discoveries made by Ross Federal Research Corporation and reported in our "Readership and Preference Study of Radio & Television Trade Publications". Getting your copy is as easy as writing Broadcasting-Telecasting, 1735 DeSales Street, Washington 6, D. C.*
IN the very early morning hours of last September, a viewer with insomnia or a strong addiction to television would have felt quite at home in the art department, or master control room, of WFIL-TV Philadelphia. He could have waited for daylight by taking part in compatible color television slide experiments being run during the station's normal off-the-air hours.

Preparing for the arrival of color television as a new service for advertisers, Roger W. Clipp, general manager of WFIL and WFIL-TV, had set September 20, 1954, as the starting date for compatible color slide transmission on an "around-the-schedule" basis. In the months before that date there had been dozens of meetings, discussions and "lab" sessions devoted to a subject relatively unexplored at the local level. Closed-circuit experiments had been run to test methods and ideas on color and monochrome sets. Now the tests were nearing a conclusion, and the slides were being examined "live" under simulated broadcasting conditions, in the late night-early morning hours.

More than one insomniac, searching sleepily for diversion, must have been startled by the sight of a package of Life-savers staring back from his TV screen at 4 a.m. If the picture seemed fuzzy, he could honestly blame it on an art director and a handful of engineers, who were groping their way through the uncharted mysteries of color slide transmission.

Now, glancing back nine months to last September, quite a bit of that fuzziness has disappeared, and several ideas on compatible color slides stand out in sharp focus.

The first lesson we learned is: "Don't go color crazy." Sure, it's color, and a marvelous opportunity to use the rainbow of colors at your fingertips. Don't. For an artist it's a must to resist the temptation, from whatever source, to put a little yellow cottage here, with the red-tressed wife in the bottle green dress, waving the "product" from her well kept flower garden.

Sound appealing? Well it certainly can be—on a museum wall. But on a color TV set it can turn out like a well-used palette, and in black-and-white TV like various depths of smog.

The use of three colors, or four at the most, can always give you any effect that is needed. The choice of colors must be carefully made, but in making the selection there are several equally good scales that can serve as your guide. These color scales provide an indication of the degrees of gray produced when transmitted through the monochrome system. Their use depends upon the particular brand of pigment used. In choosing your colors the density of each one used must be carefully regulated. Sharp contrasts of colors in the same intensity result in fuzziness on the color set, while on the monochrome set the result is too often a "one value" gray slide.

The second lesson is one that, like the first, is of the utmost importance at the drawing board. This is the error of conceiving the color TV picture in terms of a photo from a "still" color camera. Photographing a product in color, and believing that the colors will come through in the same relation when viewed on a color TV set, is a serious mistake. Colors that have a certain intensity in the color photo can, and often do, wash out, bloom, or disappear when travelling through the television tube. This is the recurrence of the problem that confronted scenic artists in the first days of monochrome.

It can be avoided at the outset by taking several tones (colors) and using them throughout. They should be so conceived as to give a diversity of value that then reduces into distinctive tones of gray when viewed on a monochrome set.

Casein Colors Efficient

In translating the color ideas to the drawing board, casein colors were found to be very efficient. Frequent experiments with various media all confirmed this, since the casein colors seemed to hold up very well in both intensity and opacity.

The choice of papers or illustration board is fairly wide. Coloraid or Color-Vu proved very adaptable because of good color, and ability to take rough usage. They can be mounted on board as background colors, lettered on, and used almost anywhere where flat, clean colors are needed. There are undoubtedly other comparable papers on the market today that can be obtained at art supply shops. Swatch books containing samples of these papers, also available at art supply shops, proved valuable when selecting colors for the slide designs.

Acetate overlays proved another asset when it came time for lettering. Pasting type for use on color slides didn't work out well at all. The cutlines came through too strongly, no matter how much effort was made to eliminate paste-up edges. The acetate overlays also gave another advantage in convenience and economy, since the artwork underneath could be used again when changes of copy might become necessary either in a new advertising campaign, or in station promotion, where a program would move to a new time. Of course if the artwork is not flat and overlays cannot be used, then the lettering can be done by hand for maximum effect.

Staying on this subject, we also found that it was possible at times to cut out and apply paper to create a design. This was feasible when the outside cutlines were a part of the overall design, as for example in pasting up a bell. Here the edges enhanced the composition of the picture by defining the bell.

Another problem that carries over from monochrome is the necessity to avoid having the slide "too busy." An overabundant use of detail, small figures, or excessive type will vitiate the "message" in color just as it does in black and white, only more so.

Moving from the drawing board to the mechanical side of the operation, our special events department found that photographing the finished art work was the simplest part of the project. In preparing the slide it was necessary to get the correct color temperature for all types of 35mm tungsten or cut films. The result sought was the proper color rendition of everything photographed under artificial light. A Color-Trans lighting system enabled us to achieve this goal.

Prior to the introduction of color WFIL-TV had used 4" x 5" slide negatives reduced to 3 3/4" x 4" black-and-white slides. Our RCA color system took 2" x 2" slides, calling for a change in our operations. Therefore, an Exacta 35mm camera became an essential factor in our slide preparation, and it proved extremely versatile in preparing all types of 35mm slides including of course, color slides.

The three color films on the market were tried by our photographers. They are Ansco Color, Eastman Kodachrome, and Eastman Ektachrome. All gave satisfactory results, but if your facilities do not include your own color development system, then outside services can be used to develop Ansco Color and Ektachrome in a hurry. Using this service it is possible to get the work back within twenty-four hours.
KVOO TV
CHANNEL 2
100,000 WATTS
AND
THE TALLEST TOWER
IN
EASTERN OKLAHOMA

NBC TELEVISION

You can't cover Oklahoma without Tulsa

represented by
BLAIR-TV
STEVE DONOVAN,
WESTERN MARSHAL

the great new two-fisted TV Western Series

Brand-new... all-new... 39 half-hours of rugged action to capture the biggest audience in town. Each episode is packed full of action entertainment as STEVE DONOVAN, WESTERN MARSHAL brings justice to the Western Frontier. Filmed under the supervision of veteran Western TV producer Jack Chertok, the series offers top quality production for viewers and advertisers alike.

And this two-fisted Western delivers double-action impact - not only on television but also at the point-of-sale. Sponsorship makes available to you an unprecedented barrage of merchandising material, personal endorsements, premiums.

The second most popular program type, Westerns rack up an average 30.0 Nielsen rating - 24% higher than the ranking average of all evening programs.* And Pulse ratings list six out of the top ten syndicated shows as Westerns.**

Now here is STEVE DONOVAN, WESTERN MARSHAL to beat them all. Excitement and action to capture your audience; powerful merchandising to sell your product - all wrapped up in a single potent NBC FILM DIVISION package.

Get STEVE DONOVAN, WESTERN MARSHAL on your side in the battle for sales in your markets. Don't delay - your market may be snapped up soon. Write, wire or phone now.


NBC Film Division  serving all stations serving all sponsors

30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Ill. • Sunset & Vine, Hollywood, Calif. • In Canada:
RCA Victor, 325 Mutual Street, Toronto; 1551 Bishop Street, Montreal
HUNGRY FOR SALES?
— then here's food for thought about Buffalo —

WGR-TV is proved in survey after survey to be the "favorite" station. In the 24 weekday quarter hour segments from 6 PM to midnight, WGR-TV leads in 21. WGR-TV delivers your audience. (Pulse)

WGR-TV Buffalo, completely serves the nation's 14th largest market. Covers 465,545 "able to buy" homes in Western New York State plus a bonus of 431,560 Canadian set-owning friends.

Serve yourself some sales . . . sell Buffalo thru WGR-TV

CHANNEL 2
BUFFALO
NBC BASIC

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto

film maker

VIRGIL ELLSWORTH

SPONSORS are becoming educated to the way of film techniques, according to Virgil Eugene Ellsworth, president of Mercury-International Pictures, Hollywood. The agency setup too has changed and is developing into a collaborative operation between agency and producer, adding up to steadily improving commercials.

Increased production is coming from the West Coast with Hollywood-filmed commercials up 25% over last year to reach a new high of $8 million in annual billings. M-I, for example, "did just a hair under $1 million in tv commercial film production during 1954," Buzz Ellsworth reports.

The main draw, he opines, is a combination of talent and specialized crews. This use of specific crews from major studios is very important, because sponsors now demand quality. Recently Sid Hickox, head cameraman on "Battle Cry" and "Helen of Troy," current Warner Bros. features, was requested by the sponsor and engaged by M-I for a Campbell's Pork & Beans spot.

'Names' for Commercials

Another trend seems to be the use of "names" to deliver commercials. As the first 10 seconds of a spot will lose or hold an audience, a "name" hits at the immediate opening and guarantees viewers, he suggests.

While sponsors demand quality, budget and prompt delivery date, they are not afraid to spend money, as witness the recent M-I 20-second commercial for Green Giant which involved a New York City Ballet prima ballerina, original choreography and an original score, adding up to more than $10,000. M-I approaches a client, Mr. Ellsworth reveals, with no pre-determined cost. By means of a cost accounting system, similar to those used by major motion picture studios, the number of film feet and hours is computed. Sponsors are thus able to see in black and white just exactly where every cent goes.

Born July 21, 1916, in Woodward, Okla., Buzz Ellsworth came to sunny California at the age of five. After receiving his B.A. from U. of California at Berkeley in 1939, a year of study at Los Angeles Art Center and service in World War II, he decided the film industry was for him.

He did the photography on "Report from the Aleutians," 1944 Academy Award-winning documentary. During the war he was loaned to the State Department to make the
TO FILM
A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing success into focus.

MITCHELL The only truly Professional Motion Picture Camera
film documentary of the Yalta Conference. This was followed by filming assignments on numerous feature film sequences.

Mercury-International Pictures was started after the war when California Institute of Technology commissioned him to do some films. Together with David L. Monahan, an original member of "Our Gang" comedies and collaborator on "Bugs Bunny" cartoons, he shifted M-I into producing TV film spots in 1948.

M-I has now added program production to its schedule. Under a deal with Studio Films Inc., the firm has completed 39 half-hour Showtime Movieland Varieties starring Frank Fontaine. Quarter-hour Tim McCoy Show, 29 of which are completed, is currently in distribution by Motion Pictures for Television. Being readied are half-hour Indian Agent, "sort of a Dragnet on horseback" with Col. McCoy, and Boss of the House, an anthology series showing how individual babies control different households and situations.

Going into its 10th year of operation, M-I produces commercials for such firms as Griesedieck Bros., Procter & Gamble, International Harvester, Chrysler, Toni, Papermate and Rheingold.

Firm's facilities include its own building, complete editing and art departments, sound and cutting rooms and the art director who designs every set from scratch, going to decorators instead of prop houses. Additionally, there is a home economist on hand.

With offices in Hollywood and Chicago, Buzz and Mary Ellsworth and 12-year-old Robert make their home in Beverly Hills.

FREE! EXCITING FILMS ON CANADA

Canadian Pacific offers 13 different 16 mm. subjects to all U.S. TV stations.

Take your choice of these highly entertaining outdoor prints on spectacular Canada! Running times vary from 11 to 32 minutes for flexible scheduling! Popular subjects include Canadian hunting, fishing, hiking, riding, camping, touring, cruising, golfing, skiing! Order now!

<table>
<thead>
<tr>
<th>TITLE</th>
<th>MINUTES</th>
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<td>Canadian Pattern</td>
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<td>21</td>
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<td>Jackpine Journey</td>
<td>20</td>
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<tr>
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<td>High Powder</td>
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<td>West Coast Playground</td>
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<td>Klonliske Holiday</td>
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<td>Canada's Tackle Busters</td>
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<td>Canada's East Coast Playground</td>
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<td>Alaska and the Yukon</td>
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<td>Riding High</td>
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<td>Happy Voyage</td>
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For films and complete information contact: P. T. Cole, Public Relations Officer, Canadian Pacific, 581 Fifth Ave., N. Y. 17, N. Y. (Phone 9-4433).

THE SHAPE of things to come, in this case the shape of the hour-long, Monday-through-Friday ABC-TV Mickey Mouse Club to start Oct. 3, was seen for the first time by 63 representatives of the present eight advertisers and their respective 15 agencies during a three-day meeting in Hollywood April 12-14. A series of storyboard and tape-recording presentations showed the Mickey Mouse purchasers the format of the program.

Generally, the daily 60 minutes will consist of different quarter-hour segments, tailored to the juvenile audience. While the roster is not complete, some of the segments were made known to B & T by Sanford (Sandy) Cummings, ABC-TV coordinator at the Disney studios. Mr. Disney is solely responsible for the entertainment portions of the program, Mr. Cummings points out. Among the quarter-hour segments are:

* The Mickey Mouse Newsreel—specially designed to interest the younger viewer. Camera crews of the theatrical-and TV True-Life Adventure series will be utilized to supply footage at first, but eventually Mickey Mouse Newsreel will augment this coverage by its own fully-accredited crews.

The Mooseketeers (also The Miceketeers and The Mooseketeers) — semi-permanent troupes of youthful actors, dancers, singers, instrumentalists, comedians, etc., who will entertain studio audiences, with both the entertainment and the audience reaction to be recorded on film. Recruitment for these troupes is now in progress.

A series, as yet untitled, based on foreign youth classics—episodes in this series to be drawn from such tales as "Hans Brinker and the Silver Skates."

Disney cartoons and shorts—material from 100 of the best past Disney cartoons and short subjects will be used in Mickey Mouse Club.

When I Grow Up—one of the more ambitious Mickey Mouse Club projects, tracing the ambitions of boys and girls of various ages for adult careers. One program, already in preparation, will deal with airlines, showing a boy and a girl as a real flight crew familiarizes them with their future duties.

Tentatively planned is a semi-permanent youth orchestra, recruited from talented youngsters throughout the nation, a junior True-Life Adventure series of nature studies, and a series designed to show American children how to work and play in safety.

Both ABC-TV and Mr. Disney underline that entertainment will be the keynote, although the entertainment will be educational. "We do not intend to play down to youth," Mr. Disney insists, while Robert E. Kintner, ABC president, calls Mickey Mouse Club an experiment in "entertaining with responsibility."

Already prepared is a "Mickey Mouse March," to be sung and played at the opening of each day's program. All Disney characters, including Mickey Mouse, Donald Duck, Pluto and Goofy Dog, will be used within the programs. Donald Duck, for instance, may well relieve the leader of the Mickey Mouse Orchestra in a program (probably with attendant chaos).

Participations in ABC-TV Mickey Mouse
Club have been sold on a quarter-hour block basis, with the advertiser purchasing a fixed 15-minute time segment during each week’s programming for 52 firm weeks. Only five quarter-hour segments were unsold before the Hollywood meeting, and Mr. Kintner reportedly accepted oral commitments for these open periods then, although the names of these additional sponsors of Mickey Mouse Club have been withheld until contracts are signed.

Sponsors who have been announced include General Mills, Welch Grape Juice Co., Campbell Soup Co., American Dairy Assn., Carnation Co., Armour & Co., Bristol-Myers Co. and Mars Inc. The following schedule shows the firm 52-week commitments.

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Purchase of the quarter-hour segment gives each advertiser a three-minute commercial and a ten-second billboard during that period. The advertiser is bound to the particular time segment he has purchased, but present plans call for the various Mickey Mouse Club components to be rotated among the time periods.

Mr. Disney has contracted to supply 100 hours of entertainment during the first year, over which he will have complete control. With 52 weeks of programming called for, some of the programs will be repeated. Each week’s Monday-through-Friday programs will become one unit and after a number of weeks (as yet unscheduled), a unit will be repeated, according to Mr. Cummings.

ABC-TV will utilize its crew at General Film Laboratories, which currently processes the Disneyland programs, to perform similar duties on returned Mickey Mouse Club units. Old commercials will be deleted and new ones inserted, the sound track re-recorded and defective film replaced, and after a double check by the Disney organization, the 35mm check prints will be reduced to 16mm TV quality prints for reshipment to ABC-TV stations. Present plans call for the week-units, five hours of film, to be shipped to the various stations a week in advance of telecast date. This allows the stations time to check the completeness and the quality of the film. Under these circumstances, the filmed commercials must be in network hands at least six weeks in advance of the showing date for inclusion into the five hours of film.

While Walt Disney Productions is not in the TV commercial business, ABC-TV points out, it will produce them for the advertisers if they desire. At present, the Disney organization does produce approximately 75 percent of the ABC-TV Disneyland commercials. ABC-TV’s continuity acceptance department will serve as a clearing house on the commercial content.

The maze—of details involved in expert film processing presents no problem at Precision. Skilled technicians, exclusive equipment, and expert research groups team up constantly to keep performance at the highest possible level. Precision-processed film is recognized by industry leaders—producers, directors, cameramen—as the finest in the field.

Just one example of advanced film printing methods in the individual Printing Control Strip technique—available only at Precision. This Strip permits complete printing control without notching or altering the original film in any way—and may be filed for later precise duplication.

In everything there is one best...in film processing, it’s Precision.
YOUR STATION HAS **COLOR TV FILM EQUIPMENT**

**617-BR AUTOMATIC BALANCE CONTROL FOR ALL COLORPLEXERS**
(Regardless of Manufacture)

An ingenious circuit tests the video including equipment in balance within 30 seconds after being turned on. Therefore balance is held under the most difficult operating conditions.

**NGIT-AR CHROMASCOPE**

Signal Certification Equipment. Accurately measures the performance equipment and phase exists of color TV equipment. Now secondary phase standard for accurate reading by NIC. Paints on a cathode ray screen a continuous polar plot of the phase and amplitudes of all colors on a composite color video signal. Operates at 62 cycles with 1604-AH phase analyzer.

**636-B CHROMALYZER**

Portable Precision Color Bar Generator for checking color broadcast studios and transmission facilities, receters and monitors. Can be tied into a system. Provides complete composite color signals at 100 or 75% chromo.

---

**BUT YOU MAY NOT REALIZE IT**

Your present 16 mm., 35 mm. or slide projectors used with the TELECHROME 3-Vidicon Color Film Chain are full color film facilities.

The vidicon principle for black and white film, widely proven for best signal to noise ratio and highest resolution detail is now applied to COLOR . . . one vidicon each for Red, Green, Blue.

TELECHROME 3-V provides highest quality color pictures. It is most compact, easy to operate and least expensive since you need not purchase additional film projectors. A build-in folded optical system multiplies three light sources. Films of light and heavy density are equally accommodated. The 3-V may also be used as a single channel monochrome film chain.

**IMMEDIATE DELIVERY**

Literature on these and more than 150 additional instruments for color TV by TELECHROME are available on request.

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

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Page 50 • May 9, 1955
Transfilm Reorganizes Into Three Divisions

REORGANIZATION of Transfilm Inc., New York, under which three autonomous film divisions have been established, was announced last week by William Miesegaes, chairman of the tv film commercial and motion picture production company.

Under the change-over, three units have been formed to produce tv commercials, industrial motion pictures and special projects, and slidefilms. Mr. Miesegaes said the reorganization was effected because “creative talent functions best with a minimum of organizational control and separating our major departments will enable us to better maintain our standards of high quality films economically produced.”

The tv commercial production division will be headed by Robert Krieger, vice president of the company. Walter Lowendahl, executive vice president, will assume direction of all industrial motion pictures and special projects. The slidefilm division will be supervised by Pud Lane, Transfilm vice president. Each of these executives will report only to Mr. Miesegaes.

Pyramid Productions Acquires PTE Properties

NEWLY-FORMED Pyramid Productions, New York, has acquired the properties of Proctor Television Enterprises. No financial terms of the transaction were disclosed.

Pyramid, which was established two months ago by Everett Rosenthal and Leonard Loewenthal, two former PTE executives, has obtained these properties that Proctor has been producing: "TREASURY MEN in ACTION" (ABC-TV); "BIG STORY" (NBC-TV); "MAN Behind the Badge" and a share of the Reader's Digest Playhouse and "ORIENT EXPRESS," "CHINA Smith" and "POLICE CALL," which National Telefilm Assoc. is syndicating.

Mr. Rosenthal was executive producer of PTE before the establishment of Pyramid. Mr. Loewenthal was vice president and treasurer of PTE and general counsel of the firm.

Quality Films Readies Series Of 3,000 Foreign Pictures

OVER 3,000 pictures produced in Europe and the Philippine Islands and with an English commentary dubbed in, are being packaged for tv release by Quality Films, Hollywood distribution firm.

The package, tentatively titled Continental Art Theatre, will be shown for the first time on video by KCOP (TV) Hollywood on a weekly basis, starting within two weeks.

Charles Weintraub, Quality president, said that the films, some of which have recently played in American "art picture" theaters, are being reduced to 84 minutes running time. He emphasized that the sound track will be in the native languages with Hollywood actors Curt Krueger adding an English commentary to the sound track to paraphrase the foreign dialogue.

CBS Newsfilm Signs 4 Tvs

FOUR new stations have signed for the daily syndicated news service provided by CBS Newsfilm. Howard Kany, manager of the service, has announced.

The stations are WHBF-TV Rock Island, Ill.; WTVT-TV (TV) Tampa, Fla.; WDEF-TV Chattanooga, Tenn. and KSL-TV Salt Lake City. The first two stations already are taking the service. The starting date for KSL-TV is set next month and for WDEF-TV in June.

FIRST PROGRAM of His Honor, Homer B. Ball series, which made its debut on KBTU TV) Denver on April 29, is handled by engineer Robert Boaler of sponsor Union Pacific Railroad to N. E. Luthi, general agent of the railroad's Denver passenger department. Jim Ferris, account executive, Coples Co., agency for Union Pacific, "supervises" the delivery.

All Screen Gems Film Shows Renewed, Resold for '55-'56

SCREEN GEMS Inc., New York, announced last week that all of its film programs produced for network showings either have been renewed or resold for the 1955-56 season.

John B. Mitchell, vice president in charge of sales, said that with the new policies is included the Ford Theatre (Ford Motor Co.), Adventures of Rin Tin Tin (National Biscuit Co.), Captain Midnight (The Wander Co.) and Father Knows Best (Scott Paper Co.). The Damn Runyon Theatre, which was launched on CBS-TV on April 16, is sponsored by Anheuser-Busch, with a year's scheduled run under contract.

Mr. Mitchel added that the 39 programs in the 1954-55 Ford Theatre series already have been sold for summer and fall showings. Thirteen will be presented on the Ford Summer Theatre on NBC-TV, starting July 7. Thirteen other programs are part of a Screen Gems package sold to Eastman Kodak and currently seen on NBC-TV. The remaining 13 have been sold to the Bulova Watch Co. for a national dealer spot program, starting in the fall (BT, April 25).

MCA-TV Sets Sales Meeting

NATIONAL sales meeting of all MCA-TV Ltd. film syndication division salesmen, representing 22 offices operated in the U.S. by the division, will be held May 19-21 in Atlantic City, N. J., Wynn Nathan, vice president in charge of sales, has announced.

A number of producers and stars of MCA TV programs will be on the program. Special films, depicting the firm's operation, will be shown as part of a project to acquaint the sales staff with each other's problems and goals. Mr. Nathan claimed this will be the first such sales convention in the film syndication field.

New Marine Film Series

GENERAL TELE RADIO Inc., Film Div., has announced it is offering Uncommon Valor, 26-half hour film series on exploits of U. S. Marines, for sales syndication. Narrator for the series is Gen. Holland M. Smith, USMC (Ret.), and producer-director-writer is William Karn.

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Double

Source: Pulse, 9/64-2/65 and Pulse CPA, 12/64
Greatest double play of the season is the addition of the St. Louis Cardinal baseball broadcasts to the KMOX lineup. Combining CBS Radio Network and top-rated local personality programs with St. Louis' most compelling summer attraction, KMOX is winning greater audiences than ever before.

The scoreboard shows KMOX leading all other St. Louis radio stations with: highest-rated news programs, highest-rated music program, highest-rated farm features, highest-rated sports programs, highest-rated local personalities . . . and now Cardinal baseball too!

This programming makes KMOX the most listened-to radio station in St. Louis month after month, year after year . . . delivering a 44 per cent larger audience than any other station and reaching more than 90 per cent of the market's radio homes weekly! For the winning sales combination in St. Louis, get in touch with CBS Radio Spot Sales or . . . KMOX

"The Voice of St. Louis"
1955 FIGURES
PROVE WGBI-TV
YOUR BEST BUY

Look at your latest February 1955 ARB ratings and you'll see a most amazing switch in the great Northeastern Pennsylvania area. You'll see how overwhelmingly the lead has shifted to WGBI-TV.

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

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

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

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

In any category WGBI-TV's leadership is impressive.
If you want to sell in Northeastern Pennsylvania, you had better be on WGBI-TV.

Represented exclusively by BLAIR TV, Inc.

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

Ever since television got off the ground as a fulltime entertainment medium, the subject of imprinting station call letters on ID spots has had the interest of advertisers and broadcasters alike.

Some advertisers and their agencies feel frankly that none of the present methods of handling the call letter portion of commercials are entirely satisfactory when a national spot campaign is involved. Some of the common complaints:

1. Imprinting of call letters on film is expensive for the value received by the advertiser (perhaps $40 for the first and $20 for each additional one)—he’d rather spend the extra money buying time instead of production.

2. Some stations will superimpose their call letters in the upper right hand corner of the film when that portion is blank—but many won’t because it ties up equipment and puts a burden on the video switcher.

3. Full-screen IDs are objectionable because they eat up two seconds—20% of the commercial time in a 10-second spot.

Richard B. Best, radio-television director of Gordon Best Co. (whose client, the Maybelline Co., has run an extensive spot campaign on some 100 stations for several years), thinks he has an answer to the problem. He outlined it in a letter to Sam Stewart, sales service manager of WPTZ (TV) Philadelphia. Mr. Best would imprint the call letters on a national spot commercial at a station by superimposing with light rather than electronically. Here’s how it would work, according to his explanation:

“Only one chain would be used, but both the commercial film and a call letter slide would be projected on the same tube at the same time—sort of a double exposure. This would solve the problem of cutting picture quality as ordinary superimposing does, and also the problem of the video switcher pushing buttons.

... An additional slide projector would be added to the film chain. The setup would change depending upon what each station has, but if the chain were arranged in such a way, the extra slide projector could shoot straight down from above onto a 45 degree mirror above the lens of the regular slide projector lens and into the tube. The new projector would have only this one slide in it-transparent call letters in the upper right hand quarter against a solid background.”

Mr. Best adds his conviction that “it will work” on the basis of some experimenting at WNBQ (TV) Chicago.

Executives of the Best agency have been preoccupied with the technical aspects of spot commercials in the past, particularly with alleged triple-spotting practices which they claim, in some instances, resulted in spots being chopped by stations before their conclusion.

KRON-TV Series Syndicated

The Science in Action series on KRON-TV San Francisco, which has been sponsored for the past five years by American Trust Co., will be made available to local stations and advertisers across the country on a syndicated basis, it was announced by Michael M. Sillerman, executive vice president of Television Programs of America Inc., and Dr. Robert C. Miller, director of California Academy of Sciences, which produces the program. The series will be distributed by TPA.

In addition to being sponsored in San Francisco the program is telecast on KMJ-TV Fresno under the sponsorship of McClatchy Newspapers and Fresno State College; KHSI-TV Chico, Calif., as a public service feature, and KBOI-TV Boise, Idaho, sponsored by Idaho First National Bank.

FILM SALES

Princeton Film Center Inc., Princeton, N. J., and Norman Brokeshire, joint owners of The Handy Man, 32-episode how-to-do-it tv film series featuring Mr. Brokeshire, have sold show to National Lead Co. (Dutch Boy paints), N. Y., for showing in 20 western and six eastern markets, starting last week. Gordon Knox is producer and further production is slated for later date. Addition of more markets under local dealer auspices is being considered. Agency: Marshalk & Pratt, Pratt, N. Y., div. of McNann-Erickson, N. Y.

Sportsvision Inc., S. F., announces 25 program renewals as firm starts sixth annual sales campaign for forthcoming football season for its properties, All American Game of the Week, Big Ten Conference Hi-Lites and Pacific Coast Conference Hi-Lites. All three series run 13 weeks with All American Game starting Sept. 12 and other two Sept. 19. Last year Sportsvision series were carried in 125 U. S., Alaskan and Mexican markets, officials state.


MCA-TV Ltd., N. Y., announces sale of Mayor of the Town series to WRCA-TV New York, bringing total number of firm’s programs aired in N. Y. to 18.

Screen Gems Inc., N. Y., has reached all-time high for syndicated film sales with 372 stations.

FILM PRODUCTION

Screen Gems Inc., N. Y., has two new series, Tales of the Bengal Lancers and Circus Boy, which will go into production in early summer for release for 1955-56 season. Herbert B. Leonard is producer on former and co-producer on latter with Norman Blackburn. Bengal Lancers is story of two friends in Bengal Lancer regiment stationed in India border town at turn of century. Circus Boy concerns circus life as seen through eyes of 10-year-old orphaned boy taken under wing of clown traveling with troupe throughout country during early 1900’s.

St. Paul Lutheran Council, St. Paul, Minn., is producing The Way, religious tv film series, which premiered April 24 on WCCO-TV Minneapolis-St. Paul and is being released to other northwest tv stations.

Hullinger Productions Inc., Washington, currently is producing What Do You Think?, half-hour tv film panel series, moderated by Frank Edwards, dealing with controversial scientific topics; on production calendar of firm: Makers of Destiny, stories of celebrities on Washington scene; This Is Washington, series of 15-minute and 30-minute action portraits of life and institutions in capital, and Report From Washington, weekly series presenting “behind-scenes” of current national and international developments, moderated by Ernest Lindley.

FILM DISTRIBUTION

Mitchell Mfg. Co., Chicago, in first tv venture, has produced and made available free to 200 tv stations throughout country 13-minute tv program consisting of 10-minute film praising contributions of American appliance dealer with remainder to be live presentation by station of interview with local dealer or community leader. No specific appliance products are mentioned although portion shows room air conditioner unit, in which industry Mitchell is active.

Westinghouse Electric Corp., Pittsburgh, has produced 30-minute film, A Dawn’s Early Light, soon to be available to tv. Information on film, which includes scenes from Atomic Energy Commission plants in Idaho and Pennsylvania, was obtained fromexpand film div., 401 Liberty Ave., Pittsburgh 30.

UM&M Corp., N. Y., will distribute new half-hour tv program, Gabby Hayes Show, produced by Motion Pictures for Television, N. Y. Merchandising items available with program are phonograph records of Gabby Hayes’ tall tales, comic and coloring books and puzzle games.

FILM PEOPLE

E. Howard Goodwin appointed manager, industrial film div., Keitz & Herndon, Dallas, Tex.

NARTB FINALIZES CONVENTION PLANS

Labor relations discussions set at NARTB meet, along with final details for special radio and television days. Convention committee appointments made. Daytime Broadcasters Assn. schedules membership meeting during convention period. New tv promotion film to be shown.

GROWING importance of labor relations in broadcasting and tv station operation, as the industry becomes larger and more complex, will be recognized at the NARTB convention May 22-26 in Washington. Two breakfasts—Wednesday and Thursday—will be held.

Chairman Robert D. Sweezy, WDSL-AM-TV New Orleans, of the Employer-Employee Relations Committee; and Charles H. Tower, manager of NARTB's Employer-Employee Relations Dept., will conduct the breakfasts.

The Wednesday breakfast, 8-9:30, will deal with wage-hour problems confronting radio and tv stations. Thursday's breakfast will be devoted to labor relations. Both sessions will be held in the large Blue Room of the Shoreham Hotel. Informal workshop procedure will be followed with everyone having a chance to join the off-record discussions.

Stephen Dunn, recently general counsel of the Dept. of Commerce and a nationally-known labor attorney, will take part in the Thursday meeting. He has just returned to the Grand Rapids, Mich., law firm of McCobb, Heaney & Dunn.

Flanking Mr. Tower will be two associates from the NARTB Employer-Employee Relations Dept.—James H. Hubert, assistant manager, and Harold G. Ross, labor economist.

The labor relations breakfast will consider such problems as ways of handling a strike; union opposition to technological changes; separate radio-tv contracts; pensions at the bargaining table, and national policies in labor relations.

'DAYS' AGENDAS SET

Final details of the Wednesday "Radio Day" agenda were being worked out Thursday at NARTB. Thursday's "Television Day" program is about complete.

Emanuel Katz, president of Doeskin Products Inc., will speak at the Radio Day proceedings. Doeskin recently switched its advertising from television to radio. Mr. Katz will discuss the shift from weekly sponsorship of Robert Q. Lewis, on CBS-TV, to daily sponsorship of Dr. Norman Vincent Peale, on ABC Radio. He also will report on effectiveness of the change of medium and events that followed the transfer, along with recent political events bearing on radio, tv and newspaper advertising.

COMMITTEE MEMBERS NAMED

NARTB announced members of the Resolutions and Credentials committees for the convention. Named by President Harold E. Fellows to serve on these committees were:


DBA SCHEDULES MEETING

Annual membership meeting of Daytime Broadcasters Assn., comprising limited-time and daytime stations, will be held May 23, 4:30 p.m., at the Shoreham. Ray Livesay, WLBI Mattoon, Ill., DBA president, said membership has almost doubled since the 1954 meeting in Chicago.

Members will discuss the proposal to obtain fixed operating hours the year around for daytime outlets; oppose FCC proposals to curtail daytime station operation, and a plan to send a representative to the Mexican communications conference. Harry Daly, Washington radio attorney, represented DBA at recent Mexico City negotiations.

All daytime stations are invited to the meeting. Officers and directors will be elected. Mr. Livesay will become executive vice president when a new president is elected. Officers include Alfred M. Landon, KSCB Liberal, Kan., vice president; George Volger, KWPC Musca-tine, Iowa, secretary, and Jack S. Younts, WEEB Southern Pines, N. C., treasurer.

MEDIUM FILM TO BE SHOWN

A feature of the convention will be a new film showing the power of tv as an advertising medium, according to Clair R. McCollough, WGAL-TV Lancaster, Pa., co-chairman of the Convention Committee. The film analyzes tv's sales and advertising impact on consumers and dealers. It is based on research studies prior to the advent of tv, and after its arrival in a particular market. W. R. Simmons & Assoc. Research Co. conducted the study for NBC.

H. M. Beville Jr., NBC director of research and planning, will introduce the film with a brief explanation of its meaning and explain plans to show it around the country. The convention showing will be the afternoon of Thursday, May 26, right after the tv Bureau of Advertising presentation.

CONVENTION MISCELLANY

Two new exhibitors joined the NARTB list Thursday—Emesco Mfg. Co., Houston tower firm, and McGilvra Television & Radio Sales, national tv representative.

C. E. Arney Jr., NARTB secretary-treasurer, said May 16 will be the last day the association will accept applications for extra tickets to the convention banquet. The dinner will be held Thursday night of convention week in the new banquet hall of the Sheraton Park Hotel.

Code Review Board Meets, Discusses Program Trends

TRENDS in tv programming for children were reviewed by the NARTB Tv Code Review Board at a Tuesday-Wednesday meeting held in Washington. The board studied preliminary results of a special survey conducted by the code staff through an independent agency.

The subject of child programming occupied much of the discussion and was taken up during a conference with Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee. Chairman Magnuson said the committee hears many complaints about tv programs and commented favorably on code provisions and the announcement that the number of code subscribers has reached the 250 point.

Final data developed in the survey is being prepared and will be submitted to the Code Board at a later meeting. John E. Fetzer, "YOUR TV CODE is a tremendous help to us in meeting complaints," Chairman Warren G. Magnuson (D-Wash.), Senate Commerce Committee, told members of the NARTB Code Review Board at a Wednesday conference. Taking part were (1 to r): front row, retiring vice chairman of the board J. Leonard Reinsch, WSB-TV Atlanta; Mrs. Hugh Armstrong, new member; Sen. Magnuson; Mrs. A. Scott Bullitt, KING-TV Seattle, retiring member; John E. Fetzer, of Fetzer stations, retiring chairman who continues as consultant; back row, Thad Brown, NARTB vice president, tv counsel; Roger W. Clipp, WFIL-TV Philadelphia; NARTB President Harold E. Fellows; William B. Quarten, WMIT-TV Cedar Rapids; Edward H. Bronson, NARTB tv Code affairs director.
each one is different

The job to be done determines the design to do it. Like different pairs of shears, each quality television station is shaped to the job it must do — the need it fills — the market it serves.

For television stations, Harrington, Righter and Parsons’ representation has special meaning.

Our only concern — to interpret and sell the unique design of each quality television station we represent.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television — the only medium we serve

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

BROADCASTING • TELECASTING

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head of the Fetzter stations, who retired as chairman of the board last week after three years service, will chair the board as a wartime and two-year term. According to Mr. Tower, the RAB was "the small stations."

Sitting at last week's meeting were three members who will take office in June: Mrs. Hugh McClung, McClung stations in California; Roger W. Clipp, WPIL-TV Philadelphia, and Richard A. Borel, WBNJ-TV Columbus. Also attending last week's sessions was William B. Quarton, WMV-TV Cedar Rapids, Iowa, newly-appointed vice chairman. The new chairman, G. Richard Shafro, WIS-TV Columbia, S. C., is on a European tour.

Topics discussed at the two-day meeting included a review of the Senate juvenile delinquency hearings, ways of promoting code recognition, potential broader employment and results of the recently expanded monitoring program. The board reviewed films and kines of tv programs and commercials.

Staff reports were made by Edward H. Bronson, director of television code affairs, and Charles H. Bard, director of the Academic Bureau. NARTB President Harold E. Fellows and Vice President Thad Brown took part in the meeting.

$1.25 Minimum Wage Plan

Opposed by NARTB's Tower

NARTB opposed the proposed $1.25 minimum wage proposals being considered by the Senate Subcommittee on Labor, appearing at the Wednesday hearings before the group. Charles H. Tower, manager of NARTB's Employer-Employee Relations Dept, said the 66% increase in the statutory minimum wage would cause great economic hardship for small-market stations and "cannot be justified on any acceptable basis." He cited the Pay-As-You-See legislation.

Citing WCIL Carbondale, Ill., as a typical small station in a small market of about 11,000 people, Mr. Tower said its employment pattern was typical, with seven fulltime people and six workers each of the parttime and two of the seven regular staff employees would be affected by a $1.25 minimum, he said.

About 900 radio stations show such a pattern, according to Mr. Tower. The $1.25 level would be an oppressive burden for small stations and might force some of them out of business, he contended.

Mr. Tower also opposed proposals for a statutory exempt work test of $6,000 per year, concerning it, too, would work a hardship on small stations.

RAB Holds Chicago Clinic

RADIO Advertising Bureau made "The Big Sale" presentation to midwest stations and others in Chicago, Ft. Worth and Indianapolis last week. Tools for effective selling of the aural medium were outlined by Arch Madsen, RAB director of member service, and James Baker, who becomes RAB's assistant director of local sales and service May 15. The Chicago clinic was held in the WGN Chicago audience studios. The clinic will be conducted in various other cities through Nov. 18.

'Pro' Weathercasters Ask Higher Standards

Professional weathermen say non-professionals sometimes give inadequate, objectionable presentations.

PROFESSIONAL weathermen, members of the American Meteorological Society, created a squall last week over what they consider "inadequate" and "highly objectionable" weather news presentation by non-professional "weathermen" on radio-tv. The disturbance stemmed from a reports which had special committee on radio and television of the society, which included nine recommendations to improve weather news presentation.

The recommendations:

1. That the AMS issue a slide to indicate that a program has earned the society's seal of approval with regard to professional standards.

2. That a permanent committee on radio and television be set up to examine the background of applicants for the slide. It noted that some people are able to present weather news in a creditable manner without meeting requirements for professional AMS membership.

3. That AMS prepare a pamphlet describing the advantages of a professional meteorologist on the staff of a combination radio and tv station. Such a professional, the report noted, could give a station access to weather information via teletype.

4. That the society compile a list of professional meteorologists who would be interested in radio and tv work.

5. That a suggestion be made to professional schools to include a course in radio-tv presentation as part of meteorology training.

Study Sought

6. That the council of the AMS ask the Advisory Committee on Weather Services to the Secretary of Commerce to look into the problem of commercialism in Weather Bureau broadcasts and its relation to the private meteorologist in radio. It recommends that either the Weather Bureau insist that all radio programs in which the bureau participates be strictly non-commercial, or that if the Weather Bureau broadcasts be of commercial nature (whoever pays for the weather news), that the bureau collect a fee comparable with talent fees.

7. That the Advisory Committee on Weather Services to the Secretary of Commerce require local Weather Bureau offices to furnish radio broadcasts to all stations without restriction or discrimination. The report said that although the bureau is not participating directly in telecasts, it is involved in tv through extended telephone briefings.

8. That extended daily telephone briefings be added to the regular basis by Weather Bureau personnel be curtailed.

9. That the Weather Bureau be responsible for "policing" information given out to make sure it is dispensed in a "dignified" manner and that full credit be given to the source.

The special committee was: Francis K. Davis Jr., weatherman for WPIL-AM-TV Philadelphia and professor of meteorology at Drexel Institute of Technology there; Louis P. Allen Jr., WBBM-AM-TV Chicago; Louis P. Allen Assoc. Inc., weather consultants; Eugene Bollay, tv weatherman in Los Angeles and North American Weather Consultants; James C. Fidler, WLW-WLWT (TV) Cincinnati; Richard J. Reed, professor of meteorology at U. of Washington, Seattle; Harold E. Taft Jr., weatherman at WBAP-TV Ft. Worth, Tex., and American Airlines there, and Clint Youle, NBC weatherman in Chicago on News Caravan and local weathercasts.

TOLL TV Will Benefit Sports,

Levey Tells Sportscasters

TOLL TELEVISION can help solve the problems that have plagued the sports field since the advent of home television, Arthur Levey, president of the Skatron Electronics & Television Corp., told a meeting of the Sports Broadcasters Assn. last week in New York.

Mr. Levey, whose firm has developed the Subscriber-Visions system of toll-tv, stressed that sports eventually could be telecast at a "modest fee" to many thousands or millions of fans. He reported that in discussions he has had with promoters of sports events many top men were convinced that the method in sponsoring athletic contests is not satisfactory and that toll-tv offers a solution.

Mr. Levey predicted that unless a pay-as-you-see system is introduced, telecasting of many major league baseball games may be abandoned. He said his conclusion was based on talks with the heads of various baseball clubs.

Mr. Levey said that major sport events, such as a championship boxing bout, could be presented on toll-tv "much more cheaply" than over closed-circuit tv, and the home fee, he added, probably would be less than the several dollars charged for admission to a theatre for the closed-circuit tv pickup.

As more and more sporting events are left off home tv, Mr. Levey said, the viewing public will protest more strongly. Toll tv, he said, could present these events at a cost a family could afford, thereby permitting sports to flourish.

Mr. Levey also commented on the New York State American Legion's stand against toll tv, which had cited that subscription tv would deprive entertainment to veterans in hospitals and other shut-ins. Mr. Levey pledged his company would make its programs available to shut-ins free of charge.

RAB Starts New Series Of 'Sell Radio' Spots

A NEW SERIES of "sell radio" announcements for broadcast by member stations was launched last week by Radio Advertising Bureau, New York, as a new feature in its sales promotion service. Each month RAB plans to release six sample commercials, one minute or 20 seconds in length, which promote radio and help the individual station attract new local business by on-the-air promotion of radio as an advertising medium.

A different angle or sales approach will be stressed in each set of commercials. The first series points up the ability of radio to carry the businessman's message to other businessmen. RAB recommends that the spots be aired at a time when businesses will be most likely listening to radio.

Chesapeake-Va. Groups Elect

AT A JOINT meeting of the Virginia and Chesapeake Associated Press Broadcasters, held at the Virginia-National Press Club last month (474, April 25), Dave Sickle of WMAR-TV Baltimore was elected president of the Chesapeake organization and Wendell Siler of WRAD Rdford, Va., head of the Virginia group.
THE MOST EFFECTIVE RADIO ADVERTISING IN THE GREAT SOUTHWEST - - -

..and "NEWS PRESTIGE" is a big reason why!

For 32 years WOAI has maintained a staff of specialists to gather, write, edit and present every radio newscast so competently that each earns the title of "the southwest's most complete newscast."

Names like Henry Howell, Henry Guerra, James Metcalf, Frank Matthews, and Bill McReynolds have become synonomous with accurate reporting on regularly scheduled newscasts, established through the years at times when San Antonio and south Texas has made a habit of "listenin' to the WOAI News".

Each week, WOAI broadcasts 45 newscasts, and each is a full 15-minute complete newscast, using the three major wire services plus WOAI's local news staff. Thirty-eight of the 45 are sponsored by local, regional and national advertisers. Only seven of these and a few spot adjacencies are currently available.

For top ratings and clear channel coverage, be sure your campaign is on WOAI, the "NEWS PRESTIGE" station with "listener dominance".
Principal assignment
One of the first responsibilities of a major television station is to lend a hand in community affairs wherever help is needed. Like this...

The New York City Board of Education had 720 teachers who were seeking a small number of appointments as public-school principals. Normally, it would have taken about 40 class visits and some $12,000 to select those best qualified. But this time WCBS-TV lent a hand.

Two grade-school classrooms were transported lock, stock and blackboard to a WCBS-TV studio. Teachers and pupils went through their paces as usual, except that this time television cameras were looking in. Blocks away, all 720 candidates observed the closed circuit broadcast... wrote their reports. And the Board of Education was able to accomplish in a few hours what used to take months.

This extra-curricular assignment is a good example of the sort of activity which has brought these new honors to WCBS-TV in recent weeks:

Ohio State Awards. First award for Camera Three; Special award for On the Carousel.

Alfred I. Du Pont Award. Special award for public service programming.

Variety Showmanagment Award. Plaque award for Education with Showmanship.

WCBS-TV's leadership in public service only matches its leadership in other schools. Fifteen million viewers consistently vote WCBS-TV the “most popular” among all New York television stations. Which is why the smartest advertisers rate us “most likely to succeed” at selling their products.
You're half naked in Nebraska coverage if you don't reach Lincoln-Land—42 double-cream counties of Central Nebraska and Northern Kansas—642,250 people with a buying income of $900,000,000. KOLN-TV reaches over 125,000 families unduplicated by any other station!

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

NARTB President Harold E. Fellows last Friday called on the nation's women broadcasters, in national convention, to scrutinize with "renewed vigor," and as "important apostles of American broadcasting," actions which raise serious implications for the "cause of free radio and television."

He called upon them to "concern yourselves not only with the immediate programming and advertising problems that occupy your daily attention . . . But also with the fundamental structure of this medium and your responsibility to maintain that structure.

Mr. Fellows addressed a general, pre-luncheon session of the American Women in Radio & Television, holding its fourth annual convention at Chicago's Drake Hotel.

The NARTB president offered to exchange pleasantries with the organization in a common fight, allied with groups like the National Assn. of Radio-Television News Directors, National Assn. of Television & Radio Farm Directors, Radio Advertising Bureau, Television Bureau of Advertising and the 46 state broadcasters associations.

Over 500 AWRT delegates, registered as of Thursday, were urged to become "fully conversant with the implications of proposed congressional legislation to limit length and control of broadcast commercials; with the Senate Interstate & Foreign Commerce Committee's plan to review network operation and practices; the continuing "divvy" assault on beer and wine advertising over the air; certain group's criticisms of electronic media in general, and the movement for subscription tv.

Mr. Fellows asked his members whether they are "sufficiently informed" on these subjects. He noted that toll tv, if approved, "would utilize some of the hours now devoted to free television on existing stations—thus restricting your opportunity to perform and to advertise."

The pioneer view of Brig. Gen. David Sar- noff, RCA board chairman, that public interest is best served through freedom of action in broadcasting was cited by Mr. Fellows. He also noted that this was the underlyng proposition on which the FCC was originally established.

The convention opened Thursday with a banquet address by Mildred McAfee Horton, board member of RCA and former president of Wellesley College and wartime WAVES com- mander. She observed that through broadcast many people have developed a "global acquaintance" and stated radio-tv have an "appalling responsibility" for reporting accurately on world events.

**Tv Effects Discussed At Youth Conference**

EFFECT on juvenile delinquency of radio, television and other mass media was a principal issue last Wednesday at the Conference on Youth, sponsored by the Thomas Alva Edison Foundation and held at Washington's Hotel Statler. FCC Chairman George C. McConnaughey addressed a luncheon session on "The Public's Responsibility for the Quality of Radio and Television Programming."

"During the one-night emergency meeting at which the FCC declared the system of free enterprise, under which radio and tv operations now are conducted, should not be "hampered."

It must be borne in mind, he said, that television is a new industry, only in existence for about nine years. "It is perfectly phenomenal," he continued, that in this short period "approximately 85% of the people of the U.S. can receive at least one picture."

The networks, Mr. McConnaughey declared, have made many fine efforts to put on more programs with the quality of a "highly cultural and educational character." He said, "They have found, as the Commission has found, that while listeners will complain about what they don't like, there is a disappointing re-tread to applaud very fine works."

The FCC chairman pointed out that to "indulge any one group or any one segment of our society as being the cause of juvenile delinquency is just contrary to the facts. . . . . ." He said it is reported that young children spend almost as much time listening to the radio as they do in school, but to what extent tv is contributing to the ever increasing juvenile delinquency problem "no one can pinpoint."

Broadcasting Cooperation

"My observations since working with the FCC," Mr. McConnaughey declared, "convince me that you can expect wholehearted cooperation from the broadcasting industry. The broadcasters have tried time and again to advance programs representing better taste and which seek to elevate the interest of their audi- ences in matters of great national concern."

The NARTB, he continued, maintains a Tele-vision Code and Standards of Practice for Radio which are constantly being improved by com- mittees and Code Review boards. He suggested that possibly the Edison Foundation and the NARTB might find some common ground upon which to exchange ideas.

Educational radio and tv can be a mighty force in raising the standards of these media, Mr. McConnaughey told the luncheon meeting.

Addressing the breakfast session, Vice Presi- dent Nixon said "Television has a tremendous impact on young people. Some programs are splendid, but others are not particularly stimulating or inspiring." He further stressed the importance of the mass media in molding young minds.

In an afternoon panel session on "The Mass Media: Schools of Youth," Josette Frank, edu- cational associate of the Child Study Assn. of America, said, "The fact is that we cannot always predict the effect of any given program on any individual child at any particular time." She quoted a leading educator who made a 12-country survey on press, films and radio, who said, "We are forced to admit that we know almost nothing about what affects the child." She declared that efforts have been confined to a negative approach: "programs are bad, movies are bad, comics are bad. We make codes in which we prescribe the things we don't want for our children." She said, "Television has legitimate values of its own; not everything we give children needs to come packaged and labeled as 'education.'"

**PROFESSIONAL SERVICES**

**Bigger Share of Ad Money Predicted for Radio, TV**

TELEVISION and radio will probably absorb about 25% of all advertising and promotion dollars within the next five years, and 35% within 10 years, Richard P. Doherty, president of TV-Radio Management Corp., said in a speech before the Annual Business Conference of the Chamber of Commerce of Eastern Union Coun- ty, N. J.

Mr. Doherty, who also has been named a director of National Affiliated Stations Inc. (NASI), April 11, declared that all advertising media, especially radio-tv, can expect a "sub- stantial expansion over the next decade."

**Blackburn-Hamilton in S. F.**

NEW San Francisco office has been opened at 235 Montgomery St. by Blackburn-Hamil- ton Co., media brokers. William T. Stubble- field, is in charge of the office that James M. Boerst and N. C. (Duke) Rorabough. They said the project was abandoned because of "lack of cooperation on part of radio stations," adding that less than one-third of some 225 stations canvassed indicated willingness to cooperate.

Mr. Boerst will continue to publish his Spot Radio Report, based on data supplied by advertising agencies. Mr. Rorabough is president of N. C. Rorabough Co., New York, which publishes quarterly report on spot television advertising.

**New P. R. Firm Formed**

NEW public relations firm, CAVU Inc., formed at 11 West 42nd St., New York, will offer clients complete public relations package, including advertising to be placed through existing advertising agencies, publicity, merchandis- ing, sales promotion, package design and printing, according to Peter J. McDonnell, president.

**GM Names New PR Director**

GENERAL MOTORS has announced the appointment of Anthony De Lorenzo as director of press and radio relations succeeding Ken- neth Youel, named director of divisional relations in the public relations department. Thomas E. Groehn, a GM information staff member, has been promoted to Mr. De Lorenzo's former position as executive in charge of press and radio relations in Detroit.

**PROFESSIONAL SERVICE PEOPLE**


Paul Baron, former program supervisor and personnel relations director, WMGM New York, to Palmer-De Meyer Inc., same city, as placement counselor.

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PROPOSED FCC BUDGET NOT SUFFICIENT, COMMISSION SPOKESMEN TELL CONGRESS

Workload of agency is described to Senate Appropriations subcommittee with report on undermanned staff.

The FCC last week voiced dissatisfaction with its 1956 fiscal budget—and defended what it called a House-passed increase of $170,000 over the Budget Bureau's recommendations—in testimony before a Senate Appropriations subcommittee.

FCC members, notably Comr. Rosel H. Hyde, stressed that the Commission's applications backlog in tv and other services would continue to mount unless the FCC gets the $340,930 it is originally asked the Budget Bureau for fiscal 1956.

The Senate Independent Offices Appropriations Subcommittee, headed by Sen. Warren G. Magnuson, who also is chairman of the Senate Commerce Committee, will resume hearings May 17 on the FCC budget. Sen. Magnuson explained that several senators have expressed "vital interest" in the FCC budget, which includes the House for a study of the broadcasting industry. He said the Senate unit will go into the proposed FCC study and other policy matters "quite thoroughly."

In the FCC's testimony last week, the backbone of which was a statement by FCC Chairman George C. McConnaughy, these issues emerged:

- The FCC staff is at its lowest total since World War II, while its workload has steadily increased. The Commission's staff now is 1,069, including employees in reimbursable projects.
- Although "tremendous strides" have been made in processing tv applications by changes in procedures, settlements by contestants among themselves and promptness in uncontested cases, there remain many hearing cases which require additional staff members to process.
- The FCC's "backlog" is haltered by the Sec. 309(c) protest provision of the Communications Act. The rights of applicants, plus the rights of "parties in interest" to protest nonhearing, and the money and effort of Comr. Hyde told the Senate group. (Amendments to the protest section have been introduced in both the House and Senate.)

Standard broadcasting have begun to build up again. Broadcast management power requirements were cut drastically in 1955 and the proposed fiscal 1956 budget provides for further reductions.

- In the safety and special radio services, the FCC entered the present year in "reasonably good condition," but the "tight appropriation situation this year" will leave a heavy backlog in 1956.
- Sen. Magnuson observed that a large part of the FCC's troubles stems from housing problems: "There are files in the halls. You can't find them. You can't file them. The agency so badly in need of housing." He added that something ought to be done. He startled Commissioners by informing them he had been visiting the FCC "when you didn't know I was there."

- Chairman McConnaughy and monitoring staffs have been cut so far that they cannot be further reduced "in the interest of the nation and the industry."

Further expansion in the General Counsel's staff has been needed early next year to keep up with increasing litigation, caused primarily "from the fact that practically all unsuccessful applicants for tv stations carry their cases to the courts."
KTBC-TV Power Increase Protested by KWTX-TV

CHARGES of economic injury, monopolistic practices and conspiracy have been alleged by KTBC-TV Waco, Tex., in a protest to the grant without hearing of the application of KTBC-TV Austin, Tex., to boost its power.

KTBC-TV charged that the grant last March to KTBC-TV increasing its effective radiated power from 100 kw visual and 51 kw audial to 241 kw visual and 124 kw audial will cause it economic and financial injury.

KTBC-TV operates on ch. 10 at Waco. KTBC-TV, ch. 7, is owned by Texas Broadcasting Corp. which also owns ch. 34 KANG-TV Waco. Texas Broadcasting is owned by Claudia T. Johnson, wife of Senator Lyndon B. Johnson (D-Tex.).

Petition was filed by Robert F. Jones of the Washington law firm of Scharf, Jones & Baron. Mr. Jones is former Republican congressman from Ohio and ex-FCC Commissioner. He was Republican counsel for the 83d Congress Senate Commerce Committee probe of the networks under Sen. John W. Bricker (R-Ohio).

The KWTX-TV protest alleged that Texas Broadcasting, through its operation of two tv stations and through the network affiliation contracts with CBS and ABC, has monopolized trade in the area. KWTX-TV contends that the increased power authorized to KTBC-TV will strengthen and solidify its alleged monopolistic activities in that area by increasing its Grade B overlap area to the detriment of KWTX-TV.

KTBC-TV, the only tv station in Austin, is affiliated with CBS, NBC, ABC and DuMont networks. KANG-TV is affiliated with CBS, ABC and DuMont and is completely overlapped by KWTX-TV, the protest noted. The KWTX-TV protest alleged that the trade practices and agreements of Texas Broadcasting, CBS and ABC constitute a boycott of KWTX-TV by preventing the broadcast of any of the networks' programs. The protest alleges that the networks' decisions to affiliate with the uhf station KANG-TV instead of the vhf KWTX-TV "strongly suggests" that they "were not motivated by ordinary business judgment."

Senate Unit Sets Hearings On FCC-Requested Measures

SENATE Communications Subcommittee headed by Sen. John O. Pastore (D-R. I.) will get off the ground at 10 a.m. May 19 when hearings begin on two measures requested by the FCC, Chairman Pastore announced last week.

The bills are S 1549, authorizing the FCC to impose monetary fines for violations of FCC regulations by nonbroadcast stations, and S 1456, which would amend three sections (Secs. 212, 219, 221) of the Communications Act relating to common carriers. The FCC will be first on the witness stand.

Hearing on FCC-Backed Bill Planned Soon by House Unit

THE House Transportation & Communications Subcommittee will hold hearings in the near future on an FCC-requested bill (HR 5614) to amend the protest section of the Communications Act, Rep. Oren Harris (D-Ark.), chairman, said last week.

Rep. Harris said he would not press for an early hearing on his own measure (H J Res 138) seeking to limit the height of tv towers to 1,000 feet. He indicated applications for such towers are being cleared through the Airspace Coordinating Committee before FCC action.
NATVIG COUNSEL SUBPOENAS DOERFER

Other FCC commissioners also may be called to testify in perjury trial of turnabout witness in Lamb case.

SUBPOENA for FCC Comr. John C. Doerfer to appear in the government's perjury case against Mrs. Marie Natvig, turnabout witness in FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was issued last week at the request of counsel for Mrs. Natvig.

It also was indicated other commissioners may be subpoenaed to testify in the trial now before U. S. District Court Judge Alexander Holtzoff in Washington.

Mrs. Natvig's trial began Tuesday after Judge Holtzoff heard a court physician confirm an earlier medical report that ex-FCC attorney Walter R. Powell Jr. has not recovered sufficiently from a heart attack to make a personal appearance on the stand. Judge Holtzoff excused Mr. Powell from appearing, despite protests by Mrs. Natvig's counsel, but suggested his testimony might be obtained through deposition. Mr. Powell now is on the legal staff of NARTB.

Among the allegations of the indictment, Mrs. Natvig is charged with lying when she claimed Mr. Powell coerced her into giving false testimony against Mr. Lamb in the FCC proceeding before Examiner Herbert Sharfman. Mrs. Natvig made the charge against Mr. Powell in February when she said her testimony had been obtained by threatening to link Mr. Lamb with communist associations, but had been false.

Examiner Sharfman, who also has been subpoenaed to appear in the Natvig trial, has receded the FCC's WICU case until today (Monday). The WICU hearing is believed to be nearing conclusion after nearly seven months [Closeto Caccary, May 2].

Judge Holtzoff Tuesday turned down a motion by Mrs. Natvig's attorneys, Mr. and Mrs. John Dwyer, to postpone the case until Mr. Powell was recovered. The case proceeded with selection of a jury of eight women and four men.

FBI Agents Testify

Early government witnesses included FBI agents Edward J. Powers and Charles B. Schledecker, called by J. Frank Cunningham of the Justice Dept. Criminal Division, who is prosecuting the government's case. Mr. Powers now heads the Boston FBI office.

The witnesses said Mrs. Natvig contacted their office in Miami and said she had been a member of the Communist Party in Ohio in the mid-1930s and had known Mr. Lamb in that connection. Mrs. Natvig testified in this manner during her first FCC appearance—the testimony which she later recanted.

Mr. Powers said Mrs. Natvig did not want to testify if she could not do it under an assumed name. He related to him she had read about the FCC case in the newspaper and felt she had a patriotic duty to tell what she knew about Mr. Lamb.

The witnesses said Mrs. Natvig was "highly concerned" about Mr. Lamb's TV license because she felt the communication industry was a "target" of the communists. Under cross examination, Mr. Powers denied he ever told her of this, but that her son, who is employed at an aircraft plant, would lose his security clearance if she refused to testify.

On Thursday, Robert D. J. Leahy, FCC in-vestigator assigned to the Lamb case, testified that he and Mr. Powell and the other FCC attorneys were "somewhat surprised and astounded" by the story which Mrs. Natvig told them about Mr. Lamb upon her first visit last Sept. 19. Mr. Leahy indicated it was substantially the same story the talker told the first time on the FCC witness stand and later repudiated.

Mr. Leahy recalled that Mr. Powell told Mrs. Natvig her information was "of extreme importance" to the proceeding but did not tell her who was her informant. Mr. Leahy said in their first talk with Mrs. Natvig she was "very pleasant and very cordial" but was reluctant to testify under her real name because of possible embarrassment to her family. She was known only as "Mary Jones" at the time, he said.

Mr. Leahy remembered that FCC called Mrs. Natvig again on Sept. 22 to learn if she had made up her mind about testifying and she remarked, "My God, look what they did to Cummings," referring to the cross examination by Lamb counsel of William Garfield Cummings, the Commission's initial witness. He said she agreed to come to Washington for further talks with FCC and during this visit Sept. 23 was served a subpoena by Mr. Powell. She became upset and cried, he said.

Mr. Leahy said that later, while appearing as a witness under subpoena, Mrs. Natvig complained of the "intense cross examination" by counsel for Mr. Lamb. He stated she said that under "no circumstances" would she disclose the names of her children.

Under questioning by Mr. Dwyer, Mr. Leahy, after instruction by Judge answer, said he had obtained the name of "Mary Jones" and her Miami phone number through a phone call from John Reilly of Justice Dept.'s Internal Security Division. He said he understood "Mary Jones" had been a Communist Party member, had known Mr. Lamb in such connection and was "willing to talk." He said he got this from Mr. Reilly.

Court Orders FCC to Hear WNYC Bid for 5 Kw Use

THE FCC was told last week by the U. S. Court of Appeals in Washington that it has to give WNYC New York a hearing on that station's application for permission to use a 5 kw transmitter capable of being run at 1 kw for regular WNYC operation and at 5 kw for Comrel operation [B&T, April 18].

The FCC a year ago refused WNYC's application and request for waiver of a rule which forbids 1 kw stations from using a transmitter rated higher than 1 kw. WNYC operates on 830 kc, limited time. WNYC alleged this denial on the ground that it was arbitrary and that, at least, the Commission should give it a hearing.

In the appellate court's unanimous decision, written by Circuit Judge David L. Bazelon, the right of applicants to a hearing before denial was underscored.

Referring to its Storer decision early this year [B&T, Feb. 28], the court held that Sec. 309(b) requires a hearing before denial, the court said:

"We hold, therefore, that where, as here, an application accompanied by a request for waiver of Sec. 3.41 is supported by reasons which are neither frivolous nor unlawful on their face, the Commission is bound to observe the requirements of Sec. 309(b)."

Another Hour for TV

TV VIEWERS in Massachusetts taverns may be getting a break soon which will permit them to see the end of hotly-contested televised baseball games.

Since the end of the prohibition era taverns in the Bay State have, by statute, closed their doors at 11 p.m. come high water or a tied ninth inning. So much criticism has been heard from the fans who have been required to leave their favorite bistros in the crucial moments of a game that a bill introduced in the Massachusetts legislature which would permit taverns to stay open until midnight has been passed by the House and is unofficially expected to pass the Senate without too much trouble.

Storer Seeks Ch. 10, But Favors Miami Uhf

STORER BROADCASTING Co. last week softened somewhat its move to persuade the FCC to de-intermix Miami, but at the same time promised its promises application for ch. 10 in that city [B&T, April 18].

In an amendment to its de-intermix petition filed last month, Storer withdrew its recommendation that WTVJ (TV) Miami be moved from ch. 10 to ch. 4 to ch. 9. It reiterated its position that chs. 7 and 10 should be moved out of the city and that uhf channels be substituted for these vhf frequencies.

Initial decisions are outstanding for both chs. 7 and 10. Bicentary Television Inc., which is a combination of the Cox and Knight newspaper-radio interests and Niles Trammell, former NBC president, is favored for ch. 7, and WKAT Miami has been recommended for the ch. 10 assignment. Oral argument on the ch. 7 initial decision was held before the FCC last week (see story, page 75).

The Storer amendment was filed in the interest of expediting action on its petition, the ch. 23 WGBS-TV Miami owner said. It asked quick action in issuing a proposed rule-making notice before final action on chs. 7 and 10 were made.

"Limited vhf competition is not fatal," the Storer amendment declared. It pointed to pending de-intermix petitions from uhf stations in Hartford, Conn., and Norfolk, Va., where existing single vhf outlets are operating, as an example of that attitude.

Miami, Storer said, could be a good example of the superiority of uhf to vhf. It attached field intensity measurements of WGBS-TV's ch. 23 signal which showed, Storer said, that it was superior to the vhf transmissions.

Storer warned that de-intermix will be a fact, whether or not the Commission plans it that way. The demise of uhf stations in intermixed markets, Storer said, will result in de-intermixed, uhf-only cities. It also warned that should uhf become barren of stations, or with few outlets in operation, other services would soon be reaching for the unused or little-used block of spectrum space.

Storer's application for ch. 10 was the same application, brought up to date, of the filing refused by the FCC in 1953. This was the genesis of the U. S. Court of Appeals case which resulted in the court upholding the FCC's rule on maximum station ownership [B&T, Feb. 28].

In that ruling, which set naught the Com-
all about gimmick

The word that gets kicked around so much in advertising circles—gimmick—really means (as you knew all along) a small device used secretly by a magus in performing a trick.

A magus (a. y. also k. a. a.) is a magician.

If you want the gimmick to reach Eastern Iowa, be a real magus.

Call on WMT. But you won't be able to keep it secret.

WMT AM & TV
CBS for Eastern Iowa
AM: 600 KC • TV: Channel 2
Mail address: Cedar Rapids
National Reps: The Katz Agency
AROUND FARGO,
WDAY-TV
PITCHES A
SHUTOUT!

LATEST Fargo-Moorhead Hoopers credit WDAY-TV with an almost clean sweep of audience-preference honors. The chart shows that between 5 and 6 times as many Metropolitan Fargo families tune to WDAY-TV as to the next station.

Look at the sets-in-use—a whopping big 65% at night!

Although Metropolitan Fargo represents an important segment of WDAY-TV's coverage, it's not the whole story. WDAY-TV is also the preferred station in most of the heavily-saturated Red River Valley. Ask Free & Peters for the proof.

HOOPER TELEVISION AUDIENCE INDEX
Fargo, N. D. - Moorhead, Minn. — Nov., 1954

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*Adjusted to compensate for few stations not telecasting all hours.
mission's right to specify a numerical maximum for station ownership, the court alluded to the denied application and declared that it was sure that the FCC would accept the application and give Storer a hearing on it.

Storer's application was accompanied by a petition asking that it be made a party to the ch. 10 application and that the pending initial decision be vacated and the hearing reopened. It also declared that if its de-intermixture petition was granted, it would withdraw the ch. 10 application.

The application seeks $316 kw visual power, estimates construction cost at $1,116,250, and operating costs for the first year at $780,000.

A balance sheet as of Feb. 28 showed Storer total assets at $26,561,411, of which $6,416,204 was current assets.

Current liabilities totaled $5,308,295; long-term debt was shown as $10,311,835, and were current assets.

The ch. 10 application showed that Storer had earned $1,618,829 after taxes in 1953 and $3,702,121 in 1954.

FCC Launches Probe of KPIX (TV) Damage

Hearing called on orders to suspend licenses of three engineers on allegations of equipment tampering.

FORMAL FCC investigation of damage to technical equipment at Channel 5, San Francisco, reported coincident with a walkout of NABET engineers at the station last Dec. 14 [BT, Dec. 20, 1954], got underway before Examiner J. D. Bond last Tuesday afternoon, the first 10 weeks of the week was spent in preliminary argument.

Principal dispute centered on qualifications of William Burgess, KPIX transmitter supervisor, as an expert witness on broadcast equipment. The first called to testify in the San Francisco hearing, Mr. Burgess was examined at length by FCC attorney Robert McAllister and NABET counsel James Brown. At one point, A. E. Towne, KPIX chief engineer, took the stand to endorse Mr. Burgess' qualifications. Able by late Thursday to begin relating his story, Mr. Burgess recalled that when he arrived at the KPIX transmitter early on the morrow of Dec. 14 he found that the crystal ovens in the transmitter and test equipment had been turned off. He said it took several hours of warm-up before the tv station could get back on the air.

Specifically, the hearing has been called by FCC upon orders which the Commission issued in February to suspend the operator licenses of the three KPIX engineers on allegations linking them with the Dec. 14 incident [BT, Feb. 21]. The orders, naming Roald W. Didrikson, Carlton R. Schwartz and Anthony Severdia, suspended their licenses for 90 days but the suspension dates were stayed pending outcome of the hearing asked by the defendants.

Although Mr. Burgess had scarcely begun testimony, Examiner Bond recessed the proceeding Thursday until May 19 because of other cases.

On Friday, however, the examiner was to hear charges against Howard A. Chamberlin and Fred W. Muller, engineers at KEAR San Mateo, Calif., who are accused of shutting down the KEAR transmitter last Oct. 5 coincident with a labor dispute involving both NABET and AFTRA [BT, Oct. 11, 1954]. Both engineers are the subject of 60-day suspension orders, also stayed pending hearing.

FCC officials estimated it would take two or three weeks to complete the KPIX case. It was pointed out that the Commission is proceeding slowly in order to assure the defendants a full and fair hearing since the dispute involved may have a major influence throughout the industry.

FCC Grants Three TV Stations, One Is Uhf Satellite

THREE new tv stations, at Hattiesburg, Miss., Milwaukee, WIs., and a satellite station at Ephrata, Wash., were granted by the FCC last week.

New tv on ch. 9 at Hattiesburg was granted to Lion Tv Co., composed of equal owners Dave A. Matison Jr., Harold M. Matison and Milton J. Fine. Dave A. Matison Jr. is 28.3% owner of WAML Laurel and WABO Waynesboro, both Mississippi, and half-owner of WHXY Bogalusa, La., WHNY McComb, Miss., and WHHS Hattiesburg. Harold M. Matison also is 28.3% owner of WAML and WABO.

Grant became possible with the dismissal without prejudice earlier last week of the competing application of Hattiesburg T.V. Co., operator of WFOR there. Mr. Matison and Charles W. Holt, co-owners of WHSY, had withdrawn from Hattiesburg T.V. Co., after FCC designated the latter for hearing because of the connection of WFOR and WHSY. Mr. Holt is not in Lion T.V. [BT, March 7].

The new ch. 9 station will operate with effective radiated power of 28.2 kw visual and 16.2 kw aural with antenna height above average terrain of 490 ft.

Milwaukee Grant

At Milwaukee, new tv station on ch. 31 was granted to Business Management Inc., operator of WFOX there and owned by Joseph A. Clark.

The new station will operate with an effective radiated power of 21.4 kw visual and 12 kw aural with antenna height of 350 ft. above average terrain.

At Ephrata, new satellite tv station on ch. 43 was granted to Basin T.V. Co., wholly owned subsidiary of Cascade Broadcasting Co., operator of KIMA-AM-TV Yakima, ch. 19 satellite KEPR-TV Pasco, Wash., and applicant for ch. 8 at Walla Walla, Wash. Cascade Broadcasting also operates ch. 3 KLEW-TV Lewiston, Idaho, and owns 40% of KMW Kennewick, Wash.

The ch. 43 Ephrata satellite will rebroadcast the programs of ch. 29 KIMA-TV, using effective radiated power of 13.2 kw visual and 6.6 kw aural with antenna height of 660 ft. above average terrain.

In another action, the FCC authorized a private tv intercity relay system between ch. 6 KVEC-TV San Luis Obispo, Calif., and KABC-TV and KNXT (TV), both Los Angeles.
It's here! NEW G-E

Brings you rock-steady Monochrome or Color pictures from film and slides

Now you can say goodbye to flicker, jitter, weave, smear and even registration problems in color TV projection. One long-look at a color monitor fed from this NEW G-E FILM CENTER will convince even the most critical viewer, that here is live, vital color faithfully reproduced in crisp, precise detail. And, as color television comes more and more into its own, here is inherent picture-quality to please sponsor and home-viewer alike.

CONSIDER...COMPARE THESE OUTSTANDING ADVANTAGES:

1. This scanner system coupled with Eastman Kodak’s perfected continuous motion projector results in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.
2. Many times the light output of other CM optical systems to make it possible to obtain the best pictures from your “problem” films regardless of age or density.
3. Automatic film-shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.
4. Available for monochrome or color projection.
5. You can block build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second CM projector, when needed, for monochrome or color film facilities.
6. Separate scanner tubes in each projector—assure reduced lost air-time in event of tube failure.
7. Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation, cut manpower costs.
8. Masking amplifier actually can make final picture better than original film.
COLOR FILM CENTER -

G-E Color Film Center...

consists of a 2 x 2 Dual Slide Scanner and two continuous motion 16mm Film Scanners feeding into a Channel Pickup.

Block build your color equipment—purchase the Slide Scanner separately for initial venture into color. Later, add one projector, or two, as illustrated.

Or, buy it for Monochrome and change over easily to color when you are ready.

SEE FOR YOURSELF a demonstration of the New G-E Film Center in Booth No. 2, at the NARTB Convention. Let the new unit speak for itself, then compare it with all others before you decide. Complete specifications are available now through our Regional and District Broadcast Equipment Managers, or write to General Electric Company, Section X255-4, Broadcast Equipment, Electronics Park, Syracuse, New York. In Canada write: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.
PRO, CON TOLL TV GROUPS TAKE TO AIR

CBS-TV was host last week to panel discussion on the subscription television topic. NBC scheduled similar verbal battle for yesterday (Sunday). Heavy volume of comment on matter received by Commission.

PROponents and opponents of subscription tv took to the air last week and were scheduled to take to the air again yesterday (Sunday).

Last week, W. Theodore Pierson, Washington commentator, introduced the anti-toll advocates, Victor Scholls, WHAS-TV Louisville, who favored the proposition, aided and abetted by a three-man panel—on CBS-TV.

On Sunday, H. C. Bonfig, Zenith vice-president, and Alfred Starr, Nashville theatre owner and co-chairman of the anti-subscription tv Organizations for Free Tt, will have their say on NBC. Mr. Starr will be assisted by Faye Emerson as interrogator.

Mr. Bonfig added—
- Letters from the public to the FCC on subscription tv now jam 15 dossier volumes. Last week's incoming mail saw pro-pay tv representatives and fee-charging telephone purchasers.
- Also among the writers favoring subscription tv were station owners and doctors. The Commission's correspondence is still heavily favorable to pay tv.
- A poll of 72 people in Los Angeles by Tele-Census showed that out of three or were willing to pay for tv programs. The Chicago Daily News poll on pay tv showed a three to one in favor of toll tv from the first, 1,800 vocators.
- Joint Committee Against Toll Tv asked the FCC to incorporate a series of questions to the proponents of fee tv, mainly concerned with economic and technical aspects of their systems. These would be in addition to the queries propounded by its notice of proposed rule-making issued in February [BTV, Feb. 14.] The Interstate Telemeter Corp., which operates the coin-box Telemeter system of subscription tv, was reported planning to enter in closed-circuit, pay tv in two cities late this year.

Organizations for Free Tt announced the appointment of publisher's representative, Rick LaFalce as Washington representative.

Sunday's NBC program was scheduled to be heard from 4 to 4:50 p.m., EDT. The program was to be presented by NBC's five-owned-and-operated tv stations in New York, Chicago, Cleveland, Washington and Los Angeles and offered to all affiliates.

It was understood that Mr. Bonfig would introduce Zenith's light on Phonevision as his exposition in favor of subscription tv. Mr. Starr, it was understood, was to present the major economic and "public interest" arguments against fee tv. Miss Emerson, tv personality and newspaper columnist, was to present questions to Mr. Starr selected from mail readers of her column. She was also to discuss pay-as-you-see tv in relation to its impact on the motion picture theatre, motion pictures and motion tcnn.

The May 1 CBS debate saw Mr. Pierson calling for favorable action on the subscription tv issue, and Mr. Scholls on the theory that it would supplement present tv fare with feature length motion pictures, Broadway plays, and superior entertainment and cultural programs.

Mr. Sholls dissented and charged that pay tv would "undermine" the present system of television broadcasting. He implied that pay tv proponents wanted a free ride on channels that had been made valuable by telecasters under the sponsored system of broadcasting.

Ranged alongside Mr. Pierson were James M. Landis, Skiatron general counsel; Ralph Bellamy, actor and president of Actor's Equity; Alfred Becket, Jr. (son of President McGovern) and Al CUeB (TV) Tulsa, Okla.

In Mr. Sholls' corner were Trueman Rimbush, Indiana theatre owner and co-chairman, Joint Committee Against Toll Tv, Leon P. Gorman, WABI-AM-TV Bangor, Me., and Sherwood Dodge, Foote, Cone & Belding advertising agency.

In the course of the debate, Mr. Pierson declared that there could never be a nationwide system of television without pay tv. He said 15% of the country is outside the coverage areas of any station, and there are "vast numbers of people that can get only one signal, and vast other numbers that can get only two."

Mr. Sholls warned that "what's happening is a foot in the door that threatens to undermine the system that has been built up in nine or ten years." He was not a proponent of the public for pay tv. He continued:

"You people are demanding a share of these channels. You are not willing to accept any burden of responsibility for serving the broad public interest by going to give them [the public] cultural programs you talk about because there is no box office for them and under the circumstances I think in the long run you are going to come in and bid for this television has now. If Jackie Gleason is good box office you are going to get him. . . ."

The past week's correspondence to the FCC contained some from free tv broadcasters. Among those favoring pay tv. The first, from Ernest W. Thwaites, president-general manager of KFUN Las Vegas and KRTN Raton, both New Mexico, also hit at the NARTB tv Board's action opposing the use of broadcast channels for subscription tv [BT, April 18]. The other was from Theodore Jones, WCRB Boston, and it "heartyly endorsed pay tv."

Letters were also received by the Commission from F. L. Dunham, manager of Memphis Baseball Club; C. C. Hoffman, Mississippi-Ohio Valley Baseball League; Adam Pratt Sr., Sioux City (Iowa) Sports, and C. C. Johnson, The Sporting News. In the public relations field, Conger Rees-Mrotch, public relations director of Standard Oil Co. of Indiana, and Maxwell Ewing, radio-tv director, Paul Cain Organization Inc., Dallas public relations company, both wrote favoring fee tv. In the publications field, Everett R. Smith, research director, MacFadden Publications, endorsed subscription tv.

Among others who wrote to the FCC favoring toll tv were:

Eddie Dowling, producer-songwriter; Clay H. Hollister, head of the engineering administration department, Case Institute of Technology, Cleveland; Alfred M. Wilson, executive vice

president, Minneapolis-Honeywell Regulator Co., and Henry G. Outhman, finance professor, Northwestern U.

Included in last week's batch of correspondence were several copies of a letter Zenith had written to hearing aid customers asking support for subscription tv.

The Tele-Census Los Angeles poll, conducted by students from various colleges in the area, 2,600 families showed that 67.5% of the families favored pay tv, while 19.3% opposed it. The remainder expressed no preference.

In the Chicago Daily News poll, 1,315 readers voted in favor of pay tv, while 488 voted against it, according to radio-tv columnist Ethel Daccardo. Readers also indicated they would be willing to pay from 25 cents to $10, with the average running at about $5. Only 33 indicated they would pay $2 or more.

The Joint Committee on Toll Tv's request for the FCC to specify additional economic and technical data was contained in a dozen letters. The committee also requested that the FCC, in the main, with the cost and sales or leasing arrangement of decoders, advertising in subscription tv programs, five-year estimate of the growth and income potential of the new service, etc.

Telemeter's plan envisages putting into operation two closed-circuit, pay tv systems—one in the Midwest and the other in the South. Telemeter operates WSPB-AM-FM-AM-FM-AM-FM-AM-AM in Springs, Calif., which fed first run movies over a closed-circuit, community tv system which International Telemeter ran with signals picked up from the seven Mt. Wilson transmitters.

FCC APPROVES WNBF-AM-TV BUY

CONSENT was granted by FCC last week to the $3 million cash purchase of WNBF-AM-TV Binghamton, N. Y., by Walter H. Annenberg's Triangle Publications Inc., from John C. Clark Sr. and family [BT, April 18, March 14]. Triangle operates WFIL-AM-FM-AM-FM-AM-FM-AM-AM-AM Philadelphia and is 50% owner of WHGB Harrisburg, Pa.

Mr. Clark, majority owner of the WNBF properties, had told the Commission he wished to convert his estate into more liquid form and was disposing of the broadcasting and other properties.

Mr. Robert W. Clipp is to exercise general supervisory control over the WNBF stations, FCC was told. Mr. Clipp is manager of the WFIL outlets. George R. Dunham, station manager of WNBF-AM-TV, will be retained and no other major staff changes are contemplated, the application said.

Among other transfer actions, FCC approved station sales involving WGHF (FM) New York at $1,272,000. (Details see For the Record, page 105.)

FCC approved Air Music Inc.'s purchase of remaining 91% in WQHT (FM) for $41,000 from W. G. H. Finch and Frank H. Bottoms. Air Music is owned by Muzak Corp., background music firm, said it proposes to operate at least 36 hours weekly when FCC makes effective its new multiplexing rules, presently stayed pending consideration of the case by U.S. District Court Washington for modification of the functional music ordgr. Air Music reported net income after taxes of $46,469 in 1953 and $74,064 in 1954.

The Commission approved transfer of control of KWAT to oliman C. W. Murchison through purchase of 41% of Midland National Life Insurance Co., station licensee, for about $2.3 million. He now will hold about 73% of the stock in the insurance firm and has offered to buy the rest.

Pay-See Broadcasting

A RESOLUTION seeking approval by the Illinois House of Representatives of subscription television and requesting the FCC to authorize it was introduced in Springfield last week. The resolution was sponsored by Chicago Republican Paul Randolph. It was referred to the House Interstate Committee. A similar measure was approved three weeks ago by the Chicago City Council.
"How much electricity is there, Dad?"

You can answer that question—as well as Jimmy’s dad can.

The answer is pretty clear—there’s plenty of electricity.

Just look around your house. Electric lights—radio and television—refrigerator, range, washer, dryer, dishwasher, clocks, vacuum cleaner. You’ll think of many other electric helpers at work or standing ready.

There’s plenty of electricity because America’s electric light and power companies keep the supply ahead of your needs. Today you’re using twice as much electricity as you did in 1945. In 5 or 10 years you’ll be using a lot more. The new power plants and equipment to bring you that additional electricity are already being built or on the drawing boards.

This is a good thing to remember when you hear people say that the federal government ought to build more electric power plants. That is unnecessary—and a waste of tax dollars. In addition, government-built power plants present the threat of a socialistic U.S.A.

Last year Americans used almost 475 billion kilowatt-hours of electricity and had an ample margin in reserve. That’s about 45% of all the world’s total. By 1965 the nation will use twice as much. The electric companies are spending about $3 billion a year for new plants and facilities so you’ll always have plenty of electricity.

AMERICA’S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine
They cleared the jungle, (1) and (2), and built a modern radio station, (3) and (4). KUAM, Agana, Guam serves a nearly $100,000,000.00 retail market with a bonus of coverage on 610 Kc. in Saipan and Tinian. First F. C. C. licensed station in the Far East, KUAM programs both local and network in English, Guamanian, Tagalog and Filipino language.

KUAM is all Gates, (5), and their selection of the big, heavy Gates BC-1F kilowatter is logical for jungle climates. Temperatures high, humidity high and repair parts nearly halfway around the world demands reliability—the reason why more radio broadcasters buy Gates than any other make.
GOVT. SUIT EXCLUDES

Justice Dept. complaint charging restraint of trade against such trade groups as American Newspaper Publishers Assn. and the American Assn. of Adv. Agencies does not name broadcasting industry members as parties.

No radio-tv broadcast association is included in the complaint due to be filed—possibly this week—against the American Newspaper Publishers Assn., the American Assn. of Adv. Agencies and several other media organizations for alleged restraint of trade in establishing a recognition system for advertising agencies [B+T, May 2], Assistant Attorney General Stanley N. Barnes told B+T last week.

"We do not plan to include the NARTB in our complaint," Mr. Barnes, who heads the Justice Dept.'s antitrust division, declared. Mr. Barnes said no radio or tv association was mentioned in the complaint.

The Justice Dept. announced two weeks ago that it had filed an antitrust suit against ANPA, AAAA and other media associations for establishing a recognition system to grade advertising agencies, and to enforce such requirements as charging 15% commission, prohibiting rebates, and refusing to recognize "house" agencies (established by large advertisers to recover the 15% commission from media.)

Last week, Mr. Barnes told the Senate Antimonopoly Subcommittee that the complaint would be filed "soon." He said that the recognition system injured two classes of businessmen—ad agencies whose entry into the business was impeded, and advertisers who were prevented from cutting sales costs, if they so desired, by placing advertising directly with newspapers or magazines.

"As a result," Mr. Barnes said, "national ad-
vertisers were compelled to pay media the full ad rate, including payment for advertising agency services they did not want and never received." Bar to rebates, Mr. Barnes said, resulted in price fixing.

Newspaper national advertising is commis-
sionable; retail advertising is not commission-
able. Broadcasters, on the other hand, treat as commissionable all time, plus, in many cases, talent and production charges.

There is no recognition system in broadcast-
ing. Although NARTB said the matter it recom-

mended that broadcasters adhere to a standard contract form, there was no requirement that it be followed.

A check with several broadcasters indicated that they use their own credit departments to check new agencies seeking to place business with their stations. If the agency has a good credit rating, the station accepts the orders. What happens to the 15% commission does not concern the station, is the attitude of station owners.

Although spokesmen for ANPA two weeks ago indicated it would fight the government's complaint before the FCC, last week the ANPA exec-

utive director, said the association's board of di-

rectors never has decided officially what action to take.

The AAAA's general counsel, George Link Jr., has said he was sure the advertising asso-
ciation would be absolved of any violation of the antitrust laws when a trial was held.

Pendency of the suit became known at the ANPA convention in New York two weeks ago. Elisha Hanson, ANPA counsel, told the con-

vention that the government was poising to in-

stitute the suit. Attorney General Herbert Brownell then admitted that the suit was in preparation, but said that ANPA, AAAA and others had been invited to a pre-filing con-

ference in the hopes of settling the issues out of court.

Although spokesmen for KTLA, Caples and various sponsors have investigated the legal implications of the program both before and after the show went on the air and determined it did not violate any federal or state laws [B+T, March 7], FCC's order last week considered Play Marco to be in violation of the lottery provisions of the U. S. Code and Commission rules. Station spokesmen indicated KTLA has been considering dropping the pro-

gram for some time even though it still believes it to be legal.

3 DISPUTED TV CASES ARGUED BEFORE FCC

Miami, Peoria and Portsmouth-Norfolk contestants present oral arguments. Diversification issue highlights the Miami ch. 7 case.

Three highly-contested television cases—Miami ch. 7, Peoria, Ill., ch. 8 and Portsmouth-Norfolk, Va., ch. 10—were heard in oral argument before the FCC en banc Monday, with mass media diversification being the highlight of the Peoria case in the Miami ch. 7 case.

At issue in the Miami argument was an initial decision by Chief Hearing Examiner James D. Cunningham favoring Biscayne Tele-

vision Corp. over the competing bids of East Coast Television Corp. and South Florida Tele-

vision Corp. and Sunbeam Television Corp. [B+T, Jan. 24].

Biscayne represents a merger of Cox and Knight newspaper-radio interests with substan-
tial existing newspaper interests being held by Niles Tram-

mell, former NBC president. Cox group owns WIOD Miami while Knight interests have WQAM there. South Florida includes ex-FCC Commissioner Draper Brown's WPL.

The losing applicants contended the merger of the dominant newspaper and radio interests, plus Mr. Trammell's continuing link with NBC through a consultancy contract, violates FCC's policy to favor diversification of mass media in comparative cases. Biscayne, however, de-

fended the position that newspaper interests should not be penalized when found superior in other areas such as past perform-

ance. Biscayne said Mr. Trammell's agreement with NBC was the usual manner of awarding long service by a top executive and could be terminated by Mr. Trammell at any time.

In the Peoria ch. 8 case, in which Examiner Elizabeth C. Smith favored WIRL over WMBD, the latter protested that the initial ruling failed to give proper weight to the broadcast record and experience of the two principals, Charles C. Caley, two-thirds owner, and John E. Fetzer. Mr. Caley also is 15% owner of Odell Decatur, Ill., while Mr. Fetzer operates WKZO-AM-TV Kalamazoo, Mich., KOLN-AM-TV Lincoln, Neb., and WJEF-AM-FM Grand Rapids, Mich. WMBD felt its program proposals were "more realistic" than its competitors.

WIRL, however, agreed that the examiner properly favored it on the basis of greater local ownership integration, programming, and diver-
sification. WIRL made a bid for a tv permit and surrendered it in 1949.

In the Portsmouth-Norfolk ch. 10 proceeding, Examiner Charles J. Frederick preferred Beach-
view Broadcasting Corp. of Norfolk over WAVY-AM- tv. WAVY argued its wide ownership among prominent local citizens had been overlooked and constituted a "distin-
guished" group in "stark contrast" to the back-

ground of the two Beachview principals, amuse-
ment park owner Dudley Cooper and ex-broad-
caster Irvin M. Kinnes. Beachview protested the "smear" of its chief owners and cited the WAVY group's trustee arrangement. Beachview said the examiner was correct in finding it was to be preferred on the basis of greater integration and industry expe-

ience. Beachview charged that the WAVY bid had been promoted by Carl J. Burkland, now a WAVY official, while he was a CBS Spot Sales executive.

KTLA (TV) Drops 'Play Marco' Same Day FCC Issues Order

Hours after FCC announced its order last Thursday which would require KTLA (TV) Hollywood to show cause why it should not stop its Play Marco show, the station announced it had canceled the tv-bingo program effective June 4, and it is notifying Caples Co., program syndicator. Co-sponsors of the show are Hoff-

man Electronics Co. and Jerseyshied Milk Products.

Decision to voluntarily stop the program pursuant to the four-week cancellation provi-
sion contained in the station's contract with Caples was announced by Klaus Landsberg, KTLA vice president and manager. Through William counsel, Arnold, Fortes & Porter, KTLA was expected to petition FCC Friday to withdraw the cease and desist order and grant regular renewal of license, now continued on a temporary basis.

Although respective counsel for KTLA, Caples and various sponsors have investigated the legal implications of the program both before and after the show went on the air and determined it did not violate any federal or state laws [B+T, March 7], FCC's order last week considered Play Marco to be in violation of the lottery provisions of the U. S. Code and Commission rules. Station spokesmen indicated KTLA has been considering dropping the pro-

gram for some time even though it still believes it to be legal.

N. Y. Supreme Court Bans Photos Without Permission

Appeal division of the New York State Supreme Court last week decided that justices in Manhattan and the Bronx must observe a rule banning the taking of photographs in court-

rooms without the permission of the higher tribunal.

The decision held that Judge Matthew J. Diersio of the Bronx Children's Court had erred last March when he allowed newspaper and television photographers to be made at an ar-

raignment of nine youths. The rule of the appellate division, as stated, is that "the taking of photographs or broadcasting or telecasting, at any time or on any occasion, whether or not the court is in session, unless permission of the appellate division is first obtained, is forbidden."

Kern to Trade Commission

Nomination of William C. Kern, Demo-
crat of Indiana, for a seven-year term as Fed-
teral Trade Commissioner succeeding Comr. James M. Mead, a Democrat, whose term is ex-
piring, was sent to the Senate last Thursday by the White House. The appointment would be effective Sept. 26. Mr. Kern, assistant director of the FTC's Bureau of Litigation, would re-
place Comr. Mead, a former senator from New York.

Broadcasting • Telecasting

May 9, 1955 • Page 75
Sen. Long Introduces Bill Allowing $7 UHF Tax Credit

SEN. RUSSELL B. LONG (D-La.) last week introduced a bill (S 1896) to allow a $7 tax credit on each TV set "capable of receiving television broadcasts in all of the ultra high frequency channels."

The bill, introduced Wednesday by Sen. Long, a member of the Senate Finance Committee, cannot be acted upon by the Senate since all tax bills in Congress must originate in the House. However, the bill can be added as an amendment to any House-passed tax bill or may be substituted by the Senate Finance Committee for HR 4070, which has been introduced by Rep. Frank Ikard (D-Tex.) and which would exempt all-channel TV sets from the 10% federal excise tax (see story, this page and editorial, page 114).

A spokesman for Sen. Long said the bill was introduced because it represents the sentiments of the Senate Finance Committee during the 83d Congress. He said there is a possibility Sen. Long may "buy" Rep. Ikard's bill if it reaches the Senate. Hearing on the Ikard number by the House Ways & Means Committee currently is awaiting a report from the Treasury Dept.

The $7 tax credit proposal is equivalent to the opposition of an amendment adopted by the Senate Finance Committee last year to a House-passed catchall tax bill (HR 6440). The bill died on the Senate calendar [B&T, Aug. 23, 1954]. If the tax credit proposal had been added by the Senate Finance Committee after former Sen. Edwin C. Johnson (D-Colo.) had asked for elimination of the 10% excise tax [B&T, May 17, 1954].

Ikard Nudges Treasury For Report on Set Tax Bill

REP. FRANK IKARD (D-Tex.) said last week both he and the staff of the House Ways & Means Committee, of which he is a member, again have written the Treasury Dept. for report and reactions on Rep. Ikard's bill (HR 4070) to exempt all-channel TV sets from the 10% federal excise tax.

Sen. Long said he asked for Treas-

ury Dept. reactions when he first introduced his bill [B&T, Feb. 21].

The Texas Democrat said he asked the Treasury to expedite the bill and hopes to have an answer in a week, and that the Ways & Means Committee then can bring the bill up for con-

sideration. A report from the Treasury Dept. is standard procedure on tax bills.

Rep. Ikard said he expected the Treasury to report around $100 million loss in revenue from removal of the tax, but said he believed the enacted bill will pay for itself in the long run by enabling growth of new sources of revenue (uhf stations, etc.) over a period of years. He said more and more interest is evi-

dent in the proposal in both houses of Con-

gress, that he is "pleased" with interest shown and that he hopes Treasury can "get behind us" so the committee can "go ahead with hearings."

Stations Say Private Relays Are Better Than AT&T Plan

AT&T's off-the-air pickup service for TV stations [B&T, March 7] sounds attractive, but it would be better to permit stations to own their own interchannel relays if that is more economical, a station group told the FCC last fortnight in answer to the Commission's request for comments on the AT&T proposal [B&T, April 4].

In answer to requests by Radio-Electronics-

Television Manufacturers Assn. and NARTB, the Commission extended the deadline for filing comments on this subject from April 29 to May 20. Replies will be due May 31.

In detailing the differences in costs, WGLV (TV) Easton, Pa., declared that the full cost of direct interconnection via common carrier would be $4,000 per month. If the new off-the-air AT&T proposal reduces that by half, to $2,000, that is still overpriced compared to its $475 per month the Easton station spends on its own relay.

A similar analogy was made by KDUB-TV Lubbock and KPAR-TV Sweetwater, Texas. Half of the AT&T's direct interconnection would amount to $3,060 a month, the stations said, compared to $450 a month for their own facilities.

WTVT (TV) Bloomington, Ind., urged that the FCC permit the telecaster to choose the method he wants to use, and KFXJ-TV Grand Junction, Colo., iterated its support for the FCC proposal which would permit TV owners in distant markets to build and operate their own microwave systems [B&T, Nov. 15, 1954].

S. F. to Portland Relay Gets Approval of FCC

FCC has approved a $4 million Pacific Telephone & Telegraph Co. microwave relay system between San Francisco and Portland, Ore., which will supplement existing TV facilities in the northwest region. The system, when completed in about two years, will con-

stitute an unbroken microwave relay including San Diego, San Francisco, Portland, Spokane, and Seattle. The new radio relay leg will have Drops at Medford and Eugene, Ore., for TV station services.

At the same time, two applications for pri-

vately-owned common carrier microwave facili-

ties were filed with the FCC to feed TV signals to community TV systems.

The Hualapai Peak Carrier Co., Kingman, Ariz., asked permission to construct a receiving/transmitting antenna atop Hualapai Peak and feed Arizona's and Nevada's TV signals to community systems in Kingman and in Needles, Calif., at a cost of $37,460, with monthly charges to be $800.

Charles L. Adam, under the name of Tele-

view Networks, Sheridan, Wyo., asked to be permitted to construct a receiving-transmitting antenna atop Cloud Peak to feed Billings, Mont., signals to community systems in Sheri-

dan and Buffalo, Wyo. Cost was estimated at $9,500, with a monthly charge of $650.

KTVU (TV) Stockton Quits

KTVU (TV) Stockton, Calif., notified the FCC last week that it ceased operating on ch. 36 April 30. The station is affiliated with NBC, claimed 120,000 uhf sets in its market. It is owned by Browne Industries, publisher of Fon-

tana Herald News, Richmond Independent and the weekly La Mesa Scout, all California. Sus-

pension of KTVU, on ch. 13 KOVR (TV) returning the only Stockton outlet on the air. Financial problems were blamed for suspension.

Florida Tax Relief Bill Moves

A FLORIDA House committee on county and municipal government has approved and sent to the floor a bill exempting radio and television stations, including those of county and munici-

pal occupational taxes. The bill, which would go into effect next Oct. 1, passed the committee April 26.

BROADCASTING • TELECASTING

GOVERNMENT

NATS LAUNCHES DRIVE FOR UHF, VHF MEMBERSHIP

GE-National Telefilm organization, designed to aid low-income TV stations, encourages station managers to join.

NATIONAL Affiliated Television Stations Inc. is launching a promotional drive this week to attract low-income and uhf television sta-

tions to its membership.

The campaign is being touched off by a mail piece to station managers in which the claim is made that two-thirds of all post-freeze TV stations in the U.S. are losing money and their salvation may lie in NATS membership, which will provide outlets with a national sales force, programming, financial aid and management counsel.

NATS was formed last March by the General Electric Co. and National Telefilm Assn., TV film production and distribution company [B&T, March 21]. The organization was set up to assist uhf and vhf stations to operate more profitably. Officers of NATS are Joseph Just-

man, chairman of the board; Elly Landau, execu-

tive vice president; Olivar Unger, vice presi-

dent and Herman Swarttz, secretary-treasurer. Richard Doherty is director of management services and Glen Lord of GE is liaison repre-

sentative.

The letter states that the NATS sales organi-

zation will work independently and also in collaboration with national sales representatives, to sell whole blocks of stations. It adds: "Nearly $4 million is being spent by local sponsors in all media advertising. Television stations are a risky flier, he pointed out that two-thirds of the post-freeze TV stations (uhf and vhf) are losing money and said the outlook is not promising.

In this connection, he observed that 1955 expenditures will be at least 150% greater than in 1952, but emphasized that the number of operating stations currently is 300% greater than in 1952. Stations have increased out of proportion to tv advertising outlets even though television broadcasting is America's "strongest growth" industry, according to Mr. Doherty.

In the face of this uncertain outlook, Mr. Doherty continued, television requires "creative management, smart programming and alert selling."

Bums for Pay-See

WALTER O'MALLEY, president of the Brooklyn Dodgers, last week indicated that Dodger baseball games will be car-

ried to fans via pay-as-you-see TV for about 50 cents a game if the FCC author-

tizes toll tv.

Mr. O'Malley noted that as long as two years ago, he had advanced the possibility of using subscription TV. Sources close to the Dodgers reported that the club is faced with declining attendance this sea-

son despite the current winning record of the league-leading National League team.

PROGRAM SERVICES
DISCOVER A NEW HIGH IN AIR TRAVEL...

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

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

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

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

Now operating non-stop between New York and Los Angeles, Super-G service will soon be extended to key cities coast to coast. Be among the first to try the incomparable new TWA Super-G Constellations.

For reservations, see your TWA travel agent, or call TWA, Trans World Airlines.
Mayoral Sets Plans For Uhf Development

Owner of uhf WJMR-TV New Orleans plans boost to maximum power plus revitalization of now-suspended uhfs in Mobile and Houston.

PLANS to underwrite $640,000 for uhf in New Orleans, Mobile and Houston were announced last week by George A. Mayoral, executive vice president of Supreme Broadcasting Co. (WJMR-TV New Orleans).

Mr. Mayoral and fellow stockholder Chester F. Owens, New Orleans attorney and real estate developer, are betting on uhf in this way:

Around June 1, WJMR-TV will boost its power from 100 kw to 1,000 kw when the present ch. 61 CBS outlet there moves to ch. 20. It was authorized by the FCC to move down the uhf band last February. WJMR-TV expects to double its present 40-mile radius to 80 miles, blanketing the flat New Orleans area. GE’s 1 megawatt transmitter will be used at a cost of $350,000.

The New Orleans company is buying the ch. 48 construction permit of WKAB-TV Mobile, Ala., by assuming a $200,000 obligation to GE for equipment. The Mobile station will be operated as a satellite to the New Orleans station through the use of a single hop microwave relay to cover the 110-mile distance between the two cities. The WKAB-TV call letters will be changed to WMRC-TV and it will be operated with 400 kw. WKAB-TV began operating late in 1952, suspended operation in the summer of 1954. Target date for putting the station back on the air is June 1.

The third move by the New Orleans duo is the purchase of a 30% interest in ch. 39 KNUZ-TV Houston. To be established is a Supreme Broadcasting Co. of Texas, which will be 30% owned by the New Orleans company and 70% by KNUZ-TV Inc., the present licensee. KNUZ-TV Inc. is owned by Max Jacobs and David H. Morris. KNUZ-TV began operating in the fall of 1953 and suspended in the early summer of 1954. The plan is to put KNUZ-TV back on the air this fall with 400 kw, under co-managing of Messrs. Mayoral and Morris.

The New Orleans, Mobile and Houston stations will be programmed one hour a day in Spanish for the Latin American population of those cities. The stations will be part of National Affiliated Television Stations Inc., which will feed films and kinescopes to them. NATS is the GE-National Teletfilm Assoc. venture to bolster lagging tv stations, both uhf and vhf (B&T, March 21).

There are only two maximum power uhf stations operating. They are WBRE-TV and WILK-TV, both in Wilkes-Barre, Pa. In addition to WJMR-TV, the Storer-owned ch. 27 KPTV (TV) Portland, Ore., is scheduled to increase to maximum power this summer, with RCA equipment due early in May.

Messrs. Mayoral and Owen also are extending into Puerto Rico.

They have bought a 30% interest in ch. 5 WORA-TV Mayaguez for $40,000. This will be operated as a satellite of ch. 2 WKAQ-TV San Juan beginning Sept. 1. WKAQ-TV is owned by Angel Ramos, publisher of the San Juan El Mundo. WORA-TV will be owned by a newly formed Supreme Broadcasting Co. of Puerto Rico, which will be 30% owned by the New Orleans interests and 70% by its present licensee, Radio Americas Corp. (Alfredo Ramirez de Arellano). When this is consummated, the New Orleans group will drop its pending application for Mayaguez’ ch. 3.

The New Orleans principals also are filing applications for ch. 11 in Caguas, with 30 kw; and ch. 7 in Ponce, with 5 kw, both in Puerto Rico, spending $90,000 to build at Caguas and $60,000 at Ponce.

They also are negotiating to buy 60% of ch. 4 WAPA-TV San Juan, P. R. The other 40% would be owned equally by George Mestre, owner of CMQ-TV Havana and related Cuban stations, and Jose Ramon Quinones, present WAPA-TV owner.

John C. Mullins Assumes Presidency of KBTV (TV)

JOHN C. MULLINS of Tulsa, Okla., earlier this year purchased KBTV (TV) Denver [B&T, Feb. 14], has assumed the presidency of licensee TV Denver Inc. and has moved the focal point of his activities to Denver to devote a major amount of time to KBTV at the policy level. No immediate staff changes are contemplated, he announced. He said the station plans to develop local talent and with the addition of new ABC-TV programs in the fall and summer will bring viewers "the best available television entertainment in the Lakewood area." Mr. Mullins, who purchased KBTV with Frank Leu, Nashville insurance broker, from W. D. Pyle and associates, is former majority stockholder in KPHO-TV Phoenix, Ariz., which he sold to Meredith Publishing Co. in 1953. Mr. Mullins currently is negotiating for the purchase of a second tv station.
After 29 years of searching...

Oilmen Open New Frontier in North Dakota

by NORMAN BRUNSDALE, Governor of North Dakota

For almost 30 years I heard about oil in North Dakota. The only trouble was that nobody had been able to find it. During this time many oil companies and individual operators had leased land and drilled wells. But each attempt failed—ending always in a costly "dry hole."

That's the first lesson I learned about American oilmen—they just won't quit! After 29 years of searching, their persistence finally paid off in the spring of 1951. An oil company brought in a successful well near Tioga in Williams County. North Dakota had become America's 27th oil-producing state.

Right away, scores of companies, large and small, began to compete for drilling rights throughout the state. The competition was terrific—in no time at all, over half of North Dakota's farmland was leased to various oil companies.

Widely-spaced derricks soon began to dot our wheat fields. And today, only 4 years after the

Oil has been good to our state. It has given us a "second crop." Before oil, our prosperity depended on how the weather treated the wheat. Now oil lease and production revenues give our farmers more security—even during bad wheat years. Actually, all Americans benefit from the North Dakota oil discoveries, because our oil fields promise to make a sizable contribution to future U. S. oil reserves.

Strangely enough, oilmen have benefited least from North Dakota's oil. That's because, out of the 295 "wildcat" wells drilled in unproven areas, only 22 were oil producers—the other 273 were "dry holes." To date, oil companies have invested over 200 million dollars in our state. I know that it will be a very long time before they realize a profit on that huge investment.

But oilmen accept the tough odds inherent in their business because they know that, under America's competitive system, profits can be made if a reasonable amount of success is attained.

If you want powerful proof of how well this competitive business system of ours works, just remember the oil industry's fine record in North Dakota.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry.

This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.
Perkins, Dirks Elected To Top KTIV Tv Co. Posts

ELECTION of officers of KTIV Television Co. (KTIV [TV] Sioux City, Iowa), following purchase of one-half interest by Perkins Bros. Co., operator of KSCI there [B&T, March 14], has been announced by the company.

W. R. Perkins, president of Perkins Bros., has been named chairman of the board and Delrith Dirks was elected president. Mr. Dirks sold one-half interest in the ch. 4 station for $160,000 to Perkins Bros. Co. pursuant to merger agreement whereby Perkins withdrew its bid for ch. 4.

Other officers are Eugene T. Flaherty, executive vice president; Duane Kidder, vice president; Elizabeth Sammons, treasurer, and Carlton M. Corbett, secretary. Elected to the board of directors in addition to the officers were William Klinger and Henry Shull.

Whittenburgs Take Over Amarillo, Lubbock Stations

CONTROL of the Globe News Publishing Co., licensee of ch. 4 KGN-TV and controlling stockholder of KGNC-TV and KFYO Lubbock, both Texas, was taken over by Roy R. Whittenburg and family with the filing last week of an applicant seeking FCC approval of the transfer.

The Whittenburg family owns about 35% of the Globe News Publishing Co. at present. With the purchase of 64,375 additional shares of stock, at a price of $60 per share ($3.8 million), the Whittenburg family will own 92% of the publishing company.

Transfer is actually to the Panhandle Publishing Co., publisher of Borger (Tex.) News-Herald, and the trustees of the E. F. Fagg estate.


KGNC operated with 10 kw on 710 kc. It is represented by Katz Agency, as is KGNC-TV. KFYO operates with 5 kw day, 1 kw night on 790 kc. It is affiliated with CBS and also is represented by Katz Agency. KGNC and KFYO are NBC affiliates.

WABC-TV Sales Chief Trevor Adams Jr. Dies

FUNERAL services were held Wednesday at New Rochelle and Larchmont, N. Y., for John Trevor Adams Jr., 37, WABC-TV New York sales director, who died May 1 of a heart attack at his Larchmont home.

Mr. Adams had been associated with ABC since August 1951 when he had joined WJZ-TV (now WCBS-TV) as general manager. In January 1953 he was named sales director.

His entire business career was in the radio-television field. Before he joined WABC-TV, he was with the DuMont Television Network and WABD (TV) New York as assistant director of sales (March 1949-August 1931).

Surviving are his widow, Ruth Higgins Adams; a son, Timothy Adams; two sisters, a brother and his parents. J. Trevor Adams Sr. at one time was partner with his son in a radio representative firm.

Roland Kay Appointed KCBS Sales, Adv. Head

APPOINTMENT of Roland Kay, San Francisco manager of CBS Radio Spot Sales, as director of sales and advertising for KCBS San Francisco, CBS odo station, was announced last week by Jules Dundes, newly named general manager of the station [B&T, April 25]. Mr. Kay has been with the network since 1943. Before his San Francisco assignment, he was an account executive for CBS Radio Spot Sales in New York and Chicago. He was also a New York representative for KNX Los Angeles, and the CPRN.

In his new position, Mr. Kay succeeds Mr. Dundes who was named to the post of general manager succeeding Arthur Hull Hayes when the latter was named president of CBS Radio.

Broadcasting • Telecasting
Did you up periscope?

You certainly did—and you can surface now. And for all the hundreds of Advertising Council campaigns you've launched since Pearl Harbor, you deserve a WELL DONE. The results on just the four below show a clean sweep. For a group of volunteers—agency account men, writers, artists and media people—you are a staunch crew. You have helped torpedo some of America's pressing problems and brought the Ship of State through some rough waters. But the Ship is not in port yet, so stand by.

Encouraged all Americans to attend church or synagogue of their choice by appealing to parents through their children.

Explained how our American system of free enterprise grew and how the U.S. standard of living became the highest.

Warned people not to gamble with fire. Created Sparky to interest and educate children in fire prevention.

Stimulated youngsters in high school to prepare for rewarding careers in engineering and science.

The Advertising Council, Inc., 25 West 45th Street, New York 36, N. Y.
WCUE spins more pop platters, more often; plays the sweetest music, all day long. WCUE gives the home folks more news, more often; reports on their neighbors, brings the whole world into their homes. You’re right on CUE... it’s a matter of record.

more MUSIC
more NEWS
more OFTEN

WCUE
About your home folks
John E. Pearson Co., National Representatives

STATIONS

WCBS-TV Sets Rate Card 15; One Hour Class AA, $6,500

WCBS-TV New York last week put into effect its new rate card No. 15 which increases rates for Class AA station time by approximately 8% and Class AA announcements by about 13%. The rate card also institutes varying increases for other classifications of time.

New one-hour Class AA rate is $6,500 for a 1-25 week contract, as compared with $6,000 on the old rate card; half-hour is $3,900 as against $3,600 on rate card 14, and quarter-hour, $2,600, as compared with $2,400. On Class AA announcement, new rates for 20-second station breaks or one-minute spots on sound film for 1-25 weeks are raised to $1,700 from $1,500 and for 10-second shared station identifications to $850 from $750 under the old rate card.

Sam Cook Digges, general manager of the station, said the days per week exist on certain participation programs and special features. He added that the consecutive week discount has been eliminated except where special rates for three or more times per week exist on certain participation programs and special features. He added that the consecutive weeks discount has been "substantially liberalized" to a new maximum of 20% for Classes B, C, and D time.

Katz Promotes Miller, Joyce; Adds Two Salesmen

APPOINTMENTS of Roy Miller and William W. Joyce to the newly-created, respective posts of midwestern radio sales manager and midwestern sales manager for television of The Katz Agency Inc., station representatives, were announced last week by Gerald H. Gunst, a vice president of The Katz Agency.

In addition to serving as midwestern radio sales manager, Mr. Miller will be second-in-command to Mr. Gunst in the administrative organization of the Chicago office. He joined Katz in 1942 and previously was a salesman for WIND, WJJD and WAIT Chicago.

Mr. Joyce has been with Katz since 1945. His background includes advertising sales experience with World Broadcasting Co., Texas State Network, Rural Progress magazine and North Texas Advertising Co.

The company announced that two salesmen will be added to the staff today (Monday): Noyes F. French, formerly with the Branham Co., who is assigned to the Chicago office, and Kevin A. McDermott, recently with Hemmingsen Inc., who joins the New York staff.

Wyse-Rickard Nuptials

MARRIAGE of Mrs. Bess Marsh Wyse, owner of KWIBW Hutchinson, Kan., and stockholder in KTVH (TV) there, and John Kenneth Rickard, sales representative for Northwestern Life Insurance Co., took place April 28 in Austin, Tex. Mr. and Mrs. Rickard will reside in Hutchinson.

Broadcasting • Telecasting
AFTER a dinner sponsored by the Krey Packing Co. of St. Louis, celebrating its co-sponsorship with Anheuser-Busch Inc. (Budweiser beer) of the 77-road game schedule of the St. Louis Cardinals, to be telemcast over ch. 36 KTVI (TV) St. Louis, the principals get together. L to r: John D. Scheuer Jr., executive vice president-general manager of KTVI; Oscar Zahner, vice president of Ruthrauff & Ryan, Krey agency, and John Krey Stephens, vice president of the packing company. Interest in the telemcasts prompted an order for 50,000 uhf converters from a single St. Louis tv distributor, KTVI reports.

Tito New Natl. Sales Mgr.
For Vic Diehm Stations

PROMOTIONS and additions at WAZL Hazleton, Pa., have been announced by Victor C. Diehm, WAZL president-general manager and head of the Vic Diehm Assoc. Stations (WVDA Boston; WIDE Biddeford, Me.; WHOL Allen-town, Pa.; WHLM Bloomsburg, Pa., and WAZL).

Thomas A. Tito, WAZL sales manager, has been named national sales manager for that station and others in the group. He is succeeded by Robert J. Sacco, formerly assistant sales manager. Mrs. Addison Griggs of Hazleton, has been added to the station sales staff, and Miss Pepitza Karvounis has been named sales secretary.

The station has acquired more space at its location in the Hazleton National Bank Bldg. to accommodate the expanded sales staff.

Gavin Heads WDSM Sales

TOM GAVIN, radio-tv executive for 26 years, has been appointed general sales manager of WDSM-AM-TV Duluth, Minn. (Superior, Wis.), Rodney Quick, vice president and general manager, has announced.

Mr. Gavin formerly was station manager of WIRL Peoria, Ill., and before that was manager of a regional radio network in northern Minnesota and Wisconsin.

Thankful for those
"Noisy Neighbors"

A recent news story about an Air Force base and the townspeople who live near it illustrates a point I've been trying to make for a long time.

The local people petitioned the Air Force to move the base to another town. They complained that the roar of those jets overhead was getting to be irritating and upsetting.

The Air Force countered by inviting all the petitioners to the field to explain why the base was important to the defense of the community. As a result, the people decided that jet noise is really a welcome noise—and all petitions were dropped.

From where I sit, we all have a job to do in this world, military men and civilians alike. Naturally our ways of working are often quite different—just as our tastes and habits differ. For instance a hot-shot pilot is traditionally a round-the-clock coffee drinker . . . while I prefer just an occasional quiet glass of beer. But it's a "plane" fact, the community needs the services of both of us.

Joe Marsh

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May 9, 1955 • Page 83
$40,100 in Contributions Saves KEAR’s Music Format

LOVE of good music and a loyal audience are the reasons KEAR San Francisco gives for the station still airing a format of classical music. After the station’s financial resources had been exhausted following numerous difficulties, it made an appeal to its audience March 7 for $25,000, stating it would be forced to give up its good music policy and revise its format toward a more commercial type of operation if the amount was not collected by April 1. By March 31, KEAR reports $40,100 had been collected, all with no strings attached.

Until recently KEAR was located in San Mateo, about 20 miles south of San Francisco, and being a fringe station in competition with 17 Bay Area radio outlets, it programmed only classical music. On Oct. 5, 1954, engineers and announcers staged a walkout over a wage dispute and other issues. It was impossible for KEAR to meet union demands as it was operating at a loss, according to it. The strike lasted four months, during which time supervisory personnel manned double duties. It ended Feb. 2, the same day the FCC granted KEAR’s two-year-long request for a change in location to San Francisco.

By this time, crippled by the strike and higher operating costs, the station’s financial well had run dry. Its sales staff had been released during the strike and there were no funds to hire a new one. KEAR management, depending on the loyalty of its audience, then decided to air an appeal and thus continue to program classical music and is “well on the road to success as a commercial radio station.”

Cincinnati Stations Unite To Weed Out Deceptive Ads

TO PREVENT the broadcast of “misleading or deceptive advertising,” Cincinnati’s eight radio stations and three tvs have joined forces to conduct their own screening program.

In making the announcement, which was in the form of a written statement signed by operators of the 11 stations, the broadcasters said they would welcome assistance from all interested organizations and the public in the campaign to stamp out what is commonly referred to as “bait-and-switch” advertising.

The statement said in part: “We ourselves will screen all advertising prior to our acceptance of it for broadcasting and will reject any copy which does not meet the standards which we have established. A copy of these standards is on file in the sales departments of our respective stations and may be examined at any time. . . .”

The statement was signed by Robert Rounsaville, WGIN; Charles A. Topmillizer, WCKY; Bert C. Watters, WCPO-AM-TV; Hubert Taff Jr., WKRC-AM-TV; John Murphy, WLW-WLWT (TV); James Lang, WNOP; Sherwood R. Gordon, WSAI, and Arthur Eilerman, WZIP.

WABD (TV) Plans to Telecast Production Now on Broadway

IN its first major programming move at WABD (TV) New York, Ted Cott, general manager of DuMont’s owned-and-operated stations, last week completed arrangements to place a one-hour version of a Broadway revue on WABD this Thursday (7:30-8:30 p.m. EDT).

The production to be telecast is “Shoe String Revue,” which opened to critical acclaim but has had waning audiences and is scheduled to close on Saturday. Mr. Cott believes that “this exposure will give the show a new lease on life.” He observed that this will be “one of the few times in tv history that a station will air a Broadway production while it is still playing.”

KFXM San Bernardino Sold for $150,000-Plus

SALE of 1 kw KFXM San Bernardino, Calif., to a group of local businessmen for a sum exceeding $150,000 was announced last week by Eugene W. Lee, president, Lee Bros. Broadcasting Corp., station owner. Sale is subject to FCC approval.

Entire stock of Lee Bros., jointly owned by Mr. Lee and Mrs. J. Clifford Lee, was purchased by a new group, to be known as KFXM Inc. Willard R. Haskbrook, general manager, KFSD San Diego, will be president-general manager.

WNEW Signs Gene Klavan

WNEW New York disc jockey Gene Klavan has been signed to a five-year exclusive contract with the station that will bring him an estimated $500,000, it has been announced by Richard D. Buckley, owner-manager of WNEW. Signing of Mr. Klavan, Mr. Buckley said, brings all of WNEW’s major personalities under long-term pacts. These include Mr. Klavan’s partner, Dee Finch, as well as Jerry Marshall, Art Ford and Lonny Starr.
HEMISPHERIC TV NETWORK FORESEEABLE—QUINONES

Advancement of tv in Latin America offers greatest hope for strengthening ties between western hemisphere nations, Jose Ramon Quinones, president of WAPA-TV San Juan, P. R., believes.

THE ADVANCEMENT of television in Latin America offers the greatest hope for strengthening economic, cultural and spiritual ties of the nations in this hemisphere, according to Jose Ramon Quinones, president of WAPA-TV San Juan, P. R. WAPA-TV was host to leading international advertising agencies April 3-May 2 in conjunction with the first anniversary of the station.

"A continental tv network, linking North, Central and South America, as well as the Caribbean, is a definite possibility in the foreseeable future. When we observe the powerful impact television has had on the public of Puerto Rico in one short year, as well as in Cuba, Brazil and the United States, we cannot help but feel a sense of awe at the potentialities of telecasts on a hemispheric scale," Mr. Quinones said.


Goar Mestre, president and the general manager of CMQ-AM-TV Havana and television networks in Cuba, also attended the WAPA-TV festival. He is minority stockholder of WAPA-TV.

Al M. Martinez, the executive vice president of the Caribbean Networks, representatives of WAPA-TV in New York, directed the international delegation through the ultra modern WAPA-TV plant, which cost approximately $650,000, exclusive of land. Mr. Martinez pointed out that the growth of tv in metropolitan San Juan in one year exceeded 75,000 sets. An average of 6,300 new sets are being purchased each month, he said.

WAPA-TV is owned and operated by Jose Ramon Quinones, who also is first vice president of the Inter-American Broadcasting Assn. The station operates on ch. 4 with 56.2 kw. Its Lehigh tower, with a six-bay antenna, rises 291 ft. above sea level.

Defin Fernandez is the general manager of WAPA-TV; Jose Franco, program director; Howard Hayes, formerly with WTOP Washington and WPIK Alexandria, Va., chief engineer; Frank Quinn, technical supervisor, and Mariano Angelet, sales manager.

Color Film in West Virginia

TWO West Virginia tv stations have reported their first use of color film. WSAZ-TV Huntington (ch. 3) April 29 presented its first local film colorcast featuring I Led Three Lives, sponsored by Falls City Brewing Co., Louisville. WCHS-TV Charleston (ch. 8) April 26 telecast in color the Cisco Kid program, sponsored by Evans Super Markets.

KGBT-TV Goes to 100 Kw

ADDITION of a 35 kw GE amplifier has raised ch. 4 KGBT-TV Harlingen, Tex., to maximum power of 100 kw, the station has reported. KGBT-TV started Oct. 4, 1953, with 13 kw ERP. Troy McDaniel, general manager of the station, reports the power increase, which became effective on April 4, has given the station a much stronger picture throughout the Lower Rio Grande Valley.

WSB-TV Claims Color ‘First’

A closed-circuit color tv program, originating in the studios of WSB-TV Atlanta and produced by station personnel, was the highlight of a dinner given on April 25 by the Protestant Radio & Television Center there. WSB-TV believes it was the first color tv religious program ever produced. The dinner marked the opening of the center’s campaign for $250,000 to build and equip a tv production center on its property.
MR. TOOTHPASTE MANUFACTURER—
Just one tube of your toothpaste sold in a month to the radio homes in WGN's area would mean 4,686,860 tubes sold—$1,171,715 at 25¢ a tube!!

WGN reaches more homes than any other advertising medium in Chicago, and our Complete Market Saturation Plan has proven it can sell your products to these homes.

* Nielsen Coverage Service
AT CEREMONIES opening the new Harlem Radio Center of WLIB New York, renovated at a cost of $50,000, Harry Novik, station general manager, checks a congratulatory telegram with Mrs. Ann Hedgeman, aide on race relations to New York City Mayor Robert F. Wagner. WLIB opened its new studios and offices April 27 and held open house for agency timebuyers and account executives.

George Dorsey, program manager and film-buyer, WRC-TV Washington, additionally assumes program manager duties, WRC; James McMurry appointed to newly-created position, WRC-AM-TV production manager.

Ray Grant, sales staff, KFSD San Diego, appointed sales manager.

Rita L. Garner to WMGM New York as sales promotion director.


Alex Monahan, formerly with WFBM Indianapolis, Ind., appointed program director, WWTV (TV) Cadillac, Mich.; Daryl Sebastian, WWTV, named merchandising and promotion director.

Worth White, announcer, WPTF Raleigh, N. C., named promotion director; Thomas L. Maness, WPTF sales staff, transfers to promotion dept.; Jane Isley to program dept.; Betty Jeanne Campbell, program dept., and Richard Newton, transcription clerk, resign.

Ed M. Morrissey, former news editor, KIMA Yakima, Wash., appointed KIMA-AM-TV and KEPR-TV Pasco, Wash., public relations and promotion director.

Robert Clinton, account executive, KIMN Denver, appointed staff executive, KVWO Cheyenne, Wyo.

William Veneman, formerly with KTTV (TV) Los Angeles, appointed executive assistant for tv to J. Elroy McCaw, coordinating Mr. McCaw's Washington tv interests, which include KTVW (TV) Tacoma (Seattle).

Robert F. Stolfi, tv network sales dept., CBS-TV, to WNDU-TV South Bend, Ind., as sales promotion and advertising director.

Ted Steele, program personality, WOR-AM-TV New York, named musical director.

Neal Finn, program contact, WCBS-TV New York, and Robert Miller, associate director, CBS-TV, appointed WCBS-TVs.

Eleanor Warner, production staff, KWK-TV St. Louis, appointed director.

Lela Hutson Grim, formerly with WIEL Elizabethtown, Ky., to KXO El Centro, Calif., as continuity director; El Merriman, formerly announcer, KXLE Ellensburg, Wash., to KXO as announcer.

Lawrence S. Roser, formerly engineer, WLAC Nashville, Tenn., to WLW Muscle Shoals, Ala., as chief engineer.

Don Wood, formerly producer-director, King Broadcasting Co. (KING-AM-FM-TV Seattle), to KTVW (TV) Tacoma, Wash., in same capacity.

Don Wolf, producton staff, CBS, to WMGM New York as writer-director.

Dan Bellus, sales dept., KFEQ-TV St. Joseph, Mo., appointed to head newly-created sales development and promotion dept., KFMB-AM-TV San Diego, Calif.; William D. Browning, program manager, KFSD San Diego, to KFMB as announcer and host-m.c., Bill Browning's Best program.

Peter Thornton, publicity director, WENS (TV) Pittsburgh, to KSDKA-TV there as public relations director, succeeding Dick Fortune, who enters public relations and advertising field.

Jerry Dunphy, formerly with KEDD-TV Wichita, Kan., to WXIX (TV) Milwaukee as news director.

RHEINGOLD SPONSORS "FAIRBANKS" AGAIN... 3rd YEAR IN A ROW!

In January, almost every other viewing home in New York was watching "Douglas Fairbanks Jr. Presents", (ARB, January '55)! Rheingold Beer is so impressed, they're sponsoring Fairbanks regionally for the 3rd consecutive year. Many markets available for first run, 'Nuff said!

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC. 7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

May 9, 1955 • Page 87
Bob Dunham, formerly with KVOR Colorado Springs, Colo., to KCOW Alliance, Neb., as news editor.


Larry Keith to WIST Charlotte, N. C., as sports director; Richard Wilmot to local sales staff.

Mark Scott, former sports director, KFWB Hollywood, to KOWL Santa Monica, Calif., in similar position, continuing to broadcast Hollywood Star baseball games on KFWB.

Floyd (Babe) Herman, former Brooklyn Dodgers baseball player, to KFWB as sportscaster, succeeding Mr. Scott.

George Menard appointed farm director, WBMM Chicago.

Gene Ziliak, floor crew, KVOO-TV Tulsa, Okla., appointed stage manager; Noel Confer, floor crew, named to announcing staff.

Michael Casey, set director, KNXT (TV) Hollywood, named stage manager; Jim Casey, former producer-director, KFMB-TV San Diego, to KNXT as coordinator, Musical Nightcap program.

Dolly Beach, former editor, weekly Catalina Islander, Avalon, Calif., to KBIG Avalon as traffic manager, succeeding Virginia Wilkins.

Charles C. Crockett, former announcer, KGMB Honolulu, to sales staff, KGMB-TV.

Bernard M. Alper, formerly account executive, WLEV-TV Bethlehem, Pa., to WGLV (TV) Easton, Pa., in same capacity.

Murray L. Goldsborough, Jr., assistant general manager, WHVR Hanover, Pa., to WAAAM (TV) Baltimore as account executive.

Charles E. Powell to sales staff, WBAL Baltimore, as account executive.

Paul Freygang, former account executive, KNEB Scottsbluff, Neb., to KHOL-TV Kearney-Holdrege, Neb., as advertising account executive; Wendell Dean Smith, formerly announcer, KRVN Lexington, Neb., to KHOL-TV; WillaDeen Deaver and Robert Stolz to traffic and production depts., respectively.

John Cody, formerly with WWHG Hornell, N. Y., to sales staff, WHEC Rochester, N. Y.

Howard Harma, former classified advertising manager, Twin Falls (Idaho) Times-News, to KDYL-AM-FM Salt Lake City as account executive.

Jack Aegersinger, announcer, WFVA Fredericksburg, Va., to WTOL Toledo, Ohio, in same capacity.

Henry Charnell, graduate, Northwest Radio & TV School, to KSYC Yreka, Calif., as announcer-engineer.

Leon Kelly, formerly announcer-program director, WEAG Plattsburg, N. Y., to announcing staff, WGY Schenectady, N. Y.

Art Anderson, graduate, Northwest Radio & TV School, Portland, Ore., to KORT Grangeville, Idaho, as announcer-salesman.

Bob Rogers, graduate, Northwest Radio & TV School, Portland, Ore., to KCOV Corvallis, Ore., as announcer-salesman.

Dan Ris, freelance actor and former sportscaster, KCP (TV) Hollywood, resumes newscasting duties at station.

Phil Cosgrove, graduate, Northwest Radio & TV School, Portland, Ore., to KXKRO Aberdeen, Wash., as announcer-copywriter.

Tony Gayhart, graduate, Northwest Radio & TV School, Portland, Ore., to KGVO-TV Missoula, Mont., in film and announcing capacities.

Bob Cawley, promotion manager, KCKT (TV) Great Bend, Kan., to KTLY (TV) Phoenix, Ariz., as production coordinator and star of nightly Bob Cawley Show.

Bob Drews to WEAW-FM Evanston, Ill., as disc jockey.

Milo Hamilton, formerly sportscaster with St. Louis Cardinals baseball radio network, to announcing and news staff, WIND Chicago.

Bob Montgomery returns to WBIG Greensboro, N. C., as announcer and program personality.

Bill Rice, newscaster, KARK-AM-TV Little Rock, Ark., to announcing staff, WFBM-AM-TV Indianapolis, Ind.

Ray Freeman, formerly with WMLV Millville, N. J., to WLDB Atlantic City, N. J., as disc m.c.

Clete Roberts to KNXT (TV) Hollywood as newscaster.

Frank Herman, magician and actor, to KTLA (TV) Hollywood as host-m.c., Cartoon Carousel.

Bob Shriner, announcer, KFEL-TV Denver, to announcing staff, KOA-AM-TV there.

Roger Coryell, formerly with KHBC Hilo, Hawaii, to announcing staff, KGMB Honolulu; Anne Steenrod, formerly with WPTW Piqua, Ohio, to KGMB as copywriter.

James McClintock, general manager, Pierpoint Landing, Long Beach, Calif., adds duties as host-commentator, KHI-TV Hollywood Fishing Flashes.

Mal Bollaire, Chicago freelance announcer, to WBMM Chicago.

Charles Roudabush, engineer, WPIK Alexandria, Va., and Margaret Capizzi were married April 23.

Lois Weisz, secretary, production dept., KYW Philadelphia, and Thomas Wexler were married April 17.

Buddy Morrison, stage manager, KNXT (TV) Hollywood, and Jeanne Fimaneau, script secretary, Panorama Pacific program, Columbia TV Pacific Network, were married April 16.

Jack Aegersinger, announcer, WTVL Toledo, Ohio, father of girl, Cheryl Dorothy, April 8.

Thomas B. Cookerly, sales executive, WBTV (TV) Charlotte, N. C., father of boy, Thomas Clayton, April 19.

George Baron, vice president and general manager, KOWL Santa Monica, Calif., father of girl, Pierrette Marie, April 18.

Ed Jordan, announcer, WFBM-AM-TV Indianapolis, Ind., and Dee Jordan, WFBM writer, parents of girl, Gretchen Ann, April 17.

Joseph A. Kjar, sales manager, KSL-AM-FM Salt Lake City, father of girl.

Terry H. Lee, general manager, KVOV (TV) Stockton, Calif., father of girl, Elsia Thompson.
AFTER LONG WAIT, A-BLAST GOES OFF

Radio-tv networks, after nine days of delay, give nationwide coverage to Nevada test.

AFTER a nine-day delay, radio and television networks and stations covered the test explosion of a 35-40 kiloton nuclear device at Yucca Flats, Nev., last Thursday at 8:10 a.m. EDT.

The atomic bomb test was carried on television by a "live" pooled telecast on CBS-TV and NBC-TV. Network personnel and equipment had been on the scene for two weeks, prepared to broadcast the blast as soon as weather conditions permitted [BT, May 2]. The telecast began at 8:01 and lasted until 8:25 a.m.

Grant Holcomb of CBS-TV was "anchor-man" for the combined telecast, reporting the over-all scene from Media Hill. CBS-TV newsmen Jack Beck described the civil defense activity immediately before and after the explosion. Roy Neal of NBC-TV broadcast from the forward trench, less than two miles from "ground zero." Herb Kaplow of NBC-TV provided reports from the Army Signal Corps installation, where communication was maintained with the armored vehicles above ground, about 194 miles from the center of the target area.

The networks scheduled another pooled telecast for last Friday (8:30-8:55 a.m. EDT) to provide viewers with a tour of Survival Town, the model community erected by the Atomic Energy Commission and civil defense in the target area, to measure the destructive force of the blast.

Quality of the pooled telecast was far below expectations. Skeleton forces covered for the networks, the first teams having been withdrawn because of the postponements. Likewise, most of the independent station observers and newsmen had left prior to the blast [BT, May 2].

Last Thursday on the NBC-TV News Caravan (Mon.-Fri., 7:45-8 p.m. EDT), color film shots of the explosion were shown, said to be the first time color film were shown on tv the same day they were made.

A pooled radio network coverage of the explosion last Thursday was carried on ABC, CBS and NBC Radio. The program was broadcast 8-8:15 p.m. EDT and throughout that day the networks carried summaries of the broadcast. Coverage was supplied by Dallas Townsend, CBS; Bill Ewing, ABC, and Mr. Kaplow, NBC.

Mutual and DuMont carried news of the tests on various news programs throughout the day.

NBC Central Div. Drops 55 In Personnel Readjustment

NBC Central Div. last week released 55 employees in a personnel readjustment move due to the reduction in Chicago-originated network tv shows over the past year. Dismissals covered producing, programming, engineering, advertising-promotion and other fields. About 25 other employees are being retained during the summer months to help service the division's "green network" Daylight Saving Time operation and fill in for vacationers.

Spokesmen said the readjustment was necessitated because of the surplus of employees connected with former Chicagobased programs. NBC Central Div. hopes to arrange transfers for others to NBC local or network operations on the West Coast.

Among tv programs dropped by NBC Chicago during the past year: Time to Live, On the Farm (which may return), Eddie Arnold Time, Welcome Travelers (now CBS-TV), Kukla, Fran & Ollie (now ABC-TV) and Ding Dong School (which moves to New York about June 1).

'MONITOR' PROGRESS TOLD TO NBC RADIO AFFILIATES

Robert Sarnoff and Frederic Horton of NBC, via closed circuit, tell affiliates four sponsors have signed for participations on the series. Talent lined up.

FIRST REPORT on the progress of time sales to date for Monitor, new NBC Radio weekend service which will debut June 12, was given last week by the network. Signing of additional talent for the series was also announced. The sales picture was drawn for NBC Radio affiliates, via a closed-circuit broadcast, by Robert W. Sarnoff, executive vice president of the network, and Frederic L. Horton, director of radio sales for NBC, who announced that four of the nation's leading companies have placed orders for participations on Monitor.

Mr. Sarnoff told affiliates nearly 500 one-minute participations already have been sold on Monitor, representing an increase of 138% in gross billings over NBC's current weekend commercial business. Network advertisers who have signed for participations include Western Union Telegraph Co., RCA, Nash Motors and Carter Products. Orders received thus far for local participations on NBC's owned stations are from Seaforth, Douglas Labs ( Coppertone), Mid-Continent Petroleum Corp. and Bronzetan.

Mr. Sarnoff said that in addition to the business already signed, an equal volume has been committed by other advertisers. These commitments give assurance the weekend series will go on the air with a heavy commercial volume, he said.

The network also announced both Clifton Fadiman, radio-tv personality, author and critic, and Leon Pearson, newsmen, have been signed for Monitor. Mr. Fadiman will function as a "communicator," presiding over a four-hour segment of entertainment and information on the forthcoming series. Mr. Pearson will handle up-to-the-minute reviews of new Broadway plays and motion pictures. The reviews will be a regular Monitor feature. Other "communicators" who have been selected for the series are Dave Garroway, Jane and Goodman Ace and Red Barber. Bob Elliott and Ray Goulding, radio comedy team, will serve as "critics-at-large" on the new series [BT, May 2].

KTBS-TV Sets NBC-TV Tieup

KTBS-TV Shreveport, La., will be affiliated with NBC-TV when it begins telecasting about Sept. 3, E. Newton Wray, president and general manager, has announced. The station, which will operate with 100 kw, will transmit all NBC-TV color programs from the outlet, the announcement said. The transmitting tower will measure 1,151 ft. and will beam programs to the Arkansas, Louisiana and Texas area, according to the station.

YOUR STAR... YOUR HOST... YOUR SALESMAN:

DOUGLAS FAIRBANKS JR.

To all moviemgoers in the country (and that's just about everybody) "Fairbanks" is a magic name. It promises action... danger... excitement. And "Fairbanks" lives up to that promise as producer-host of every show, star of one out of four in the sponsor proves TV film series:

"DOUGLAS FAIRBANKS JR. PRESENTS"
CBS-TV Calls All Affiliates To May 19-20 Meeting in N. Y.

FULL-DRESS meeting of all CBS-TV affiliates with the network has been set for May 19-20 at the Waldorf-Astoria in New York, J. L. Van Volkenburg, president of CBS-TV announced last week.

Network officials last week said there was no unusual significance to the meeting to which 228 network affiliates in the U. S., Canada, Alaska, Hawaii, Puerto Rico and Cuba have been invited. Attendance, made up of owners and key management executives, is expected to reach 300 or more.

It was understood that the meeting will be held with the objective of making an overall review of network problems and plans, including fall programming, fall sales, promotion, publicity, research and small market affiliates. It was believed that color tv, which had dominated part of a similar NBC-TV affiliates meeting a few weeks ago [B&T, April 25], would not be prominent on the CBS-TV agenda.

Five New Sponsors Sign With CBS Radio; Two Renew

SIGNING of five new sponsors and contract renewals by two others for five current shows on CBS Radio was announced last week by John Karol, vice president in charge of network sales. Renewals included Campana Sales Co., Batavia, Ill., for a quarter-hour segment of Arthur Godfrey Time on an alternating schedule starting May 31, through Erwin, Wasey & Co., New York, and Lever Bros for a quarter-hour of Art Linkletter's House Party on Monday, Wednesday and Friday, effective May 30 for 52 weeks through BBDO, and its quarter-hour sponsorship of Arthur Godfrey Time on an alternating schedule, through McCann-Erickson.

New sponsors are Miller Products Co., St. Louis, through Winius-Brandan Co., same city; Cern Products Sales Co., New York, through C. L. Miller Co., same city; Harrison Products Co., San Francisco, through Sidney Garfield & Assocs, same city; McKesson & Robbins Inc., New York, through Ellington & Co., same city, and Murine Co., Chicago, through BBDO, same city.

Mr. Karol also announced that Campana has extended its sponsorship of Rosemary Clooney Sings on Thursday and its quarter-hour segment of My Little Margie on Sunday.

Regional CBS-TV Network Buys Pacific Grid State

EXCLUSIVE live tv rights to regional Pacific Coast Conference football games this fall has been sold to Columbia TV Pacific Network, CBS-TV Hollywood and PCC executives announced last week.

Tentative schedule calls for eight games, seven distributed among five Saturdays and the season opener—Texas A&M at UCLA—on Friday night, Sept. 16. NCAA rules call for five Saturday regional games maximum, set the available regional dates and limit teams to two appearances each during the season.

The CTPN-PCC agreement provides generally that games will be carried on 18 CTPN stations, except that no game may be televised in the home territory of the host team.

The tentative schedule:

Sept. 16—Texas A&M at UCLA.
Sept. 24 (two games)—Illinois at California, Stanford at Oregon State (night game, released in San Francisco only).
Oct. 8—USC at Washington.
Oct. 22 (two games)—Stanford at Washington, USC at California (released in Los Angeles only).
Nov. 5—Oregon at Washington State.
Nov. 12—Oregon State at California.

Participating in negotiations were James T. Aubrey Jr., CTPN general manager; Alfred Masters, Stanford U. athletic director and PCC radio-tv committee chairman, and William J. Perry, conference radio-tv director.

Network Bids Due This Week For Five Big Ten Grid Games

THE BIG TEN hopes to receive a definite network bid sometime this week in connection with the sale of its package of five regional football telecasts under the national NCAA plan this fall.

It was understood that both NBC-TV and CBS-TV are the main bidders for the Western Conference football package under single or multiple sponsorship. ABC-TV and DuMont TV Network reportedly have displayed less interest, though the former was understood to have re-entered negotiations recently.

Among prospective sponsors, it was learned, are a number of oil companies, such big names as Standard Oil Co. of Indiana, Phillips 66, Sinclair Refining Co. and Oklahoma Oil of Chicago.

Sombrero Network Hosts

THE EIGHT-STATE Sombrero Network was host to timebuyers from New York agencies at a party there last week for a sales presentation session on the network, which claims to cover a potential audience of 2,600,000 Spanish-speaking consumers throughout the U. S. The network is composed of KCOR San Antonio, KKW Pasadena, WHOM New York, KTNX Austin, KCCT Corpus Christi, KABQ Albuquerque, XELO Juarez-El Paso and XEDF Nuevo Laredo-Laredo, Tex. Richard O'Connell, New York, is national representative for the network.
KBS Adds 13 Affiliates, Bringing Total to 835

ADDITION of 13 new affiliates and a new high of 835 clients were reported by Keystone Broadcasting System last Wednesday. New stations on the KBS list, according to Blanche Stein, station relations director, are the following: WLBN Ithaca, N. Y.; WVEZ New Orleans and KSUL Sulphur, both La.; WBRV Boonville, N. Y.; WAAA Winston-Salem, N. C.; WLEC Sandusky, Ohio; WOTR Corry, Pa.; WGSW Greenwood, S. C.; WCBR Memphis and WDEH Sweetwater, both Tenn.; KZIP Amarillo and KSKY Dallas, both Tex., and KLEB Vancouver, Wash.

NETWORK PEOPLE

S. Mark Smith, editor, Theatre Guild-produced ABC-TV U. S. Steel Hour and radio's Theatre Guild on the Air, discontinues Theatre Guild association June 1 to become script supervisor of Maurice Evans' series of live, one and one-half hour dramatic color NBC-TV Sunday presentations starting Oct. 23.


Dr. Gerhart D. Wiebe, research psychologist, CBS Radio, elected president, American Assn. for Public Opinion Research, succeeding Dr. George Gallup, director, American Institute of Public Opinion, retiring president.

Marjie Millar, who portrays "Susan" on ABC-TV Ray Bolger Show, and John Florea were married April 23.

Edwin C. Koehler, station relations dept., DuMont TV Network, father of girl, Eleanor Jane, April 29.

ABC AFFILIATION, effective May 21, is agreed to by WJAS Pittsburgh, Pa. to r: John H. Buchheit, commercial manager of WJAS; H. Kenneth Brennen, president and general manager of the station, and Charles W. Godwin, director of station relations, ABC Radio network.

If you want to see something that's good for sore eyes ... grab your May 10 issue of Sales Management and take a gander at the figures for WIOD's 4-county market, DADE (Miami), BROWARD (Ft. Lauderdale), PALM BEACH (West Palm Beach), and MONROE (Key West) ... you'll find a population increase of over 100,000 new year 'round residents. And, when it comes to effective buying income and retail sales — WOW! — they've both increased in the hundreds of millions of dollars.

Here's a market you want to keep your eyes on, all year 'round, too! For the facts, just ask your Hollingbery man.

James M. LeGare, General Manager

5,000 WATTS • 610 KC • NBC AFFILIATE

National Rep., George P. Hollingbery Co.

KEEP IN FRONT OF COMPETITION!

WIN — new listeners
PLACE — new sponsors
SHOW — new profits

with the SESAC TRANSCRIBED LIBRARY
the Library that's
lowest in cost for a complete program service
the Library that brings you
"the best music in America"

SESAC INC.

475 Fifth Avenue • New York

May 9, 1955 • Page 91
WHAT THE HECK'S JOE FLOYD DOING WITH FLORENCE?

(South Dakota)

He's putting a whole new market on the tv map ... 78,000 single-station homes, massed in the great Aberdeen-Watertown-Huron triangle ... reached only by the new ... Joe Floyd-operated KDLO-TV (CHANNEL 3), a proud, powerful interconnected companion of KELO-TV, Sioux Falls.

1955 RCA SALES TARGET OF $1 BILLION SET BY SARNOFF AT STOCKHOLDERS MEET

With sales already over the quarter-billion mark RCA-NBC board chairman predicts record year, topping 1954 gross sales by nearly $60 million. Color tv progress noted at 36th annual meeting.

SALES TARGET of $1 billion for RCA during 1955 was fixed last week by Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, at the 36th annual stockholders meeting of RCA in New York.

Gen. Sarnoff reported that in the first quarter of this year sales and earnings were higher than for any similar period in the history of the corporation, with sales amounting to $256,305,000 and net profit at $12,588,000. Although Gen. Sarnoff observed that the first quarter period cannot be used as a yardstick for the remainder of the year, he said:

"Nevertheless, based upon the annual progress and rate of our growth in past years, we hope that RCA will, for the first time in its history, achieve the stature of a billion-dollar corporation. Our sights are set high and the target for 1955 is one billion dollars in sales of products and services."

RCA's 1954 annual report showed that gross income totaled a record high of $940,950,000 in that year. This, Gen. Sarnoff said.

Gen. Sarnoff estimated that television, including manufacturing, telecasting and servicing, accounts for about 52% of RCA's business, and was optimistic on color television's outlook. He predicted that in 1956 and in subsequent years, RCA earnings from sale of color tv sets "will substantially exceed its earnings from sales of black-and-white sets during those years."

Gen. Sarnoff reported that production was to begin last week at the company plant at Bloomington, Ind., on two newly-designed RCA 21-inch color tv receivers, one priced at $795 and the other at $985. He pointed out the RCA tv tube manufacturing plant at Lancaster, Pa., is being expanded to produce more than 30,000 tubes a month (see story page 31).

Color television will "break through" and be "well underway before Christmas," Gen. Sarnoff asserted, stating that "a reasonable number" of color programs will be broadcast with regularity and this number will increase as more color sets are installed in homes.

In reply to a question from a stockholder, Gen. Sarnoff ventured the opinion that color tv sets will be sold at a price of about $500 "within the next one or two years."

Last Wednesday, Robert A. Siedel, executive vice president, consumer products, RCA, explained that dealers are expected to begin offering the new 21-inch color receivers early this June, but cautioned that quantities will be limited.

He said that the new color sets' 26-tube chassis is a reduction of 14 tubes from the 40 used in previous RCA 21-inch color receivers.

Members of the board of directors re-elected for a three-year period were: John T. Cahill, RCA counsel; Elmer W. Engstrom, executive vice president, RCA; Edward F. McGrady, former Under Secretary of Labor; William E. Robinson, president of Coca-Cola Co., and Gen. Walter Bedell Smith (RCA).

A stockholder observed that Gen. Sarnoff's contract with the corporation expires next March and asked what steps, if any, had been taken to renew the pact. Mr. Cahill replied that Gen. Sarnoff was still have reached a 50-year association with RCA and its predecessor firm by next March and said the board of directors intends to "persuade" the general to sign another contract.

Complete Am-Tv Gear Offered for $5,000

Manufacturer Sarkes Tarzian has combination unit now available at low cost.

COMBINATION radio-tv studio-transmitter unit selling for less than $50,000 was proposed last week to meet the need for low-cost television operations. The idea was advanced by Biagio Presti, of Sarkes Tarzian Inc., Bloomington, Ind.

Mr. Presti has informed FCC the plan conceives combination am and tv stations with studio equipment costing less than $20,000 and the remaining gear, including antenna, priced at around $30,000.

This plan, it was stated, would permit operation of a tv station in every town having an am station, with operational costs "little if any higher than their present am costs." Capital investment can be brought down as low as $40,000, it was added.

Mr. Presti said personnel could easily handle the simple tv and am operation at the same time, with the same transmitter man taking the necessary readings on both am and tv equipment and the am announcer operating control equipment. Vidicon cameras could be placed in the audio control room so the am announcer could handle the operation. "We are in fact doing a very similar thing at WTTV (TV) Bloomington," he explained.

Simulcast copy could be prepared, he said, with one man operating the audio board and film control "without difficulty" as done at WTTV. Another factor is the new Sarkes Tarzian 100-slide capacity projector, which permits selection at will and preloading for several days. After preparing, Mr. Presti said, the operator can place slides on the air by pressing a single button.

Early operation of the combination am-tv transmitter might include only two or more hours video per day, but this could be changed
Fm Multiplexing for $2,000

COMMERCIAL operation of fm multiplexing, authorized last month by the FCC as a means of providing new support for fm broadcasting [B&T, March 28], is already underway at KYTL-FM Mesa, Ariz., which under special authority has been transmitting a subcarrier program of background music without announcements.

The equipment will be shown in operation at the NARTB Convention by Paul Schaffer Custom Engineering, exclusive sales representative for the Harkins system. Receivers will pick up both the main WWDC-FM Washington program and subcarrier programs.

Equipment used at KYTL-FM was developed by Dwight (Red) Harkins, owner of

Dwight (Red) Harkins with his multiplexing system at KYTL-FM.

Harkins Broadcasting Co., operator of KYTL-AM-FM in Mesa, a suburban Phoenix community. Mr. Harkins is also station manager of KVAR (TV) Mesa which he originally built as KYTL-TV and then sold to the owners of KTAR Phoenix. As a personal hobby, he maintains an electronic research lab, where he has spent five years in developing a multiplexing system that not only meets the required technical specifications but is also economical for the fm broadcaster to install, Mr. Harkins told B&T.

The overall price of his multiplexing set-up will be less than $2,000, including installation and all necessary modifications, he said. This figure even includes transportation of the trained engineer who will come to the station to install the apparatus, make the needed modifications and instruct the station personnel on the various phases of multiplexing. Cost of receiving units will vary from $35 to $90, he said, noting that the total installation cost, including antenna and labor, should be held under $100 per subscriber for a practical system.

Subscription rates received by the station will be dictated by local conditions in each market, Mr. Harkins said, reporting that rates now charged in a number of cities range from $20 to $40 a month. The low initial cost of his system, he said, should enable the broadcaster to set his rates low enough to attract a large number of users.

He estimated that as few as 100 subscribers would make for a profitable operation. Mr. Harkins expects to offer a financing plan for the purchase of his components, he said.

For the manufacture of his units, Mr. Harkins has become affiliated with Walton Hershfield, an owner of Vinson Carter Electric Co., which he described as Arizona’s largest industrial electronics and electrical contracting firm, capable of producing as much equipment as is needed. Tape recording equipment designed for subcarrier programming is being designed by Berlant Instrument Co. of Los Angeles, he reported.

The Harkins transmitter unit is compact, occupying about 10 inches of a standard 19-inch relay rack, he said. In addition, a phase modulator, which he also developed, must be added to the fm transmitter to inject the subcarrier without interfering with the station’s regular programming.

Radio, Tv Set Production Half Again Over 1954 Mark

Radio and TV set production in the first quarter of 1955 leaped to 49% and 50%, respectively, above the 1954 level, according to Radio-Electronics-Tv Mfrs. Assn.

Radio production continued to run over a million a month, totaling 3,640,144 for the three months compared to 2,581,565 a year ago. TV set output for the first quarter totaled 2,188,252 compared to 1,477,110 in the same first quarter of 1954.

March, a five-week work month, set high records for 1955, running far ahead of January and February for both radio and tv sets. Weekly radio production also was ahead.

Production of radios with fm tuning totaled 23,859 in March, out of 1,482,274 sets. Another 972 tv sets had tv tuners. About one out of seven tv sets were equipped for uhf reception.

Radio and tv 1955 set output by months:

<table>
<thead>
<tr>
<th>Month</th>
<th>Sets</th>
<th>Portable</th>
<th>Auto Clock</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>617,435</td>
<td>202,239</td>
<td>3,292</td>
<td>843,966</td>
</tr>
<tr>
<td>February</td>
<td>702,574</td>
<td>232,831</td>
<td>3,200</td>
<td>938,605</td>
</tr>
<tr>
<td>March (5 weeks)</td>
<td>831,166</td>
<td>300,840</td>
<td>3,235</td>
<td>1,155,241</td>
</tr>
<tr>
<td>Total</td>
<td>2,151,185</td>
<td>833,910</td>
<td>10,727</td>
<td>3,195,822</td>
</tr>
</tbody>
</table>

Radio and tv 1955 set output by months:

<table>
<thead>
<tr>
<th>Month</th>
<th>Sets</th>
<th>Portable</th>
<th>Auto Clock</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>573,837</td>
<td>166,885</td>
<td>1,068,146</td>
<td>1,809,868</td>
</tr>
<tr>
<td>February</td>
<td>597,742</td>
<td>130,021</td>
<td>1,089,724</td>
<td>1,829,487</td>
</tr>
<tr>
<td>March (5 weeks)</td>
<td>744,025</td>
<td>173,944</td>
<td>1,123,274</td>
<td>2,041,243</td>
</tr>
<tr>
<td>Total</td>
<td>2,115,604</td>
<td>490,860</td>
<td>3,268,114</td>
<td>3,865,578</td>
</tr>
</tbody>
</table>
MANUFACTURING

Dumont Faced With Minority Revolt

Liquidation of TV network among demands of Wall Street stockholders. Compromise agreements said to be in negotiation.

A threatened rebellion by a formidable bloc of minority stockholders of Allen B. Dumont Labs, electronics manufacturer and parent company of the DuMont Television Network, had subsided near the close of the week. Negotiations were in progress to strike a compromise.

Should these latest efforts to negotiate the dispute fail, DuMont can be expected to be engaged in a proxy battle with any action taken at the meeting. At stake was both the management policy of the firm, of which Dr. Allen B. DuMont is president and a board member, and the makeup of its board of directors.

Prime mover of the opposition is Carl M. Loeb, Rhoades & Cry New York stockholders, who hold an investment firm, which claims representation of 350,000 shares, or about 20% of DuMont Class A stock.

Its motives:

- Desire, that it be permitted to elect an "independent"—as distinguished from the DuMont management group and Paramount Pictures Corp. interest (also a large minority stockholder).

- Elimination of the existing division of stock: 1,801,045 shares of Class A and 360,000 shares of Class B.

- Liquidation of the DuMont Television Network which, it is felt, has been a drag on the company's financial position.

- Feeling that DuMont's top management should be strengthened by clarifying the division of authority and responsibility among executives engaged in research and development, as opposed to business policy.

Proxy Battle Threatened

Before the DuMont interests and the Loeb, Rhoades group entered into negotiations, there were threats made at the stockholders meeting Monday by the latter group that it would start a proxy battle if its demands were not considered. Plans were afoot even before the meeting came to a close to hold a special meeting within a month or two, with proxy statements calling for amendment of the by-laws and enlargement of the DuMont board.

It was asserted that the group was prepared "to take energetic, aggressive action."

Another block of minority stock is held by Paramount Pictures, which, it was estimated, can claim some 25% of the total stock. That company, which the DuMont interest at one time tried to buy out but was unsuccessful because of failure to agree on terms, owns all of the Class B stock and 43,200 shares of Class A. Paramount is permitted to elect three of the eight board of directors.

Unlike the Loeb, Rhoades group, the Paramount bloc's differences with the DuMont group are not so publicly stated, although it is known that Paramount is not pleased with general management policy and also is unhappy about the losses being suffered by DuMont in the network operation.

Four directors are elected by Class A stockholders and are top company executives. The eighth board member, Percy M. Stewart of Kuhn-Loeb, New York investment bankers, is the only board member who is not a member of the DuMont management group or the Paramount interests.

Ross Reid, attorney representing Loeb, Rhoades, told B&T Thursday that of prime importance to the stockholder group he represents was the impeachment on the board that materialized when Mr. Stewart voted with the Paramount group, thus presenting a 4 to 4 lineup. Mr. Reid's group failed at last Monday's annual meeting of the DuMont company to elect Arm and O. Erpf, of Carl M. Loeb, Rhoades, to the board in an "independent" group. Sen. Paul Raibourn, treasurer of DuMont and a Paramount vice president, attended the meeting "unofficially," explaining that his group was not in attendance because "we do not care to be identified with any action taken at this meeting."

He said that Paramount had received letters and phone calls questioning the policies of the present DuMont management.

During the meeting, Dr. DuMont, in answer to questions from the floor, said he had favored a plan to sell the network to ABC several months ago but that Paramount board members and Mr. Stewart had opposed this proposal. Mr. Raibourn, however, commented that the matter never came before the board for a formal vote and Dr. DuMont retracted that the company would be "$2 million to $3 million better off" if the sale had been cleared.

Both Dr. DuMont and Mr. Raibourn stick to their positions. Dr. DuMont maintains that there was an "impasse" on the board at the time of the ABC purchase proposal because of the Paramount lineup. But Mr. Raibourn's only reply to queries is the stand he took at the meeting, i.e., that the ABC matter never came up for a formal board vote.

Negotiations Underway

Queried by B&T Friday, Dr. DuMont said the negotiations underway with the Loeb, Rhoades group looked favorable. He said "demands have been made" but that with any agreement there also "must be concessions from both sides." He also indicated that the DuMont interests feel confident of a proxy victory should the negotiations collapse. According to Dr. DuMont's version of the ABC incident, Mr. Stewart voted then with the Paramount group on the board, thus canceling the proposed sale.

In his statement before the stockholders, Dr. DuMont, described by dissenting Mr. Reid as a "capable man" but in need of "independent financial advisers on the board," stressed what was described as the enhanced market values of the company's TV stations—WABS (TV) New York and WTTG (TV) Washington—and capital gains already realized. These, he said, will exceed all the network losses since it began operating by more than $7 million after taxes.

He said the company has had a successful record and that facts not reflected in the profit

Camera Vision Exhibits

CAMERA VISION Productions Inc. has scheduled at least five more demonstrations of its new electronic-and-motion picture film camera system (B&T, April 27) for industry representatives. The showings will be held at the newly-leased 50,000 square foot sound stage at 7417 Sunset Blvd., Hollywood, to be used as the firm's equipment headquarters.
and loss statements or balance sheets should be considered when making an appraisal.

The annual report of the company, he said, showed network losses in 1954, before taxes, cut DuMont's other profits by $3 million. Total operating losses of the network since its beginning, to nearly $16 million before taxes. Profits for DuMont's owned and operated stations (including WDTV) which it later sold to Westinghouse Electric Corp.) cut down broadcasting losses to $2.5 million after taxes.

Dr. DuMont said:
"At the time of our sale of the Pittsburgh station, our balance sheet reflected a book value for it of approximately $700,000. We sold it for $9,750,000. We realized a net gain, after taxes, of $6,725,000—over a million dollars more than our net losses on our broadcasting operations from the start. And we still have left two stations and the most modern studio building in the East, with enhanced market values—values which are not shown in profit and loss statements or balance sheets.

"Should it become desirable to translate the market values of our remaining broadcasting properties into liquid assets, it is a matter of simple arithmetic to figure that from the beginning our gains, as a result of being in the broadcasting business, will exceed our total operating losses by more than $7,000,000 after taxes. This amounts to approximately $3 a share more, in terms of shareholders equity.

"Of one thing, you may be sure. Your management is conscious of changing conditions in both broadcasting and manufacturing. We are taking steps necessary to elimination of broadcasting losses and continuing enhancement of broadcast property values.

"In the meantime, you may enjoy the knowledge that red broadcasting operating figures already have been wiped out by capital gains and that you still have continuously increasing values yet to be tapped."

Progress made by DuMont in the development of new and improved electronic equipment during 1954 was outlined. Among the developments, color film transmitting equipment for television stations, demonstrations of 19-inch round and 21-inch rectangular color picture tubes of the shadow-mask type, the Electronicam t-v film system, the Iconometric which counts up to a million objects in one second, a large number of improved and newly designed electronic instruments, and an electronic automobile engine analyzer for instantaneous detection of almost all motor faults or imperfections.

Officers of the DuMont firm re-elected at the meeting by Class A stockholders were Dr. DuMont, president, and Stanley F. Patten, vice president. Re-elected as directors by the Class A stockholders were Dr. DuMont, Mr. Patten, Dr. Thomas T. Goldsmith Jr., Bruce T. DuMont and Mr. Stewart.

Sales for First Quarter Decline, Hoffman Reports

A DECLINE in consolidated sales, from over $14 million during the first quarter to nearly $9 million during the same 1955 quarter, has been reported by Hoffman Electronics Corp., Los Angeles radio-tv and electronics manufacturer.

H. Leslie Hoffman, firm president, blamed the sales decline entirely to "unavoidable delays in production for delivery against government contracts."

A quarterly report to Hoffman stockholders noted that net 1955 first-quarter profits were $309,906 or 43 cents a share, against $470,289 or 69 cents a share during the same 1954 period.

NEW COLOR GEAR OFFERED BY GE

STATIONS planning colorcasting were offered an added boost last week by General Electric Co., which announced commercial production of its new color film and slide equipment.

For those tv outlets without immediate color plans, GE is making the equipment available for monochrome use. The color components can then be added at a later date to provide programming with color film and slides. Whether bought outright or on the staggered basis, the total purchase price will be the same.

GE set these prices:
$25,000 for a color scanner channel, or
$13,000 for the monochrome scanner now and an additional $12,500 for the conversion kit later.
$7,000 for a dual 2" x 2" slide scanner.
$18,000 for a film scanner including a continuous motion projector.

The scanner channel is common to both the film and the slide equipment.

The new color equipment uses a continuous motion projector developed by the Eastman Kodak Co. for use with the system's electronic flying spot which is its light source and film scanner.

Freedom from registration problems, high light level and automatic, mechanical and optical shrinkage control are claimed by GE for the new system. According to the firm the optical design gives a crisper, cleaner picture than now possible and with a minimum amount of noise. Arrangement of the mirrors reduces the effects of dust and dirt which present a "rainlike appearance" on home sets.

The 16mm continuous motion projector uses a special f.1.6 projection lens and mirror system which reflects more than 95% of the source light. The projector system may be started or stopped on any frame without synchronizing the movement of the film with the field rate before the picture is telecast, thus minimizing sprocket hole and film damage.

Each film and slide scanning channel has its own flying spot scanner so that the entire system will not be out of operation if one of the light sources fails.

GE has been testing the new equipment at Syracuse, N. Y., and at KING-TV Seattle, Wash. Installation is expected to be available for other stations within a few weeks.
TV SET SHIPMENTS TOTAL 36 MILLION

NEARLY 36 million TV sets have been shipped to dealers by manufacturers, according to Radio-Electronics-Tv Mfrs. Assn. The specific figure is 35,677,818 sets, covering the nine-year period from 1946 through 1954. Shipments in 1954 totaled 7,161,362 sets. Following by states are the number of tv sets shipped from factories to dealers in the 1946-54 period:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohio</td>
<td>341,988</td>
</tr>
<tr>
<td>Ind.</td>
<td>198,758</td>
</tr>
<tr>
<td>Ill.</td>
<td>1,035,458</td>
</tr>
<tr>
<td>Ohio</td>
<td>351,794</td>
</tr>
<tr>
<td>Mich.</td>
<td>1,682,313</td>
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<tr>
<td>Mo.</td>
<td>1,246,951</td>
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<tr>
<td>Mo.</td>
<td>978,846</td>
</tr>
<tr>
<td>Neb.</td>
<td>278,676</td>
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<tr>
<td>Nev.</td>
<td>20,660</td>
</tr>
</tbody>
</table>

Jansky & Bailey Develops Wireless, Midget Microphone

WIRELESS microphone, contained in two cigarette case-size containers small enough to conceal in a performer’s clothes, has been announced by Jansky & Bailey Inc., Washington radio and electronic engineering firm. The development is being demonstrated May 2-13 at the Washington Futurama show held at a downtown department store.

The Model 500 midget fm transmitter operates on 153.1 mc under a special, experimental FCC authorization. It incorporates a highly sensitive microphone and transmitting circuit in one case and a battery supply in the other. Power is .5 w peak input. The output of the wireless mike can be picked up from distances up to several hundred feet. The equipment is being used in Navy developmental work, including medical examinations where the patient’s heartbeat and blood pressure can be recorded while he is undergoing physical exercise. Its use for tv or radio studio programs would obviate the need for fixed microphones or portable mikes with attendant cables, it was pointed out.

Raytheon Opens Midwest Unit

NEW warehouse and sales offices to speed the shipment of electronic tubes and related products to customers and dealers in the Midwest have been opened by Raytheon Mfg. Co., Waltham, Mass., at 9501 Grand Ave., Franklin Park, Ill., in the outskirts of Chicago. The warehouse also contains a modern engineering laboratory for handling commercial engineering problems.

Manager of the new warehouse is Alexander E. Blazis, formerly foreman in Raytheon’s Quincy, Mass., receiving tube plant. C. R. Hammond, assistant vice president of Raytheon, has been named equipment sales manager.

SPEAKERS featured on the color-tv portions of the two two-day TV Studio Lighting Conferences held April 4-7 at General Electric’s Lighting Institute, Nela Park, Cleveland, are (l to r): Phil Wygant, production supervisor, WABP-TV Ft. Worth, Tex.; Lorraine Andre, Cleveland model who posed for demonstrations of color values; Frank E. Carlson, GE tv lighting expert and conference co-chairman; Joseph F. Stagg, specialist in broadcast studio section, GE electronics division, Syracuse; Reid R. Davis, NBC New York tv studio-field technical operations manager, and Joseph Bambara, CBS New York engineer in charge of special projects.
SAFETY AWARDS
GO TO RADIO-TV
National Safety Council presents annual awards to four networks, 110 stations and other media. Some advertisers also honored.

ONE television and three radio networks—NBC-TV, plus CBS, NBC and Rural Radio Network—along with 110 stations (84 radio, 26 tv) were announced last Tuesday as winners of the National Safety Council's non-competitive Public Interest Awards for 1954. Simultaneously broadcasters and other media were lauded for helping curtail accidents.

A number of top advertisers also were singled out for "exceptional service to safety," among them Chevrolet Motor Div. of General Motors Corp., DeSoto-Plymouth Dealers of America, Esso Standard Oil Co. and Standard Oil Co. (of Indiana). The National Safety Council also honored 10 general circulation and 30 specialized magazines, 34 daily and 11 weekly newspapers and 24 outdoor companies.

Executives from agency, broadcast, publication, newspaper, advertising and educational fields served as judges for the awards, given annually to public information media. Ralph Hardy, NARTB vice president, was one of seven judges.

In announcing the awards, Ned H. Dearborn, Council president, attributed "the downward trend in accidental deaths" the past year in large part "to the increasing amount of attention being given to safety by all kinds of public information media." He praised broadcasters and others for tackling the accident problem "with vigor, imagination and initiative," and interpreting it in such a way as to influence behavior, particularly on the streets and highways.

List of radio and tv stations follow:

RADIO STATIONS

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER
Gauged type • heavy legs and braces • designed for • 5 MPH wind and one-half inch ice load • has doped galvanized or painted coat of primer in coat • supports all types of television antennas and coastal feed line or wave guide • complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS
TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S. Government, Bell Telephone System and leading manufacturers. TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators and Constructors

The World Over
Tower Construction Co.
SIOUX CITY, IOWA

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JUDGING for the National Safety Council's Public Interest Awards for 1954, announced May 3, brought together these prominent executives (I to r): seated around table, Paul Jones, NSC public information director; Ralph W. Hardy, vice president, NARTB; Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana; Norman Damon, vice president, Automotive Safety Foundation; Marie Burroughs, NSC radio-tv division, and Dan Thompson, Council's radio-television director. In background are Bill Penl (l) and Dick Lawrence, NSC radio-tv division. Messrs. Hardy, Nunn and Damon served as three of seven judges, with Mr. Damon as chairman of group. Others not shown were Robert R. Burton, vice president, Needham, Louis & Brobry Inc.; Hugh Curtis, editor, Better Homes & Gardens; Dr. Albert A. Sutton, professor of journalism, Northwestern U.'s Medill School of Journalism, and Basil L. Walters, executive editor, Knight Newspapers.

Gold Reel Films Available

ANNUAL Gold Reel Film Festival of the Film Council of America was held in New York at the Waldorf-Astoria Hotel with about 400 16mm motion pictures entered in competition. A large number of the films, a council spokesman said, are available for free loan tv exhibition.


EKN Seeks Nominations

NOMINATIONS for the outstanding young electrical engineer of 1954 are now open, according to John Craig, chairman of the award-organization committee of Eta Kappa Nu Assn., national electrical engineering honor society. Candidates, Mr. Craig said, do not have to be members of the society but must be under 35 years old and have degrees in electrical engineering from colleges in the U. S. or Canada within 10 years prior to May 1, 1955.

Mr. Craig announced that the awards are made on the basis of social and civic accomplishments as well as technical achievements. Nomination forms may be obtained from A. B. Zerby, executive secretary of Eta Kappa Nu, P. O. Drawer C, Dillsburg, Pa.

AWARD SHORTS

John B. Adams, of Washington, public relations consultant, Government of Pakistan, and formerly with CBS, winner of government classification award from American Public Relations Assn. for segment of Pakistan public relations program, in which radio-tv played important part.

Galen Drake, CBS Radio personality and Housewives' Protective League director, WCBS New York, named "Homemaker's Best Friend" by Assembly of Brooklyn Jewish Women's Organizations.

WGN Chicago presented President Eisenhower Award from Treasury Dept. for promotion of sale of Bonds through department's family packet plan.

CBS-TV Studio One program, for Nov. 9, 1954 "An Almanac of Liberty," presented special award from Anti-Defamation League of B'nai B'rith as "year's outstanding example of the use of mass media for education in American democratic ideals."

Lewis & Martin Films Inc., Chicago, presented first award for tv commercials in annual competition of Art Directors Club of Milwaukee, for color commercial series prepared for Stark, Wetzel & Co. (meat packers), Indianapolis, Ind.

Heather Wardwood, student, U. of Miami, Coral Gables, Fla., presented first annual $500 American Women in Radio & TV scholarship and was honored last week at annual convention in Chicago.

Chuck Dulaney, program director, WGAY Atlanta, presented award from Treasury Dept. for "outstanding example of the use of mass media for education in American democratic ideals."

An Almanac of Liberty," presented special award from B'nai B'rith, B'rith packet plan.

Frank Atkinson, manager, copy dept., ABC, presented wrist watch as first prize winner in naming ABC employees social and athletic club in N. Y. "Mike & Camera Club."

Gretchen Jackson, women's program commentator, WBMS Boston, presented bronze plaque and scroll naming her "Woman of the Year" from Zeta Phi Beta, international inter racial sorority, for "outstanding achievement in radio, journalism and community service."

Charles Shaw, news director, WCAU-AM-TV Philadelphia, for second consecutive year presented Better Understanding Citation from English-Speaking Union for "furthering understanding among the English-speaking peoples."

Paul Coates, star, Confidential Files, KTTV (TV) Hollywood, presented Torch of Hope award from City of Hope organization for "outstanding endeavors" on behalf of afflicted children.

Eleanor Powell, star, Faith of Our Children, KRCA (TV) Hollywood, presented award by Los Angeles Urban League for encouragement of interracial relationships through her program.


WPTZ (TV) Philadelphia presented special award of merit from Red Feather-United Fund agencies of that city.

Carlitos Chan, announcer, WMAQ Chicago, presented award from American Legion, Dept. of Illinois, for "unselfish distinguished service . . . for betterment of the community, state and nation. . . ."

CBS-TV "Smoke" presentation on Suspense show, May 4, 1954, chosen best mystery tv play of 1954 by Mystery Writers of America, which awarded "Edgar" to Gore Vidal, adaptor of "Smoke" from Author William Faulkner's short story.

Robert W. Sarnoff, executive vice president, NBC, named "Young Man of the Year in Marketing" by Assn. of Adv. Men & Women, N. Y., for new sales and program patterns designed to make broadcasting more useful to advertisers; for interest in problems of marketers; for creating "most comprehensive merchandising program in the history of broadcasting," and for "combination of youth, experience and leadership which he embodies, and which are an inspiration to young people entering the field of marketing and advertising."

L. R. Rawlins, general manager, KDKA Pittsburgh, presented Charles Earhart Award of Pittsburgh Sales Executives Club for outstanding activities for club during past year.

Alice Jackson, WJAR-TV Providence, R. L., presented award of merit from American Legion, Dept. of Rhode Island, for "outstanding and generous contribution to the success of the American Legion programs in Rhode Island;" Ricky the Clown, personality, WJAR-TV Tip Top Circus program, presented award from Rhode Island Heart Assn. for efforts during 1955 Heart Fund campaign.

have advertising facts at your fingertips

When you want competitive information about the leading business firms spending $500 or over of national advertising dollar — keep the new 1955 STANDARD ADVERTISING REGISTER handy!

Here you'll find 14,000 leading advertisers with 60,000 executives listed by title — the advertising agency handling the account — amount spent — extent of distribution — over 15,000 brand names!

Let us send you all the facts about the new 1955 "Red Book". A line on your letterhead will bring them to you by return mail.
GE Transmitter, Equipment Ordered by WTTW (TV)

CHICAGO Educational Television Assn. has signed a contract with the General Electric Co. to provide transmitter and studio equipment for its forthcoming educational, non-commercial tv station, WTTW (TV).

Station plans were announced at a news conference in Chicago Tuesday, based on a projected 30-hour weekly schedule for WTTW when it begins regular operation about Sept. 1. Test patterns are slated to get underway late this summer, according to Dr. John W. Taylor, executive director.

Other developments are (1) station will program at the outset from 4-10 p.m., Monday through Friday; (2) construction work has begun at the Museum of Science & Industry which will house offices and studios; (3) WTTW is negotiating for studio space in Chicago's Loop for training personnel and airing test patterns and (4) a transmitter will be installed atop the Field Bldg. in July.

TV News Institute Begins At Northwestern U. June 21

ALL PHASES of television news programming and production will be covered by Northwestern U.'s Medill School of Journalism in a Television News Institute slated to be held June 21 through July 30 in Evanston, Ill. Medill's new-circuit tv news studios will be open for inspection.

The courses are open to professional newsmen and advanced graduate journalism students and teachers. Among those radio-tv newsmen scheduled to speak thus far are William Ray, NBC Central Div.; Jack Shelley, WHO Des Moines; Spencer Allen, WGN-TV Chicago; George Faber, CBS Chicago (news film manager), and William Warrick and Jack Chancellor, NBC Central Div.

Florida Passes Measure For University Tv Outlet

A BILL that would authorize the U. of Florida at Gainesville to establish and operate a television station has been passed by the state's House Committee on Higher Education. Rep. R. B. Bryant, who introduced the measure, told the committee there are private tv interests which are competing among themselves to give the university equipment.

Although Rep. Bryant refused to disclose who the interested are, he assured the group that "The university would not be obligated to anyone." The bill as reported out did not include any appropriations. Rep. Bryant said he would take this up with the appropriations committee later.

Audience Board Starts Tv Commercials Preview

NEWEST activity of the National Audience Board—previewing of tv film commercials (BTW, April 4)—started Saturday when a number of Revlon cosmetic, Congoleum, Nair and Colgate commercials were to be previewed at Samuel Goldwyn studios, Hollywood, at the invitation of John W. Loveton Productions.

Civic and cultural leaders of 22 southern California groups, headed by Mrs. Florence Thalheimer, program director of former educational KTHE (TV) Los Angeles, will constitute the previewing board, according to NAB

Author Barkins Defends Ty As 'Vital Educational Asset'

TELEVISION is "a definite, vital educational asset from which a child can receive a 'practical, liberal kind of education,'" according to author Evelyn Barkins.

These comments are contained in a new book on family life, entitled Four Children for the Doctor, which was published Thursday by Frederick Fell.

In her book the author asks: "Where else can the average, sheltered, gently-nurtured, modern child get such a wholesome closeup of the sometimes seamy, but authentic, face of current life? How else, moreover, could he learn this necessary and often disturbing lesson in realism, that we must all sooner or later learn, be less painfully or more pleasantly learned [than on television]?"

In programming, Miss Barkins finds, there are a good many good shows in every category. And she notes, often the most critical of tv's program quality are clandestine tv watchers and enjoyers.

The author asserts that her family, at first steadfastly refusing to yield to tv viewing, finally purchased a set after becoming convinced that tv was no "passing fancy" and to "shun it... was not only unnecessary, but unrealistic and unintelligent, too." Tv, she writes, is "a family occupation."

RCA-NBC Scholarship Set Up

SYLVESTER L. WEAVER Jr., president of NBC, has announced that an RCA-NBC scholarship and fellowship program has been established to help perpetuate high standards in radio and tv. Mr. Weaver also said NBC has inaugurated a special "Presidents Award" of between $4,000 and $6,000 for a person between 25 and 35 who has shown outstanding talent and creativeness in the field of drama. The Drama scholarship is open to U. of Carnegie Institute of Technology and Iowa State U. will share in the scholarship and fellowship grants.

WRCA-TV Forms Workshop

TV WORKSHOP has been established by WRCA-TV New York for the production of experimental programs in cooperation with various educational institutions, actors' groups, museums and other cultural groups, Steve Kranz, station program manager, has announced. Ideas are to be contributed by the station's program staff "to encourage group planning in program matters."

The workshop's first program will be The Analyst, presented in cooperation with the New York State Society for Mental Health.
ITALY Constructs First TV Station in Croydon

FIRST Independent Television Authority station in Britain is now being built at Croydon, Surrey, and will start commercial operations in September. Two additional transmitters for the British commercial television system are proposed for Lancashire and Yorkshire.

A total of 63 tv film producers in Britain are now actively preparing to provide filmed program material for the commercial stations and 88 are making features, according to a survey made by the British Broadcasting Corporation's television department.

At the Shepperton Studios, first production for the British commercial television system has been stopped due to a strike of technicians organized by the ACT labor union. ACT instructed its members not to work for Future Productions, which is the first British film for domestic commercial exploitation by Associated Rediffusion, one of the contractor companies for program time of the ITA.

BBC-TV has a daily adult audience in Britain of 31.9% of the 37 million population, it is indicated by a survey prepared for Radio Luxembourg by Social Surveys Ltd. Despite a substantial increase in the total audience during past two years, average of 27 viewers per set was maintained, according to the survey. Percentage figures on the British tv audience: 52.2% are women; 40.5% are 45 years old or older, and 61.3% belong to the "below average" income group. Most popular British program reported is the Fabian of Scotland Yard series, which got a 27.2% rating or a total audience of 10,880,000.

The survey shows that Radio Luxembourg which has been broadcasting commercial, English-language programs for many years has not only resisted any impact caused by BBC-TV but has, on the contrary, added to its audience. BBC Radio, on the other hand, was severely hit by the increasing popularity of BBC-TV programs, according to the survey.

Radio Still Vigorous, Canadian Advertisers Hear

"THOSE are not dirges you hear from radio stations, but singing commercials," Finlay MacDonnell, immediate past president of the Canadian Assn. of Radio & Television Broadcasters, told some 400 Canadian advertiser and agency executives at the opening of the 40th annual convention of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, on May 3.

Mr. MacDonnell told the advertising executives that the number of radio sets in use in Canada had risen from three million in 1945 to over six million today. In 1946 there were 27,000 car radios, he reported, while today there are over one million cars with radio receivers. He reported that there is a microphone on every main street of every small town of Canada.

Mr. MacDonnell told the advertisers that in the last year radio stations had a chance at self-analysis and "it did not stop at our operations. We are looking over our audiences, finding out what they like, how they work and how they play. We discovered that people are used to radio all the time, no matter what they are doing. We have not reached saturation of Canadian homes. Billings are greater than ever. Add this to the tremendous growth of out-of-home listening, especially in automobiles and the incredible new little portable models, and you have a picture of a medium bursting with health and vitality. Radio can best handle news, music and home-town affairs. Radio is not dead, radio never left home, radio never went away."

The CARB presented a new sales approach to Canadian advertisers in the form of a two-act play, "Crisis in Studio A," in which a mythical station, CACA, went off the air in the midst of a newcast and a silk-beatted "medium" came in to state he had stopped all radio stations operating in the entire world, because he did not think anyone was listening to radio today. Station staff, listeners and advertisers presented the "medium" with facts and figures on how essential radio is today and the vast mass audience it makes available at all times of the day and night.

In the end the "medium" was convinced that people still listened to their radio sets, that radio served a useful purpose and broadcasting was resumed.

Canada Tv Set Sales Rise

CANADIAN TELEVISION receiver sales in the first three months of 1955 totaled 166,462 units valued at $51,419,791, compared with sales of 111,399 sets in the same period of 1954. Bulk of sales, approximately 130,000 units, were sets with 21-inch screens. More than a third of the sales were in the province of Ontario, 63,324 sets; 38,698 sets in Quebec province, 17,391 sets in the Atlantic Coast provinces, and 47,049 sets in the four western provinces.

Sales, Production Deals Made by Official in Britain

GROUP of overseas sales and production transactions were completed by Harold Hackett, president of Official Films, New York, who returned to the home office last week after a two-week business trip in Great Britain and Sweden.

Mr. Hackett sold Official’s My Hero and Colonel March of Scotland Yard series to Associated Broadcasting Co. for showing over commercial channels in London and Manchester.

He said that commercial television will begin in London this September and in Manchester and Birmingham in January 1956. As presently organized, channels are allocated to Associated Broadcasting Co. in London on weekends; to Rediffusion in London Monday-through-Friday. Associated Broadcasting in Birmingham, Monday-through-Friday; to Morris Winnock, in Birmingham, on weekends; Rediffusion, in Manchester, weekends, and Morris Winnock, in Manchester, weekdays.

Mr. Hackett also reported that Official has entered into a co-production arrangement with Sapphire Films Ltd., London to produce three filmed series. They are The Adventures of Mr. Pastry, starring British comic Dickie Herne; Tangiers, an adventure series shot on the African Coast, and a program anthology series centering around historical figures such as Chopin, Driesell, Abraham Lincoln and Napoleon.

Cornberg to Aid British Tv

SOL CORNBERG, director of studio and plant planning for NBC, has accepted an invitation to travel to England as a tv consultant to Sidney L. Bernstein, chairman of Granada Theatres Ltd. He will leave for London July 1 to assist Mr. Bernstein in the design of a new tv station to be located in Manchester. Mr. Bernstein controls one of the four companies granted a commercial license by Britain’s Independent Television Authority.

IN INTERNATIONAL

WEHT, built by the Cornberg brothers, will be the station’s companion in Evansville. It will be built on the site of the partially completed station's Transmitter Plant.

WEHT Pickens area VHF reception of other stations does not include CBS network.

REALISTIC RATES

WEHT’s realistic cost per thousand, has budget-minded accounts parceling smart buys into sales day by day.

Represented by MEEKER TV and ADAM YOUNG—St. Louis

CHANNEL 50

WEHT NOW HAS 232,020 TV SETS (including Times Mirror) in the Tri-State.

WEHT targets JACKSONVILLE, Florida or RICHMOND, Virginia.
PROGRAMS AND PROMOTION

REBEL HARVEST

REBEL HARVEST is being reaped in Georgia by WRBL-TV Columbus. The station is digging up five basic soil types in the Georgia-Alabama area and distributing them to principal timebuyers through direct mailings. Timebuyers are also receiving a desk-top garden box, a small package of special nutrient, a "secret seed" and easy-to-follow instructions for "gardening." The first 10 to identify the "surprise flower" that blooms and contact WRBL-TV will receive "10 green, negotiable bills bearing the picture of the man who was first to be called to leave his farm and his green-thumb hobby to serve his country."

POLIO LOLLIPOPS

TAGS with attached lollipops are being passed out to first and second graders being inoculated for polio by WHOP Hopkinsville, Ky. The tag reads, "I'm lucky--I've had Salk vaccine! WHOP is proud of me!" and has a "Fight Infantile Paralysis" sign printed on it. WHOP staffer Katherine Peden has been Christian County campaign chairman for the fund drive there for two years and several years ago organized the first Mother's March in the county. The station has worked over the years to assist in the polio campaign and believes it has been a contributing factor in promoting and publicizing the National Foundation in its research and in making the fund drives in the area a success. It thinks the lollipops will brighten up an ordeal for the youngsters "that finds us grown-ups flinching."

‘NAME THE SPONSOR’

"NAME THE SPONSOR" contest is being conducted by KTIV (TV) Sioux City, Iowa. Persons interested in participating in the contest may write on the back of their program blanks at the station's booth at the sixth annual Siouxland Exposition at Sioux City Auditorium April 22-24. Thirty-five thousand people attended the show and thousands picked up entry blanks, according to the station. The blank lists the 46 programs carried by KTIV during the week and contestants must list the names of each program's sponsor. A statement, "I like to watch KTIV because . . . " is to be completed in 25 words or less as a tie-breaker. Prizes will include $50 worth of furniture. The contest, coming at the daylight time change, is designed to familiarize viewers with KTIV's summer schedule.

A THREE-DAY color tv clinic for agencies and advertisers was held by WDSU-TV New Orleans and NBC-TV officials April 6-8. L to r: Tom Hicks, WDSU-TV vice president in charge of programming, and Robert D. Swenszy, WDSU-TV executive vice president and general manager, discuss Peter Pan art work with NBC-TV color consultants Ed Bennett, Norman Grant and Dick Smith.

GOODWILL DINNER AIRED

EIGHTEENTH annual goodwill dinner of the Massachusetts Committee of Catholics, Protestants & Jews was televised May 5 by WNAC-TV Boston. The dinner, aired 9:30 p.m. to 10:30 p.m., is dedicated to citizens who believe in and respect the rights and dignity of the individual. This year the event honored Jack Benny, CBS comedian, Gen. Walter Bedell Smith, former Under-Secretary of State, and Gov. Theodore R. McKeldin of Maryland, for making brotherhood a way of life. Toastmaster was Maxwell M. Rabb, secretary to the cabinet and special counsel to the President.

CORDIC AND OLMICRON

REGE CORDIC, popular disc jockey on KDKA Pittsburgh, has been invited to be a member of the 147th Fighter Bomber Squadron of the Pennsylvania Air National Guard. The squadron already has been using a drawing of Mr. Cordic's program character, "Olmicron," as its insignia. The disc jockey has about a dozen different characters on his Cordic & Co. show and "Olmicron" is his voice recorded at 45 rpm played at 78 rpm. The presentation ceremony coincided with the opening of the current recruiting drive there, which Mr. Cordic plugged several weeks beforehand on his program.

TODAY' ESSAY CONTEST

ESSAY CONTEST is being conducted by a number of tv stations throughout the country on why NBC-TV's early-morning show, Today, should pay a visitor to the cities where the station is located. Contestants may win special awards and a national prize of a trip to New York to read the winning letter to Dave Garro- way, m.c. of Today.

EDITORS TO NEW ORLEANS

FIFTEEN trade paper editors and New York newspaper and magazine columnists were flown to New Orleans April 19 by the Motion Picture Advertising Service Co. for the premiere of WDSU New Orleans of Official Files, New Orleans Police Department, a new tv film series now being distributed by U.M.A.M. Corp. The latter firm is an amalgamation of Minot Tv Inc., New York, Motion Picture Advertising Service Co., New Orleans, and United Film Service Inc., Kansas City.

CITIZEN-PRODUCED TV SHOW

SERIES of Saturday afternoon citizen-produced tv programs has been introduced on WJHP-TV Jacksonville, Fla., under the supervision of Daniel F. Wozniak, assistant professor of journalism at Florida State U., Tallahassee. The series is in conjunction with a course taught by Mr. Wozniak in cooperation with the general extension division of the school and WJHP-TV. The course consists of a workshop introducing interested laymen in the use of the facilities of the commercial station for public service programs. The WJHP-TV series is produced by production teams from the class with students rotating in production capacities.

SUCCESSFUL RADIO CAMPAIGN

A CAMPAIGN of 12 daily spot announcements on KBIG Avalon, Calif., not only brought excellent local response to advertiser orders but also brought excellent local response to advertiser orders from a nearby Kelly-Bilt Clothes, Oceanside, Calif., but within 24 hours the store received substantial mail orders from an area covering eight Southern California counties. In a letter to the station, Dan Lawrence Co., San Diego, stated that half of the orders were accompanied by money orders and checks, and concluded, "Count us as a very happy agency with a very happy client." The clothing firm has expanded its original order with KBIG.
RADIO WANT-AD

TO FIND a replacement for Connie Puge, program hostess who was leaving the station, KTNT-TV Tacoma, Wash., went newspaper classified one better and ran its own "help wanted" ad. By means of one-minute live spots and 20-second plugs, the station sought a new TV personality for its Home Show. Hundreds of letters came in, according to KTNT-TV, some from as far north as Vancouver, B.C., and south from Astoria, Ore. Top applicants were asked to appear on both closed-circuit tv and the live Home Show. Viewers were asked to write in their choice of a hostess. A young housewife and former fashion model, Peg Carpenter of Puylup, Wash., was the final choice of viewers and station officials.

'SUNDIAL SATURATION SERVICE'

WDRC Hartford, Conn., has sent to clients a new brochure on its "Sundial Saturation Service." The service, developed by William F. Malo, commercial manager, is based on "sufficient frequency and repetition for real impact." The brochure outlines how the service works, showing how it can be adapted to any budget, can be used on short notice and "can go to work for you right now."

'YOUR NAVY SHOW'

NEW series designed to show the U.S. Navy at work—at sea, in the air and on land—and to show the public that Navy life is similar to that of civilians has been started on WGN-TV Chicago. Titled Your Navy Show, the program features talent from the Ninth Naval Command and Robert Trender and his GGN orchestra. Adrienne Falcon serves as m.c. of the show, which includes film clips of various Navy activities.

SYNTHESIZER BROADCAST

WGMS Washington April 27 at 7:05 p.m. broadcast for the first time in the city the results of the electronic sound synthesizer developed and researched by the David Sarnoff Labs, Princeton, N. J. The electronic synthesizer, according to WGMS, "is a music making device that can, in theory, originate any sound and any voice. Therefore, by mechanical means alone, music can be produced which does not originate with any musician or musical instrument." Members of the press, electronics industry and music and hi-fi fields heard a preview of the music and explanatory talks that same day before the broadcast. Musical examples were introduced with especially transcribed remarks by Brig. Gen. David Sarnoff.

Coincidental Sales

AS A MEANS of enabling salesmen to tailor their "pitch" for a specific program to a specific account, WOR New York account executives have been provided with an all-transistor, pocket-size radio which they carry with them to appointments with agency timebuyers. Salesmen are arranging appointments with timebuyers to coincide with the time of the program offered for sale. For instance, if the appointment is for 1 p.m. EDT, timebuyers will listen to Lunchon at Sara's as well as a presentation about the show.

'MAGIC CARPET' CONTEST

CARIBBEAN vacation for two is the prize being awarded by Dorsey Connors of WBQ (TV) Chicago in a "magic carpet" contest on her nightly travel series. Viewers are asked to write in 50 words why they think a relation or friend deserves such a trip to Cuba, Haiti, Nassau and Miami Beach. Travel editors of four Chicago newspapers will serve as judges of the contest.

TORONTO FOLLOWS CHICAGO

THE DOWNTOWN Businessmen's Assn. of Toronto Inc. has taken a leaf from the success story of Chicago's State Street Council and embarked on a radio spot announcement campaign to lure shoppers downtown [B*T, April 25]. The association started its drive March 15 with 14 150-word spots each day on three stations and on April 11 increased coverage to four outlets with 18 announcements per day. Live and recorded spots are being aired on CHUM, CCKP, CFRB and CKEY.

CKTB BROCHURE

CKTB St. Catherine's, Ont., has issued a 20-page illustrated brochure on its operations for agency timebuyers. The booklet contains pictures of industrial expansion in the area, coverage maps, directory of manufacturers, lists of local and national advertisers, examples of CKTB programming and statistics on population in the area.

WFMT (FM) HI-FI BROADCASTS

WFMT (FM) Chicago will broadcast from special studios at the 1955 High Fidelity Show in Chicago's Palmer House Sept. 30-Oct. 2, and other stations specializing in hi-fi will maintain exhibits at the exposition, it has been reported. The special broadcast feature was announced jointly by Bernard Jacobs, WFMT manager, and S. I. Neiman, president of the show. WFMT will maintain a specially constructed broadcasting studio, airing music, drama, poetry and discussion fare.

'MCGILL U. ON THE AIR'

CFCF Montreal for the third year is airing a weekly program, McGill University on the Air, in which university students have a chance to learn something about the programming, advertising and broadcasting facets of commercial radio.

NEGO PULSE FINDINGS

FINDINGS of a Pulse study of the Negro radio market in New York have been prepared in a brochure by WWRL, New York, which claims the Feb. 14-18 test of 600 Negro families in the New York area shows the station to be the "best buy" among radio outlets serving this segment of the population in the periods of 9-11 a.m., 2:50 p.m. and 10:30 p.m. to midnight. WWRL's figures, based on Pulse ratings and share of audience per quarter-hour, are computed on "comparative average cost per thousand." According to the data, the Negro population in the market is 1,100,872. Areas tested by percentages: Manhattan, 46; Bronx, 15; Brooklyn, 22; Queens, 10, and New Jersey, seven.

NAME THE PROGRAM

WMTW (TV) Poland Spring, Me., conducted a contest to name home economist Edith Webber's new cooking show on the station and pulled over 16,000 entries. Mrs. Lena Gardner of Portland, Me., was winner with the title, Cook-
First Aid by TV
REGISTERED applicants for first aid course given on WNHC-TV New Haven during a 20 half-hour program series were awarded "Tv Certificates of Recognition in First Aid" at conclusion of "If Disaster Strikes" series. Certificate can be applied to regular Red Cross first aid certificate. Station reports nearly 600 viewers registered for the course. Because of its success, a new series is being planned to start in the fall.

ing Can be Fun. Prizes included a choice of major appliances and a dozen bonuses ranging from a mattress to enough paint to do a family home.

CKLB's Carbon Copies
BECAUSE many local organizations and clubs keep scrapbooks about their activities published in newspapers and magazines, CKLB Oshawa, Ont., now keeps carbon copies of its news announcements about such organizations. The carbon copy is sent to the local organization with a note mentioning the time and date the item was broadcast over the station. As a result, CKLB has received a sheaf of thank you notes from top executives of big companies like General Motors, as well as from local Boy Scout troops.

What Listeners Won't Hear
INDIVIDUAL disc jockey personality recordings are being utilized by WKDA Nashville, Tenn., to show the listening audience what they "will not hear" on the station. The promotional gimmicks contain brief satirical sketches designed to show listeners what will not be aired over the air as well as to emphasize what they will hear on the station's "Happy Musicland...all day, every day, over WKDA."

'Winky Dink' Kits Sold
SALE of "Winky Dink" kits is expected to pass the three million mark early in May, Barry, Earhight & Friendly, packagers of the CBS-TV program, Winky Dink and You (Saturday, 11-11:30 a.m. EDT; Sunday, noon to 12:30 p.m. EDT), reports. Edwin S. Friendly, vice president of the packaging firm, said that through April 15, 1,345,200 kits had been sold in the air, 1,730,300 through retail outlets and another 260,900 as "super kits."

Puppies and a Helicopter
A HELICOPTER was used by John Coons to deliver puppies to 12 Chicagoland children as prizes in the "Name the Puppy" contest on Noonetime Comics on WNBO (TV) Chicago. Called "Operation Puppylift," the project called for "Uncle Johnny Coons" to deliver cocker spaniels or beagles to Jewel Food store parking lots in three Chicago suburbs—Bensonville, Aurora and Libertyville. The program is sponsored by Lever Brothers Co. (soaps and other household products), New York.

WCPO-TV Airs Polio Shots
REMOTE telecast of first and second grade children of the Cincinnati public schools receiving their Salk polio inoculations was staged April 27 by WCPO-TV there. The remote began at 9:15 a.m., just before the local program started into the gymnasium of the Cummins School for the shots. Newscaster Bob Otto interviewed Cincinnati Health Dept. officials, doctors giving the shots and parents of the children being inoculated.

'Opera Theatre' Returns
TOTAL of 2,500 requests has prompted WNMP Evanston, Ill., to bring back its Opera Theatre series starting April 30, according to Lewis LaMar, assistant general manager of the station. He claims the series, which features complete opera programs, is the only one of its kind on the air today and will have a longer run (21 weeks) than any opera series. The program is aired each Saturday at 3 p.m. and was brought back by listeners' requests. WNMP has been collecting and auditing records for the series for the past six months.

SUMMER CAMPAIGN plans and slogan of WCAU Philadelphia are unveiled by Robert N. Pryor (4th r), WCAU vice president in charge of public relations and promotion, at April 21 meeting with CBS Radio Spot Sales representatives. L to r: Roy Kramer, Chicago office; Pete Storer, New York; Dick Schutte, Los Angeles; Jack Donahue, Chicago, and Bob Dooley, New York.
Zooing and Viewing

The Oldest Zoo in America is promoting itself via the newest medium—and it’s really paying off. The Philadelphia Zoological Gardens, which lays claim to that venerable title “oldest zoo in America,” began to use television 15 years ago in the experimental days of WPTZ (TV) there. Since then, according to Roger Conant, curator of reptiles and public relations, attendance has risen steadily, with the exception of seasons with a large number of rainy weekends.

Zoo attendance 15 years ago averaged 400,000 per year. It passed the half million mark in 1945 and has been going up since. The record attendance was registered in 1951 with 857,901; last year saw 739,701 pass through the turnstiles. The figures represent money inasmuch as the Philadelphia Zoo, unlike most zoological parks, obtains most of its operating revenue through admissions. Filming offshore is now used on all three Philadelphia TV outlets (WFIL-TV, WCAU-TV and pioneer WPTZ) as well as by outside stations (WDEL-TV Wilmington, Del., and WPTZ-TV Scranton, Pa., and WGLV-TV (TV) Easton, Pa.).

Latest innovation is a 15-minute color program on WFIL-TV.

AD AWARD BROCHURE

Henry J. Kaufman & Assoc., Washington agency, has prepared a promotion brochure covering the various ad awards won by the agency. An attached note says, “The only reliable way to judge an advertisement . . . say some admn. who never win awards . . . is by the sound of a cash register ringing up sales. Some of our best friends are cash registers, the sound like it. Some of our best friends are cash registers, the sound like it.

Get more information on the many awards for which we are eligible except professional fees.

Press Gets a Plane Ride

To celebrate the second anniversary of the Music ‘til Down program on KNX Hollywood, April 28, station executives joined sponsor American Airlines in invigorating trade and newspaper press to a three-hour afternoon flight over the Grand Canyon and a DC-7 supplied by the airline, which has sponsored the program since its start. A birthday cake was sliced and distributed to the press during the flight.

WWDC Golfing Contest

WWDC Washington is conducting a “Hole-in-One” contest April 30 through July 4 for the benefit of the Crippled Children’s Society of Maryland, Virginia and the District of Columbia. Top prize is a 1955 Chevrolet automobile and there also are daily prizes. A special 85-yard green and cup have been laid out at a suburban Washington driving range. The fee is $1 for six balls. All are eligible except professional golfers. There is no limit on the number of times a person may enter. If no hole-in-one is scored, the person nearest the cup will be judged winner. Names of daily winners are being broadcast over WDCC’s Bob Wolff Sports Show.

FOR THE RECORD

Station Autorizations, Applications

(As Compiled by B • T)

April 28 through May 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. Sych. amp.—synchronous amplifier. VHF—very high frequency. UHF—ultra high frequency. Ant.—antenna. Aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. d—day. n—night. LS—local sunset. mod.—modification. Trans.—transmitter. un.—unlimited. ke—kilometers. SBA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Autorizations

As of April 30, 1955

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,744</td>
<td>522</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>Cps not in air</td>
<td>18</td>
<td>12</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,757</td>
<td>539</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,835</td>
<td>571</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>127</td>
<td>3</td>
</tr>
<tr>
<td>New station requests</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>New station kids in hearing</td>
<td>89</td>
<td>0</td>
</tr>
<tr>
<td>Licenses deleted in April</td>
<td>83</td>
<td>10</td>
</tr>
<tr>
<td>Licenses deleted in April</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

*Does not include noncommercial educational fm and tv stations.

For completeness, but station may not yet be on air.

Am and Fm Summary Through May 4

<table>
<thead>
<tr>
<th>Appls. &amp;</th>
<th>Admin. in</th>
<th>Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air</td>
<td>Licensed</td>
<td>CPs</td>
</tr>
<tr>
<td>Am</td>
<td>Fm</td>
<td>P.M.</td>
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<tr>
<td>------------------</td>
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<tr>
<td>2,717</td>
<td>2,794</td>
<td>111</td>
</tr>
<tr>
<td>Fm</td>
<td>593</td>
<td>592</td>
</tr>
</tbody>
</table>

Television Station Grants and Applications

Since April 14, 1952

Grants since July 11, 1952:

- VHF | UHF | Total |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>379</td>
<td>322</td>
</tr>
<tr>
<td>Noncom. Educational</td>
<td>17</td>
<td>18</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.:

- VHF | UHF | Total |
<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Commercial on air</td>
<td>318</td>
<td>106</td>
</tr>
<tr>
<td>Noncom. Educ. on air</td>
<td>9</td>
<td>3</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

New Amend. vhf | uhf | Total |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>963</td>
<td>337</td>
</tr>
<tr>
<td>Noncom. Educ.</td>
<td>58</td>
<td>26</td>
</tr>
</tbody>
</table>

Total | 1,029 | 377 | 1,406 |

1. One hundred-fourty-four CPs (29 vhf, 112 uhf) have been deleted.

2. One applicant did not specify channel.

3. Includes 36 already granted.

4. Includes 36 already granted.

Action of FCC

New TV Stations . . .

Ephrata, Wash.—Basic TV Co. granted uhf ch. 43 (664-660 mc): ERP 12.5 kw visual, 6.5 kw audio; antenna height above average terrain 460 ft., above ground 150 ft.; estimated construction cost $82,405 first year operating cost $25,000; revenue $50,000. Post office address 40 S. Main St., Ephrata, Lancaster County, Pa., and WPTZ TV station requests construction permit.


APPLICATIONS

Sacramento, Calif.—Educational Television, vhf ch. 62 (68-68 mc): ERP 12 kw visual, 6 kw audio; antenna height above average terrain 1,074 ft., above ground 500 ft. Estimated construction cost $266,950, first year operating cost $169,500 revenue $160,000. Post office address 6 Postmaster, Sacramento. Studio location 3835 Greenview Blvd., Sacramento Jr. College, Sacramento. Transmitter

ALLEN KANDER
Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., 7-4242

BROADCASTING • TELECASTING

May 9, 1955 • Page 105

RAN, Texas—H. C. Avery Jr. & David H. Cole db/a as Vicem Industries of America, vhf ch. 5 (180-188 mHz), 15 kW visual, 15 kW audio; antenna height above average terrain 606 ft. File April 28.

SANTA Fe, N. M.—C. H. Bestg. & Co., 1400 kc, 500 w unlimited. Post office address: 100 4th Ave., Santa Fe, N. M., 1+ kw visual, 1+ kw audio; antenna height above average terrain 318 ft. File April 28.

New Am Stations . . . APPLICATIONS

Hobrock, Ark.—Donald E. Jacobs Sr. & Irene Tatbor db/a as Vicem Industries of America, vhf ch. 5, 1 kw daytime. Post office address: 100 4th Ave., Santa Fe, N. M., 1+ kw visual, 15 kW audio; antenna height above average terrain 436 ft. Filed April 28.

Ownership Changes . . . ACTIONS BY FCC

VLWB Birmingham, Ala.—VLWB Inc., granted transfer of license by identical entity for $21,716, filed April 28.

WLTV-FM Mobile, Ala.—Goldens & Bester Broadcasting, Inc., granted voluntary transfer of license from WACG-TV Inc., proprietor of ch. 5. WLTV-FM, for $21,716, filed April 28.

WNRF-Pontiac, Ill.—Murchison Sr. & Murchison Jr. (72%); Patricia Johns (28%); William F. Johns Sr. (6%); Robert O. Johns (4%); John C. Flynn (9%) as db/a as WLRF Broadcasting Co. Metropolitan Broadcasting Co., the corporation of record, has been granted assignment of license to WKRF, for $40,000, file April 28.

WZLC-Pittsburgh, Pa.—Copley Sixth & Associates, db/a unknown, granted voluntary transfer of license from WZLC, db/a as WGIL-FM, for $3 million. Filed April 28.

WRAD-Badlin, Ga.—Rollins Bestg. Inc., granted voluntary transfer of license from WRAJ, db/a as WZLS, for $43,000, filed April 28.

WMPF-Baton Rouge, La.—Donald E. Jacobs Sr. (72%); Patricia Johns (28%); William F. Johns Sr. (6%); Robert O. Johns (4%); John C. Flynn (9%) as db/a as WLRF Broadcasting Co. Metropolitan Broadcasting Co., the corporation of record, has been granted assignment of license to WKRF, for $40,000, file April 28.

WKRB-Columbus, Ohio.—Copley Sixth & Associates, db/a unknown, granted voluntary transfer of license from WZLC, db/a as WGIL-FM, for $3 million. Filed April 28.
Huntsville—Jr. Ernest C. Brotz, Co. seek voluntary assignment to M. B. Cauthen Jr. or Huntsville Brotz, Co. seek voluntary assignment to M. B. Cauthen Jr. or Huntsville Brotz, Co. Each partner retains identical 15% interest in Huntsville Brotz Co. KSAM Huntsville, Tex.—Theodore F. Lott & M. B. Cauthen Jr. b/s as Huntsville Brotz, Co. C. seeks assignment of staff assignments of 6% interest in Jr. Lott for $5,500. Filed April 29.

Hearing Cases . . . .


KTLA-TV Los Angeles, Calif.—Paramount TV Productions Inc. FCC ordered KTLA-TV to show cause why station should not be designated later, and program and station plan to be designated later when that station shall not cease and desist from broadcasting the program "Play by Play" which appears of issues in pending action. FCC directed station to file proposed plan for new tv station on ch. 9. Action May 3.

OFF-The-Air Relay Service—By order, the Commission designated new tv station to replace those of the Radio-Electron Television Manufacturers Association and extended the time from April 21 to May 29 during which to file comments on further notice of proposed rule changes and Part 94 of the TV Auxiliary Broadcast rules, and to May 31 for reply. Action April 22.

Ambridge, Tarentum, Pa.; Painesville, Ohio—By order the Commission granted request of its Broadcast Bureau and supporting request by Miners Broadcasting Service Inc., insofar as they affect Grant of license to WSPA-TV to cover daytime power increase in daytime power of Grant of license to WSPA -TV to cover daytime power increase in daytime power of license. Action April 22.

WKG Forest Grove, Ore., Irvis V. Schmidtke Mod. of CP (BP-8847) as mod. which authorized change in daytime power in new station for completion date of (BMP-8681).

KCTK (TV) Great Bend, Kan., Central Kansas Broadcasting Co., Inc. —Grant license to new standard broadcast station for extension of completion date (BMP-3088).

Remote Control

WATE Boone, N. C., Wilkes Brotz, Co.—(BRC-711).

May 2 Decisions

ACTIONS ON MOTIONS

By Examiner James D. Cunningham

WSPA-TV Spartanburg, S. C., The Spartan Co.—Granted motion of WSPA-TV to quash subpoena duces tecum; and denied motion of Continental Pub. Co. of Greensville, Va., as mod. for purposes of restraining order, which it is not authorized to so restrain. Action May 2.

Katontowne, N. J., Harold M. Gade; Long Beach, N. Y., Morgan's Court App.—Issued an order after second prehearing conference that parties shall submit direct adversarial evidence as provide for purposes of restraining order, which it is not authorized to so restrain. Action May 2.

By Examiner H. Gifford Irion

Broadcast Bureau—Granted petition for reconsideration of Examiner's direction to file proposed findings in proceeding re application for ch. 9 in Charlotte, N.C. (CP 10087 et al.) and such proposed findings by the Bureau are not required. Action May 2.

By Examiner Elizabeth C. Smith on April 28

Price, Utah, Carbon-Emery Brotz, Co.—Granted petition for extension of time to May 3 filing proposed findings in re am application (Docket 10945-46) insofar as such findings was extended to May 23.

Routine Roundup . . . .

April 28 Decisions

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley on April 26

Paducah, Ky., Columbia Amusement Co.—Paducah Newspapers Inc.—Granted petition of Paducah Newspapers Inc. for extension of time to May 31 in which to file exceptions to initial decision in re ch. 7 (Docket 9008).
Radio Station and Newspaper Appraisals

May 4 Decisions

Broadcast Actions

By the Commission en banc

Granted CP

KVEC-TV San Luis Obispo, Calif., Valley Electric Assn., Inc., et al.--License to cover CP (BCT-795), which authorized new tv station to extend completion date to 19-5-55 (BCT-3087).

WJKY-FM Paducah, Ky., WKBY Inc.--(BRC-361).

KBSM-FM Owensboro, Ky., Owensboro Broadcasting Co.--(BRH-360).


Applications Returned

WLS Lansing, Mich., Lansing Broadcasting Co.--License to cover CP (BCT-795), which authorized new tv station to extend completion date to 19-5-55 (BCT-3087).

WWJ-TV Detroit, Mich., The Evening News Association--License to cover CP (BCT-3087), which authorized new tv station to extend completion date to 19-5-55 (BCT-3087).

KWTV (TV) Hutchinson, Kans., Hutchinson TV Inc.--License to cover CP (BCT-1244) as mod., which authorized new tv station to extend completion date to 19-5-55 (BCT-3087).

WBTW (TV) Florence, S. C., Jefferson Broadcasting Inc.--License to cover CP (BCT-3388) as mod., which authorized new tv station to extend completion date to 19-5-55 (BCT-3087).

KTRT (TV) Dallas, Tex., KRBH Radio Corp.--Mod. of CP (BCT-1859) as mod., which authorized new tv station to extend completion date to 19-5-55 (BCT-3087).

Applications for New Licenses

KTRT (TV) Alhambra, Calif., Van Curen Broadcasting Corp.--Mod. of CP (BCT-468) as mod., which authorized new tv station to extend completion date to 19-5-55 (BCT-3087).

KTRT (TV) Tacoma, Wash., Tribune Pub. Co.--License to cover CP (BCT-1244) as mod., which authorized new tv station to extend completion date to 19-5-55 (BCT-3087).

KTRT (TV) Tacoma, Wash., Tribune Pub. Co.--License to cover CP (BCT-1244) as mod., which authorized new tv station to extend completion date to 19-5-55 (BCT-3087).
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Category</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>1725 De Sales St., N. W.</td>
<td>8-5411</td>
<td>Executive Offices</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>National Press Bldg., Wash.</td>
<td>7-1205</td>
<td>Consulting Engineer</td>
</tr>
<tr>
<td>A. D. RING &amp; ASSOCIATES</td>
<td>Pennsylvania Bldg., Republic</td>
<td>7-2347</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>GAUTNEY &amp; JONES</td>
<td>Washington, D. C.</td>
<td>4-3000</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>Washington, D. C.</td>
<td>7-2904</td>
<td>Consulting Radio &amp; Television</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Dallas, Texas</td>
<td>6-7021</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>Arlington, Texas</td>
<td>6-7021</td>
<td>Consulting Engineers</td>
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<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>1610 Eye St., N.W.</td>
<td>5-1200</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>1 Riverside Rd.—Riverside</td>
<td>7-2133</td>
<td>Consulting Radio &amp; Television</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>818 E. 83rd St.</td>
<td>2-7011</td>
<td>Consulting Electronic Engineers</td>
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<tr>
<td>IF YOU DESIRE TO JOIN</td>
<td>Broadcasting • Telecasting</td>
<td></td>
<td>Members in Professional Directory</td>
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<tr>
<td>COLLECTORS-ADJUSTORS</td>
<td>Broadcasting • Telecasting</td>
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<td>advertising contact</td>
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<td>TO ADVERTISE IN THE</td>
<td>Broadcasting • Telecasting</td>
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<td>Member AFCCE</td>
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<td>Service Directory</td>
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WANTED: Aggressive conscientious salesman.

If you're interested, Box 355A, B.T.

**RADIO**

**Situations Wanted—(Cont’d)**

**Conscientious announcer—news DJ, commercials, management. One year's experience. Excellent potential. Available immediately. Box 386A, B-T.**

**Good announcer, commercial, excellent DJ. Knows music from Bach to Bob. Box 388A, B-T.**

**One of America's top 20 DJs available now. 18 years radio, 2 years TV. Details and tape upon request. Box 379A, B-T.**

**Negro announcer—DJ. Trained voice. Available now. Resume and tape on request. Box 365A, B-T.**

**Staff, good commercial, news, sports, married, draft exempt. Box 385A, B-T.**


**Announcer with 2 years experience in all phases of radio has reached peak of present employment. Desires change to larger market. Strong on news, commercials and personality shows. Write Box 388A, B-T.**

**Announcer, strong news, good DJ, sells commercials, will travel—tape and resume. Box 372A, B-T.**


**Excellent announcer…. nine years experience. First phone…employed. Wants Florids. Box 376A, B-T.**

**Experience staffer, eastern, major market indie, desiring sports spot, preferably with net affiliate. Box 387A, B-T.**

**Experience negro R&B DJ. News, references, 3rd phone, tape on request, will travel. Box 389A, B-T.**


**Announcer, some copywriting, light experience, wishes position enabling him to grow with station. Willing to travel. Excellent references, third class ticket, tape and resume on request. Draft deferred. Box 388A, B-T.**

**Announcer, deejay, recent graduate, no hot shot. Hard worker seeking opportunity—prove myself—your station. Tape, resume. Box 398A, B-T.**

**Hard working all around staff announcer, who can handle any DJ show. One year experience. Box 401A, B-T.**

**This gal's got it—experience, education, ability, and drive. Can adapt to any phase of broadcasting. Excellent references, good tape. Will travel. Box 388A, B-T.**

**Staff announcer, light experience, commercial art background. Radio or TV—never disappointed a boss. Have resume and tape. Box 412A, B-T.**

**DJ, young married man experienced in all phases of announcing, including control board operation. Box 414A, B-T.**

**Ambitious young DJ, recent graduate, willing to work hard and long. Limited experience. Will travel. Box 415A, B-T.**

**Personable young staff announcer. Experienced limited, copious knowledge music, sports, Sober, dependable. Box A, B-T.**

**Country and gospel music DJ available. Experienced. First phone. Southeast preferred, but not necessary. Box 421A, B-T.**

**Presently employed 5 kw—wish new location. Smaller, operations acceptable. Deejay, staff, news. Veteran, single, third phone. Tape, resume. Mary Martin, Box, Burlington, North Carolina.**

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**RADIO**

**Situations Wanted—(Cont’d)**

**Announcer, copywriter, salesman. Average or better. Mature, experience, references. Need connection immediately, trial basis OK. Don Parnell, Rt. 4, Box 355, Fayetteville, N. C.**

**Sports announcer, play-by-play and all around experience; friendly, DJ style. Bruce Schuett, 465 Market Street, Plesantville, N. Y. Phone: Pleasantville 2-244A.**


**Sports play-by-play my selling point. Can do good staff job too. Presently employed, contact Mike Wynn, Box 701, Logan, West Virginia. Phone 524A.**

**Technical**

**Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license desirable, but not required. Very best of equipment, and excellent employee relationship. State experience, education, draft classification, and provide snapshot. Box 397A, B-T.**

**Engineer, now chief 5,000 watts, wants change central Florida, Appalachian Mountains, no announcing, have bookkeeping experience. Seventy minimum. Forty hours. Box 346A, B-T.**

**Engineer: Seven years experience am-fm. Top references. TV opportunities preferred. Box 355A, B-T.**

**Chief—experience, cost conscious, financially responsible. Desires top traffic and announcing. Consider staff am-tv. Box 364A, B-T.**

**Engineer, first phone. Three years am and fm experience. Assistant to director of television. Draft exempt. Box 379A, B-T.**


**Six years chief, first phone, car. Age 25. Married. Excellent salary. Available immediately. Box 386A, B-T.**

**First phone. Experienced transmitter and studio. Now employed at 6 kw. Box 404A, B-T.**

**Engineer-announcer. Seven years experience. Good voice, good references. If permanent, wire. Will accept mail salary and working conditions. Box 416A, B-T.**

**Engineer, first phone, wants position midwest or southwest. Eighteen months broadcasting, now announcing. No experience. Has car. Hatzell, Box 399A, B-T.**

**Experience editor. Prefer Midwest or southwest. Eighteen months broadcasting. First phone, wire. Replies. Box 348A, B-T.**

**Am-fm-tv first class licensed operator ten years, now available. Any offer, locale considered. 20, single, car, truck, wire: Engineer. Box 644A, Pleasant Street, Syracuse, N. Y. Phone 75-8813.**

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**TELEVISION**

**Help Wanted**

**Announcers**

**Midwest vhf tv station has immediate opening for a young announcer. Must have full information, photo, and required salary. Box 396A, B-T.**

**Need young man with or without radio experience. Send complete information to Smuggle tv, 9118R, Medford, Oregon or Box 1621, Bakersfield, California.**

**Technical**

**California medium market needs good practical, stable television engineer. Must be excellent operator, television control panel, switcher, microwave, etc. Good on maintenance. Must be a good mechanic and electrician. Reply Box 424A, B-T.**

**Programming-Promotion, Others**

**Outstanding vhf station in southeast needs a smart promotion director. Must have experience in broadcast promotion, research, merchandising, preparation of newspaper ads. This job entails sales, market and program promotion. Write giving full details on your experience and send small photo. Box 414A, B-T.**

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**BROADCAST MANAGEMENT EXECUTIVE**

**Nine years of TV results in major market as general manager, station construction supervisor, management consultant, Ten years of AM experience, age 42. Best references. Personal record and character await your inspection. Interview at your convenience or at NARTB Convention in Washington, May 22-26.**

**Box 411A, B-T.**
TELEVISION
Help Wanted—(Cont’d)

Programming-Production, Others
Outstanding opportunity for experienced director both station and sports. Strong emphasis on baseball. KSAN-TV, San Francisco, California.

Director-production manager. Must be fully experienced in handling studio film and remote sports and special events programs. Give full particulars about previous experience, salary expected and when available. Contact Royce Wright, WAKR-TV, Akron.

Situations Wanted
Managerial
Sales manager. Experience—General sales manager of two vhf stations. Family man, young, aggressive. Wants to settle with progressive operation. Box 351A, B.T.

Announcers
Highly professional DJ, news, special events announcer available to quality operation. Tape or picture on assurance of proper handling and return—$150 per week minimum guarantee. Professional: family man for professional operation only. Box 192A, B.T.

Eye-appeal, buy-appeal for your sponsors. Young lady announcer will give up program with highest rating in very competitive market for opportunity in tv. Friendly voice, attractive appearance. Box 351A, B.T.

Top tv personality. 2 years with own DJ show, also straight announcing. 15 years radio. Details and tape on request. Box 351A, B.T.

Technical
Six years—fourteen years’ broadcast experience, able to maintain, operate and install all video and audio equipment; satisfactory class A license, supervisory experience. Also familiar with film cameras and projection equipment. Will relocate. Box 351A, B.T.

First phone, graduate engineering and tv production schools. 28. Single. Need start. Box 368A, B.T.

Tv chief or assistant chief available. Six years in all phases of high and low power uhf and vhf. Have built from up yop. My past experience will speak for itself. Sober, reliable and best of references. Box 376A, B.T.

Experienced am-tv 21/2 years tv chief directional antenna. Family man. Midwest to west. Box 397A, B.T.

Chief engineer tv, three years experience field engineer, also previous position as chief engineer tv station in south or west. Write Philip Bate, 132 Melrose Drive, West Palm, Va. for resume.

Programming-Production, Others
Program director—Girl Friday wants job with future in radio-tv Los Angeles, San Francisco area. Young, experienced all phases radio, college graduate. Details on request. Box 351A, B.T.

Tv-radio newscaster, seven years experience, 28, married, $125 minimum. Box 368A, B.T.

WANTED TO BUY

Stations
Miss—Ark—La.—W. Tenn.—Stations or Cps-Towns 5000 plus or cities. Box 9767, B.T.

All or central Iowa, Minnesota, Illinois radio stations. State price, down payment, terms. Box 402A, B.T.

Two partners interested in buying am station in North Carolina or Ohio. Have background, experience and needed cash. Deal directly with owner, no middle man. All replies confidential and will contact all replies. Box 401A, B.T.

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professional and syndicated service. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment Etc.
Wanted: Used, in first class condition, micro-wave studio transmitter link. Prefer 800mc band operation. Also need antennas for above. Box 314A, B.T.

Wanted by eastern radio-tv school: Used two-camera chuck, 16mm and slide projectors, control equipment and associated equipment. Please describe condition and quote price. Box 351A, B.T.

Need 1000 watt transmitter. Have 250 watt transmitter that we’ll either trade or sell. Send price, condition, etc. Box 366A, B.T.

Wanted: 4 ft. RCA microwave reflector. Also horizontally polarized buttonhook or antenna feed for 4 ft. reflector. Chief Engineer, KGNO- TV, Amarillo, Texas.

Wanted—used Hewlett-Packard model 330-BC or D distortion analyzer in good condition. WZEN, Dover, Ohio.

Wanted: Equipment for 250 watt station including tower. State price and conditions. Contact Bob LaRue, Box 61, Fort Morgan, Colorado.

5 or 10 kilowatt fm transmitter. Advise make, price, hours used. etc. Box 729, Glendale, California.

Instruction
Get your FCC first phone license in 6 weeks. Intensive personal instruction in residence or by correspondence. For details, write Gran- nhill School, Dept. Y. Address either 6604 Hollywood Blvd, Hollywood, Calif. or 771 11th Street N.W., Washington, D. C.

Your FCC first phone license in a hurry. Nation’s largest professional job training offers brand new, streamlined course. Guaranteed coaching—national-wide plan. Instruction rushed to you free (no salesmen will call). Get the best—by mail. Northwest Radio & Television School, 1211 N. W. 21st Avenue, Portland 9, Oregon.

TELEVISION
Salesman

Television Account Executive
Sales representative for thirteen top-rated TV syndicated film properties with established company. Generous compen- sation plan. Exclusive excellent Central States Territories. Also Southern. Syndicated sales: tv station sales; or agency tv purchasing preferred.

Write Box 351A, B.T.

Situations Wanted
Technical
Desire to relocate as administrative Chief Engineer of tv operation. 10 years background in AM, FM, TV transmitter, studio, maintenance in operator and supervisory capacities, As Ass’t Chief Engineer, planned and operated VHF station; Chief Engineer UHF. 33. Married. Full references. Box 393A, B.T.
FOR SALE

TV PLANT

GE-5KW TRANSMITTER, CHS 7-13 INC, DIPLEXER, FILTERS & DUMMY LOAD
GE—BAY ANTENNA
GE-FREQUENCY MONITORS, SPARES

PRICED RIGHT

KFMB-TV
SAN DIEGO, CALIF.

WANTED TO BUY

Equipment

Tv Equipment Needed Immediately
Channel 3
5 kw Transmitter
Film chain
Studio chain (1) Projectors
Switching and Monitoring equipment
Box 355A, B&W

INSTRUCTION

NATIONAL ACADEMY OF BROADCASTING
3338 16th St., N.W.
Washington, D. C.

Job Getting Courses in
Announcing, Writing, Producing for Radio & TV
Call Decatur 2-5580
New Term Starts June 2

FOR THE RECORD

SWIFTWATER RADIO STATION

Details to financially responsible principals.

RALPH J. ERWIN
Broker of Theaters and Radio Stations

Box 811, Tulsa

TEXAS • OKLAHOMA • ARKANSAS • MISSOURI • KANSAS

May 9, 1955 • Page 113
Courtship Costs

FROM now on the American advertiser is going to get more attention from rival media than the shapeliest chorus girl ever got from the Broadway wolf pack.

Media are going about their wooing with more money and more determination than they have ever spent before.

At the moment, unhappily for radio and television, the medium with the most money for this job happens to be the newspapers. The newspapers' Bureau of Advertising is operating this year with $1.6 million to spend on blandishments to catch the advertiser's eye.

Contrasted with that amount are the $720,000 budget of Radio Advertising Bureau and the $400,000 budget of Television Bureau of Advertising. Though each of those amounts may be somewhat expanded before the end of 1955, they will still not total anything like the $1.6 million that the newspapers will be spending.

The newspapers have hauled up $1.6 million for their Bureau of Advertising this year because, as was explained at the American Newspaper Publishers Assn. convention, national advertising in newspapers in 1954 dropped below that of 1953. Additionally, the publishers were told, the money is needed to fight off competition from other media [B&T, May 2].

Now money alone will not win the advertiser's hand. Imagination, ingenuity and basic sex appeal are also important, and of those qualities radio and television have their full share.

But money is not to be scorned. The suitor with good looks, charm and a winning personality will certainly not be handicapped if he has a well-pressed dinner jacket, too.

The point of all this is that if radio and television are to stand a chance of holding a favorable position at the stage door, they are going to need enough money to keep up appearances. Perhaps neither needs as much as the newspapers have (after all, as an older and established party, newspapers must spend more to look well), but together they certainly must match the newspapers' resources. Ideally they ought to be able to outspend the newspapers.

How to Break a Bottleneck

THROUGH the good offices of Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, it is now established that one big step toward solution of the uhf television circulation problem lies in the elimination of the onerous 10% excise tax on sets. Manufacturers representing 90% of set production have signed a pledge the production of all-band receivers if the tax is eliminated, but they won't agree voluntarily to produce all-channel sets only because of fear of running counter to the antitrust laws.

So here, both the cause and the cure are isolated. Congress is loath to eliminate any excise taxes because, as Sen. Magnuson points out, it "opens up a Pandora's Box" wherein all those saddled with excises seek relief.

That, however, should not deter all those interested in television's well-being from following through. Congress is interested. The FCC must be, because, properly or not, the uhf crisis is on its doorstep. And the uhf telecasters must be concerned about the tribulations of their uhf colleagues because their own future well-being is dependent upon uhf getting the fair shake it was promised and deserves. If uhf is not given incentive through access to circulation, another kind of pressure will be visited upon uhf—pressure to break-down uhf coverage patterns by reducing separations, introducing directional and shoehorning in services that would degrade uhf service unconscionably.

The task is not insuperable, despite failure at the last session of Congress. First it is right because it is in the public interest. Moreover, there is ample precedent. Last session, the excise taxes on jewelry, furs and theatre admissions were substantially reduced—certainly in most cases. Were those cuts in the public interest? Are these "luxuries" to be compared to the survival of a segment of what has become an indispensable information medium?

The obvious answer is to "inform" the Congress and keep informing it. The luxury people maintained extensive lobbies and got the result. This job is one for all telecasters, whether uhf or vhf, for the set manufacturers and, if you please, the FCC itself in pursuance of its mandate from Congress to allocate frequencies in such a fashion as to provide maximum service to the nation.

The NARTB convention later this month here in Washington should take note, and we think it will. What better place to map out a campaign to inform Congress of the urgency of the problem.

Sarnoff's First Fifty

ONE billion dollars in sales, products and services in 1955. That's the goal David Sarnoff has set for RCA. There's little doubt that RCA will make it, what with a record of $940.9 million in 1954. And 52% of that was derived from television. There's the predicted color "break-through" directly ahead, too.

The buoyant story of RCA's business is recounted elsewhere in this issue. The saga of the man behind this phenomenon is not.

Next year David Sarnoff observes his 50th anniversary in what we call radio. At 65 he continues the driving executive force in RCA's far-flung operations.

So far as we know, Gen. Sarnoff didn't really invent anything in radio or electronics. Yet he epitomizes the electronic era throughout the world. It was his vision that sparked radio's development.

His prowess as an executive gave incentive and direction to development of the whole field.

David Sarnoff was not content to let the inventors serve up the products of their genius. He told them what he wanted to have invented. He gave them the solution and let them work out the ways and means. But more important, he gave them encouragement, counsel that sprang from a self-acquired knowledge of engineering and finance. Only his peculiar genius could supply this combination of gifts.

Gen. Sarnoff's competitors may regard him as tough, arrogant, stubborn and bitterly competitive. He may well be all these. But all nevertheless must admire him for his greatness as a business leader, a philosopher, a soldier and a patriot.

A year from now, when RCA's all-electronic, air-cooled cash register, with built-in light amplifier, rings up that first billion-dollar year, Gen. Sarnoff will be feted as he also observed his Golden Anniversary in radio. He will revel in the kudos.

But it's an even bet that he will commission his scientists to develop for celestial export a transistorized color transmitter no bigger than a man's hand, to promote interplanetary goodwill. And from Camden he will dispatch a fleet of RCA-Victor atomic-powered space ships to deliver the new Mars Model bug-eye (no terrestrial flip-over) color receiver to corners of the solar system.

Simultaneously, he will be going NBC's records revolve around the solar...
In Good Company

BIG BEAR markets
and
"the little show"
11:15 P.M. MONDAY THROUGH FRIDAY

This great food chain knows that WWJ-TV produces eye-catching programs; the station offers valuable business leaders; sponsoring "The News by Williams" and Norge, and pre-teve Allen's gilt-

Hour after hour, day after day, one big name follows another on Michigan's First Television Station. You belong in this good company. For program ideas and availabil-
ities, phone, wire, or write your nearest Hollingbery office or WWJ-TV direct.

P.S. The lovely lady's name is Hellen Hartwick—a WWJ-TV discovery.

In Detroit . . .
You Sell More
on channel 4

WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS
• National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
The “P.S.” doesn’t come last at KMBC-KFRM

The folks who run the KMBC-KFRM radio Team (including the stockholders) believe public service programming is a broadcast responsibility requiring every bit as much attention as commercial schedules. We have a special department to build public service features occupying regular and frequent positions on our program schedule. These are not mere fill-ins for unsold time—they're consistent, informative shows that hold a surprisingly large audience—programs designed to cover all aspects of community life.

For instance, we have a weekly series—KANSAS CITY REPORT—done in cooperation with the Chamber of Commerce. Business conditions and progress of civic projects are covered on this program, now in its ninth year. Many of the city's most important leaders have been heard on this show—a fact which helps explain the tremendous local prestige of the KMBC-KFRM Team.

Another feature that's brought added stature to the KMBC-KFRM call letters is RADIO SCHOOLHOUSE. This program, originated 12 years ago, is heard weekly by more than 100,000 students through radios installed in classrooms throughout Missouri and Kansas.

Special instruction in art, history, music appreciation and youth guidance is broadcast under the auspices of the Kansas City public schools.

KMBC, had casually mentioned on the air that it would be a nice gesture if some of the folks were at the airport for the team's arrival. One mention was all it took to draw this huge crowd! And, to launch the baseball season, KMBC-KFRM was the only radio station broadcasting the big Baseball Parade attended by more than 200,000 Kansas Citians.

There's a lot more to the KMBC-KFRM public service story; but since we seem to be running out of column, let's sum it up with this thought: A radio station is known by the audience it keeps. We keep ours—and keep it loyal—with well-balanced programming that has put KMBC-KFRM first in the Heart of America!